

Trust Your Plate Media Backgrounder

About Trust Your Plate

Trust Your Plate is a movement designed to bridge the trust gap between farmers and everyone who eats. With the goal of sparking honest conversations about food and farming in North America, it equips both farmers and consumers with science-backed insights and relatable stories. Led by Dennis Bulani, a fourth-generation farmer and author, Trust Your Plate invites people to engage in open dialogue about the food system, free from fear and misinformation.

About Dennis Bulani

Dennis Bulani is a fourth-generation farmer, father, and grandfather who has spent decades working the land in Saskatchewan, Canada. He is the author of [*What a Farmer Wants You to Know About Food*](#), a book providing clear, science-based answers to pressing questions about modern farming practices. Dennis is also the CEO of The Rack and the founder of Trust Your Plate. He has been recognized for his Hedgehog app for farmers, and was inducted into the Canadian Association of Agri-Retailers Hall of Fame in 2019. Through his work, Dennis aims to connect farmers and consumers by fostering understanding and trust in the food system.

Key Messages of Trust Your Plate

1. **Bridging the Trust Gap:** Nearly 90% of people trust farmers, but only 20% trust modern farming practices like the use of pesticides or GMOs. Trust Your Plate seeks to address this divide with transparency and empathy.
 2. **Focus on Science and Stories:** Trust Your Plate provides relatable, science-backed information about topics like pesticides, GMOs, organic farming, and more.
 3. **No Winners or Losers:** The movement emphasizes dialogue over debate, focusing on building understanding rather than assigning blame.
 4. **Empowering Conversations:** Trust Your Plate gives farmers tools to confidently engage with consumers and answer tough questions about food production.
-

What a Farmer Wants You to Know About Food

What a Farmer Wants You to Know About Food is Dennis Bulani's debut book, offering an inside look at modern farming practices and the science behind them. Covering topics like GMOs, pesticides, organic farming, and preservatives, the book aims to dispel myths and provide consumers with the tools they need to make confident food choices.

Key Takeaways from the Book:

- Farmers rely on science and adhere to strict standards to ensure food safety.
 - Modern agriculture is essential to growing sustainable, affordable food for a growing population.
 - Misinformation about farming practices often leads to unnecessary fear; the book cuts through the noise to share the real stories behind food production.
-

Current Initiatives

Social Media Outreach: Trust Your Plate engages diverse audiences across multiple social platforms:

- [X \(Twitter\)](#): Focused on farmer insights, tools, and resources for navigating conversations about modern farming practices.
- [Instagram](#) and [Facebook](#): Designed to spark consumer-focused conversations about food, farming, and trust-building stories.

Follow us to join the conversation and explore the real stories behind our food system.

Website: TrustYourPlate.com provides resources for consumers and farmers, including articles, FAQs, and links to research and resources, to further the mission of transparency and trust.

Events: Public talks, media appearances, and community outreach efforts will create opportunities for open dialogue about the food system.

Key Facts & Insights

On Food Safety and Modern Farming Practices

- Only 1 in 5 people trust modern agriculture, but nearly 9 in 10 trust farmers.
The disconnect shows the need to share the science and care behind modern farming.

- Food safety regulations in North America involve over 35 federal statutes, 28 committees, and multiple agencies like the FDA and Health Canada. Every step of the food system is monitored to ensure safety.

On The Role of Farmers in Feeding the World

- The average farmer in North America feeds 166 people daily. That's equivalent to feeding a full audience at a small-town hockey arena with food every day.

On GMOs and Innovation

- Golden Rice, a GMO fortified with beta-carotene, could prevent over 3 million childhood deaths annually. That's like saving the population of Chicago every year. Science-driven solutions are saving lives globally.

On Food Affordability and Accessibility

- 200 years ago, a single pineapple cost the equivalent of \$8,000 in today's money. Modern farming has made food more affordable and accessible for everyone.

On Organic and Conventional Farming

- Both organic and conventional foods meet strict safety standards, providing the same essential nutrients. It's about choosing what works for your family.

On Seed Oils and Nutrition

- Canola oil has one of the lowest saturated fat contents (7%) of all cooking oils, compared to olive oil's 14% and coconut oil's 82%. It's a heart-healthy, versatile option for cooking.

On Protein and Global Food Security

- Meat provides 21% of the world's protein but only accounts for 7% of our global diet. It's a critical component in addressing global food security.

For media inquiries or interview requests with Dennis Bulani, please contact:

Canadian Consumer Media: Susanne Weinberg, susanne@onprpose.com or 416-953-2628

Canadian Agriculture Media: Lindsay Glasspoole, lindsay@onprpose.com or 416-728+9506

American Media: Bonnie Rice, brice@elevatecom.com or 303-704-9192

Website: <https://www.TrustYourPlate.com>