

# *SOCIAL LICENCE TO OPERATE*

# *THE VALUE OF TRANSPARENCY*



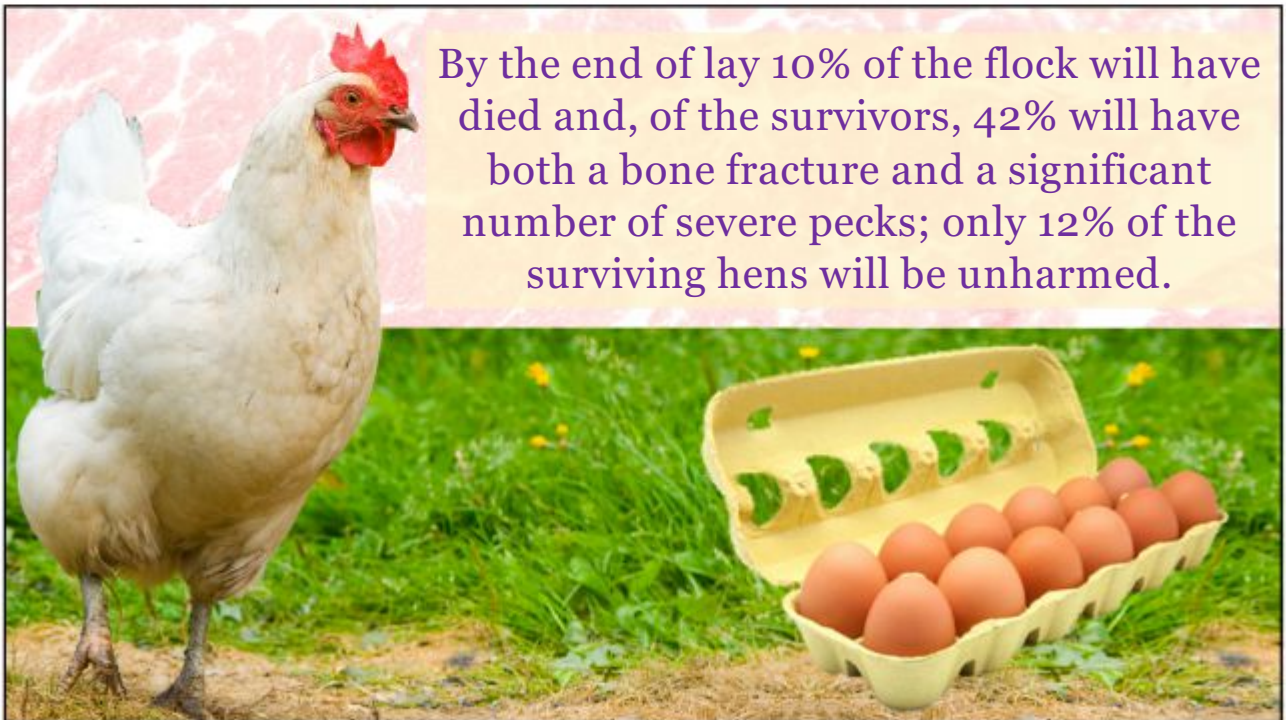
**THE VITAL  
INGREDIENT**



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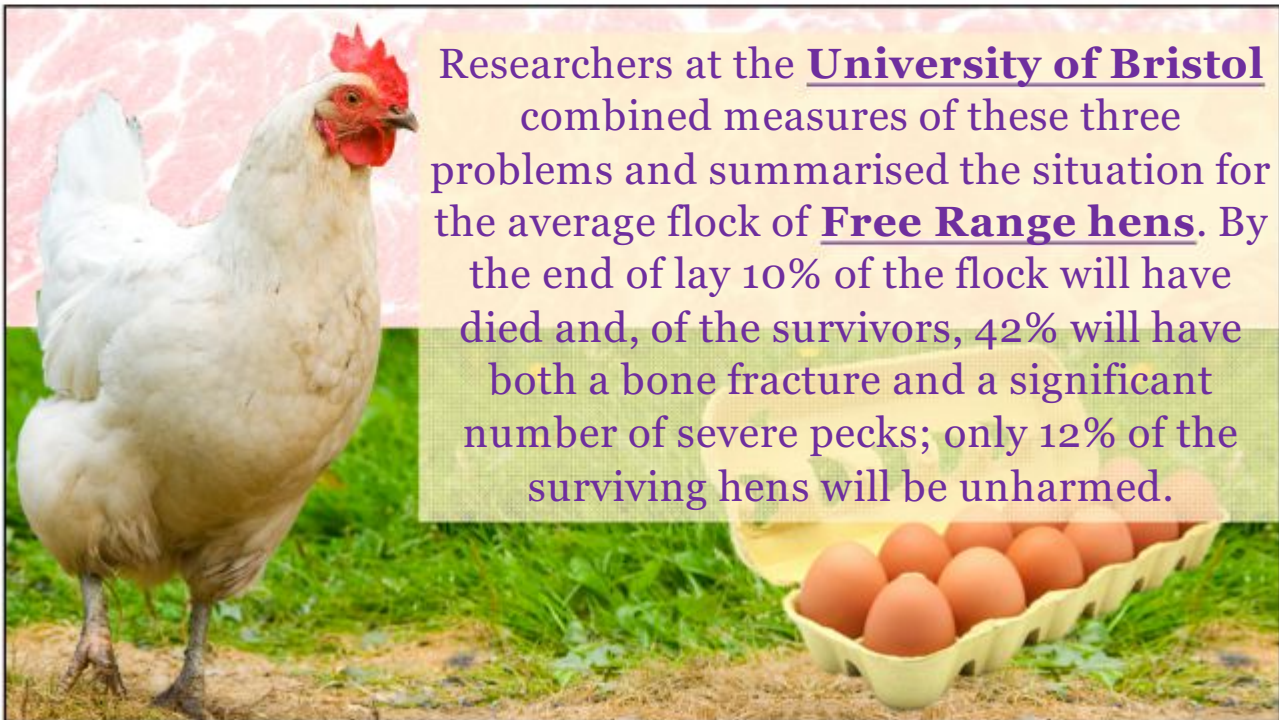
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By the end of lay 10% of the flock will have died and, of the survivors, 42% will have both a bone fracture and a significant number of severe pecks; only 12% of the surviving hens will be unharmed.



## Free Range Eggs



Researchers at the University of Bristol combined measures of these three problems and summarised the situation for the average flock of Free Range hens. By the end of lay 10% of the flock will have died and, of the survivors, 42% will have both a bone fracture and a significant number of severe pecks; only 12% of the surviving hens will be unharmed.

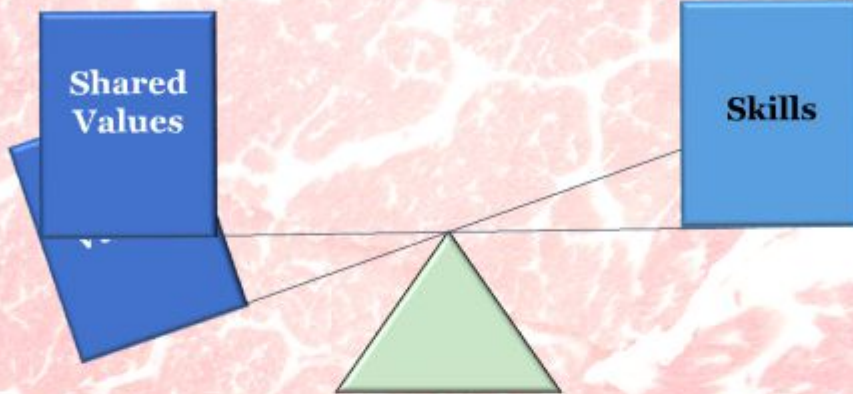
# Social License

**Definition:** The privilege of operating with minimal formalized restrictions (legislation, regulation, or market requirements) based on maintaining **public trust** by doing what's right.

**Public Trust:** A belief that activities are consistent with social expectations and the values of the community and other stakeholders.



# What Drives Consumer Trust?



**Shared values are 3-5 times more important in building trust than demonstrating competence**

Trust research was published in December, 2009 – *Journal of Rural Sociology*

**SHOULD**  
**You?**

**Yes We**  
**CAN!**



***“Transparency  
is not optional”***

# The Food System has Changed



*“But our commitment to do the right thing has never been stronger”*

*“But sales are up?”*



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INGREDIENT**

 **AMPC**  
AUSTRALIAN MEAT PROCESSOR CORPORATION

 **GOAHEAD**  
BUSINESS SOLUTIONS