

**SVETOVNI DAN VARNOSTI HRANE 2023**



**WORLD FOOD SAFETY DAY 2023**

**5. konferenca ob svetovnem dnevu varnosti hrane 2023**

***5<sup>th</sup> Conference On World Food Safety Day 2023***

# **Communication Challenges in food domain / KOMUNIKACIJSKI IZZIVI NA PODROČJU HRANE**

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**Za javnost/For public dissemination**

**Svetovni dan varnosti hrane 2023**



REPUBLIKA SLOVENIJA  
MINISTRSTVO ZA KMETIJSTVO,  
GOZDARSTVO IN PREHRANO

UPRAVA RS ZA VARNOST HRANE,  
VETERINARSTVO IN VARSTVO RASTLIN

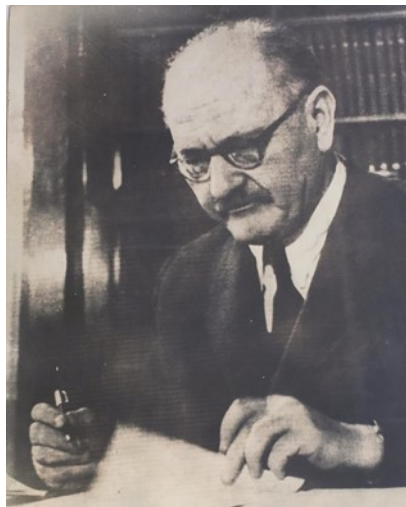


REPUBLIKA SLOVENIJA  
DRŽAVNI SVET

**World Food Safety Day 2023**



*„To inform people is more important than law.”*



Andrija Stampar (1888 -1958),

Croatian distinguished scholar in the field of social medicine. Founder of the School of Public Health in Zagreb



# Main principles of risk communication

1. Openness
2. Transparency
3. Independence
4. Timeliness

+ COHERENCE



A photograph of a rustic wooden plank bridge crossing a small stream in a dense, green forest. The bridge is made of many parallel wooden planks, some of which are slightly uneven. Water flows over the bridge, creating small cascades and white foam. The surrounding vegetation is thick and vibrant green, with various types of leaves and plants visible. A large tree trunk is on the right side of the frame.

**COMMUNICATION DEPENDS NOT ONLY ON THE CONSUMER'S ADITUDE,  
BUT ALSO ON THE ENVIRONMENT**



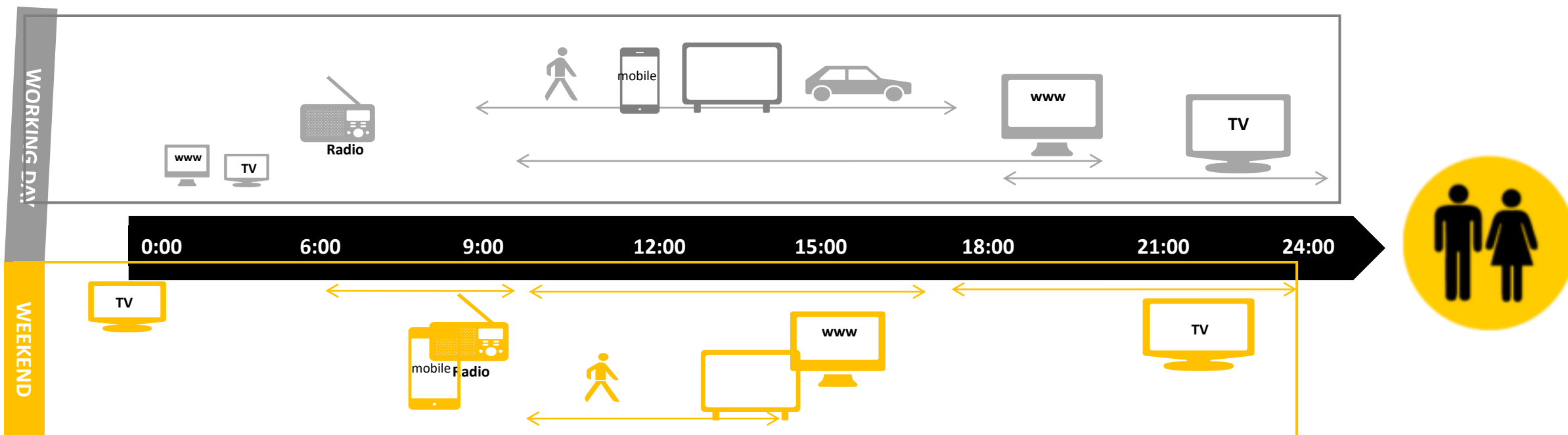


Today environment has changed, followed by increased number of messages we are exposed to..

# So, ONE NEEDS to find a way to reach the consumer ...

## Media mix

It's important to optimize media which follows the consumer through day...



# Today's challenges

*Everybody is the „message carrier“*

*The rise of fake news*

*Decline in trust*

*Apparence of „echo chambers“, „information bubbles“*

....