



Regaining trust Making Dairy Lovable Again

J. R. Roche
Chief Science Advisor



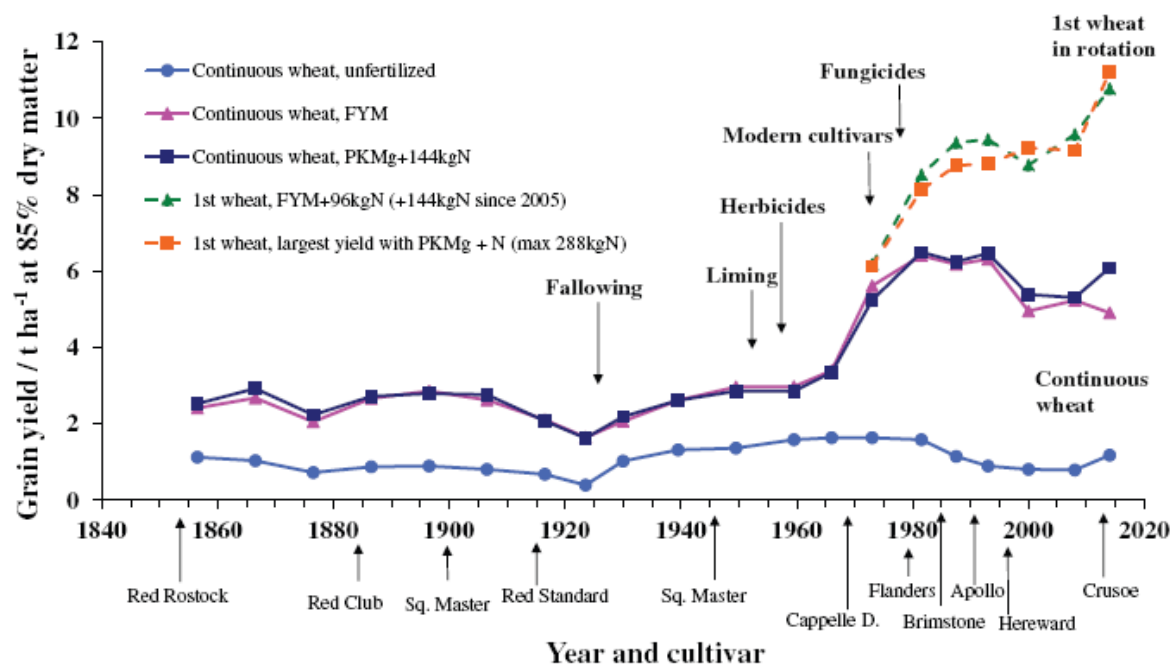
“The first farmer was the first man. And all historic nobility rests on the possession and use of land”

Ralph Waldo Emerson

The importance of long-term experiments in agriculture: their management to ensure continued crop production and soil fertility; the Rothamsted experience

A. E. JOHNSTON & P. R. POULTON

Sustainable Agriculture Sciences Department, Rothamsted Research, West Common, Harpenden, AL5 2JQ, UK

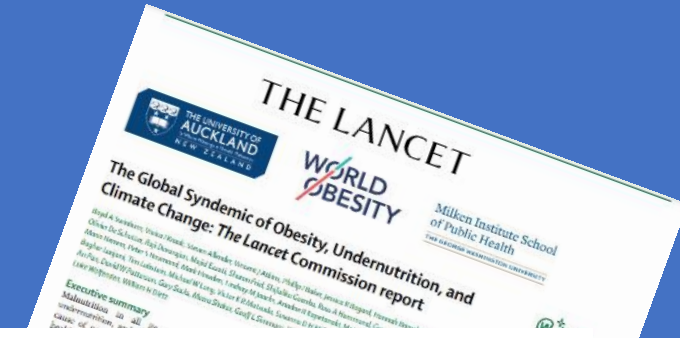




Celebration time



***Farming is a job where
you work 80 hr/wk
for below minimum
wage to feed someone
who thinks you're
trying to poison them!***






INTERNET TOUGH GUY

Because it's easy to be a 6 foot 4 Olympic powerlifter and streetfighting god,



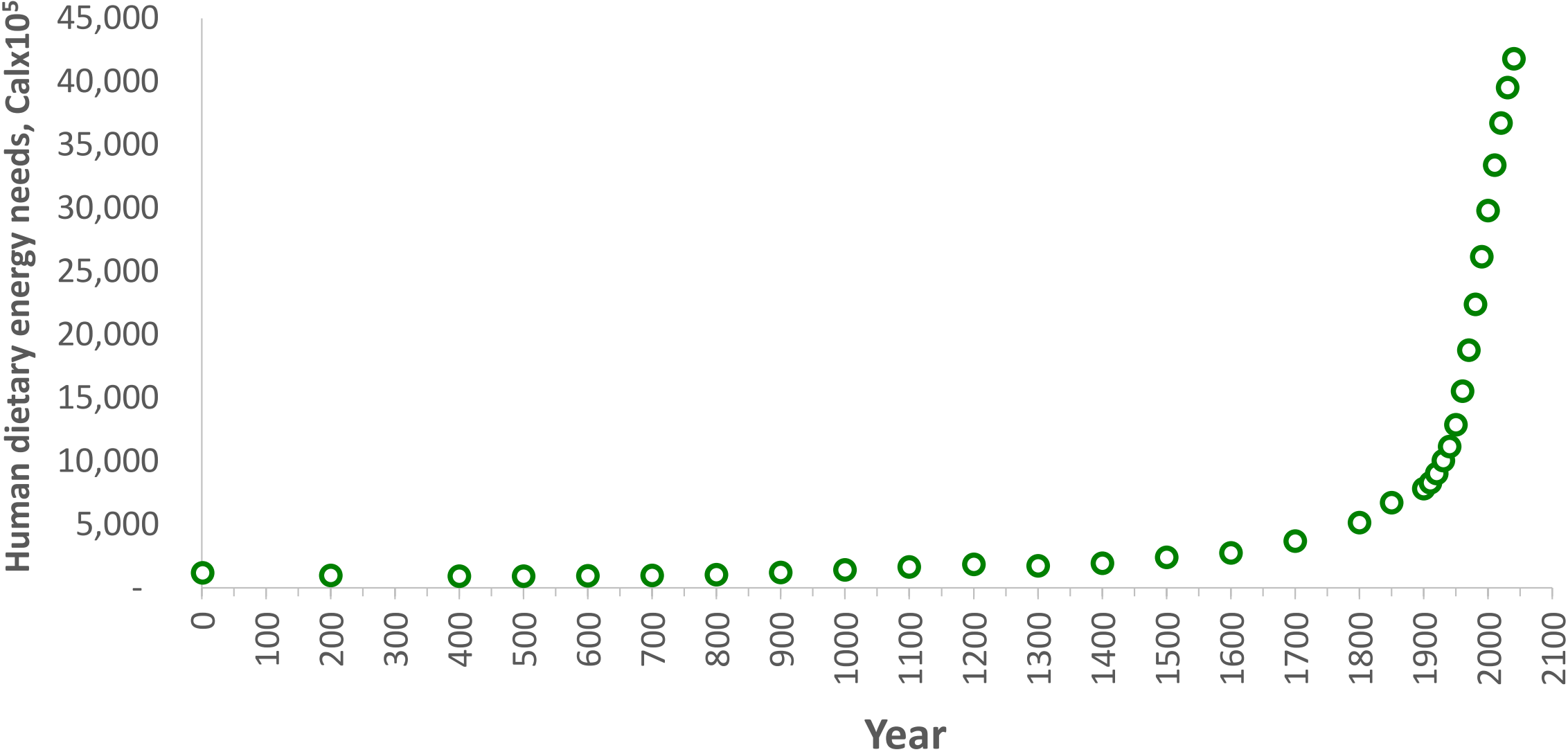
A stylized illustration of a landscape. The sky is split into a red upper half and a blue lower half. In the red sky, there are dark, jagged shapes resembling mountains or clouds. In the blue sky, there are white clouds, three birds in flight, and two green trees. In the foreground, there is a green field and a dark brown area with small pink dots. On the left, there are three black and white cows. A blue rounded rectangle with white text is centered in the image.

*“People have never cared more
nor known less
about how their food is produced”
-Jack Bobo*

This is really important, because we have a massive challenge facing us



This is really important, because we have a massive challenge facing us



This is really important, because we have a massive challenge facing us



Three parts to this

1. How do people form their opinions?

2. Consumer trust

3. Digital age



Opinion

Opinion

Opinion

Opinion

Opinion



Standard setting

PSYCHOLOGY

Prevalence-induced concept change in human judgment

David E. Levari¹, Daniel T. Gilbert^{1*}, Timothy D. Wilson², Beau Sievers³, David M. Amodio⁴, Thalia Wheatley³

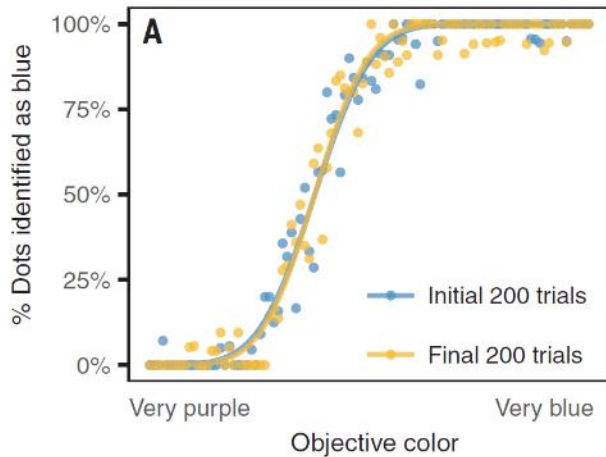


Fig. 1. Results for Study 1. (A) shows the stable prevalence condition, and (B) shows the decreasing prevalence condition. The x axes show the dot's objective color, and the y axes show the percentage of trials on which participants identified that dot as blue.



Standard setting

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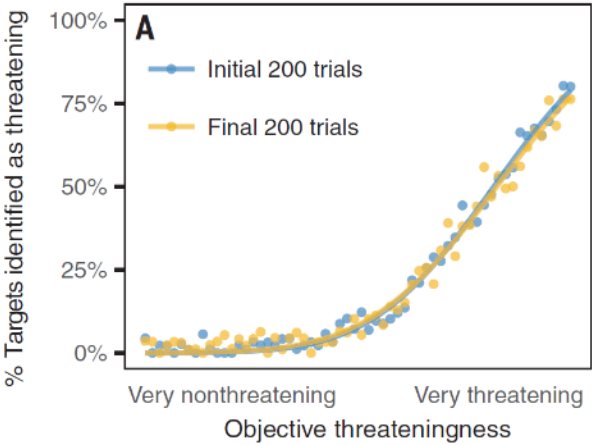


Fig. 2. Results for Study 6. (A) shows the stable prevalence condition, and (B) shows the decreasing prevalence condition. The x axes show the target's objective threateningness (as determined by human raters), and the y axes show the percentage of trials on which participants identified that target as a threat.



Standard setting

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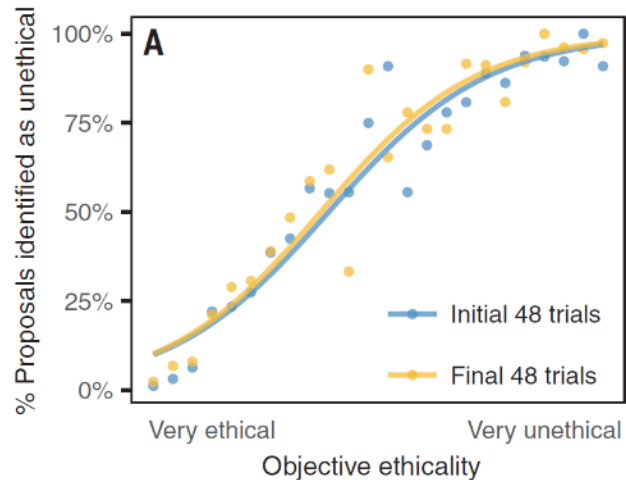


Fig. 3. Results for Study 7. (A) shows the stable prevalence condition, and (B) shows the decreasing prevalence condition. The x axes show the proposal's objective ethicality (as determined by raters), and the y axes show the percentage of trials on which participants rejected the proposal.



What constitutes evidence in a post-science world

PNAS | July 11, 2017 | vol. 114 | no. 28 | 7313–7318

Emotion shapes the diffusion of moralized content in social networks

William J. Brady^a, Julian A. Wills^a, John T. Jost^{a,b}, Joshua A. Tucker^{b,c}, and Jay J. Van Bavel^{a,1}

^aDepartment of Psychology, New York University, New York, NY 10003; ^bDepartment of Politics, New York University, New York, NY 10012; and ^cDepartment of Russian and Slavic Studies, New York University, New York, NY 10012

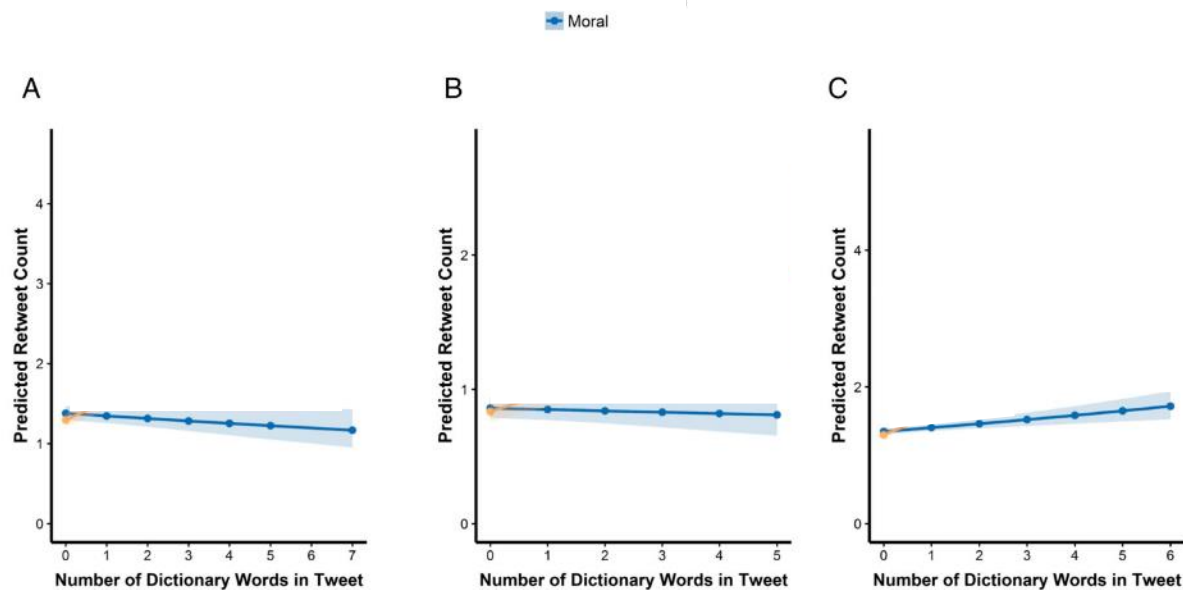
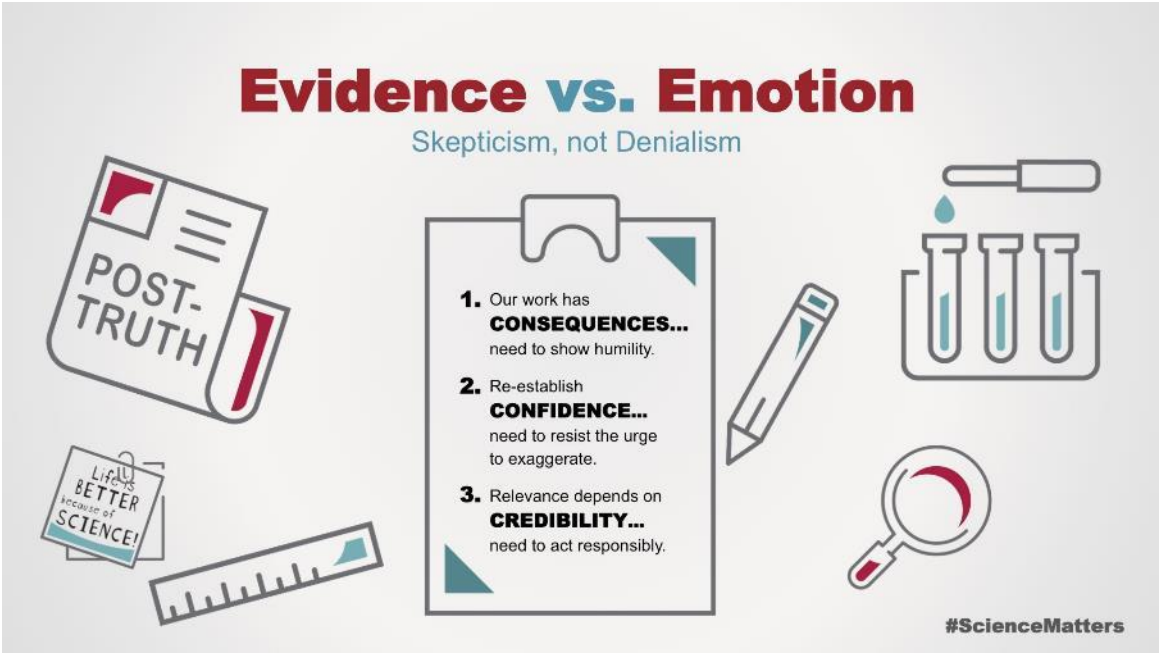


Fig. 1. Moral-emotional language predicts the greatest number of retweets. The graph depicts the number of retweets, at the mean level of continuous and effects-coded covariates, predicted for a given tweet as a function of moral and moral-emotional language present in the tweet. Bands reflect 95% CIs. An increase in moral-emotional language predicted large increases in retweet counts in the domain of (A) gun control, (B) same-sex marriage, and (C) climate change after adjusting for the effects of distinctly moral and distinctly emotional language and covariates.





Meat in the post-truth era: Mass media discourses on health and disease in the attention economy

Frédéric Leroy^{a,*}, Malaika Brengman^b, Wouter Ryckbosch^c, Peter Scholliers^d

Search ▾

International
edition ▾

The Guardian

Opinion Psychology

The media exaggerates negative news.
This distortion has consequences

Steven Pinker

“Magazine covers warn us of coming anarchies, plagues, epidemics, and so many ‘crises’ (farm, health, retirement, welfare, energy, deficit) that copywriters have had to escalate to the redundant “serious crisis.”

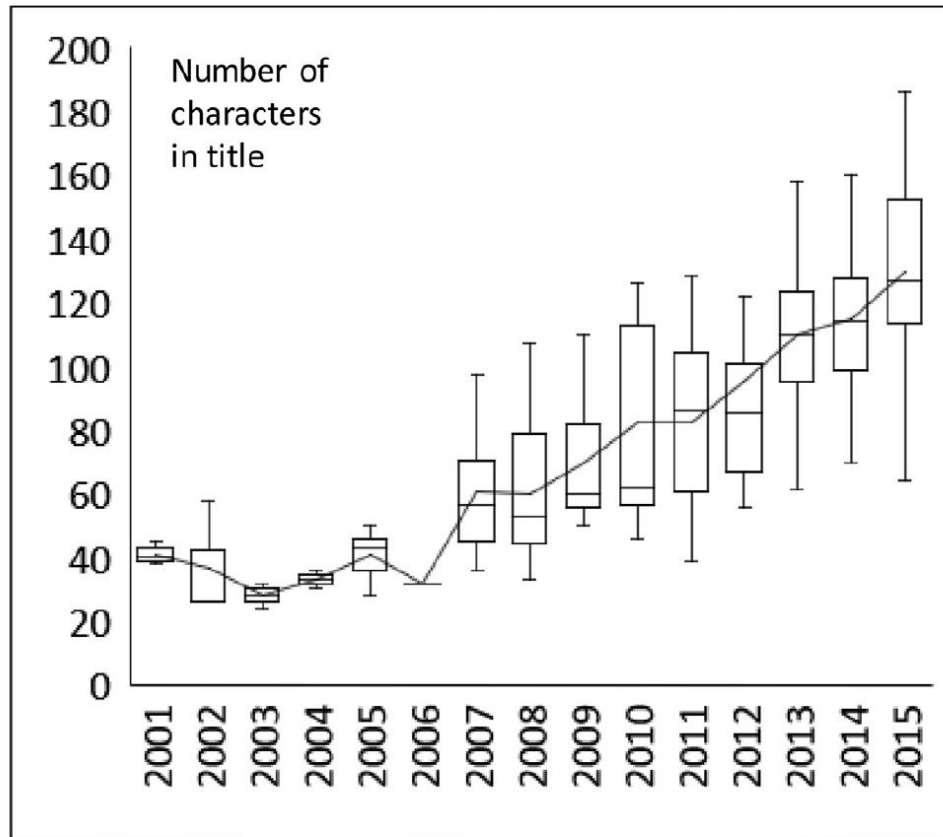


Fig. 5. Increasing sensationalism as reflected in the number of characters counted within the titles of those news items that directly refer to meat (products) or abstention thereof (vegetarianism or veganism), represented per year. For a full overview of these titles see [Supplemental Material \(Table S1\)](#).

Confirmation bias

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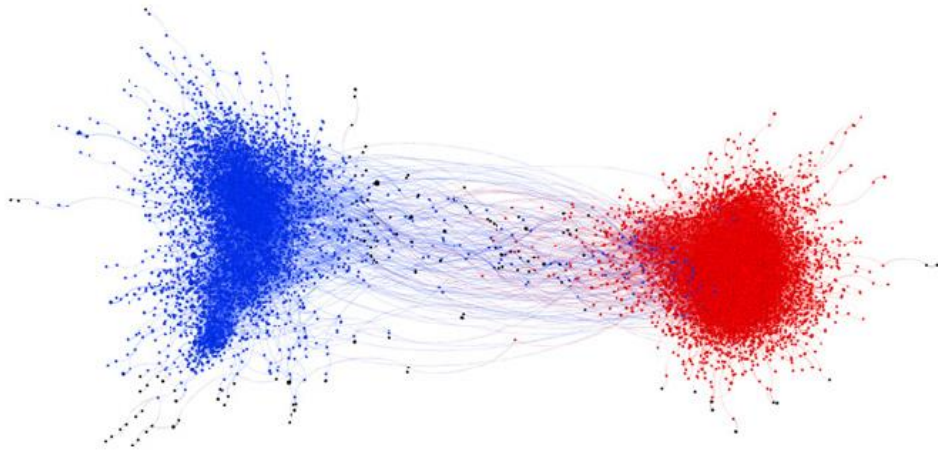


Fig. 3. Network graph of moral contagion shaded by political ideology. The graph represents a depiction of messages containing moral and emotional language, and their retweet activity, across all political topics (gun control, same-sex marriage, climate change). Nodes represent a user who sent a message, and edges (lines) represent a user retweeting another user. The two large communities were shaded based on the mean ideology of each respective community (blue represents a liberal mean, red represents a conservative mean).



"Those who seek justice must make consumer choices that diminish cruel exploitation."



**MUMMY, I SPAT IT OUT
I PROMISE NEVER TO
EAT MEAT AGAIN
DO YOU STILL LOVE ME**

"No moral code encourages selfishness, cruelty, or exploitation"

sister species

women,
animals,
AND social
justice


EDITED BY
lisa kemmerer

FOREWORD BY
carol j. adams



Go Vegan

lisakemmerer.com

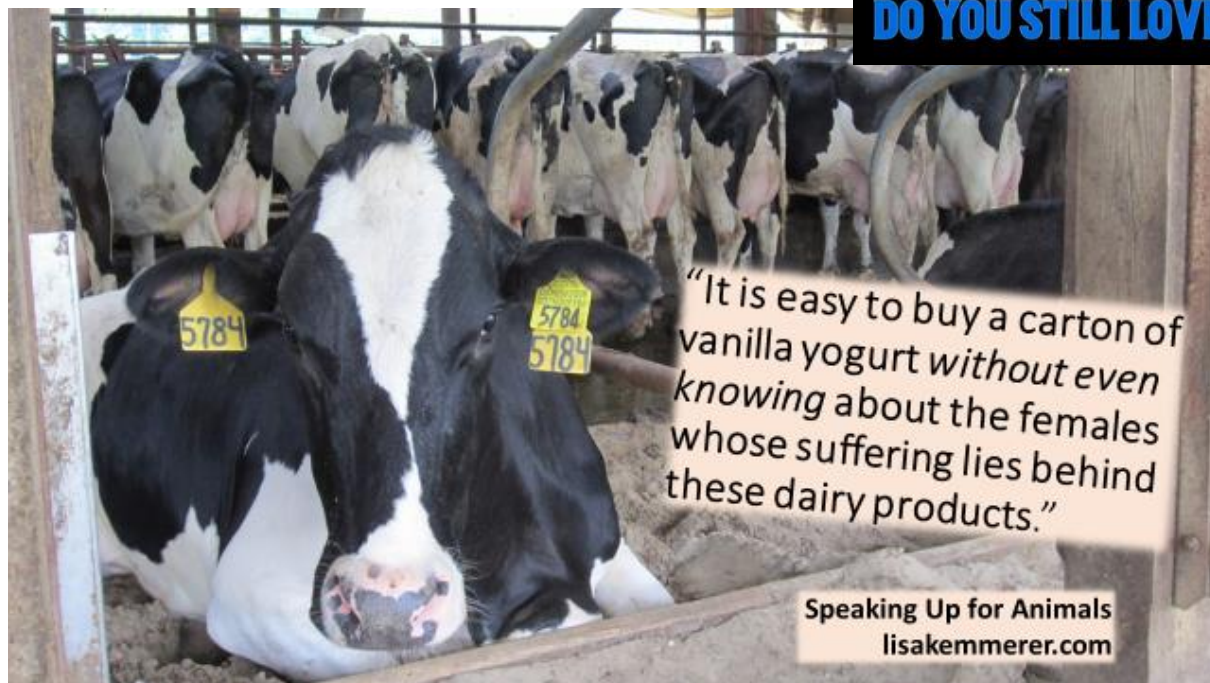
A bowl of milk with a sad face drawn on it using cereal grains. A spoon is next to it.

got autism?

Studies have shown a link between cow's milk and autism.

find out more at GoVeg.com

PETA

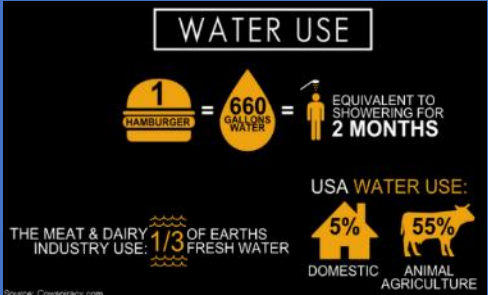
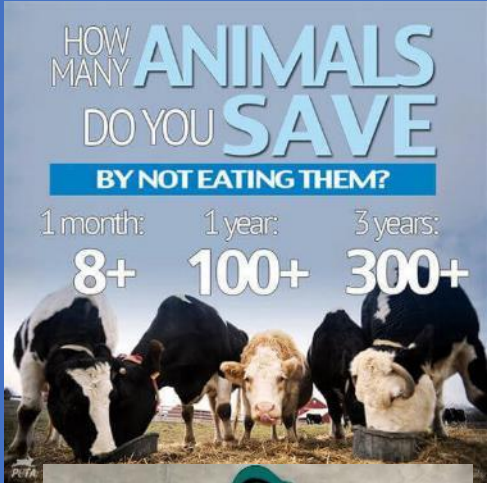
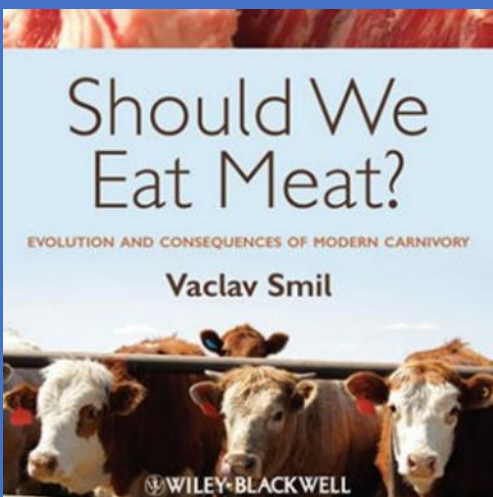


"It is easy to buy a carton of vanilla yogurt without even knowing about the females whose suffering lies behind these dairy products."

Speaking Up for Animals
lisakemmerer.com



The digital age!



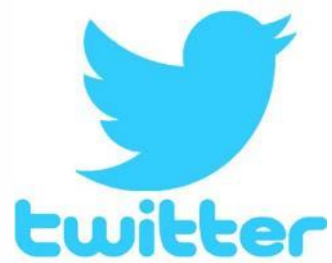
“information that is not objective and is used primarily to influence an audience and further an agenda, often by presenting facts selectively to encourage a particular synthesis or perception”



Behistun inscription (c 500 BC)







FAKE NEWS









The digital era

- Propaganda is the same;
- Medium is more pervasive;
- We use the same media!



T R U S T

Does NZ really have a science denial problem?

3 Dec, 2017 10:43am

🕒 4 minutes to read



The Prime Minister's chief science advisor, Sir Peter Gluckman, has been giving talks overseas and published discussion papers about the "post-truth" issue. Photo / File

- Anti GM
- Anti 1080
- Anti fluoride
- Anti chlorine
- Anti vax

An advertisement for a supplement. On the left is a red illustration of a human liver. Below it is a white arrow pointing up to the liver, with the text "This is your liver. It helps your body get rid of toxins". On the right is a green bottle of "WELL ROOTS COLON CLEANSE & LIVER DETOX" supplement. Below it is a white arrow pointing up to the bottle, with the text "This is a 'detox' supplement. It helps your wallet get rid of cash." At the bottom, a black box contains the text "Save your cash. If your liver isn't working, you need a hospital." The background is dark purple.

This is your liver. It helps your body get rid of toxins

This is a 'detox' supplement. It helps your wallet get rid of cash.

Save your cash. If your liver isn't working, you need a hospital.

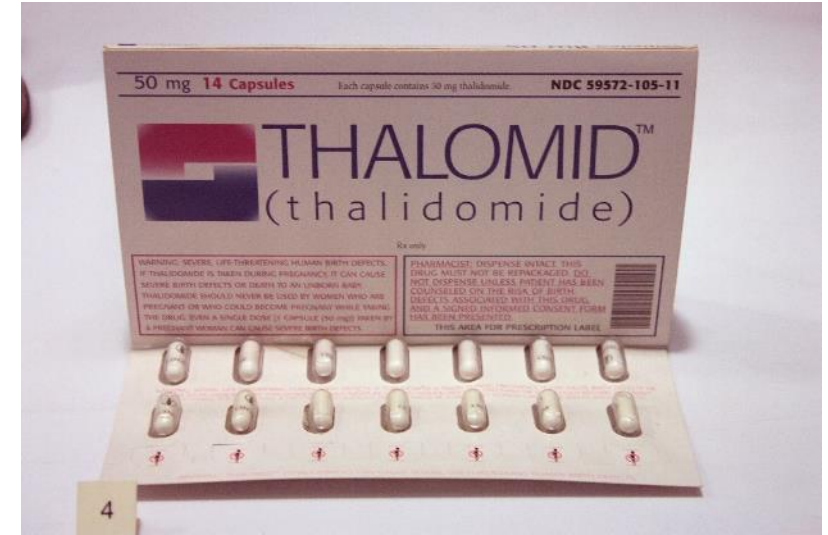
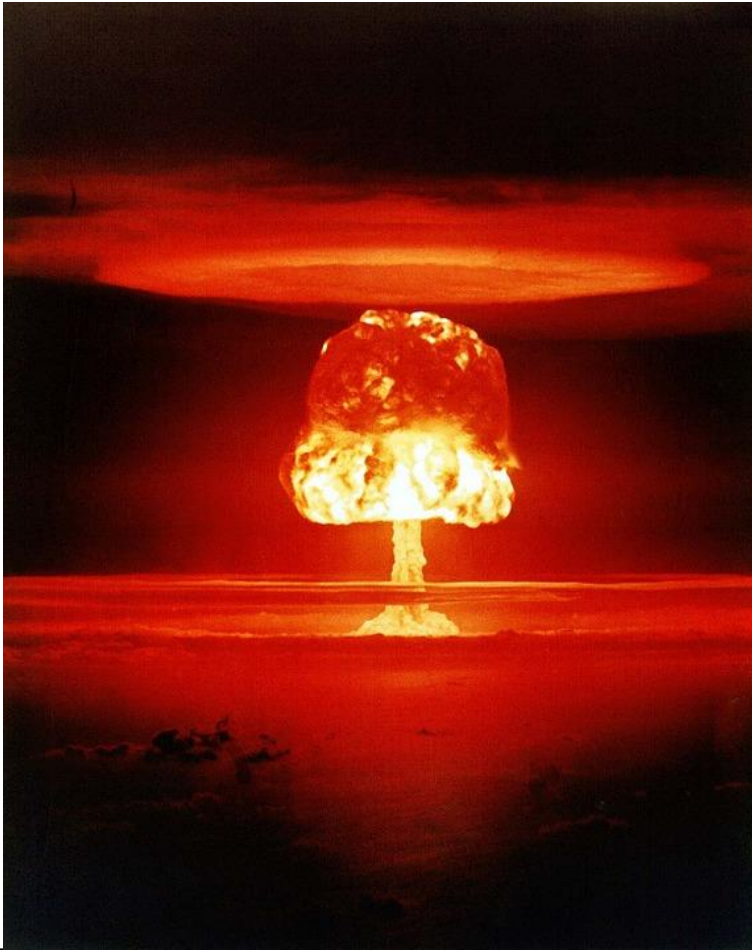
What do people think about science?

- 90% - important subject to study;
- 83% - worthwhile career to pursue;
- 59% - science important in their daily lives;
- 42% - too little information about science;
- 35% - too specialised to understand;
- 51% - too much conflicting information;
- **62% - scientists need to listen to what ordinary people think!**

Nielson survey, 2014; n = 3,000



Why don't they trust us?



TWO CULTURES

Scientists know nothing
about art or culture!

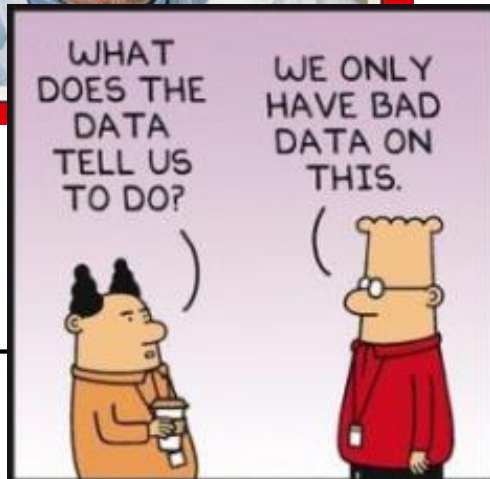
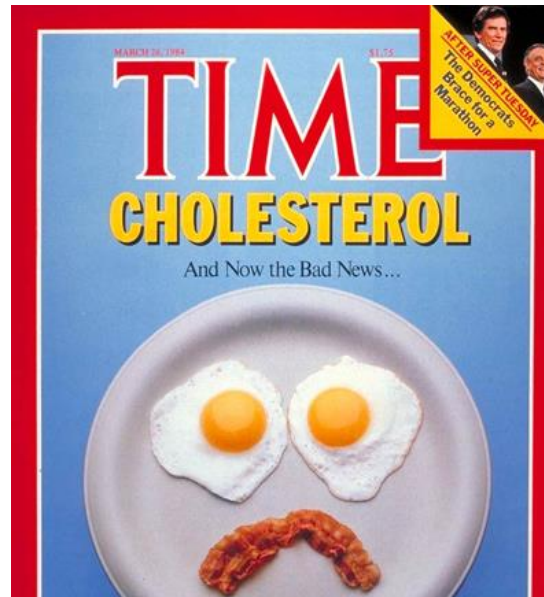
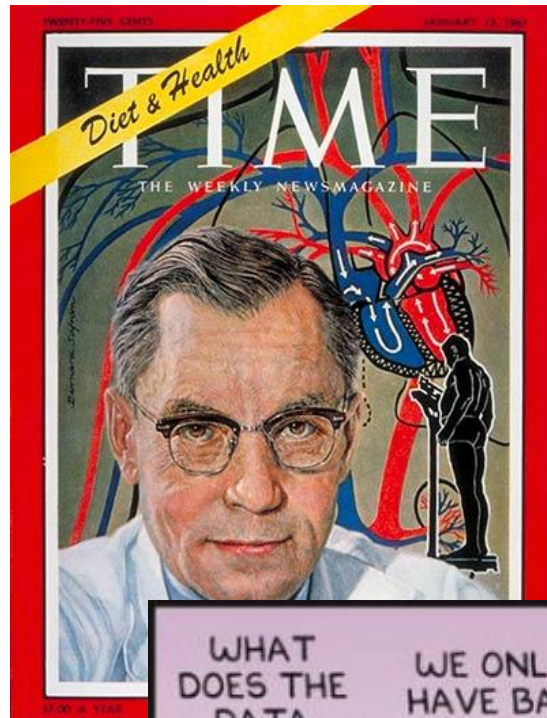
'Literary intellectuals' know
nothing about science!



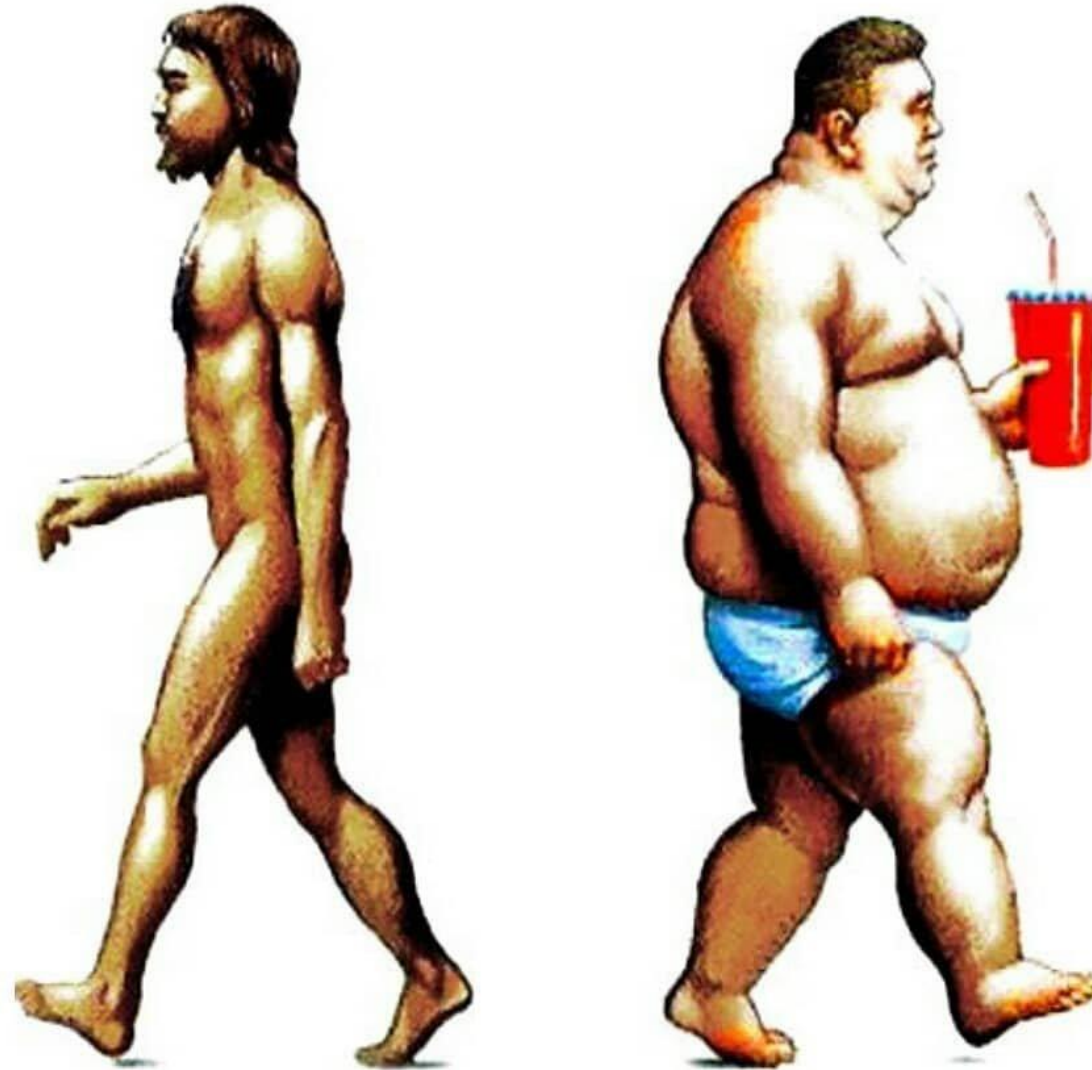
C.P. Snow
The Two Cultures

*since the Victorian era, education over-rewarded
the humanities (especially Latin and Greek) at the
expense of scientific and engineering education*

How do I know who to believe?



CARNIVORE & CARBIVORE



Scientists as part of the problem

“Should we force science down the throats of those that have no taste for it?

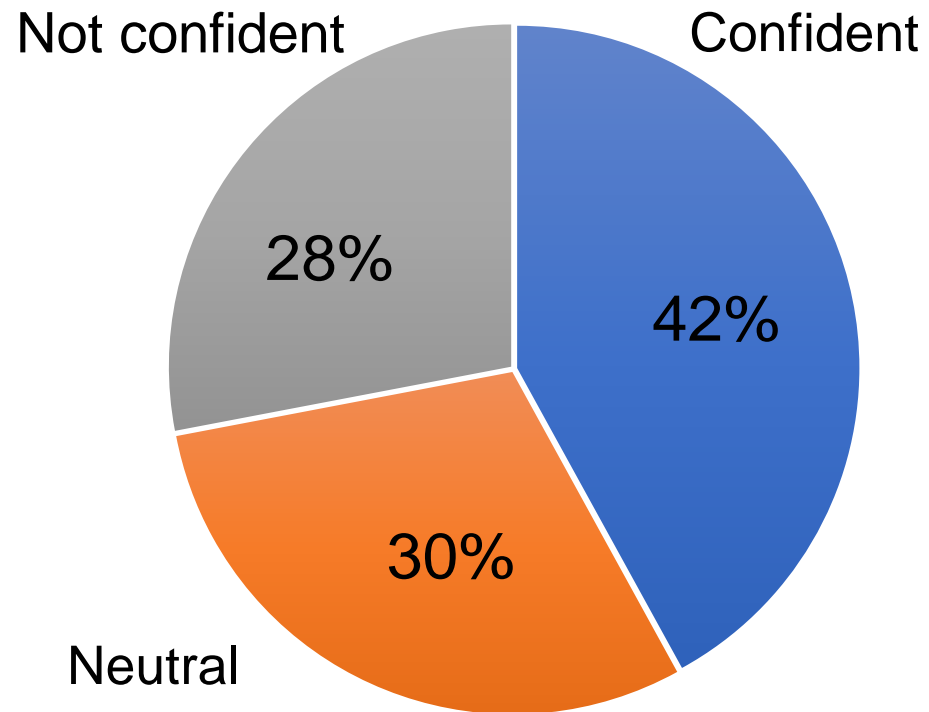
Is it our duty to drag them kicking and screaming into the twenty-first century?

I am afraid that it is.” - Sir George Porter



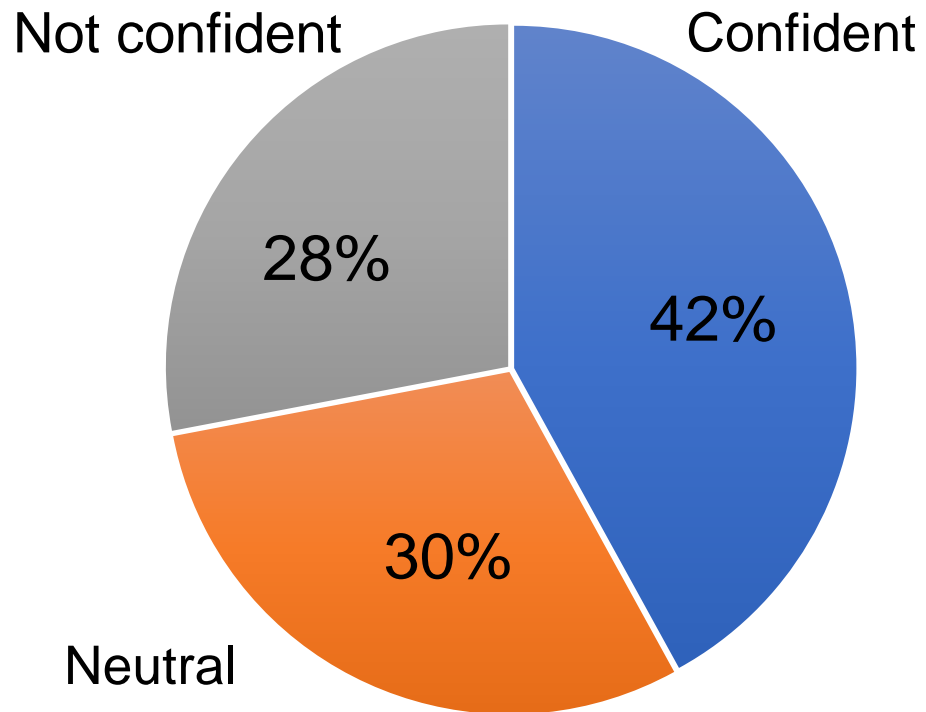
How confident are you that dairy cattle have a good life?

BEFORE

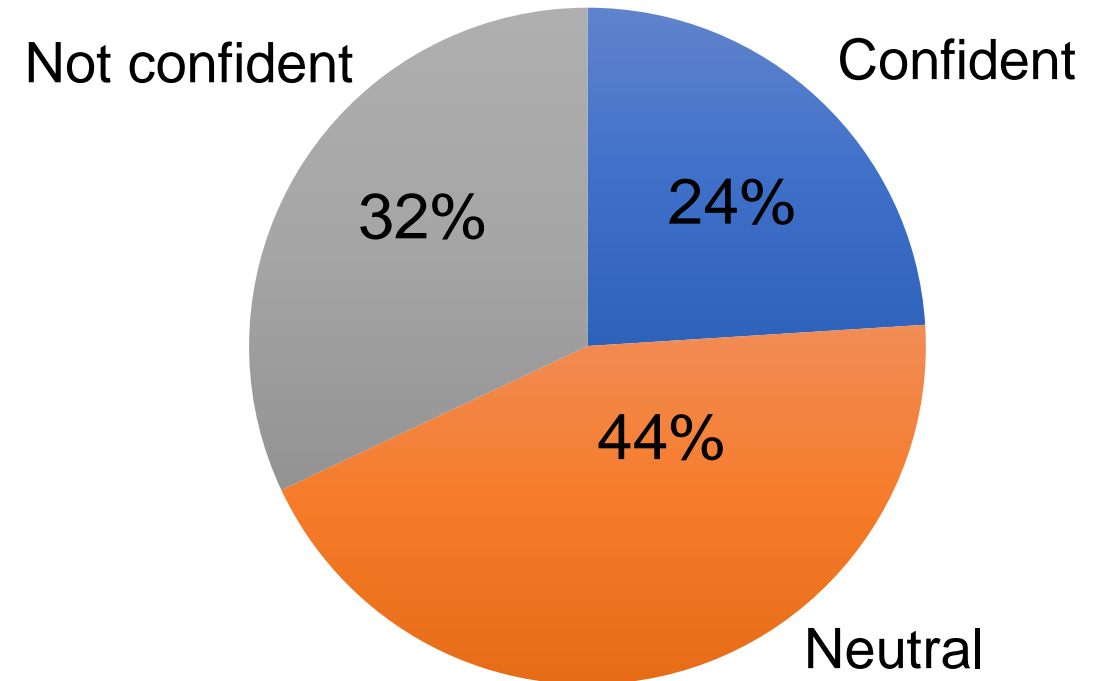


How confident are you that dairy cattle have a good life?


BEFORE



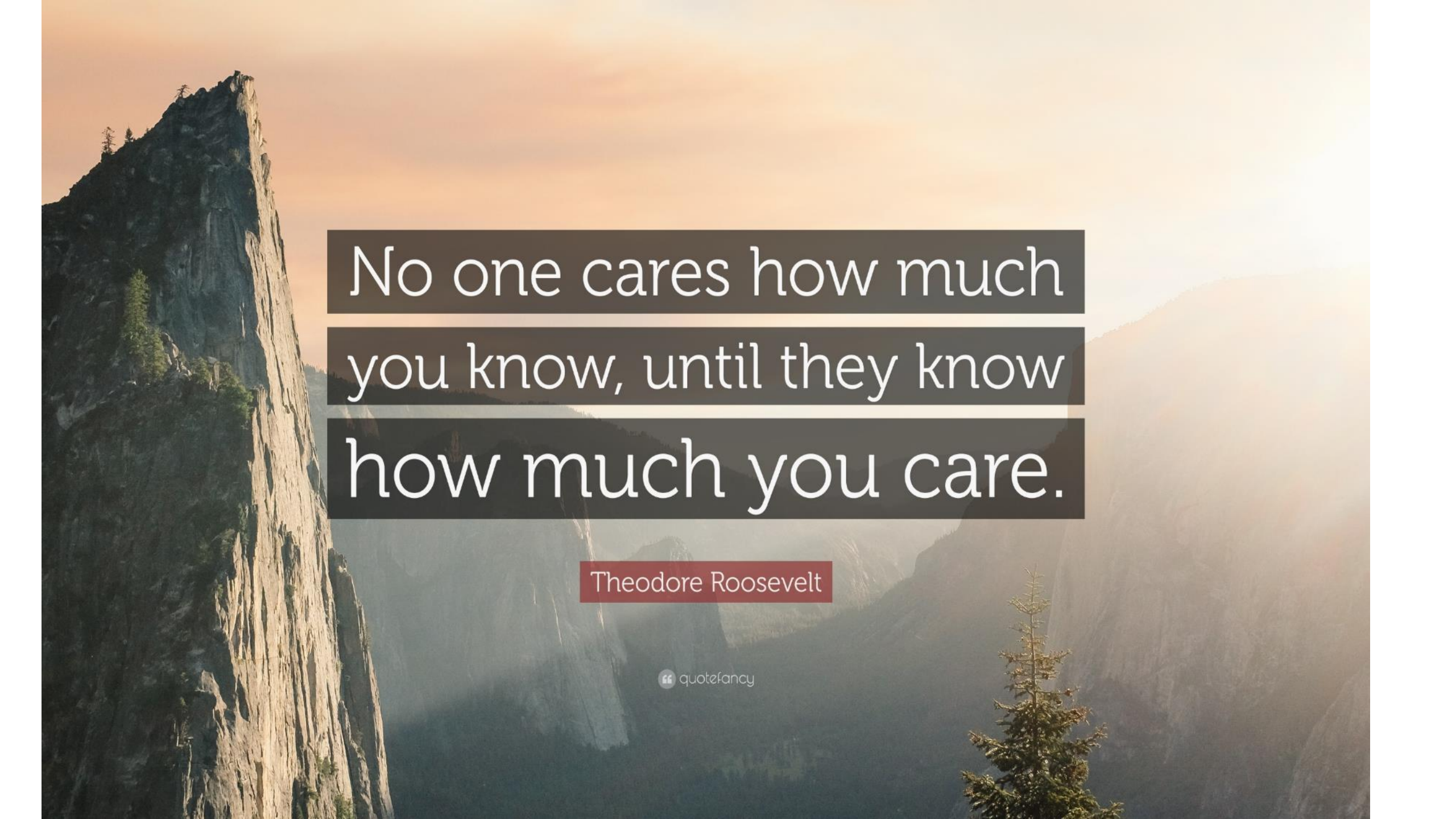
AFTER





TRUST ME

**I'M A
SCIENTIST**





No one cares how much
you know, until they know
how much you care.

Theodore Roosevelt

EXCLUSIVE

EXCLUSIVE

GOOD NEWS!

T

[illegible]

ut illi sit, ut quodam apud optum de-
finitionem bene habent amplexum
a subiecto continetur expone-
re inter se habentem inter se habentem
quodam deinde quod in tam quod
Admirationem, omnesque videtur
est illi, ut quodam deinde quod
quodam deinde quod in tam quod
quodam deinde quod in tam quod

[illegible][illegible]

...der ...
...der ...
...der ...


A person wearing a red and blue plaid shirt and a dark blue apron is holding a large wooden crate filled with fresh produce. The crate contains a variety of items including leeks, green beans, yellow cherry tomatoes, red bell peppers, sweet potatoes, purple onions, and apples. The person is standing in a field with rows of plants in the background.

**People are buying the Process
Not the Product!**

We have an “emotional” process to sell!

- We produce the highest quality **wholesome** foods;
- A trusted food safety system;
- Almost all landed fish species are sustainably harvested;
- ‘free range’ animals producing low C footprint nutritious food;
- High quality sustainable timber for building;
- A biosecurity system, second to no one.





“....every person dreams of finding an enchanted place with beautiful mountains and breathtaking coastlines, clear lakes and amazing wildlife, but most people give up on it because they've never been to New Zealand”

-Bill Clinton

But, we must genuinely engage consumer concerns!

- Wintering and Mud;
- Tails;
- Sustainable waterways;
- Climate change;
- Cow-calf separation;
- ‘What’s in my food’?



And, recognise that expectations will continue to change

Summary

- Propaganda has been pervasive for millennia;
- We have lost consumer trust;
 - By not listening to their concerns with respect;
 - By not showing empathy;
- We must acknowledge the validity of their concerns;
- 'Educating' the consumer is not THE solution;
- We must tell our 'good news' stories;
- We must ENGAGE, be humble & empathetic;



*"You been
farming
long?"*

Thank you

Contact me:



john.roche@mpi.govt.nz

Follow me:



Down to Earth Advice Ltd

Thought for the Day



@down2earth_john

“Rest satisfied with doing well, and leave others to talk of you as they please” — Pythagoras

