

questionnaire design.” said Dr. Tammi Feltham, principal investigator from the MCMFP.

Analyzing consumer data will remain increasingly valuable in understanding purchase intentions and actions, concluded a study in the *Journal of Business Ethics*. The study presented results of a tested model that “demonstrated that trust and general attitudes directly affected

word of mouth intention as well as purchase intentions, by playing a role as mediators in paths from transparency and social responsibility to behavioral intentions.” (Hustvedt, 2014)

Today, industries, Government and researchers must be proactive and plan strategically for challenging events, such as widespread foodborne illnesses. Consumer data can be crucial to view how the population is responding to ongoing and isolated incidents. Reacting to the evolving consumer landscape can have a positive impact on established brands and investments. “Our research has been gathering consumer data on topics ranging from biotechnology to organic foods, nutrition labels, animal welfare and sustainable agriculture for most of the last decade. Now, this information will be available to stakeholders at the click of a button, and it should assist many within the agri-food industry to take advantage of all we have learned on our journey to explore Manitoba consumers’ opinions on a wide array of contemporary issues” said University of Manitoba professor Dr. Jared Carlberg, principal investigator from the MCMFP.

Responses received from the panel demonstrate strong opinions that can help shape strategies in agriculture awareness, marketing outreach and areas of innovation where further research is needed.

For instance, Manitoba panelists have indicated their opinions on who they trust to provide credible

and trustworthy information, such as when it comes to farming practices. More than half of Manitobans trust the information they receive on food and farming from public food and health inspectors. On the other hand, Dietitians, health organizations (such as the RHAs), and agricultural experts appear at the bottom of the trust index.

Up to 1/3 of these same panelists provided a neutral position towards biotechnology. There is opportunity in this data to create trust in this area of agriculture. (MCMFP Analytical Report, 2016)

Consumer perceptions and behaviours take shape over time and weigh differently based on demographics and lifestyle. “This new resource tool will allow comparisons of our data over time, and give a snapshot of what consumers are doing, why they’re doing it, and who they trust. The confidentiality of our participants will be protected, as per our research ethics requirements at the University of Manitoba,” said Jocelyne Gaudet, PHEc., project coordinator for the MCMFP.

ConsumerAnalytics will allow agri-food industries, governing sectors and academic researchers the ability to access MCM Food Panel’s extensive collection of consumer-generated data on one system. From food lifestyle preferences to motivating factors for food purchase decisions, the results are can be found in CAR – driving consumer research and innovation.

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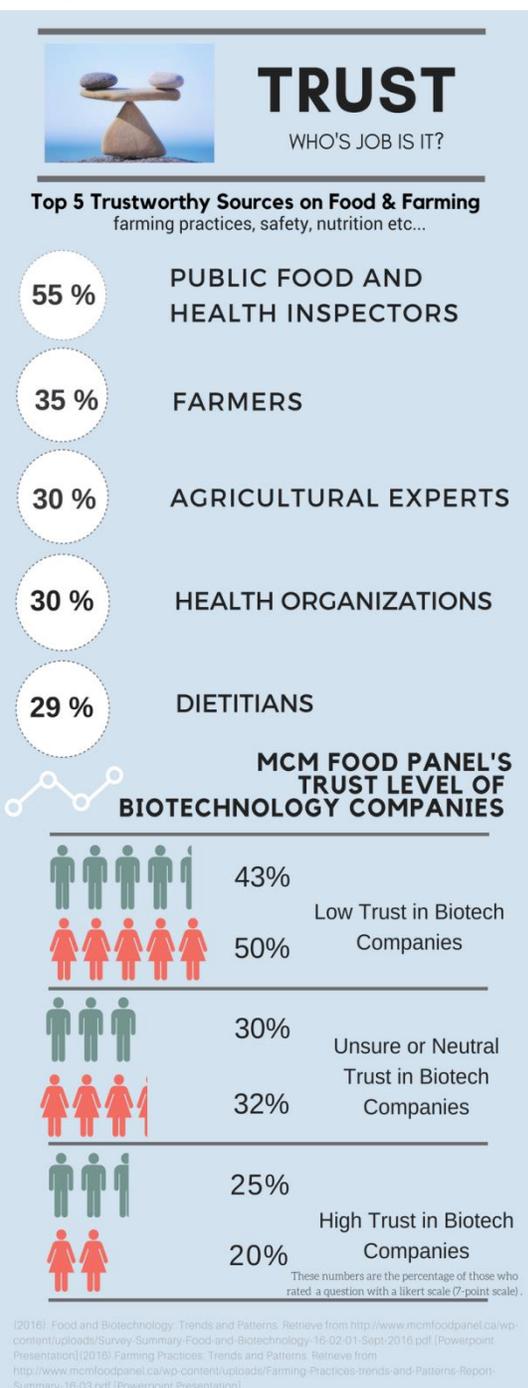


Figure 1

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