In the grand challenge to achieve a fair transition to net zero by 2050 alongside the adoption of healthier and more sustainable diets, the food system is encountering many challenges and resistance to change. The reasons for this are complex, from the individual to the systemic. One key area for consideration is the issue of trust in the food system and its actors, which influences the adoption of new products, ideas and strategies. This talk aims to explore the critical concept of trust towards food system actors and institutions, the different types of trust, and their possible effects on consumer confidence in food. Implications for behaviour change in the adoption of healthy and sustainable foods will be discussed, along with possible strategies moving forwards.