

2024 Edelman Trust Barometer

Supplemental Report:
Insights for the Food Sector



2024 Edelman Trust Barometer

Methodology

Annual online survey in its 24th year

Fieldwork conducted: Nov 3 – Nov 22, 2023



Argentina	Colombia	Ireland	Mexico	S. Africa	UAE
Australia	France	Italy	Netherlands	S. Korea	UK
Brazil	Germany	Japan	Nigeria	Spain	U.S.
Canada	India	Kenya	Saudi Arabia	Sweden	
China	Indonesia	Malaysia	Singapore	Thailand	

Data collected is representative of the general population across age, gender, region and ethnicity/nationality (where applicable) within each country.

**The sample size varies by country from 1,109 to 1,500.
 28-market global data margin of error: General population +/- 0.7 percentage points (n=32,492)
 Country-specific data margin of error: General population +/- 3.3 to 3.9 percentage points (varies by country based on sample size, n=1,109 to n=1,500)
 Margin of error is calculated at the 99% confidence level

Global averages

Unless otherwise indicated, global averages are composed of all 28 countries surveyed.

Statistical significance



Indicates a statistically meaningful difference or change in the data that is unlikely to be due to chance or a random fluctuation.

All indicated year-over-year significant changes were determined using a t-test set at a 99%+ confidence level.

Shortened question text

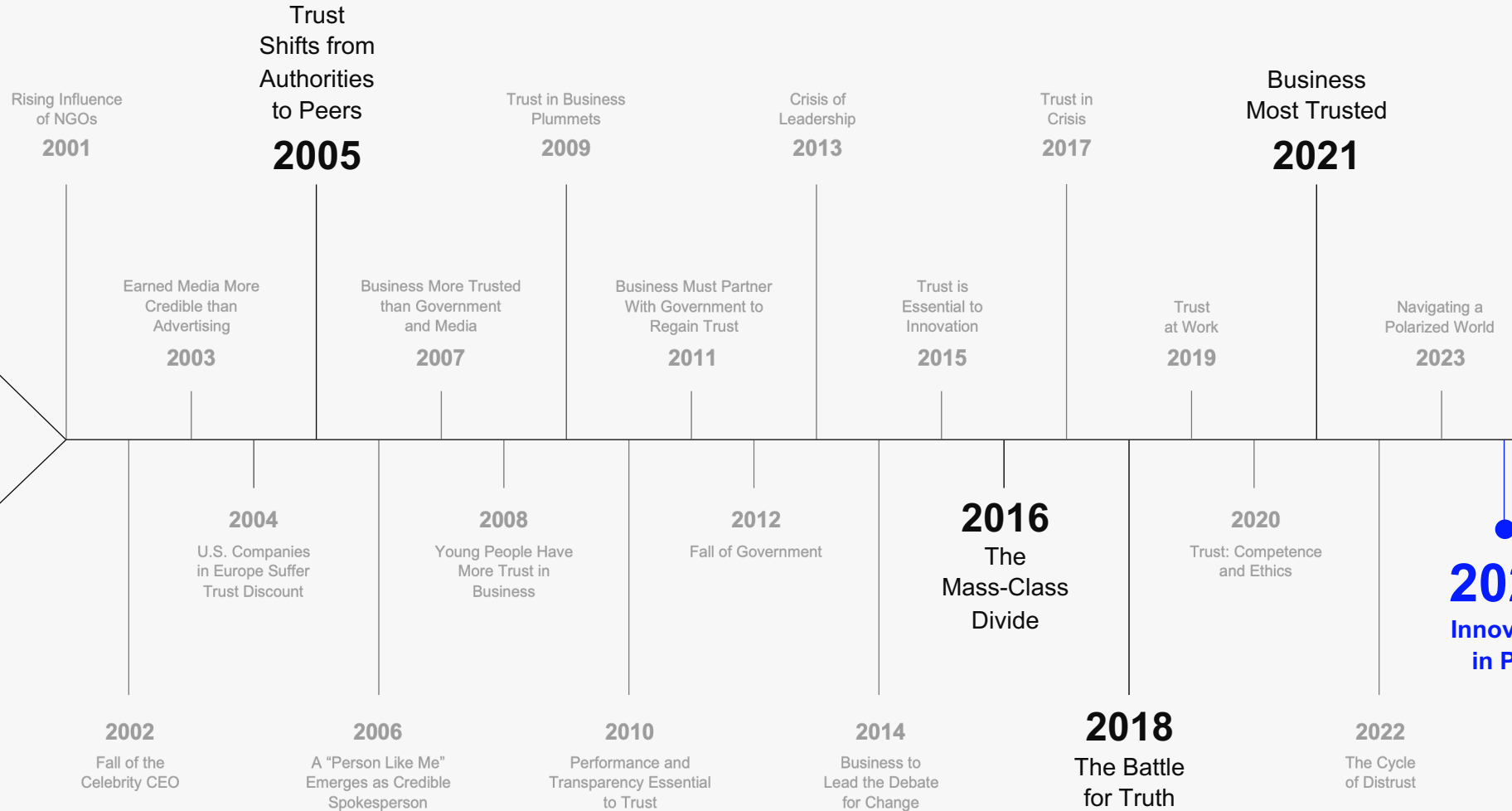
Throughout the report, question text has been edited for readability.

For more details on global averages, country-specific sample information, or to see the full text for any shortened statements, please see the Technical Appendix



24

Years of Trust:
power shifts,
divisions deepen



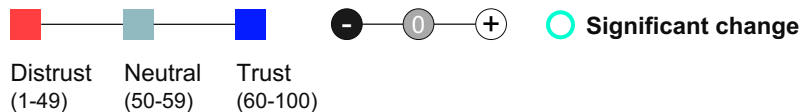
Trust in Industry Sectors Does Not Guarantee Trust in Industry Innovations



Trust Index 2023 to 2024: Developing Countries Lead on Trust

Trust Index

(average percent trust in NGOs, business, government, and media)



2024 Trust Index among

Developing countries **63**

Developed countries **49**

2024 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg., and by developed and developing countries. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Due to a translation inconsistency in France, the 2023 Trust Index has been imputed using a model. For more details, please see the Technical Appendix.

2023 General population

55	Global 28
83	China
75	Indonesia
74	UAE
73	India
71	Saudi Arabia
66	Singapore
66	Thailand
63	Kenya
62	Malaysia
61	Mexico
56	Nigeria
54	Netherlands
53	Brazil
52	Canada
51	Colombia
50	Italy
49	Sweden
48	Australia
48	Ireland
48	U.S.
47	France
47	S. Africa
46	Germany
44	Spain
43	UK
42	Argentina
38	Japan
36	S. Korea

2024 General population

56	Global 28
79	China
76	India
74	UAE
73	Indonesia
72	Saudi Arabia
70	Thailand
68	Malaysia
67	Singapore
64	Kenya
61	Nigeria
59	Mexico
56	Netherlands
53	Brazil
53	Canada
52	Australia
50	Italy
49	S. Africa
49	Sweden
47	Colombia
47	France
47	Ireland
46	Spain
46	U.S.
45	Germany
43	S. Korea
39	Argentina
39	Japan
39	UK

Greatest changes in

S. Korea	+7
Malaysia	+6
Nigeria	+5
Thailand	+4
Australia	+4
China	-4
Colombia	-4
UK	-4

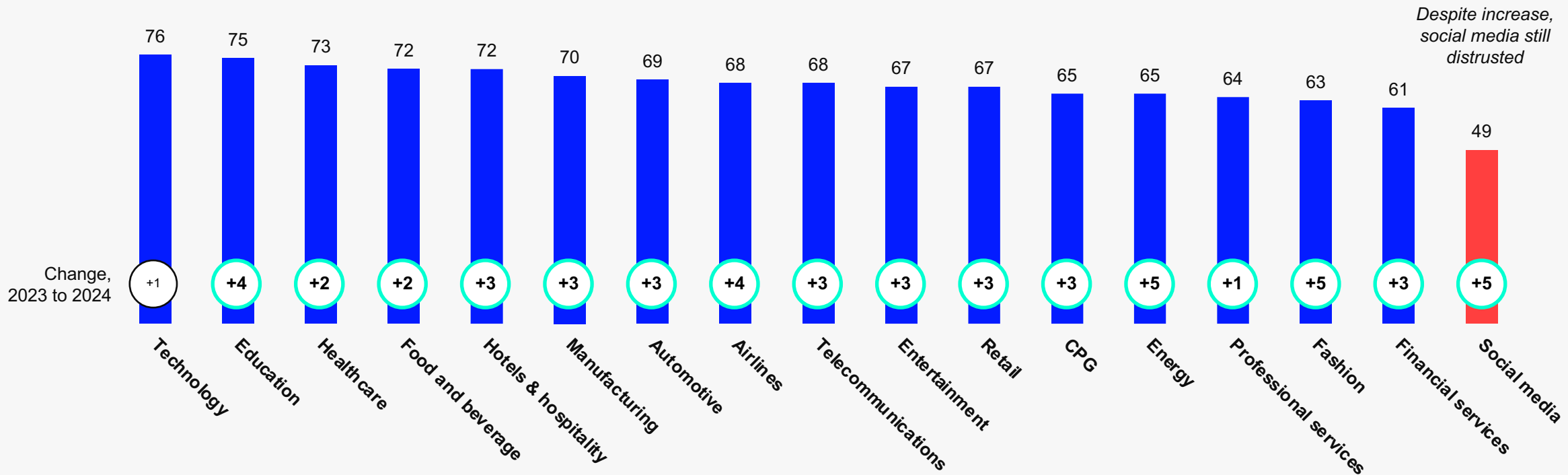
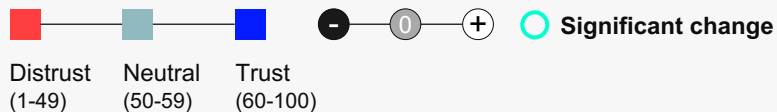
*UK now among
least-trusting countries*



Significant Trust Increases Across Most Industry Sectors

Percent trust in businesses in the following industries to do what is right

GLOBAL 25 Excludes Mexico, S. Africa, U.S.



2024 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 25-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

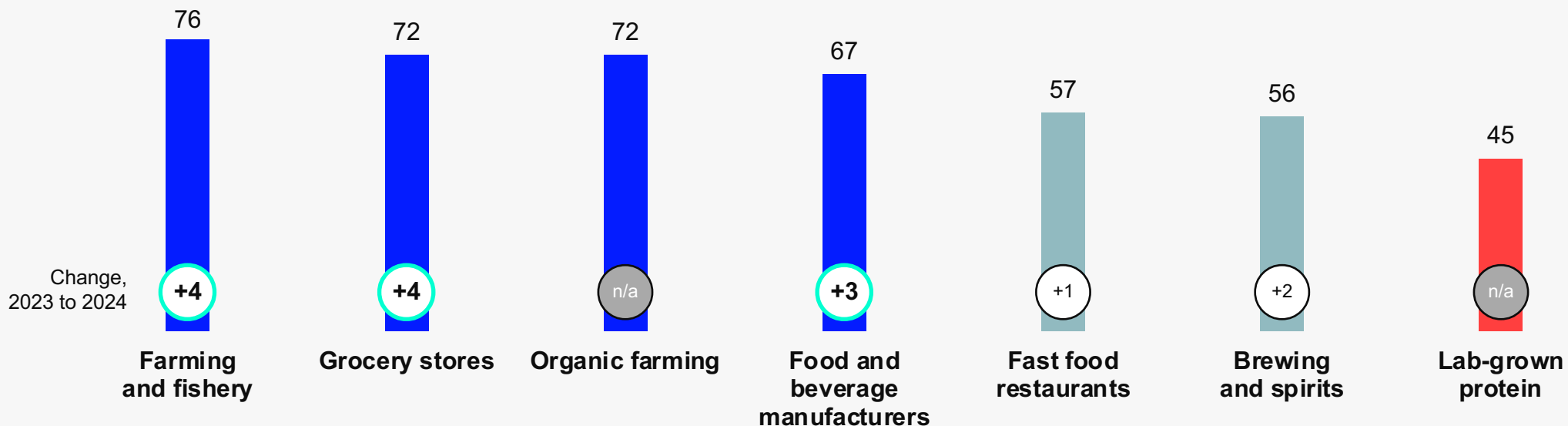
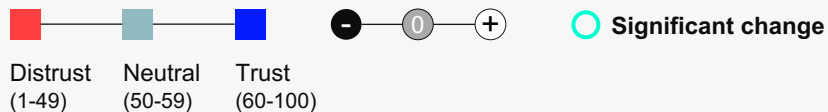
In S. Africa, the Afrikaans translation for "Food and beverage" was updated in 2024. In Mexico and the U.S., the Spanish translation for "Automotive" was updated in 2024. These language changes mean the 2024 data cannot be compared to data from previous years and have been removed from this analysis for all sectors to ensure a consistent global average is shown for each.



Trust Increases in Most Food and Beverage Subsectors

Percent trust in businesses in the following subsectors to do what is right

GLOBAL 26 Excludes Canada, S. Africa

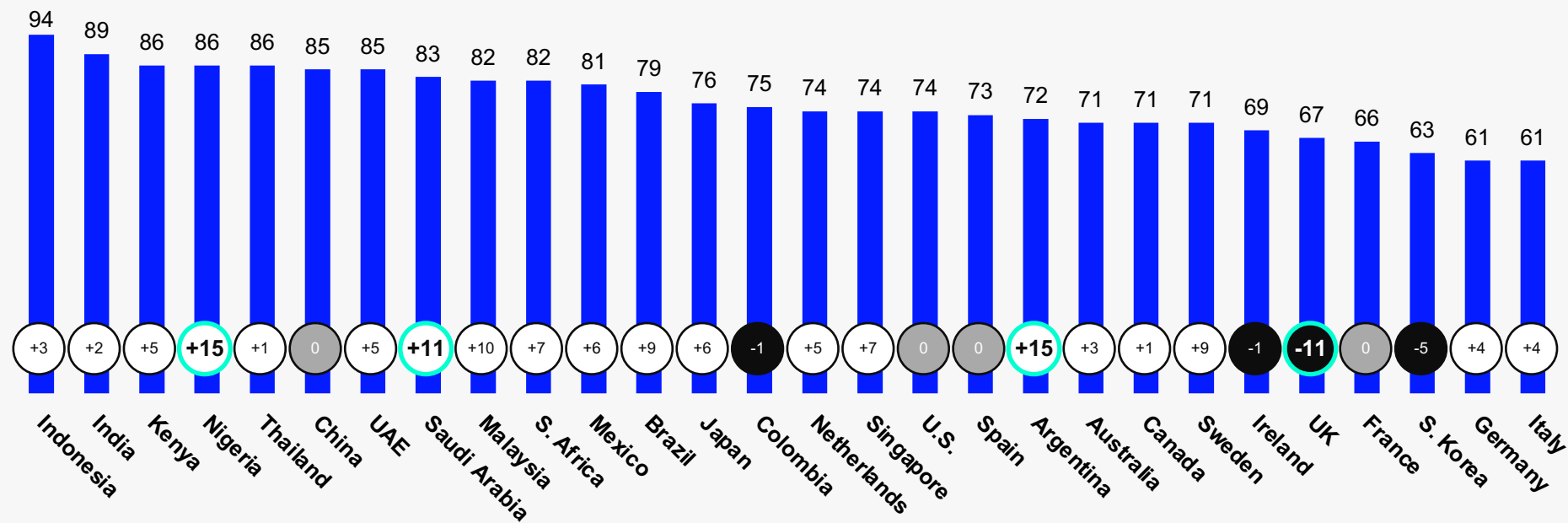
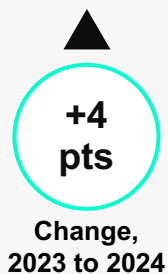
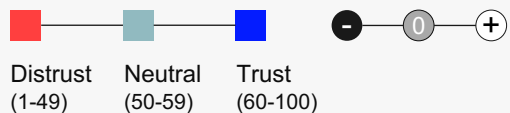


2024 Edelman Trust Barometer. TRU_SUB_FBV. Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level. In Canada, the French translation for "Brewing and spirits" was updated in 2021. In South Africa, the Afrikaans translation for "Food and beverage manufacturers" was updated in 2024. These language changes mean the data for these countries cannot be compared to data from previous years, so these countries have been removed from this analysis for all sectors to ensure a consistent global average is shown for each. In Brazil, the Portuguese translation for "Brewing and spirits" was updated in 2024.



Food and Beverage Subsector: Farming and Fishery Trusted in All Countries

Percent trust in businesses in the farming and fishery subsector to do what is right

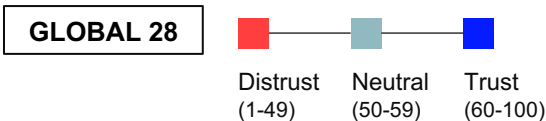


2024 Edelman Trust Barometer. TRU_SUB_FB.V. Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

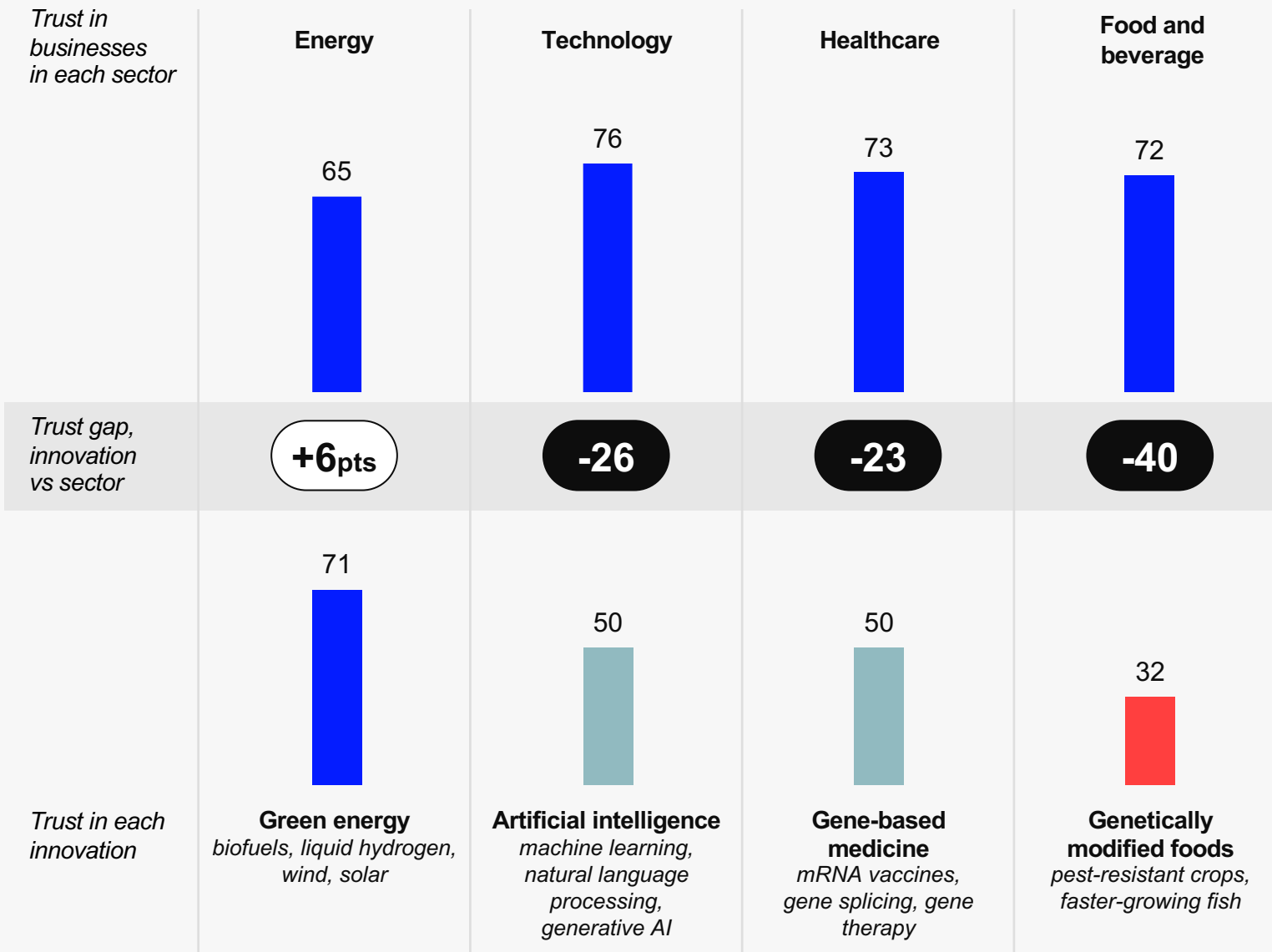


Trust in Industry Sectors Does Not Guarantee Trust in Industry Innovations

Percent trust

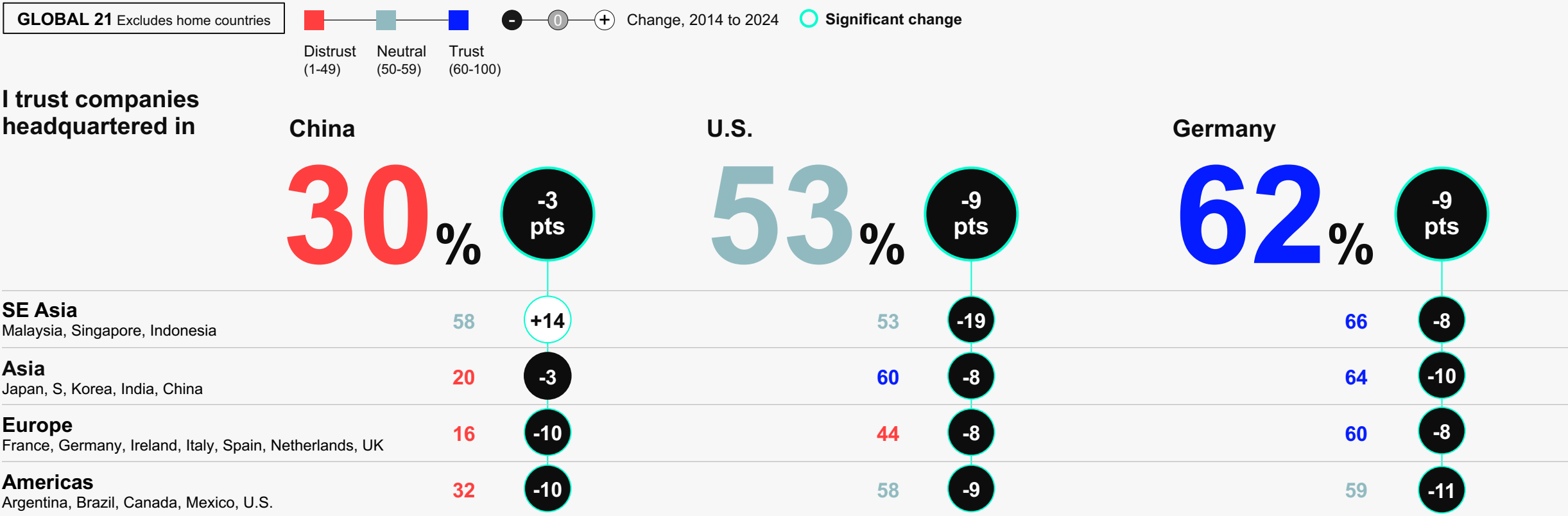


2024 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. TEC_TRU. How much do you trust each of these technologies? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 28-mkt avg.



10-Year Shift: Less Trust for Companies Headquartered in Global Powers

Percent trust in companies headquartered in each country, among respondents from outside each country being rated

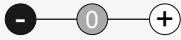


2024 Edelman Trust Barometer. TRU_NAT. Now we would like to focus on global companies headquartered in specific markets. Please indicate how much you trust global companies headquartered in the following markets to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 21-mkt avg., and by region. Data excludes respondents from the country being rated. Ten-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Establishment Leaders Not Trusted to Tell Us the Truth

Percent who worry

GLOBAL 28  Significant change



Government leaders



Business leaders



Journalists and reporters

are **purposely trying to mislead people** by saying things they know are false or gross exaggerations



Nearly 2x More Likely to Fear Innovation Poorly Managed

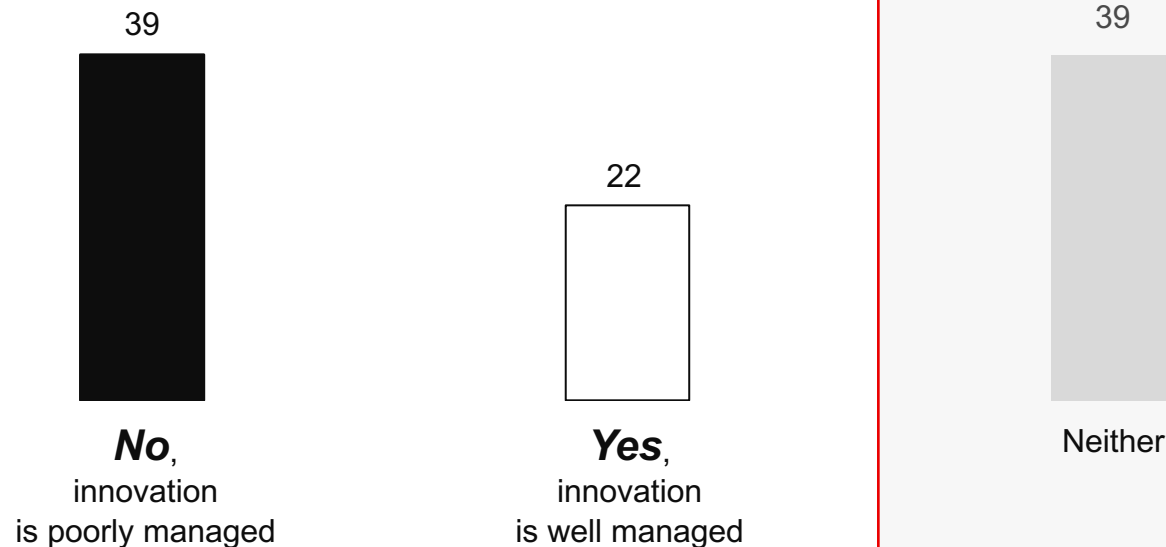
On average, percent who say

GLOBAL 28

In thinking about innovation –

- *Do I trust how **business** and **NGOs** introduce innovations into society?*
- *Can **government** regulate new technologies?*
- *Is science independent of **politics** and **money**?*

Nearly **2x more likely**
to say innovation is poorly managed vs well managed

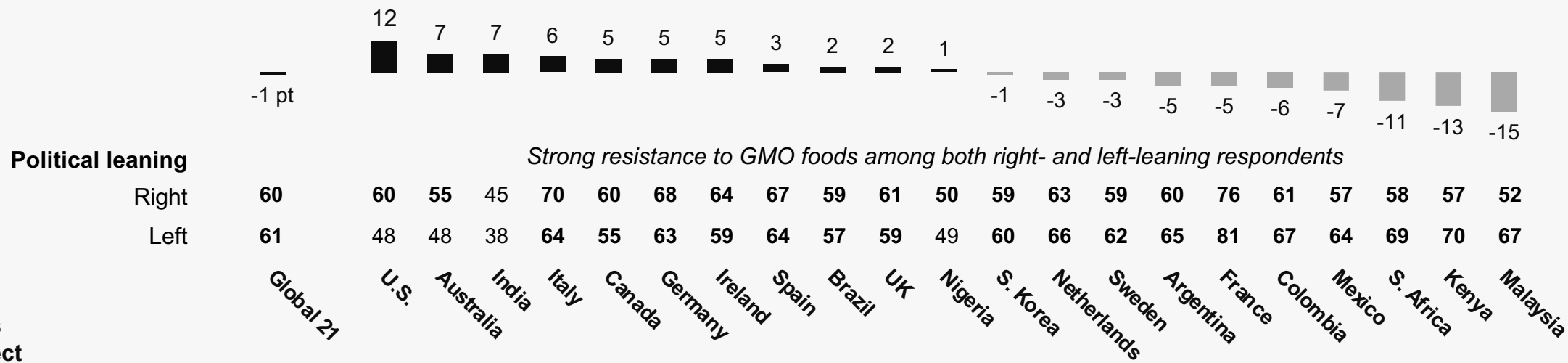


Strong Resistance to GMO Foods Across Political Divides

Percent who reject GMO foods

GLOBAL 21

Difference in GMO foods rejection
between those who lean right or left politically



Political leaning

Right

Left

Strong resistance to GMO foods among both right- and left-leaning respondents

bold font indicates
50% or more reject
GMO foods

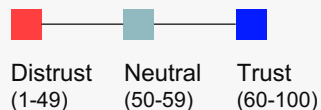
2024 Edelman Trust Barometer. CHG_TEC_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject. General population, 21-mkt avg., by political leaning. Political leaning is not asked in China, Saudi Arabia, Thailand or the UAE. Indonesia, Japan, and Singapore are excluded from the analysis due to having sample sizes too low to report (less than n100).



Trust Imbalance: Business Most Trusted to Integrate Innovation into Society

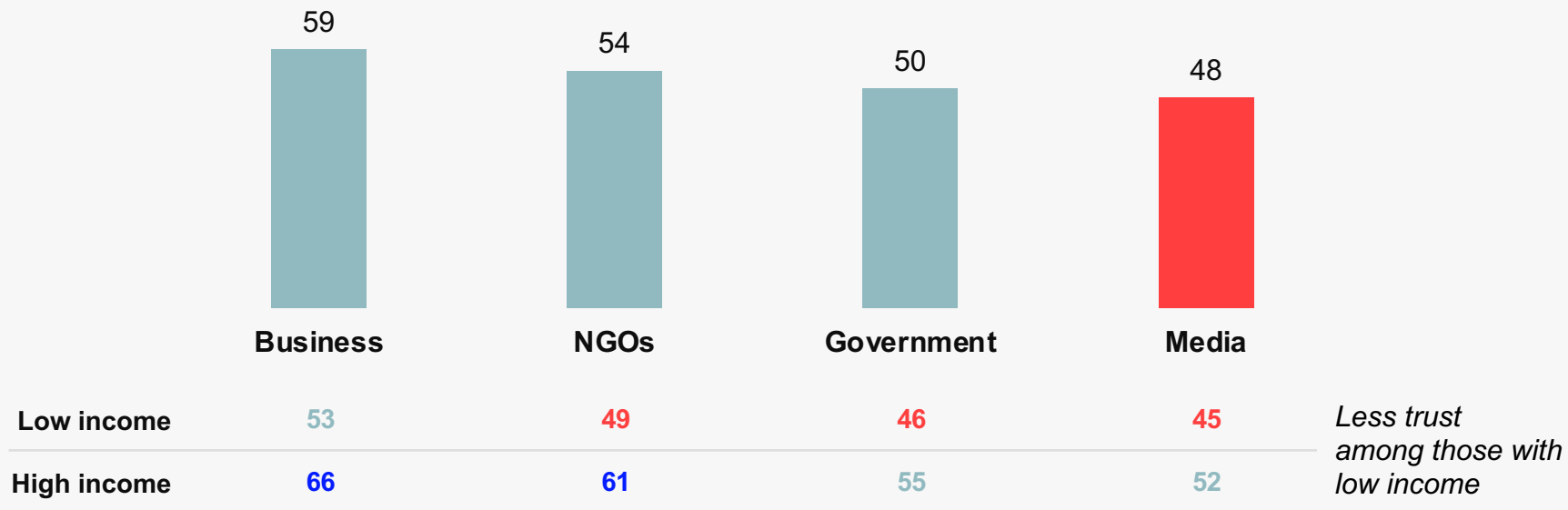
Percent trust

GLOBAL 26 Excl China, Saudi Arabia



I trust each with the introduction of innovations into society, ensuring they are

- *Safe*
- *Understood by the public*
- *Beneficial*
- *Accessible*

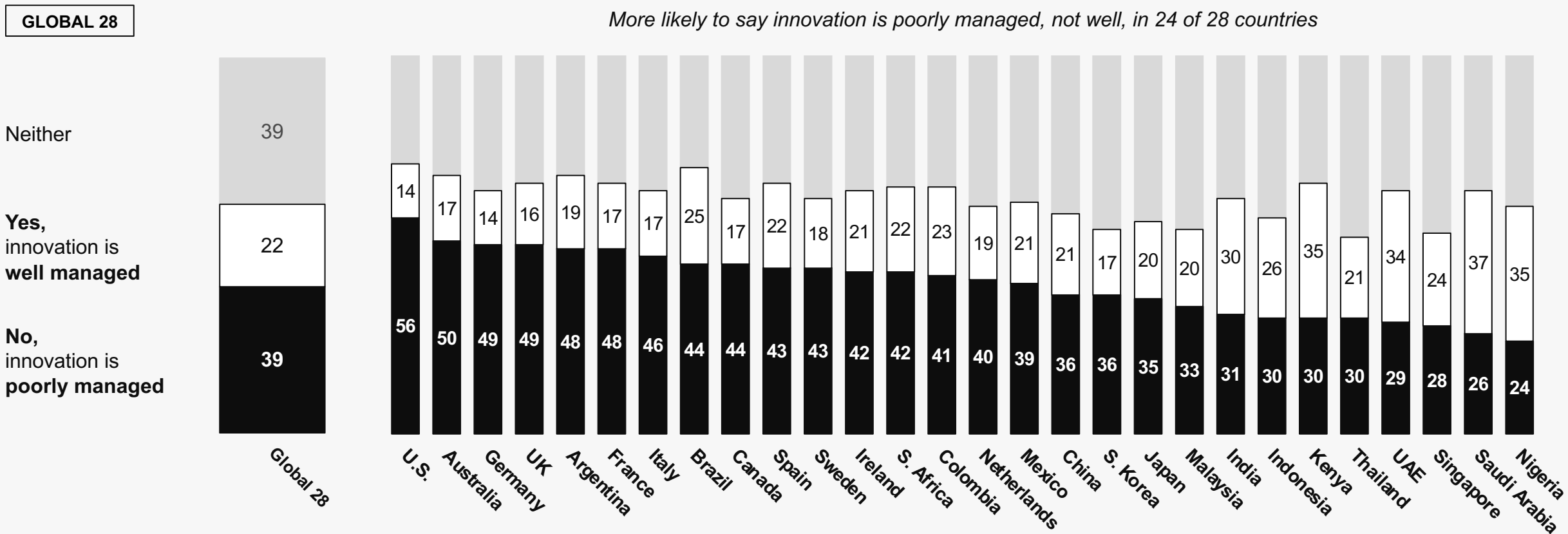


2024 Edelman Trust Barometer. TRU_INS_TCNG. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to ensuring that the introduction of new technologies and innovations into society is well-managed (e.g., they are safe, understood by the public, beneficial to society as a whole, and accessible to the people who need them). 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 26-mkt avg., and by income. Data for "Government" not collected in China or Saudi Arabia; not collected in China for "Media".



Nearly All Countries More Likely to Believe Innovation is Mismanaged Rather Than Well Managed

On average, percent who say

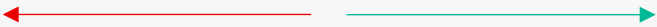


When Institutions Mismatch Innovation: More Rejection, Less Enthusiasm for Emerging Technologies

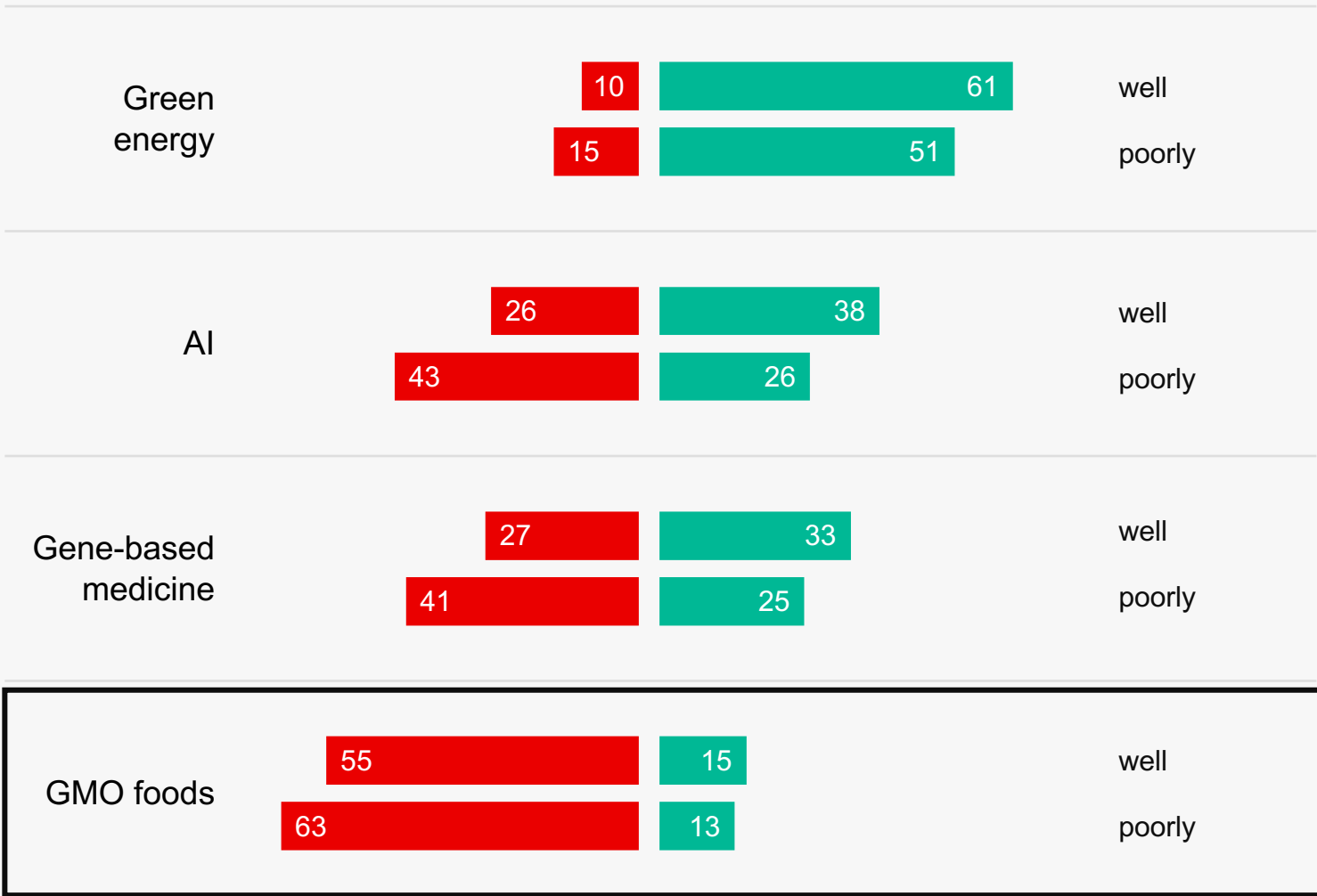
Percent who say

GLOBAL 28

I reject this innovation I embrace this innovation



Innovation is managed ...



2024 Edelman Trust Barometer. CHG_TEC_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. General population, 28-mkt avg., by the innovation management scale. For a full explanation of how the Innovation Management Scale was developed, please see the Technical Appendix.

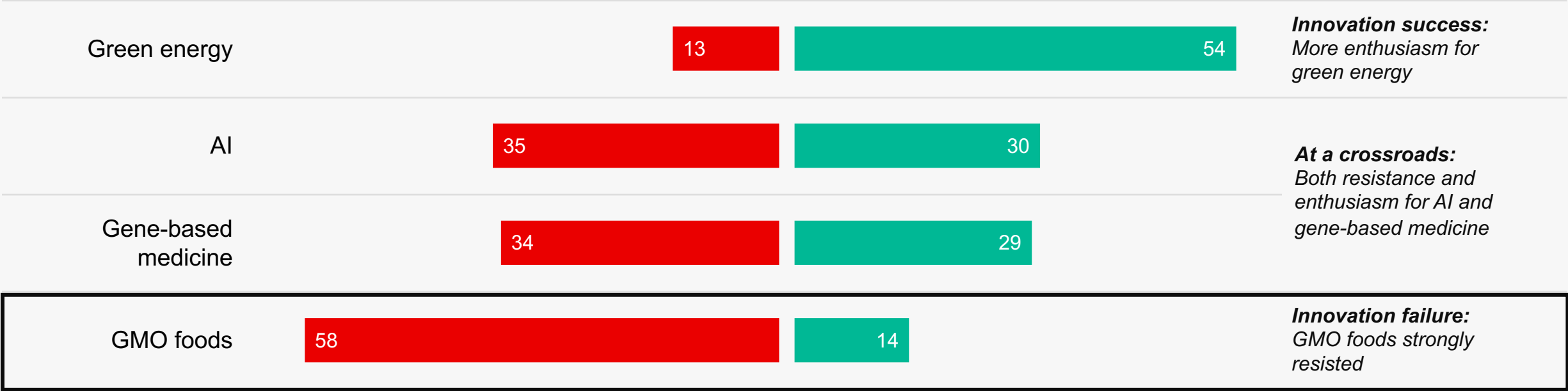
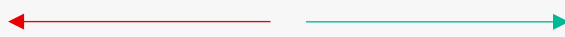


Acceptance of Innovation at Stake

Percent who say

GLOBAL 28

I reject this innovation I embrace this innovation



2024 Edelman Trust Barometer. CHG_TEC_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. General population, 28-mkt avg.



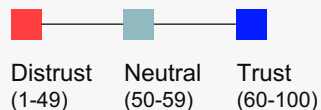
Earning Trust and Acceptance for Food Innovation



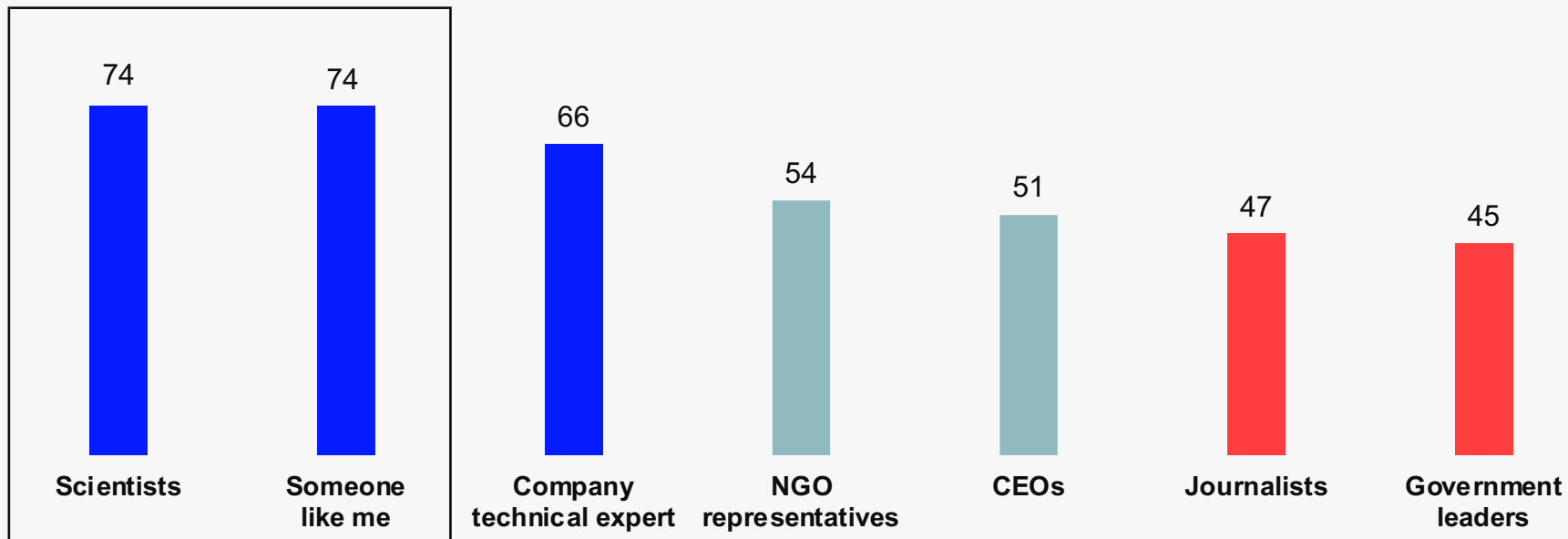
Dispersion of Authority: Peers on Par With Scientists

Percent trust

GLOBAL 26 Excl China, Saudi Arabia



I trust each to tell me the truth about new innovations and technologies



2024 Edelman Trust Barometer. TRU_PEP_TCNG. Below is a list of categories of people. For each one, please indicate how much you trust that person or group of people to tell you the truth about new innovations and technologies. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 26-mkt avg. "Government leaders" not asked in China or Saudi Arabia.



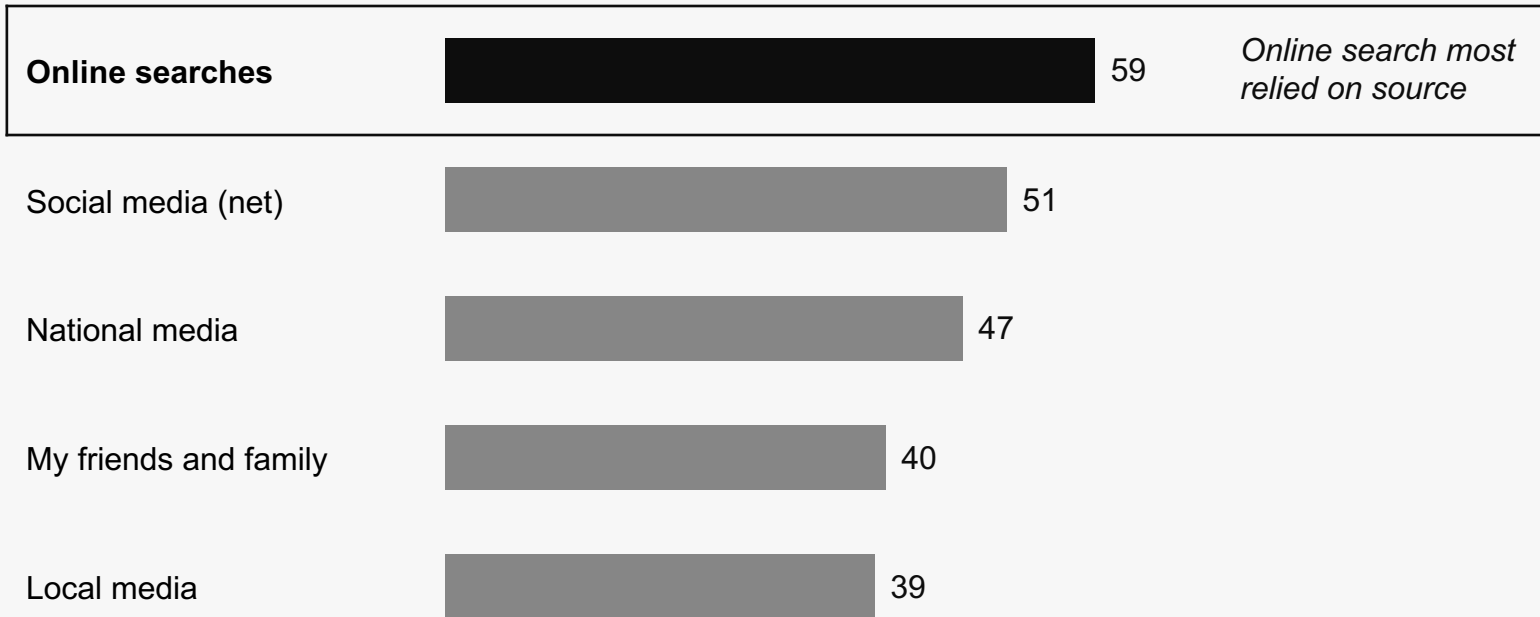
I'm Doing My Own Research: Help Me Find Information I Can Trust

Percent who say

GLOBAL 28

This is where I get most of my information about new technologies and innovations

Showing top 5 of 9 items



2024 Edelman Trust Barometer. INO_INF_SRC. Where do you get most of your information and knowledge about new technologies and innovations from? Pick all that apply. Question asked of half the sample. General population, 28-mkt avg. "Social media" is a net of "My social media news feed" and "On social media posted by, or forwarded from, someone in my social network". Data is showing the top 5 sources, with ties broken by decimal.



To Be Trusted With Innovation, Give Me a Voice

Percent who say this is **important** to earning or keeping their trust in each institution to be good managers of change, showing the top 3 actions

GLOBAL 28

Across institutions, listening is a top 3 trust-building action

Business	%
Keep innovations affordable	84
Communicate pluses and minuses	83
Hear our concerns, let us ask questions	82

NGOs	%
Aid the vulnerable	79
Hear our concerns, let us ask questions	78
Help people keep up	78

Government	%
Hear our concerns, let us ask questions	82
Communicate pluses and minuses	80
Institute safeguards	80

Media	%
Hear our concerns, let us ask questions	81
Communicate pluses and minuses	81
Investigate innovations	80



Restoring Trust in the Promise of Innovation

1

Implementation as important as invention

Mismanaged innovations are as likely to ignite backlash as advance society. Explaining the science and managing impacts is essential.

2

Business must partner for change

Business is most trusted to introduce innovation into society, with an emphasis on partnering with government. CEOs need to safeguard jobs and take a stand on emerging ethical concerns.

3

Science must integrate with society

Scientists are still trusted—but increasingly subject to public scrutiny. To build trust in expert recommendations, explain the research, engage in dialogue, and harness peer voices as advocates.

4

Give me control over my future

When people feel in control over how innovations affect their lives, they are more likely to embrace them, not resist them. Listen for concerns, be open to questions.

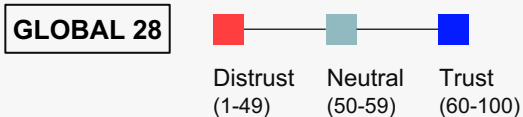


Trust and GMO Foods: An Innovation Case Study



GMO Foods Distrusted in 25 of 28 Countries

Percent trust in GMO foods

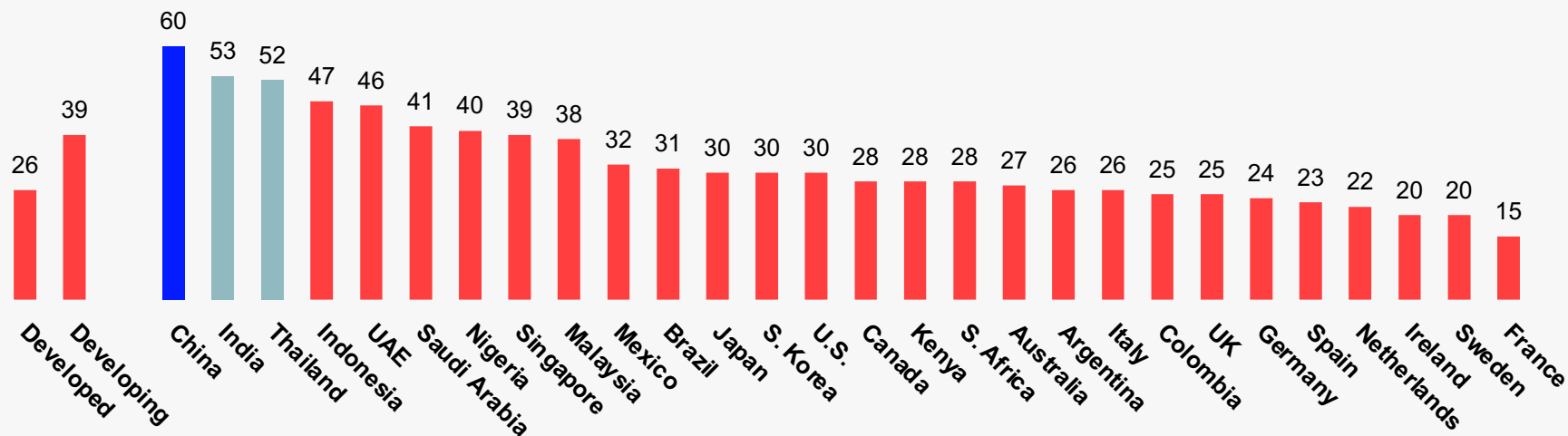


I trust GMO foods

pest-resistant crops, faster-growing fish

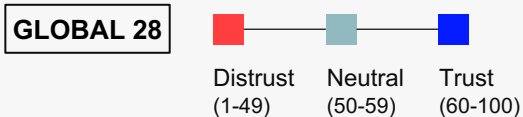
32

13 pts less trust for
GMO foods in
developed countries



GMO Foods Distrusted Across Demographics; Greatest Distrust Among Age 55+, Women, Low Income

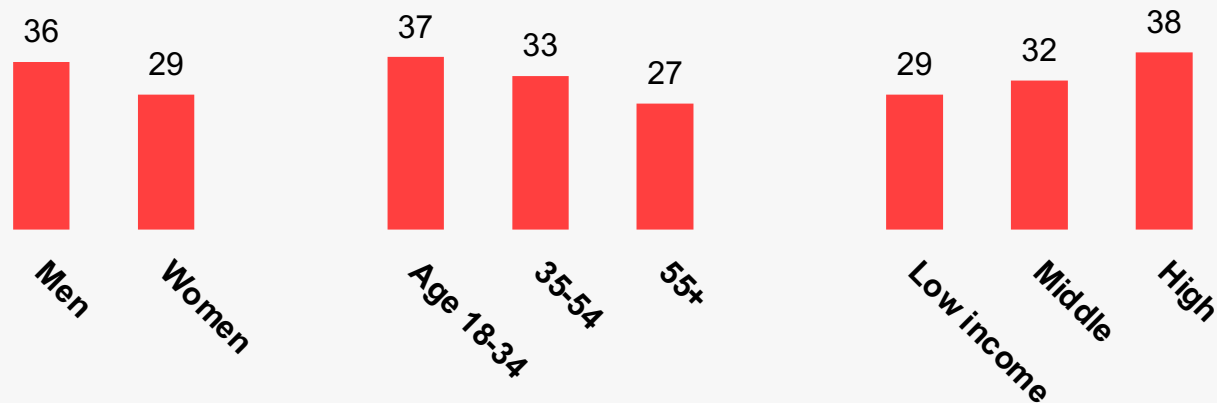
Percent trust in GMO foods



I trust **GMO foods**

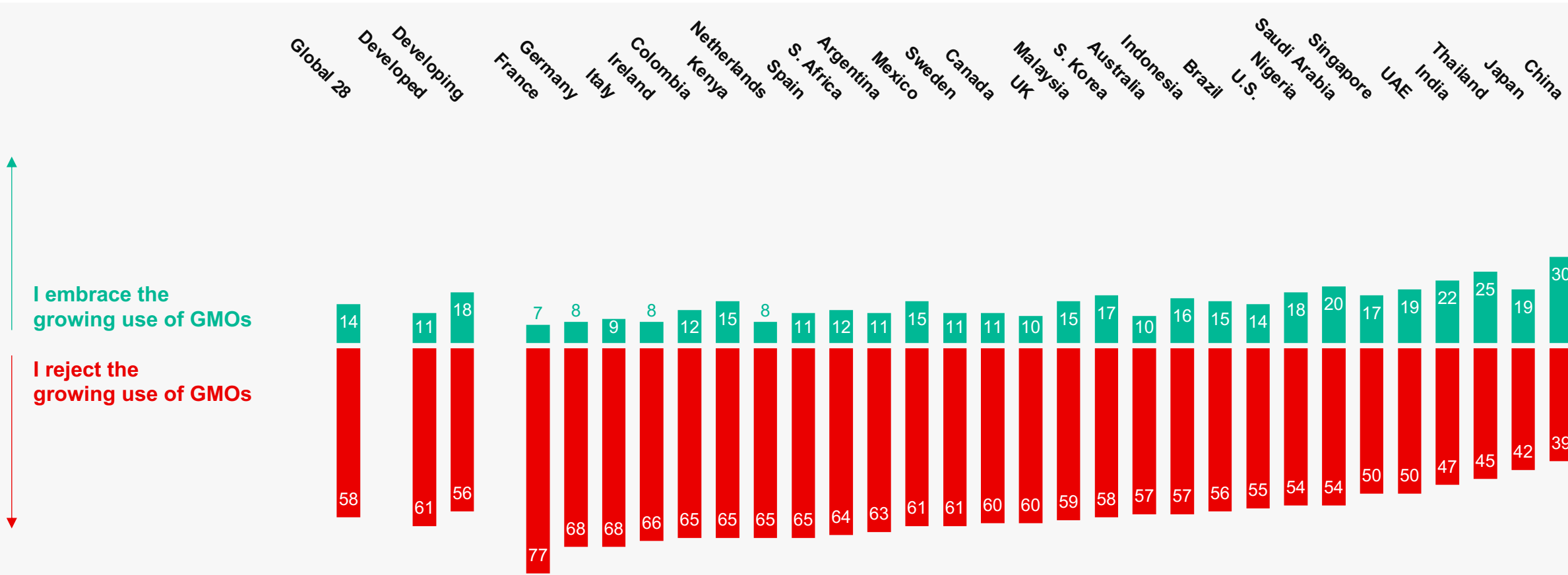
pest-resistant crops, faster-growing fish

32



Resistance to GMO Foods Widespread Across Developed and Developing Countries

Percent who say



2024 Edelman Trust Barometer. CHG_TEC_COM. How would you characterize your feelings about each of the following? 5-point scale; bottom 2 box, resistant or hesitant = reject; top 2 box, enthusiastic or passionate = embrace. General population, 28-mkt avg.



Not Confident GMO Foods Have Been Vetted By Scientists

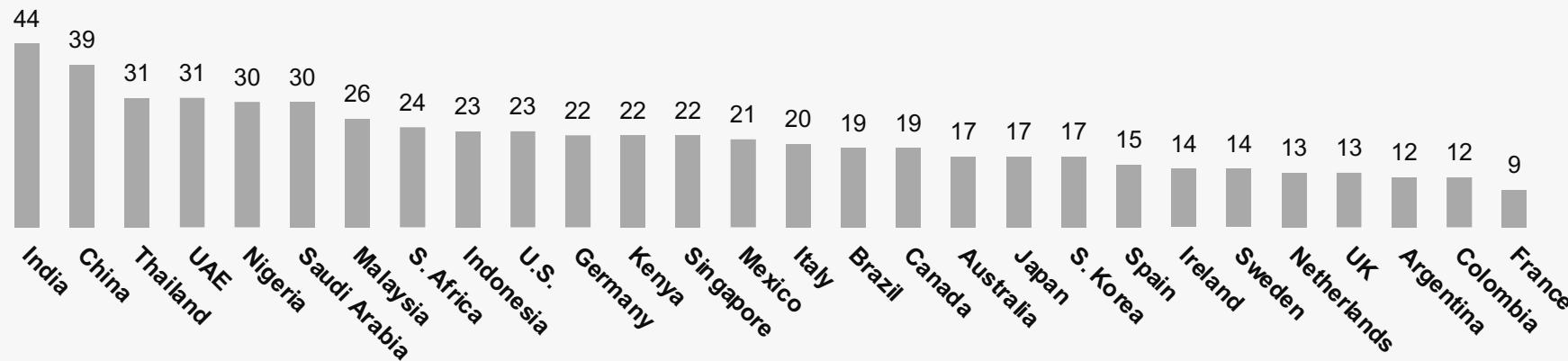
Percent who say

GLOBAL 28

I have high confidence that *GMO foods* have been **evaluated by scientists and ethicists**

21%

Green energy	50
AI	33
Gene-based medicine	34



2024 Edelman Trust Barometer. TEC_TST. How confident are you that these technologies have been adequately tested, evaluated, and assessed by scientists, ethicists, and other experts? 5-point scale; top 2 box, high confidence. Question asked of half the sample. General population, 28-mkt avg.



Not Confident GMOs Are Effectively Regulated

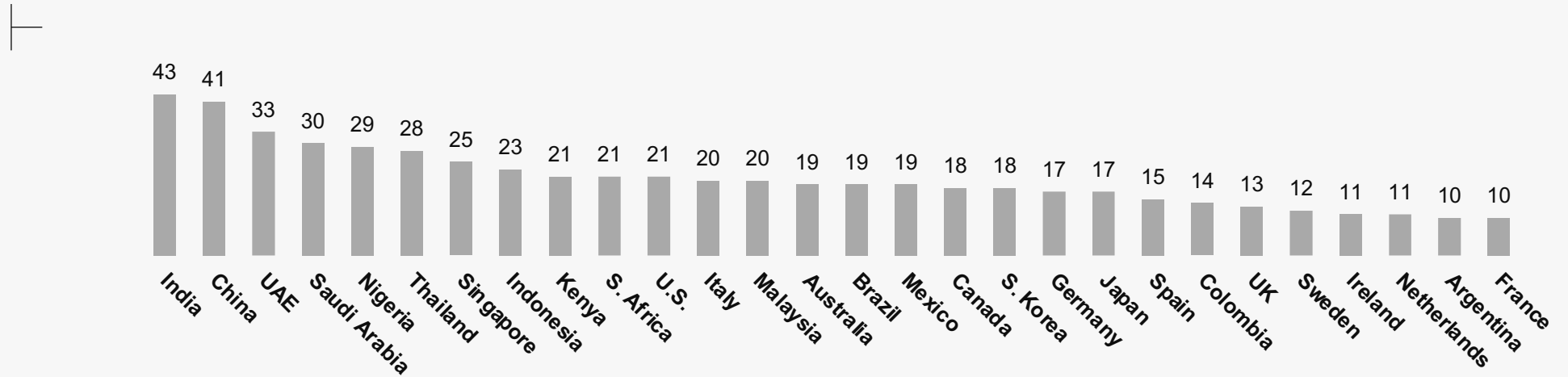
Percent who say

GLOBAL 28

I have high confidence that
GMO foods are **effectively regulated**

21%

Green energy	54
Gene-based medicine	35
AI	34



2024 Edelman Trust Barometer. TEC_SAF. How confident are you that each of the following is being effectively regulated? 5-point scale; top 2 box, high confidence. Question asked of half the sample. Question asked of half the sample. General population, 28-mkt avg.



Not Confident GMOs Will Lead to a Better Future

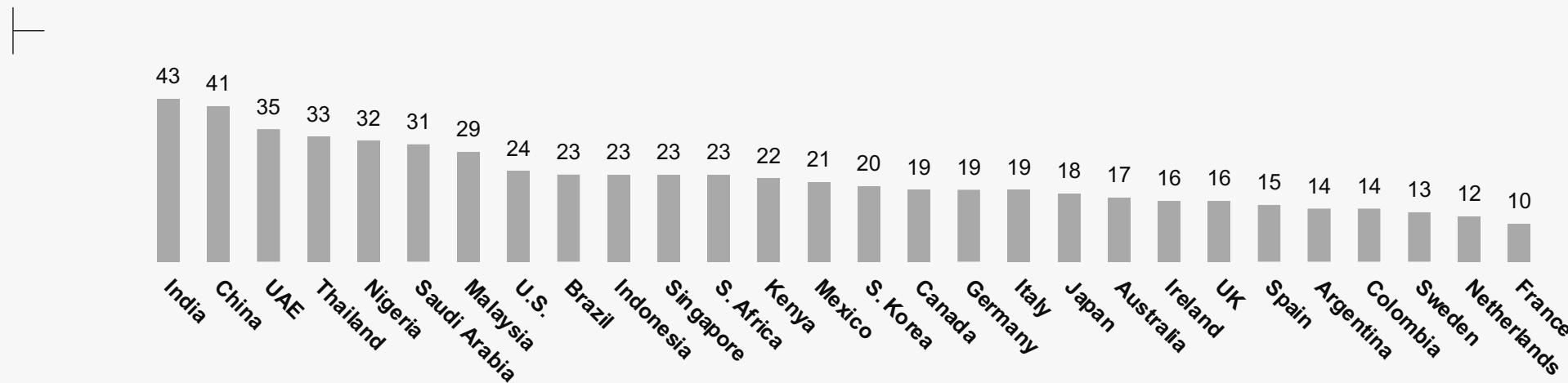
Percent who say

GLOBAL 28

I have high confidence that
GMO foods will lead to a better future

22%

Green energy	58
Gene-based medicine	38
AI	37



2024 Edelman Trust Barometer. TEC_FUT. How confident are you that these technologies will lead us to a better future? 5-point scale; top 2 box, high confidence. Question asked of half the sample. Question asked of half the sample. General population, 28-mkt avg.



Only 1 in 5 Believe They Have Influence Over How GMOs Affect Their Lives

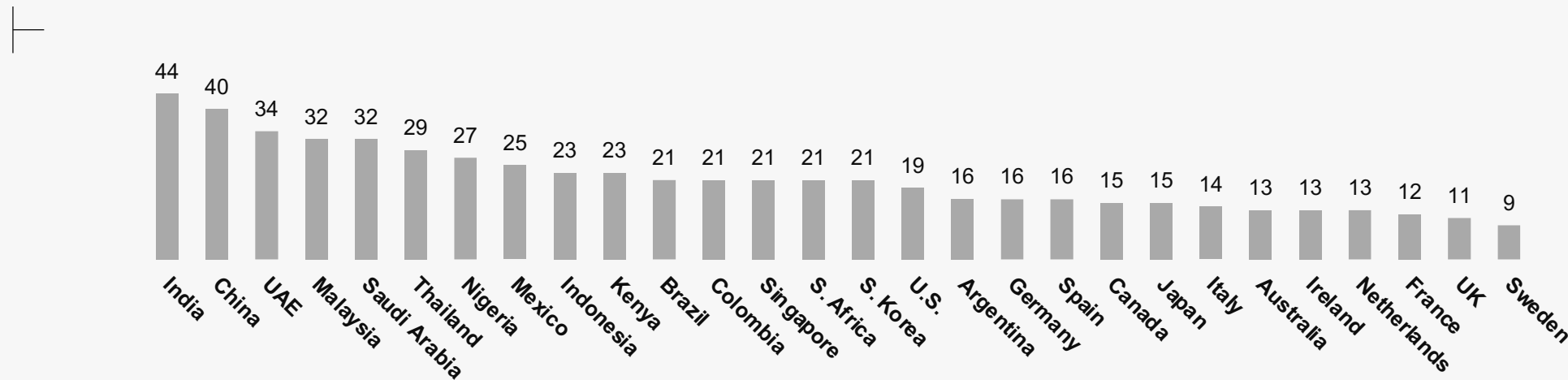
Percent who say

GLOBAL 28

“People like me” have a lot of influence or control over how *GMO foods* affect their lives

21%

Green energy	41
AI	32
Gene-based medicine	29



2024 Edelman Trust Barometer. TEC_INF. How much influence or control do you feel people like you have over how these technologies are used in ways that might affect their lives? 5-point scale; top 2 box, a lot of control. Question asked of half the sample. General population, 28-mkt avg.



Earning Trust and Acceptance for Food Innovation



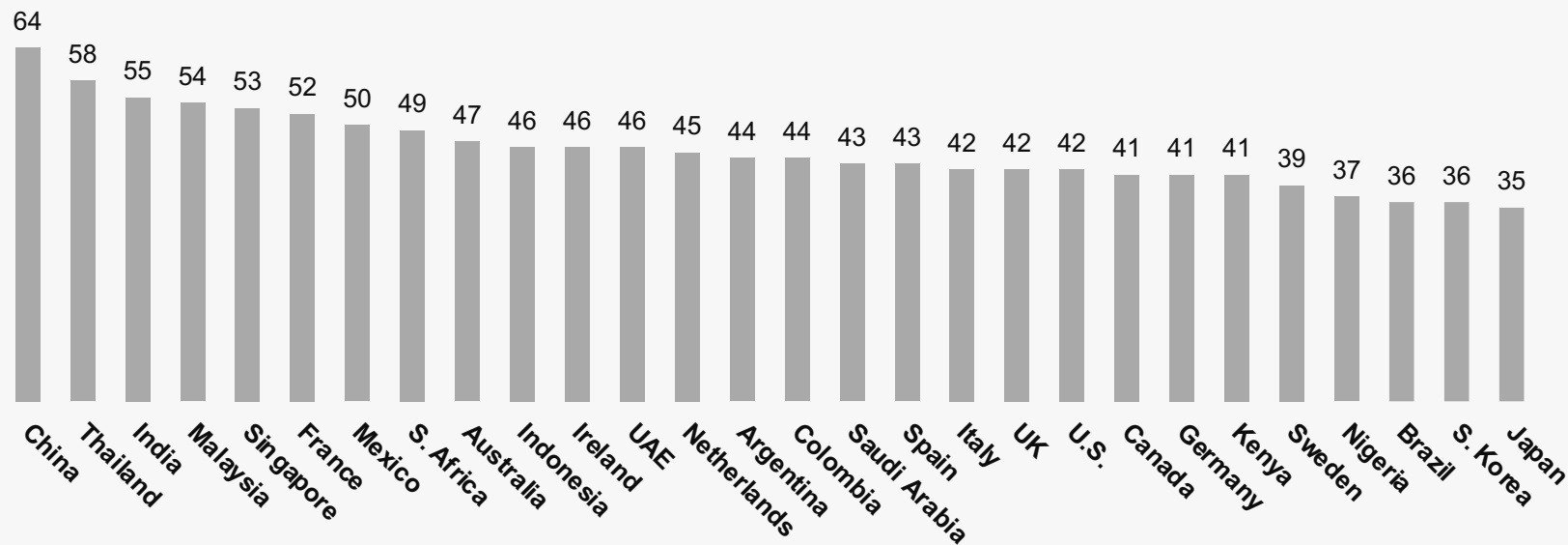
Make the Science Transparent and Accessible to the Public

Percent who agree

GLOBAL 28

Scientists do not know how to **communicate with people like me**

45%



CEOs: Address Impacts of Innovation in Society

Percent who say

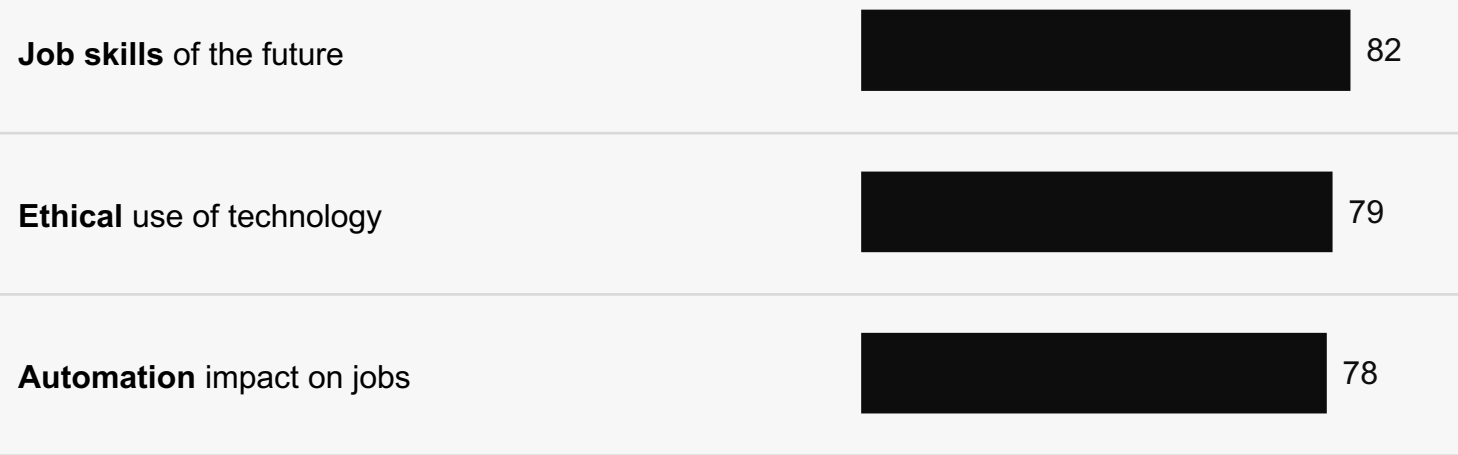
GLOBAL 28

I expect CEOs to **manage changes occurring in society**, not just those occurring in their business

62%

Among employees,

It is important to me that **my CEO speaks publicly** about issues such as:



2024 Edelman Trust Barometer. CEO_RSP_CHOICE. You are about to see two choices. We want you to choose the one that best describes your beliefs. Question asked of half the sample. CEO_ISS. How important is it to you that the CEO or head of the organization you work for speaks out publicly about each of the following issues? 9-point scale; top 4 box, important. Question asked of those who are an employee of an organization (Q43/1). General population, 28-mkt avg.



Barriers to GMO Adoption: Fear of Harm and Skepticism of Evaluation

Among those who feel less than enthusiastic about the growing use of GMO foods, percent who say

I am less than enthusiastic about GMO foods because...

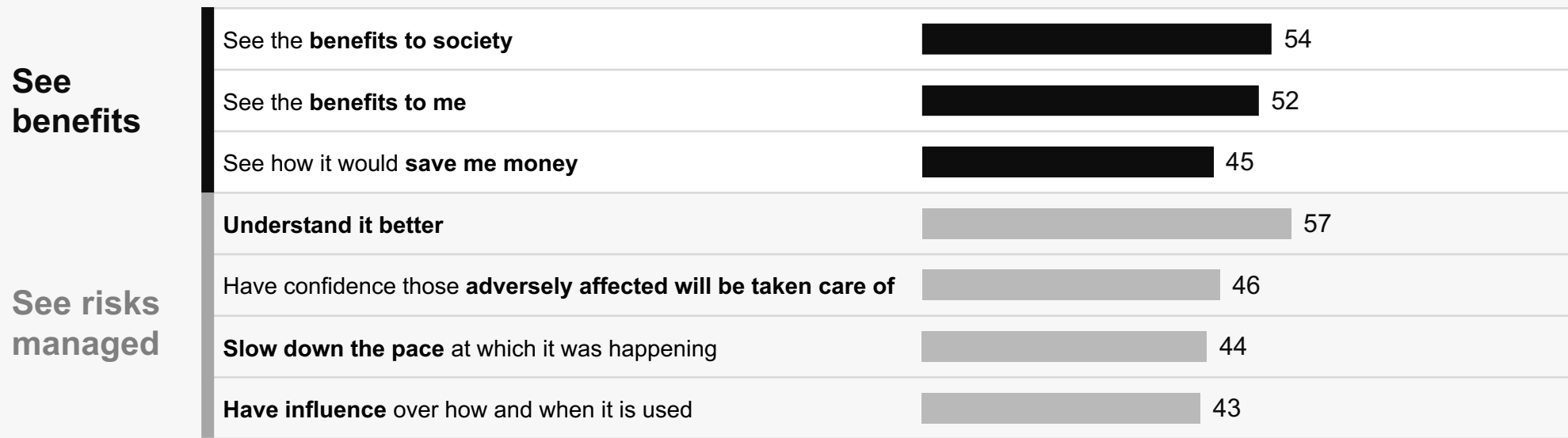
Showing top 6 of 11 items



To Increase Adoption of GMOs: Show Me Benefits, Manage the Risks

Among those who feel less than enthusiastic about the growing use of GMO foods, percent who say

I would feel more positive about GMO foods if I could ...



2024 Edelman Trust Barometer. TEC_COM_LVR. How much would each of the following help to make you feel more positive about the growing use of genetically modified foods than you do now? 5-point scale, top 2 box; help a lot or extremely helpful. Question asked among those who said they were less than enthusiastic about the growing use of genetically modified foods, in half the sample. General population, 28-mkt avg.

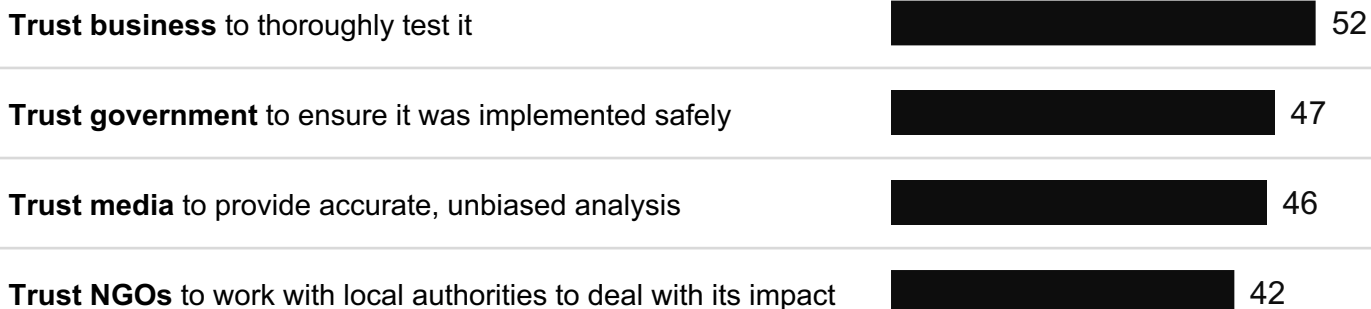


To Increase Enthusiasm for GMO Foods, Institutional, Expert, and Peer Support All Matter

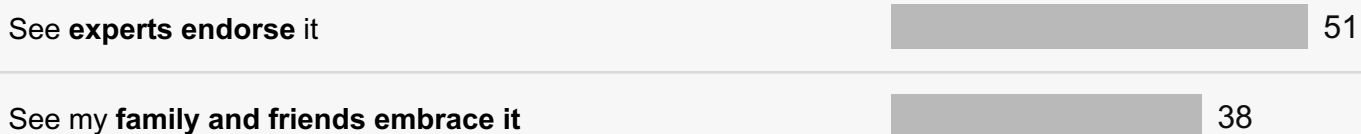
Among those who feel less than enthusiastic about the growing use of GMO foods, percent who say

I would feel more positive about GMO foods if I could ...

See institutional support



See expert and peer endorsement



2024 Edelman Trust Barometer. TEC_COM_LVR. How much would each of the following help to make you feel more positive about the growing use of genetically modified foods than you do now? 5-point scale, top 2 box; help a lot or extremely helpful. Question asked among those who said they were less than enthusiastic about the growing use of genetically modified foods, in half the sample. General population, 28-mkt avg.



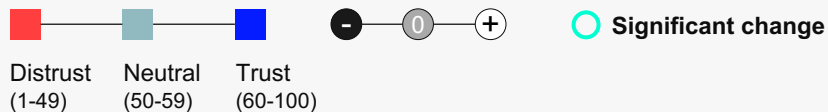
Trust in the Food and Beverage Sector



Food and Beverage Sector Trusted in All 28 Countries

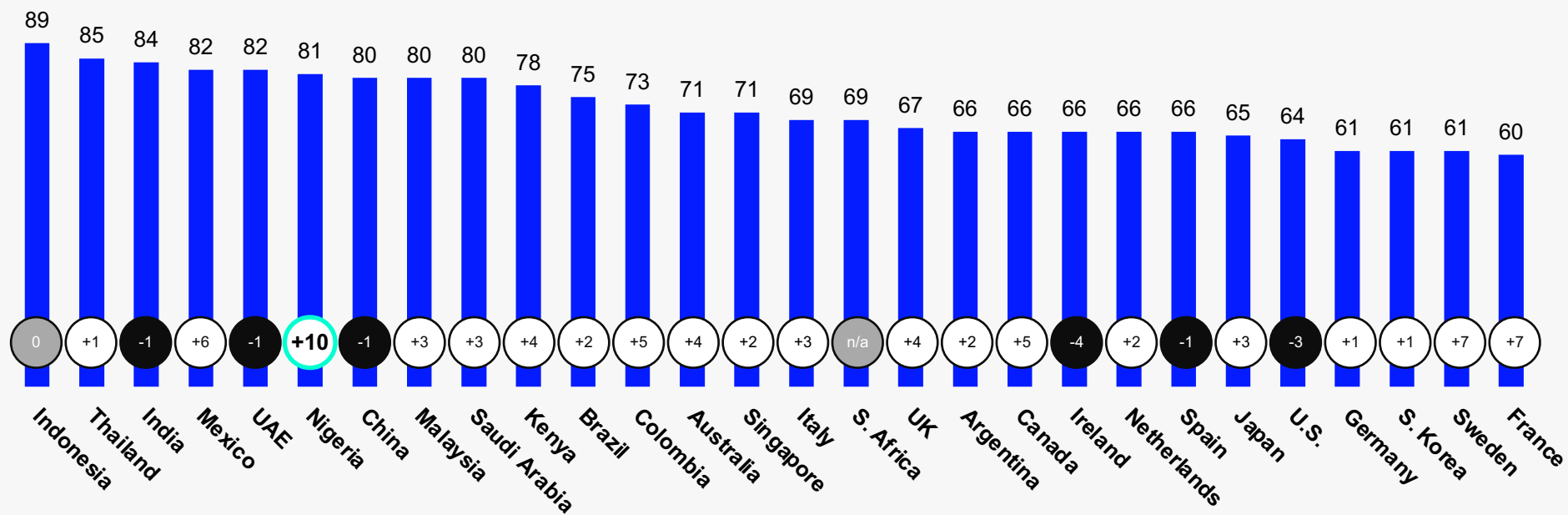
Percent trust in companies within the food and beverage sector

GLOBAL 27 Excludes S. Africa



72

+2 pts
Change, 2023 to 2024



2024 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 27-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

In Malaysia, the Malay translation of the question text in 2023 used a term meaning "believe" rather than "trust." The 2024 translation of the term has been adjusted to better reflect the English meaning but is otherwise comparable year-to-year. In S. Africa, the Afrikaans translations for "Food and beverage" was updated in 2024 and cannot be compared to 2023, so year-to-year trending is not available for this country.



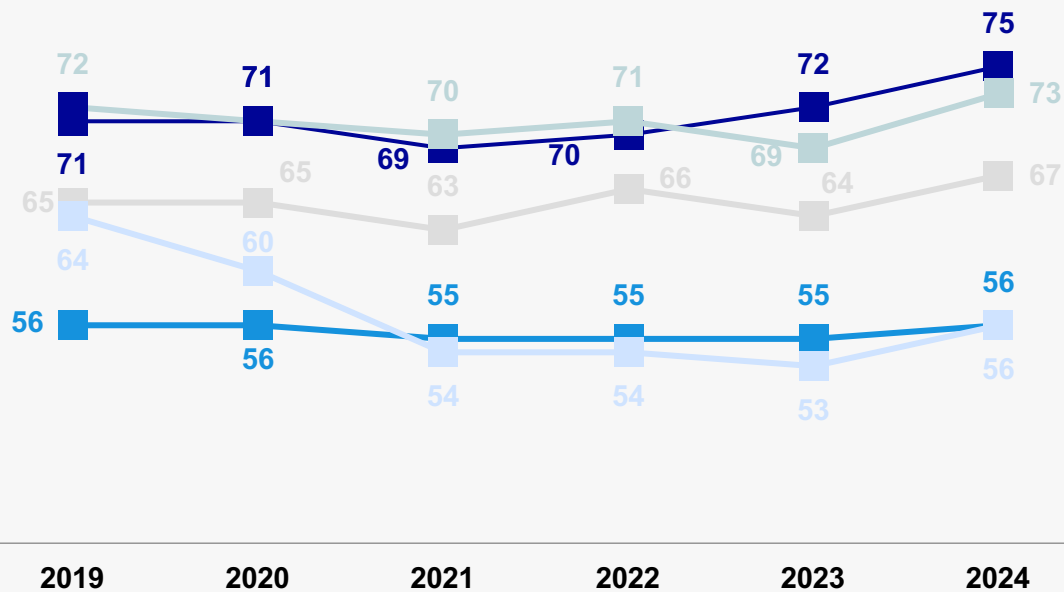
5-Year Trend: Farming and Fishery Trust Increasing; Brewing and Spirits Trust Declining

Percent trust in businesses in the following industries to do what is right

GLOBAL 22 Excludes Canada, S. Africa

■ Distrust (1-49)
 ■ Neutral (50-59)
 ■ Trust (60-100)

 * Significant change



Sectors	2019	2020	2021	2022	2023	2024	5 year change
■ Farming and fishery	71	71	69	70	72	75	+4*
■ Grocery stores	72	71	70	71	69	73	+1
■ Food and beverage manufacturers	65	65	63	66	64	67	+2
■ Fast food restaurants	56	56	55	55	55	56	0
■ Brewing and spirits	64	60	54	54	53	56	-8*

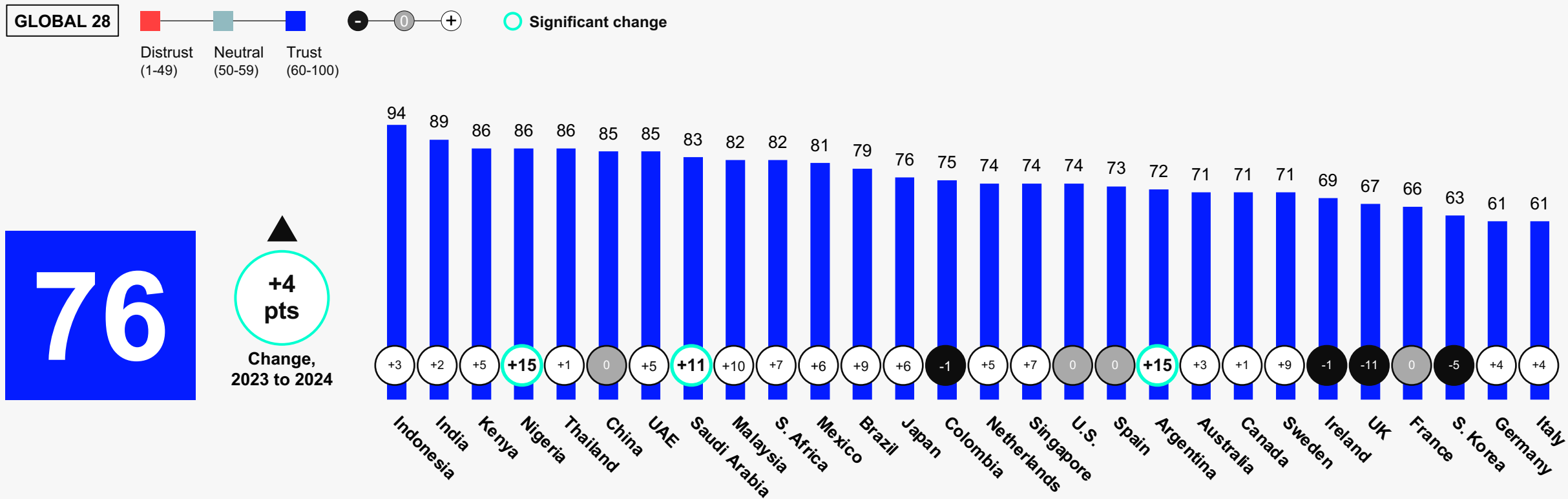
2024 Edelman Trust Barometer. TRU_SUB_FBV. Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 22-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

In S. Africa, the Afrikaans translations for "Food and beverage manufacturers" was updated in 2024 and cannot be compared to previous years. In Canada, the French translation for "Brewing and spirits" was updated in 2021 and cannot be compared to previous years. Because data from these two countries cannot be compared to data from previous years, they have been removed from this analysis for all subsectors to ensure a consistent global average is shown for each.



Food and Beverage Subsector: Farming and Fishery Companies Trusted in All 28 Countries

Percent trust in companies within the farming and fishery subsector

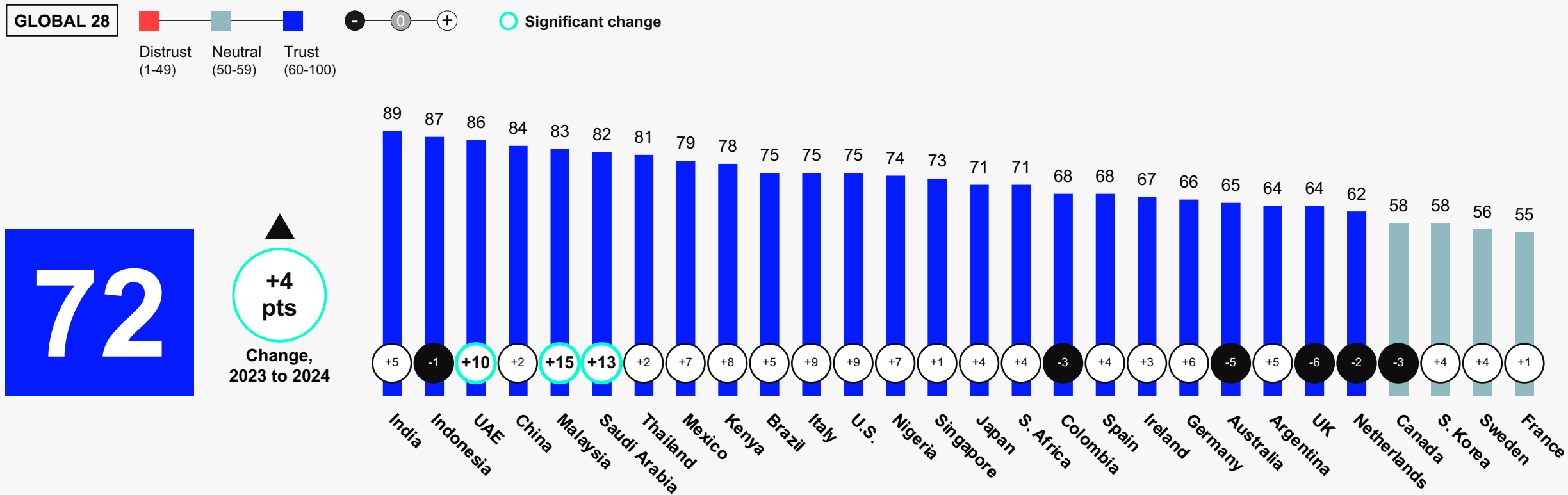


2024 Edelman Trust Barometer. TRU_SUB_FBV. Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Food and Beverage Subsector: Grocery Stores Trusted in 24 of 28 Countries

Percent trust in companies within the grocery subsector



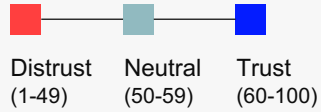
2024 Edelman Trust Barometer. TRU_SUB_FBV. Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



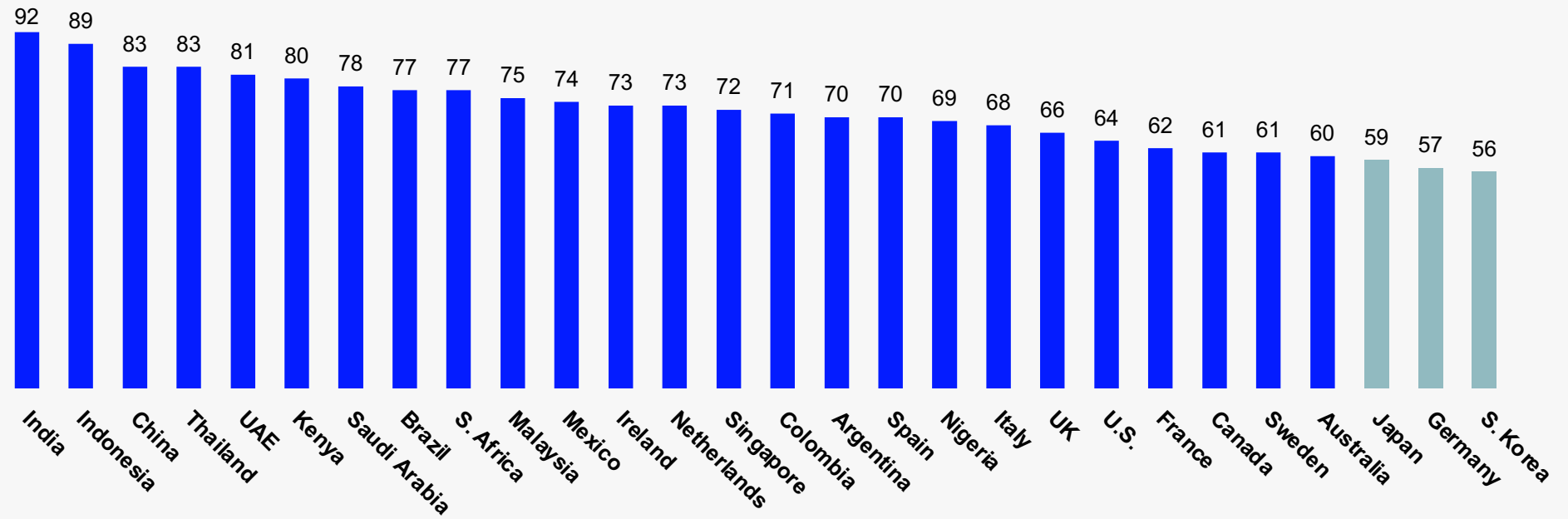
Food and Beverage Subsector: Organic Farming Companies Trusted in 25 of 28 Countries

Percent trust in companies within the organic farming subsector

GLOBAL 28



71



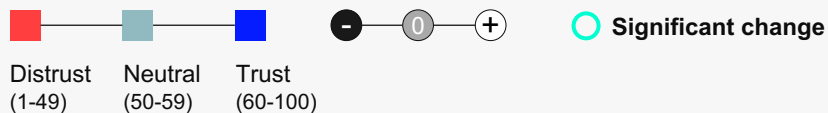
2024 Edelman Trust Barometer. TRU_SUB_FBV. Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg.



Food and Beverage Subsector: Food and Beverage Manufacturers Trusted in 22 of 28 Countries

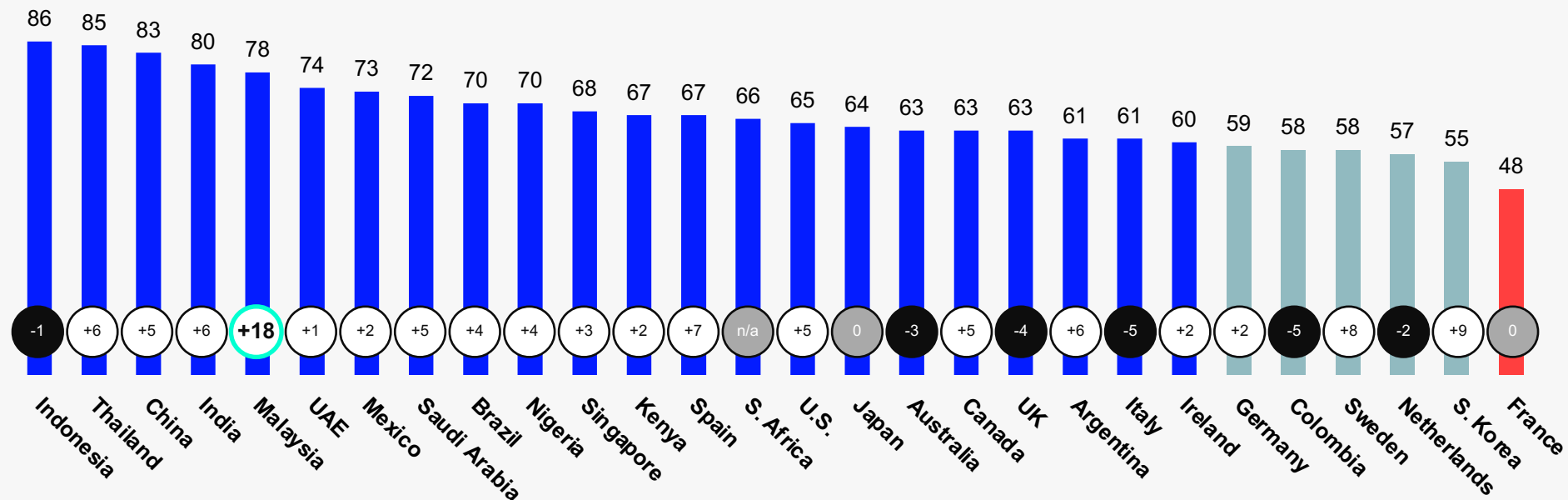
Percent trust in companies within the food and beverage manufacturing subsector

GLOBAL 27 Excludes S. Africa



67

▲
+3 pts
 Change, 2023 to 2024



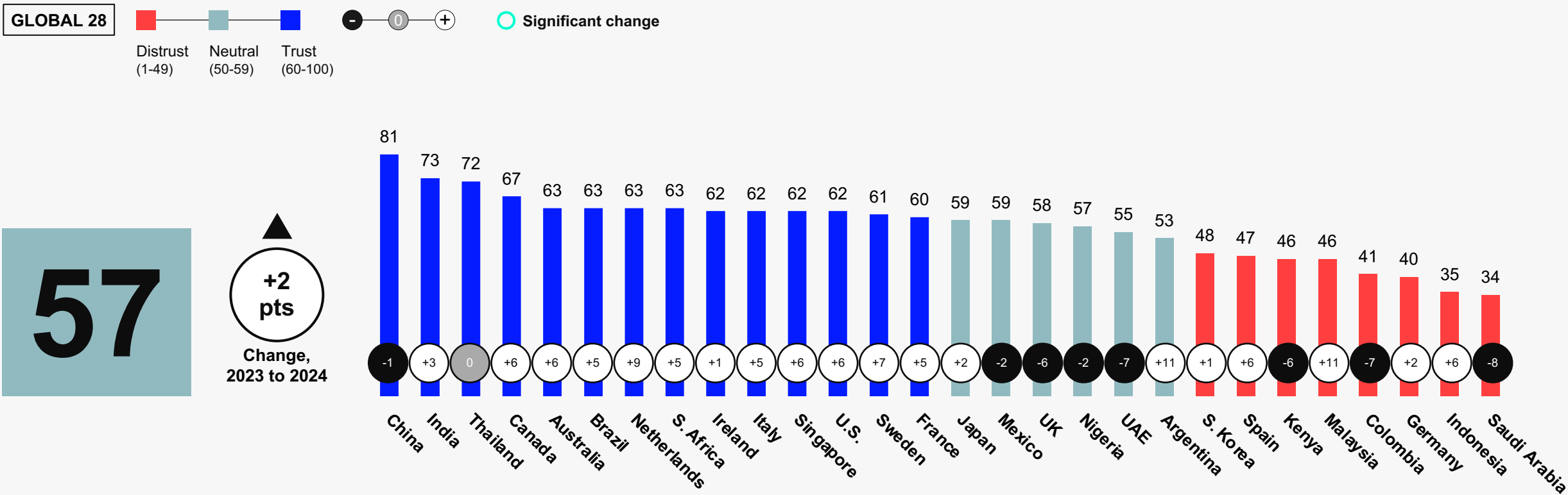
2024 Edelman Trust Barometer. TRU_SUB_FBV. Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 27-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

In S. Africa, the Afrikaans translations for "Food and beverage manufacturers" was updated in 2024 and cannot be compared to 2023, so year-to-year trending is not available for this country.



Food and Beverage Subsector: Brewing and Spirits Companies Not Trusted in 14 of 28 Countries

Percent trust in companies within the brewing and spirits subsector



2024 Edelman Trust Barometer. TRU_SUB_FBV. Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

In Brazil, the Portuguese translation for "Brewing and spirits" was updated in 2024. The 2024 translation of the term has been adjusted to better reflect the English meaning but is otherwise comparable year-to-year.



5-Year Trend: Trust in Brewing and Spirits Drops Across Demographics

Percent trust in companies within the brewing and spirits subsector

GLOBAL 23 Excludes Canada

■ Distrust (1-49)
 ■ Neutral (50-59)
 ■ Trust (60-100)

* Significant change

Among...	2019	2020	2021	2022	2023	2024	5-year change
Men	67	63	57	57	58	58	-9*
Women	61	58	51	52	49	54	-7*
18-34	62	59	56	54	55	57	-5*
35-54	65	60	53	56	54	56	-9*
55+	65	63	54	54	52	55	-10*
Low income	56	55	47	43	47	51	-5
Middle income	67	60	55	56	55	57	-10*
High income	69	66	64	65	62	62	-7*

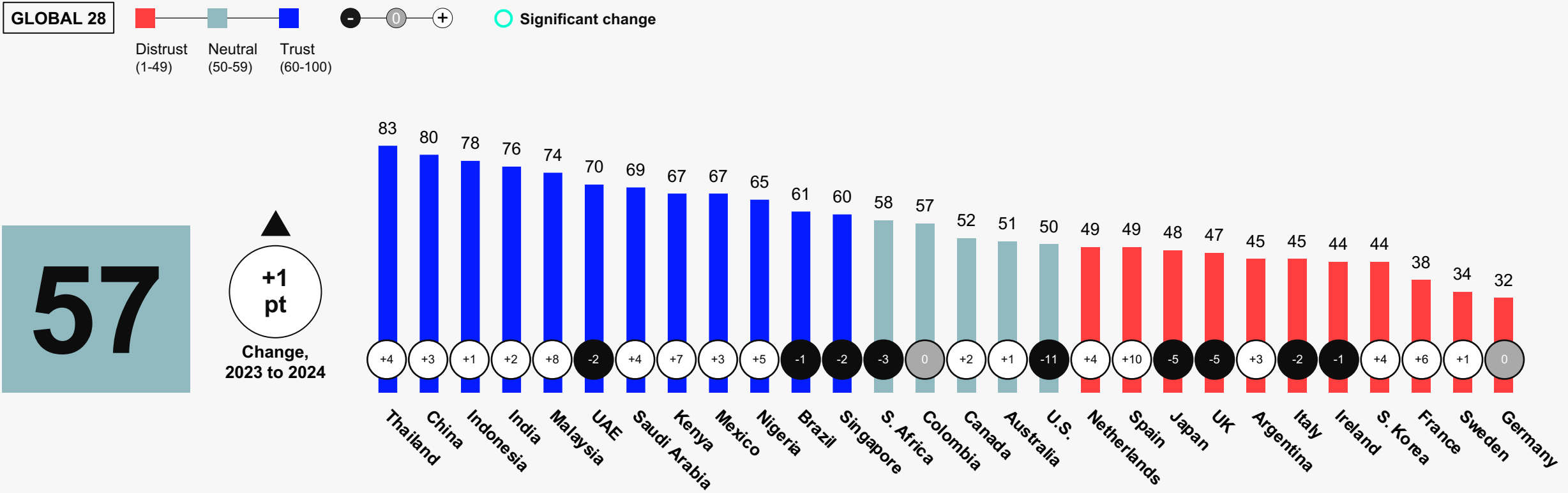
2024 Edelman Trust Barometer. TRU_SUB_FB.V. Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 23-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

In Canada, the French translation for "Brewing and spirits" was updated in 2021 and cannot be compared to previous years, so Canada data has been removed from all years of the analysis shown here. In Brazil, the Portuguese translation for "Brewing and spirits" was updated in 2024. The 2024 translation of the term has been adjusted to better reflect the English meaning but is otherwise comparable year-to-year.



Food and Beverage Subsector: Fast Food Restaurants Not Trusted in 16 of 28 Countries

Percent trust in companies within the fast food subsector



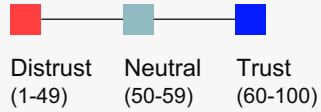
2024 Edelman Trust Barometer. TRU_SUB_FBV. Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



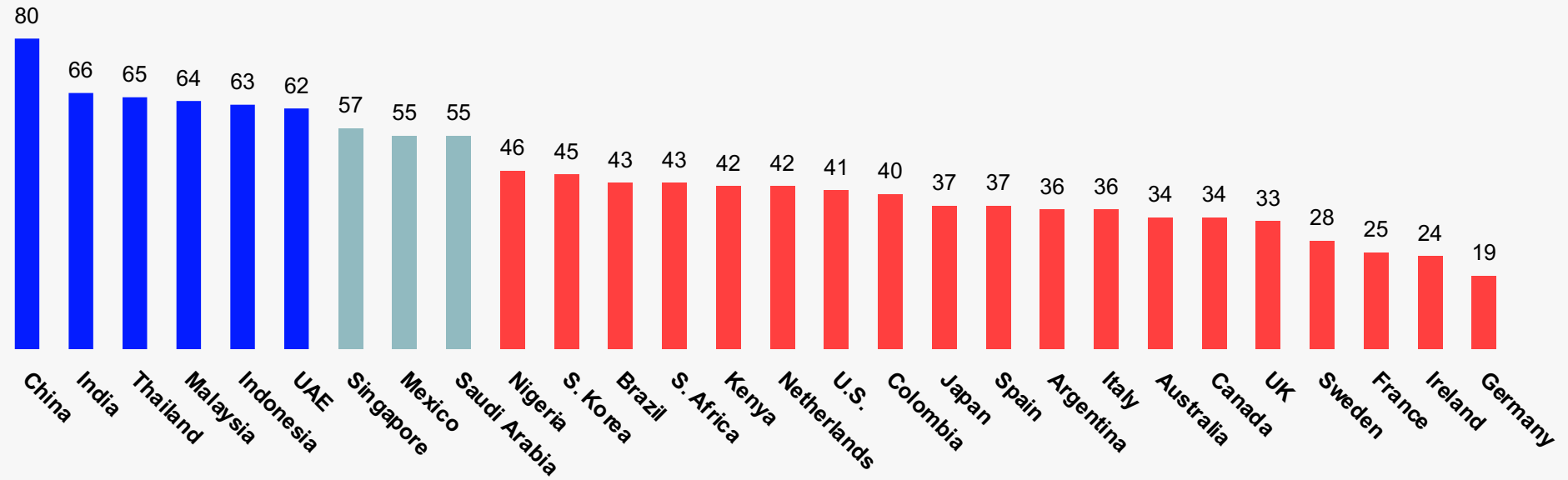
Food and Beverage Subsector: Lab-Grown Protein Companies Distrusted in 19 of 28 Countries

Percent trust in companies within the lab-grown protein subsector

GLOBAL 28



45



2024 Edelman Trust Barometer. TRU_SUB_FBV. Now thinking about specific sectors within the food industry, please indicate how much you trust businesses in each of the following sectors to do what is right. 9-point scale; top 4 box, trust. Question asked of one-fifth of the sample. General population, 28-mkt avg.

