

**Keynote Speaker Roxi Beck:
Earning Consumer Trust**

2019 AAFCO Annual Meeting
Marriott
Louisville, Kentucky
Tuesday, August 6, 2019
8:00–9:00 am
Marriott 5-6 Ballroom

To view meeting via WebEx register here: <https://zoom.us/j/297428017>
and/or to listen to meeting Conference Call Line: US TOLL #646-876-9923
Access code: 297 428 017#



Presentation summary: How do we connect with the general public who is increasingly interested in, yet highly skeptical of, industries important to their daily life? Pulling from a decade of consumer research, Roxi Beck, Consumer Engagement Director at The Center for Food Integrity will share insights related to trust building. The presentation will uncover why consumers trust in mistrust, highlight CFI's latest consumer research, dig into a peer-reviewed and published model for trust-building and empower you with tools and understanding to engage meaningfully in an effort to earn the trust of today's consumers.

Bio: An active speaker, trainer, facilitator and a trusted advisor to food system thought leaders, Roxi Beck helps audiences think differently about earning trust. As consumer engagement director for The Center for Food Integrity and vice president at Look East Consulting, Beck brings more than 15 years of experience working with clients across the food system, directing strategy and activities for consumer-facing food and agriculture initiatives. Whether working with registered dietitians, toxicologists, corporate executives, communication directors, restaurateurs, farmers, non-profit leaders, even consumers, Beck connects the dots on the varied

pressure points that shape today's food system, and helps organizations incorporate transparency principles and trust-growing approaches into their culture.

Beck received bachelor's degrees in psychology and public relations from Coe College. She currently serves on the board for Iowa State University's Agricultural Entrepreneurship Initiative, is a graduate of the Greater Des Moines Leadership Institute and is past-president of the National Agri-Marketing Association's Iowa Chapter.