

TRUST IN FOOD STARTS WITH UNDERSTANDING

Irish people value Irish food and farmers, but trust in the wider food system depends on how well people understand where their food comes from and how the agrifood sector works.



**OUR
FOOD
ROOTS**

Sharing the story of
Irish food and farming

PRIDE IN IRISH FOOD & FARMERS



83%

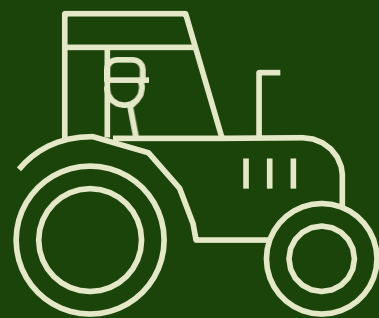
Have a positive
view of Irish food

Irish food is widely seen as
safe, high-quality and
something to be proud of.

79%

Believe Ireland
has great farmers

Farmers are admired for
their hard work and
commitment to quality.



65%

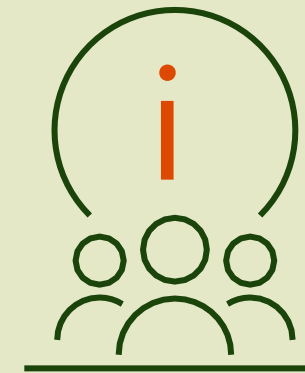
Trust the food and
farming sectors

But there is strong appetite to
know more.

THE TRUST GAP: WHO FEELS LEAST CONNECTED

18-24 Year Olds

Younger adults and those with no
connection to farming need to
know more in order to build
understanding and connection to
farming



Why the gap exists a
lack of understanding

6 IN **10**

Want to know more about what
farming is doing for the economy, the
environment & society

But the perceived complexity of farming
is a barrier to understanding

Greater transparency can make
farming easier to understand and
easier to connect with

REFORMING THE CONNECTION FOOD IS THE BRIDGE



Food is something we all share. When people
understand the journey from farm to plate it helps
them feel closer to the sector and the people
behind it.