Mission: To effectively communicate science-based information on food safety and nutrition issues to health professionals, journalists, educators and government officials.

Mission: To effectively communicate science-based information on health, nutrition, and food safety for the public good.

Primarily supported by the broad-based food, beverage, and agricultural industries.

http://www.foodinsight.org
The Face of the IFIC Foundation: FoodInsight.org

- Frequent blog posts on current food safety and nutrition issues.
- Video library includes expert insights and demos.
- Hot Topics page with information on breaking issues.

Follow us on Twitter: @IFICMedia @FoodInsight
And Facebook: Food Insight
IFIC Food Safety Stakeholder Collaboration

Partial List:

- US Food and Drug Administration (FDA)
- US Department of Agriculture (USDA)
- GMA
- JPA
- USA Rice Federation
- ACC
- NAMPA
- IFC
- NRA

FOOD SAFETY EDUCATION

- FMI
- FCPC
- OTA
- United Fresh Produce
- NASDA / COSDA
- IFT
- PFSE
- AFFI
- NTF
- NCBA
- AMI

BPA

ANTIBIOTICS

ARSENIC

DIOXIN

ACRYLAMIDE
Issues We’re Watching Right Now

• Animal Antibiotics
• Sustainable/local/organic trend
• Consumer confidence in the food supply
• Greater scrutiny on packaging compounds from global regulatory agencies
• Arsenic and rice
• Biotechnology labeling

• “Artificial” Food Ingredients
• Popular book releases
  • Demonization of the “forbidden” nutrients (e.g. sodium, fat, sugar)
• Allergen Thresholds
• “New” chemicals in food
• Foodborne illness/food recalls
What causes a situation to develop?

- Multiple “grass-roots” organizations, similar objectives latch on to a single issue that focus on ‘big’ business
- Eager media personalities driving public perceptions about fear, guilt and anger – active in public digital media space
- Perceived risks to vulnerable / underserved populations
  - Pregnant women, infants, newborns, unborn babies
- Complex regulatory oversight (FDA, EPA, USDA)
- Convoluted (regulatory, industry) response void of emotion, concern and compassion
- Fear of being proactive or becoming the next ‘poster child’ for a situation
IFIC & Foundation: Years of Insightful Consumer Research
Key Takeaways

- Consumers are taking an active role in improving their health.
- Consumers are looking for specific food components in foods and beverages that improve health (ex. whole grains).
- Consumers often look to a variety of sources to verify information and learn more about food and health.
- Changing information on nutritional guidance is confusing.
- Taste and price are still most important factors in purchasing decisions.
Substantial majorities believe in the benefits of food processing, most notably its ability to keep foods fresh and provide convenient choices year-round.

### In general, to what extent do you agree or disagree with the following statements about processed foods?

All (n=1,057)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree strongly</th>
<th>Agree somewhat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food processing can help foods stay fresh longer</td>
<td>16%</td>
<td>58%</td>
</tr>
<tr>
<td>Some processed foods can help provide a variety of food choices year round</td>
<td>13%</td>
<td>59%</td>
</tr>
<tr>
<td>Processed foods can be a convenient way for me to put food on the table</td>
<td>16%</td>
<td>54%</td>
</tr>
<tr>
<td>Minimally processed foods can be healthful choices</td>
<td>18%</td>
<td>48%</td>
</tr>
<tr>
<td>Some processed foods can provide affordable, nutritious options</td>
<td>6%</td>
<td>53%</td>
</tr>
<tr>
<td>Food processing can help improve food safety</td>
<td>8%</td>
<td>41%</td>
</tr>
<tr>
<td>Processed foods can be produced in a sustainable way</td>
<td>6%</td>
<td>42%</td>
</tr>
<tr>
<td>Some processed foods provide added health benefits</td>
<td>4%</td>
<td>33%</td>
</tr>
</tbody>
</table>

International Food Information Council Foundation
2012 Food & Health Survey
Packaging information most commonly used include the expiration date and the Nutrition Facts panel.

What information do you look at on the food or beverage package when deciding to purchase or eat a food or beverage?

All (n=1,057)

- Expiration date: 76%
- Nutrition Facts panel: 66%
- Ingredients list: 51%
- Servings size and amount per container: 50%
- Calorie and other nutrition information on the front of the package via an icon or graphic: 48%
- Brand name: 46%
- Cooking instructions/Preparation time: 45%
- Statements about nutrition benefits: 42%
- Statements about health benefits: 30%
- Statements about the absence of certain food ingredients on the front of the package: 24%
- Other: 4%
- None of the above: 3%

Older consumers, especially those 65 to 80, are more likely to look at these types of information. This may be due to wisdom acquired over time, the need to be vigilant about health conditions, or more time to think about food purchases.
Drivers of Food & Beverages Purchase Decisions

TASTE AND PRICE
DRIVE FOOD AND BEVERAGE CHOICES
MORE OFTEN THAN HEALTHFULNESS

HOW MUCH OF AN IMPACT THE FOLLOWING HAVE ON CONSUMERS DECISION TO BUY FOODS AND BEVERAGES:

- 87% TASTE
- 73% PRICE
- 61% HEALTHFULNESS
- 53% CONVENIENCE
- 35% SUSTAINABILITY

OUT OF 100%

About four in ten consumers regularly purchase locally-sourced or recyclable food and beverage products.
FOOD SAFETY
More than eight out of ten Americans admit to giving some thought to the safety of their foods and beverages over the past year.

Over the past year, how much thought have you given to the safety of your foods and beverages?

All (n=1,057)

- A lot: 41%
- A little: 44%
- None: 13%
- Not sure: 2%

85% have given a lot or a little thought to food safety.
3 OUT OF 4 CONSUMERS ARE CONFIDENT IN THE SAFETY OF THE COUNTRY’S FOOD SUPPLY

BREAKDOWN OF ALL RESPONSES:

- 20% Very Confident
- 58% Somewhat Confident
- 15% Not Too Confident
- 3% Not At All Confident
- 4% Not Sure

78% of consumers are VERY or SOMEWHAT confident in the safety of the U.S. food supply.
Nearly six out of ten agree that the chances they will be sickened by their food are extremely low.

To what extent do you agree or disagree with the following statement?
The chances that I will actually get a foodborne illness or food poisoning (like Salmonella or E.coli) from something I eat or drink are extremely low.

All (n=1,057)

- Strongly agree: 15%
- Somewhat agree: 42%
- Somewhat disagree: 27%
- Strongly disagree: 9%
- Not sure: 7%

57% strongly or somewhat agree that the chances they will get a serious foodborne illness are extremely low.
Although Americans trust themselves the most, all entities charged with ensuring the safety of the U.S. food supply are viewed as doing at least a good job.

How good a job do you believe each of the following do in ensuring the safety of your food?

All (n=1,057)

<table>
<thead>
<tr>
<th>Entity</th>
<th>Excellent</th>
<th>Very Good</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>The person who prepares most of the food in your home</td>
<td>44%</td>
<td>38%</td>
<td>12%</td>
</tr>
<tr>
<td>Farmers/producers</td>
<td>11%</td>
<td>34%</td>
<td>37%</td>
</tr>
<tr>
<td>Retailers (e.g., grocery stores)</td>
<td>6%</td>
<td>25%</td>
<td>43%</td>
</tr>
<tr>
<td>Food manufacturers</td>
<td>5%</td>
<td>17%</td>
<td>43%</td>
</tr>
<tr>
<td>Food service establishments (e.g., restaurants, school and workplace cafeterias)</td>
<td>4%</td>
<td>19%</td>
<td>41%</td>
</tr>
<tr>
<td>The government</td>
<td>4%</td>
<td>17%</td>
<td>36%</td>
</tr>
</tbody>
</table>
Half of Americans feel that enjoying their food is more important than worrying about what’s in it.

To what extent do you agree or disagree with the following statements?

All (n=1,057)

- I would rather just enjoy my food than worry too much about what’s in it
  - Strongly agree: 13%
  - Somewhat agree: 40%
  - Not sure: 54%
  - Somewhat disagree: 15%
  - Strongly disagree: 4%

- I would rather take a medication for a health condition than change my lifestyle
  - Strongly agree: 4%
  - Somewhat agree: 12%
  - Not sure: 16%
  - Somewhat disagree: 52%
  - Strongly disagree: 5%
“Consumer Attitudes Toward Chemicals in Food”
Key Findings Among Moms

- “Chemicals” not top of mind
- Message reach and frequency are important
- Moms are influenced by “credible” sources
- Marketing tactics contribute to moms negative perceptions about chemicals in food

Negative associations result in guilt, fear and eventual anger.
What’s Important to Moms?

Priorities . . .

- Convenience
- Taste
- Healthfulness
- Price, value
- Avoiding foods that
  - Keep “my kids getting fat”
  - Don’t impact long term health

Trust . . .

- Trust in the system
  - FDA, retailers/foodservice operations, producers
- Unable to determine risk / danger
  - Look to “experts” for answers and protection
- 40 – 50% pay attention to chemical issues
  - Eager to learn more
## Food Safety Concerns

Percent concerned with each food safety issue (unaided):

<table>
<thead>
<tr>
<th>Issue</th>
<th>2012</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disease/contamination</td>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>Handling/preparation</td>
<td>21%</td>
<td>23%</td>
</tr>
<tr>
<td>Preservatives/Chemicals</td>
<td>13%*</td>
<td>8%</td>
</tr>
<tr>
<td>Health/nutrition</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Agricultural production</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Food sources</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Packaging/labeling</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Biotech</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Processed foods</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

* Denotes statistical significance from 2010
**Interest in Adding Information to Current Food Labels**

### Most Americans do not wish to see any additional information on food labels

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes (%)</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>24%</td>
<td>76%</td>
</tr>
<tr>
<td>2010</td>
<td>18%</td>
<td>82%</td>
</tr>
<tr>
<td>2008</td>
<td>14%</td>
<td>86%</td>
</tr>
<tr>
<td>2007</td>
<td>16%</td>
<td>84%</td>
</tr>
</tbody>
</table>

Q9. Can you think of any information that is not currently included on food labels that you would like to see on food labels?

Q 10. [IF YES] What types of information would that be? [OPEN END]

*Those who said "Nothing" or "Don’t know" to Q10 were recoded as "No" answers in Q2.*
More Label Information Desired

**Biotechnology is not top of mind when it comes to additional information consumers want on the label.**

(Less than 30% of total sample would like to see additional info on the label)

Q 9. Can you think of any information that is not currently included in food labels that you would like to see on food labels?

Q10. [If yes . . .] What types of information would that be? [OPEN-END]
Q41 How much have you read or heard about the concept of sustainable food production?
Q41D. How important is it to you that the food products you purchase or consume are produced in a sustainable way?

2012

- Important: 69%
- Neutral: 25%
- Not Important: 6%
Food Safety Resources

- Chemical contaminants
  - Heavy metals, naturally occurring compounds, environmental contaminants

- Food allergy
  - Consumer brochures and articles
  - Tips for allergen management away from home

- Animal disease and treatment
  - Animal antibiotics

- Microbial food safety / safe food handling for consumers
  - Common foodborne illnesses
  - Consumer tips
  - Food recall information

Resource Pages, Education Webinars, CPE and Risk Communication Modules for RD’s, Academicians, Government and Food Industry Stakeholders
IFIC Foundation’s “Understanding Our Food” Communications Tool Kit

Download and print at: www.foodinsight.org/understandingourfood.aspx
Thank You!

Lindsey Loving

loving@ific.org