**The community trusts and accepts rural industries to hold a safe reliable and affordable food system.**

With trust and acceptance have increased since Year One of the Program.

**What drives trust in rural industries?**

Australian see rural industries as responsible stewards of the land and sea.

Rural industries are intrinsically linked in the mind of the community.

Taking action is fundamental to building trust. 

Why do rural industries drive trust in rural industries?

The more that community members feel they have an open and honest conversation with rural industries, the more trusted they feel.

**What do these results mean for industry?**

Industry generates more benefits if it communicates with the community and takes action proactively.

**Priorities for industry**

Understand the areas the community wants industry to engage on.

Communicate about your efforts to take action on the areas the community wants, in an open and honest way.

**How can industry do this?**

Demonstrate how you are contributing to your community’s priorities.

Regularly communicate about the actions you are taking to address the areas the community prioritizes.

**New Insights for Year Two**

Overall trust in rural industries, compared with other groups, continues to grow.

**Community Trust in Rural Industries Program**

This cross-sector initiative involving eleven Rural Research and Development Corporations (RDCs), the National Farmers’ Federation (NFF) and the NSW Department of Primary Industries to build the capacity of food and fibre industries to productively engage with the community.

**What drives trust in rural industries?**

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  - **46%** 12% 13% 27% 9%
  - **38%** 50% 49% 22% 14%
  - **29%** 53% 38% 50% 43%
  - **18%** 85% 61% 29% 12%
  - **10%** 38% 46% 18% 66%

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