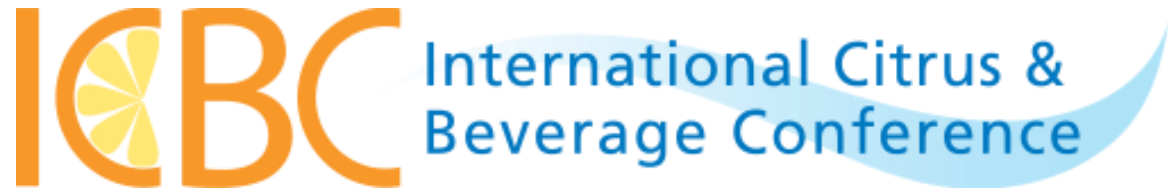




INTERNATIONAL
FOOD INFORMATION
COUNCIL FOUNDATION



Food Decision 2016: Consumer Insights on Food Safety, Nutrition and Health

September 22, 2016

Kimberly Reed
President, IFIC Foundation



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

We do not endorse brands or products, lobby, or engage in political activity

www.foodinsight.org



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Samantha Lane, Global Marketing Director – slane@citrus.myflorida.com



2016 Food Information Organization Summit: Florida Department of Citrus Gave Luncheon Keynote

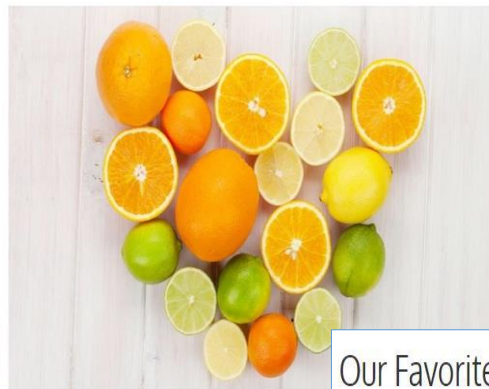
- 30+ representatives from IFIC, other Food Information Organizations, and collective members from around the world

Florida Citrus Commission 2016 Meeting: IFIC Foundation Staff Presented on Issues Management

Citrus: Great Fruits for Heart Health

By Kris Sollid, R.D. | Mar 03 2016

Last updated Mar 04 2016



February is American Heart Month. National Grapefruit Month in the U.S. The confluence wasn't lost on us, and it's a great opportunity to explore what role does citrus play in heart health.

Our Favorite Breakfast Beverage Is Under Siege

By Elizabeth Held | May 03 2016

Last updated May 04 2016



Save the Oranges!



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Today's Random Medical News

from the New England
Journal of
Panic-Inducing
Gobbledygook

JIM BROWMAN
ILLUSTRATION BY



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A Nation Divided... on Food?

Pop Quiz

Q1: What 3 aspects of producing food in a sustainable way are most important to you?

Q2: Have you read an article examining the food system in the past year?

Q3: What is your top source of trust for information on the safety of food and ingredients?

Q4: What is your top food safety issue?



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25th
ANNIVERSARY
1991-2016

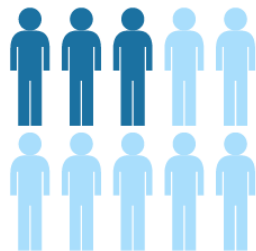


FOOD & HEALTH SURVEY

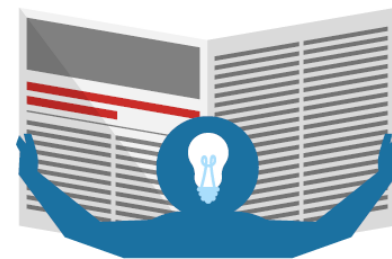


HEADLINES ARE CHANGING PUBLIC PERCEPTION

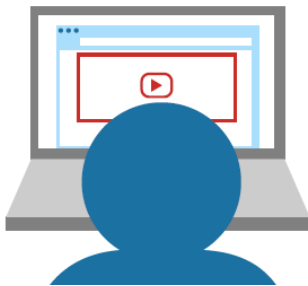
HEADLINES ARE CHANGING PUBLIC PERCEPTION



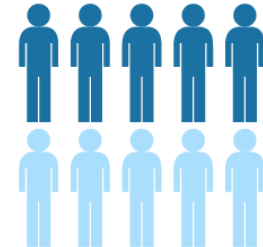
Nearly a third of Americans have changed their mind about nutrition issues in the past year. News articles are a top driver of this change.

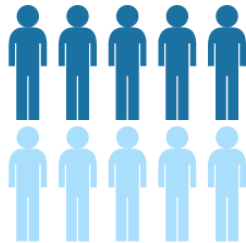


AMERICANS ARE HUNGRY FOR MORE INFO ABOUT NUTRITION AND THE FOOD SYSTEM



Nearly half of Americans have read an article or book, or watched a documentary about the food system in the past year...



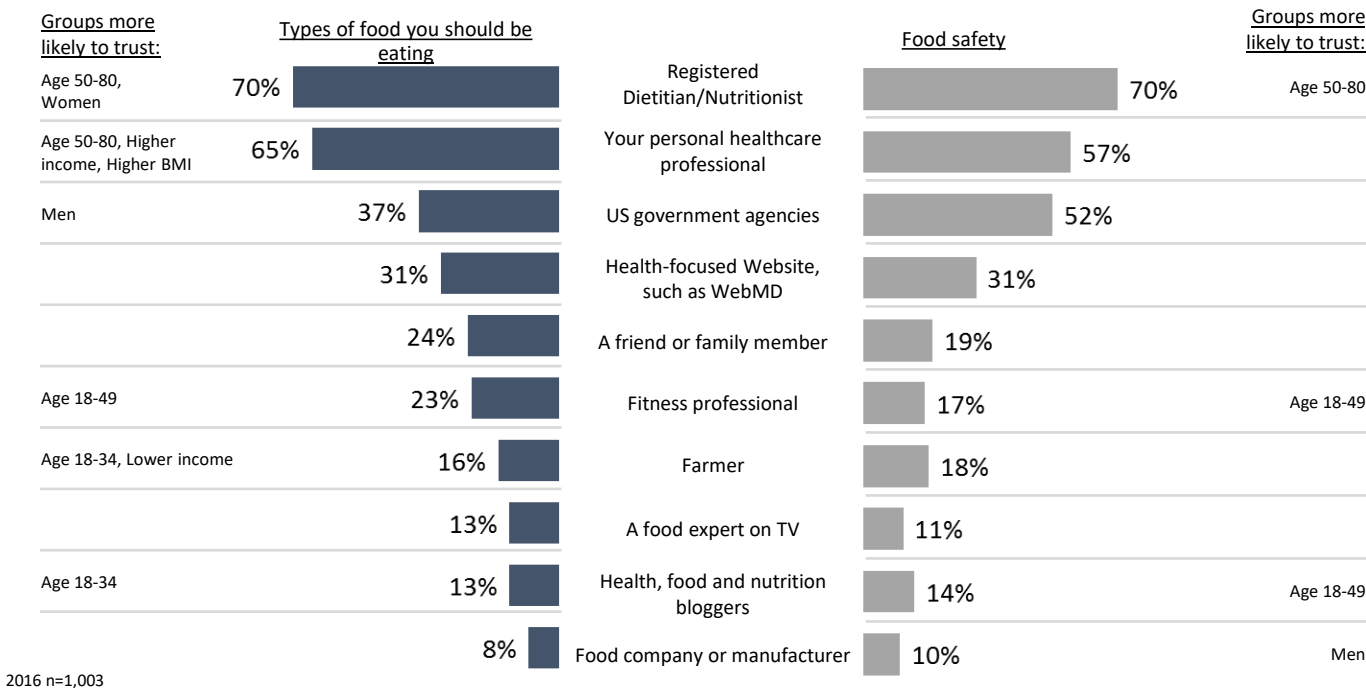


...and **about half of those Americans** have changed their food purchases as a result.



Registered Dietitian, Personal healthcare professional and US government agencies are the top three most trusted sources for types of food eaten and food safety.

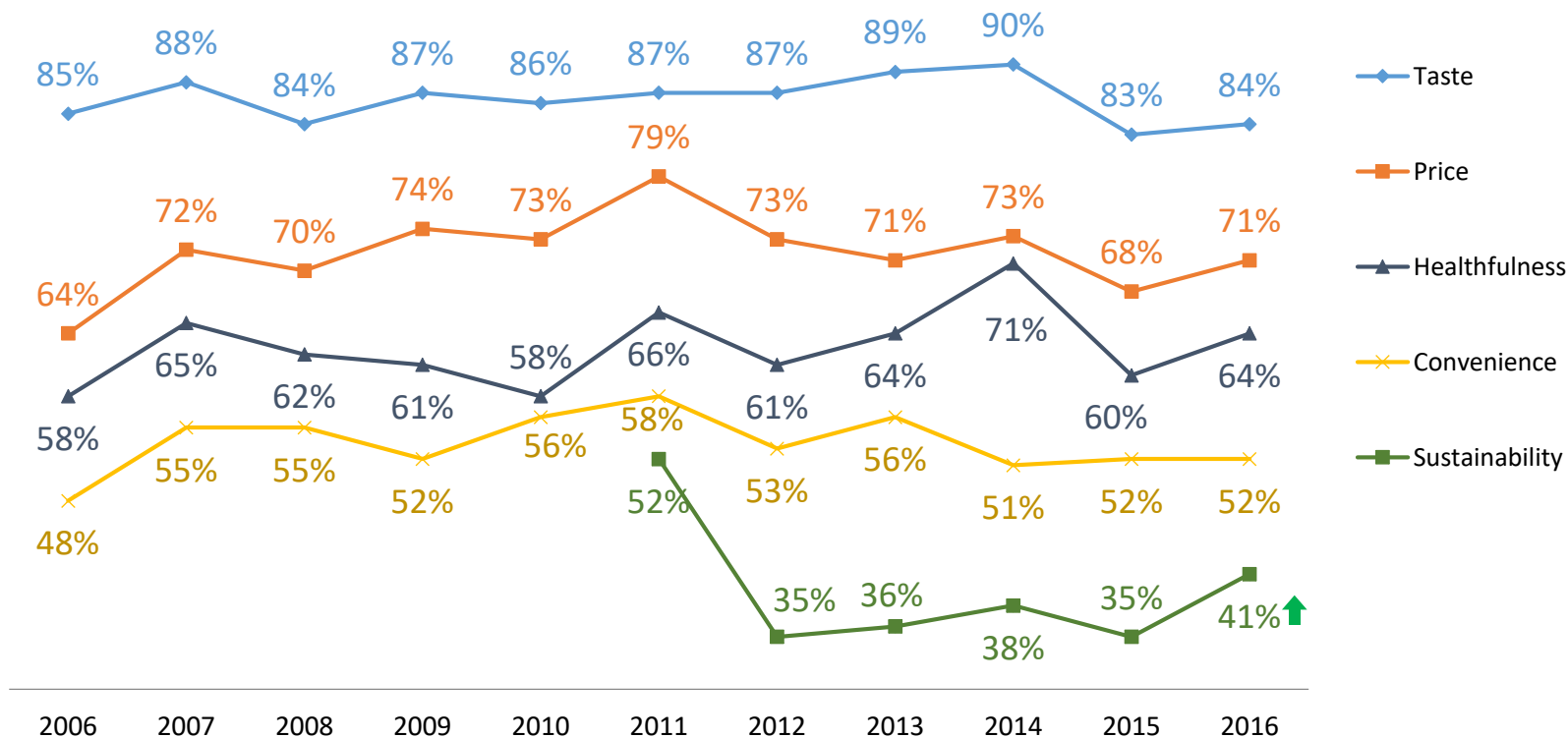
Which one of these sources would you *trust the most* to provide accurate information about the following issues? (Select up to 3.)



Taste continues to have the greatest impact on the decision to buy foods and beverages. Sustainability is up from 2015.



How much of an impact do the following have on your decision to buy foods and beverages?
(% Rating 4 to 5 on 5-point scale, from No Impact to A Great Impact)



2016 n=1,003

Arrows indicate significant (.95 level) differences vs. 2015.

Seven in ten think it is important that the food products are produced in a sustainable way.



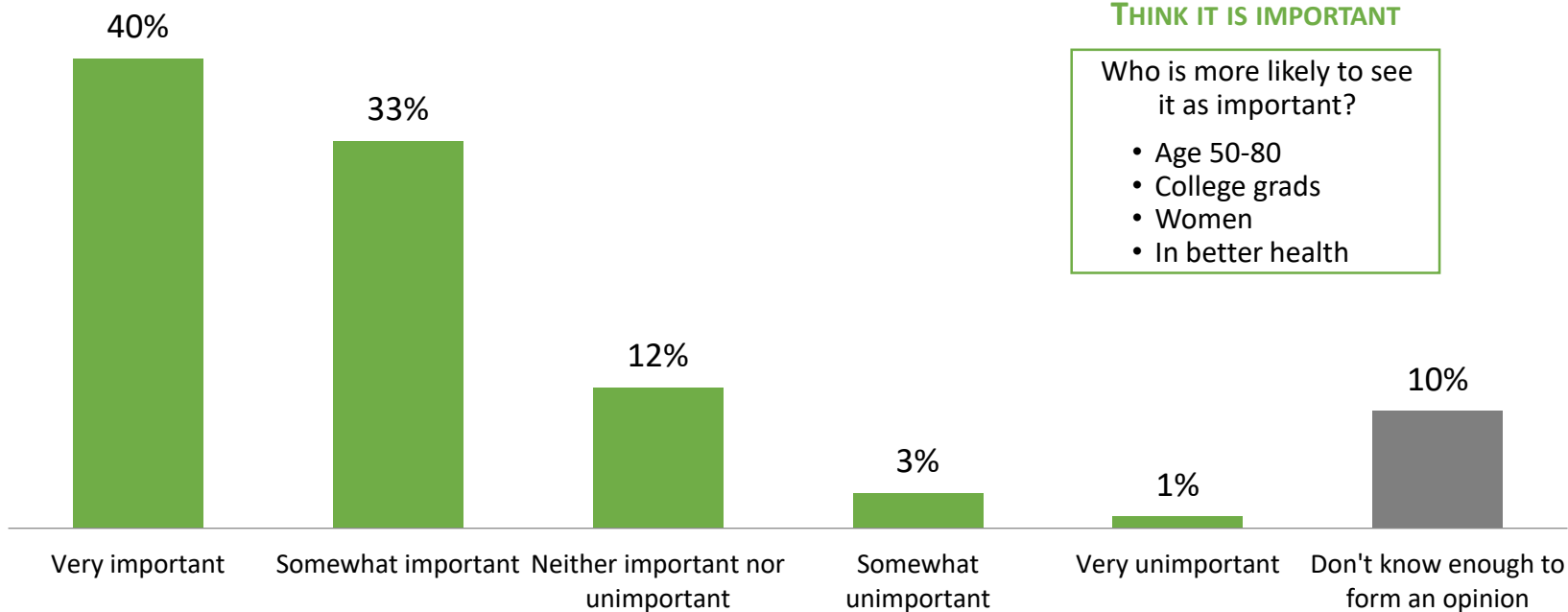
How important is it to you that the food products you purchase or consume are produced in a sustainable way?

73%

THINK IT IS IMPORTANT

Who is more likely to see it as important?

- Age 50-80
- College grads
- Women
- In better health

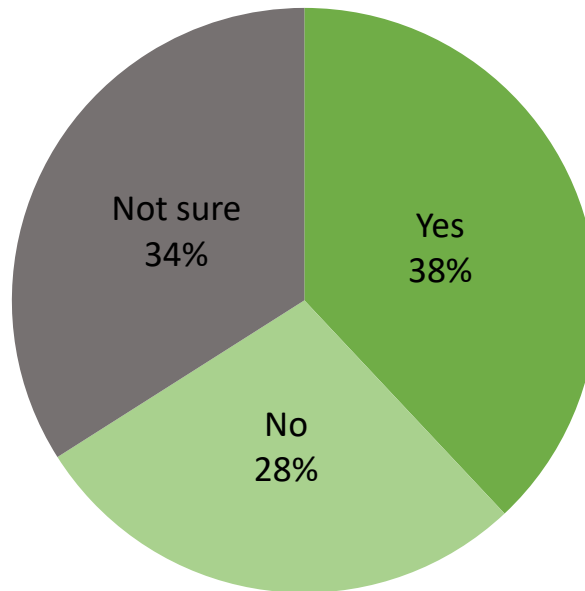


2016 n=1,003

People are split on whether they would pay more for food and beverage products that are produced sustainably.



Are you willing to pay more for food and beverage products that are produced sustainably?



Who is more likely to pay?

- College grads
- Higher income
- Lower BMI
- In better health

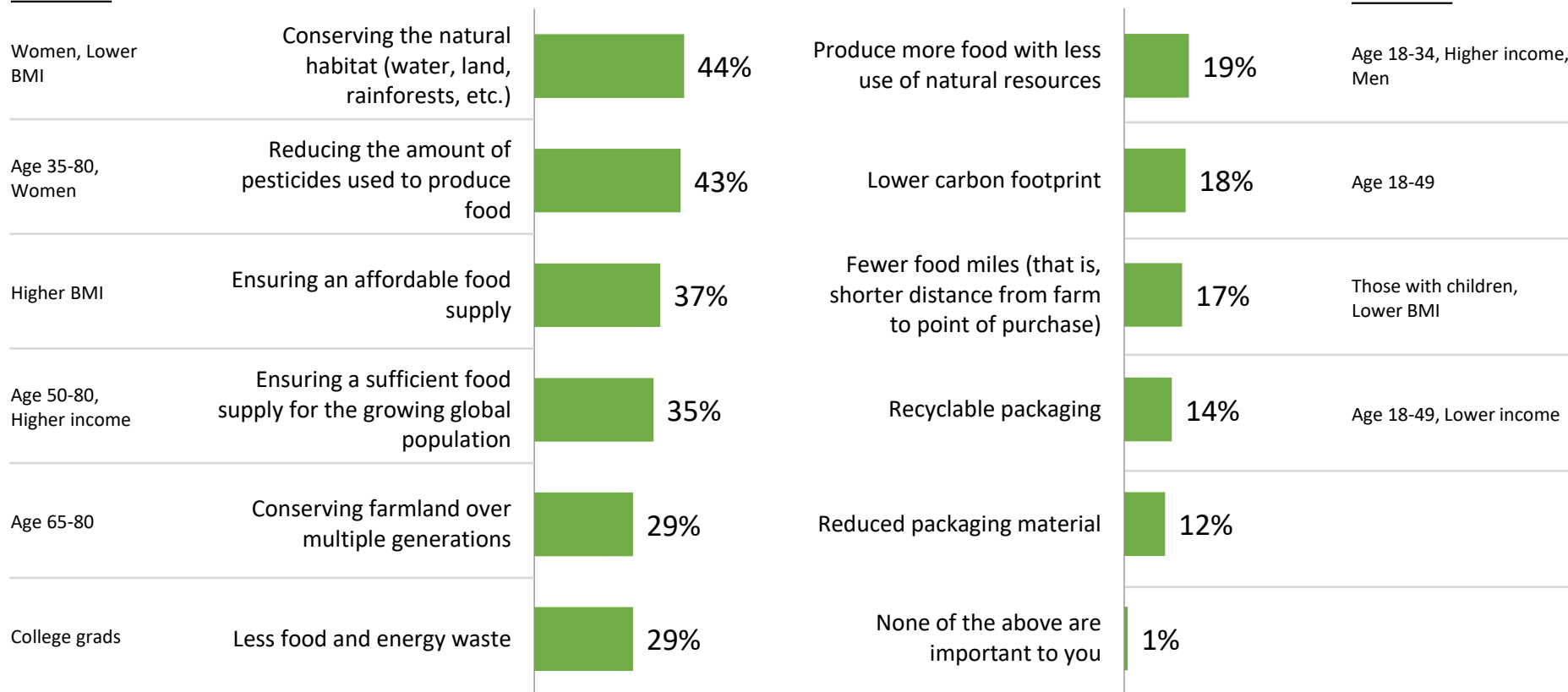
2016 n=1,003

Four in ten find conserving the natural habitat and reducing the amount of pesticides used to produce food to be important ways to produce sustainable food.



What 3 aspects of producing food in a sustainable way are most important to you?
(Net of top 3 choices picked)

Groups
more likely
to select:

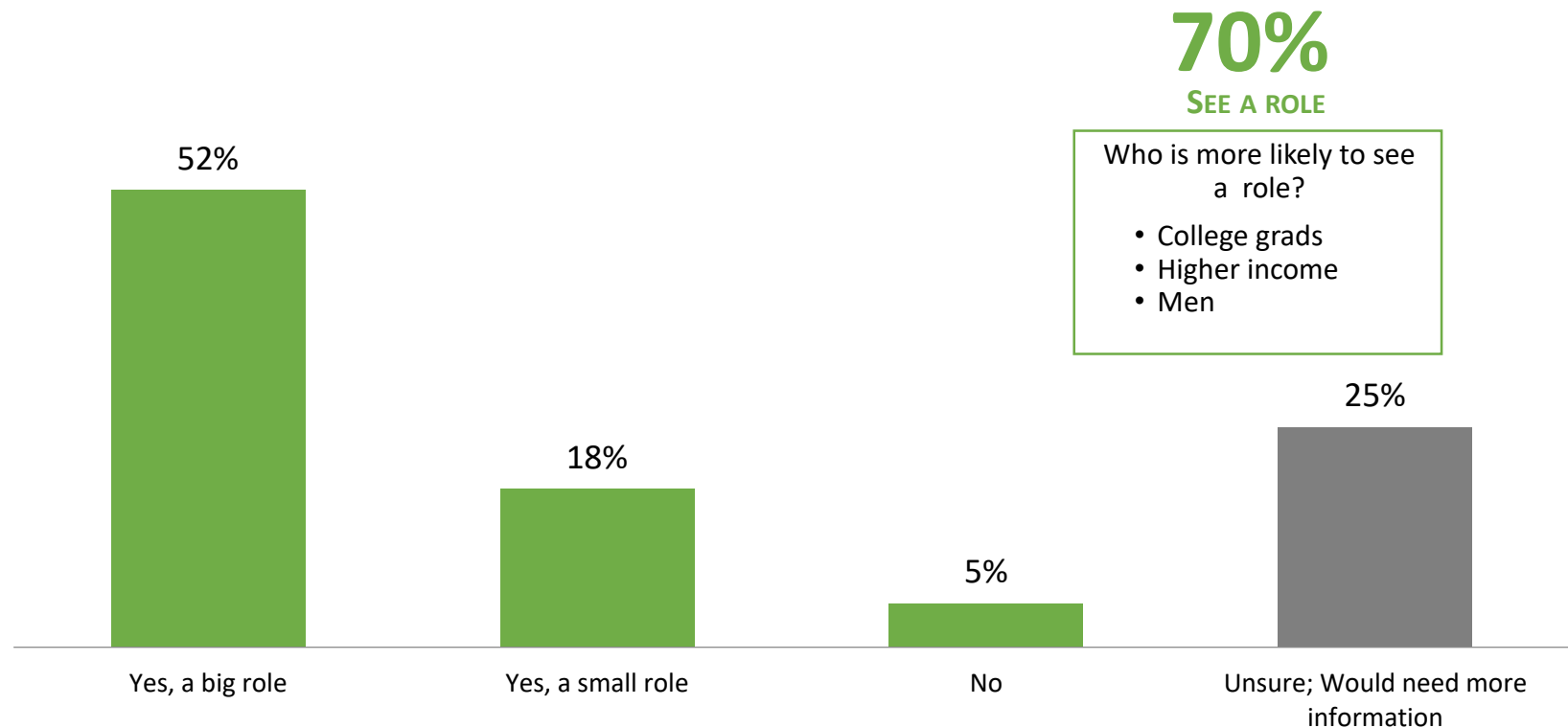


2016 If believes important that food products are produced sustainably n=751

Seven in ten see modern agricultural practices as having at least a small role in ensuring that all people have access to healthy food.



Do you see a role for modern agricultural practices (precision farming, biotechnology, etc.) in ensuring that all people have access to healthy food?



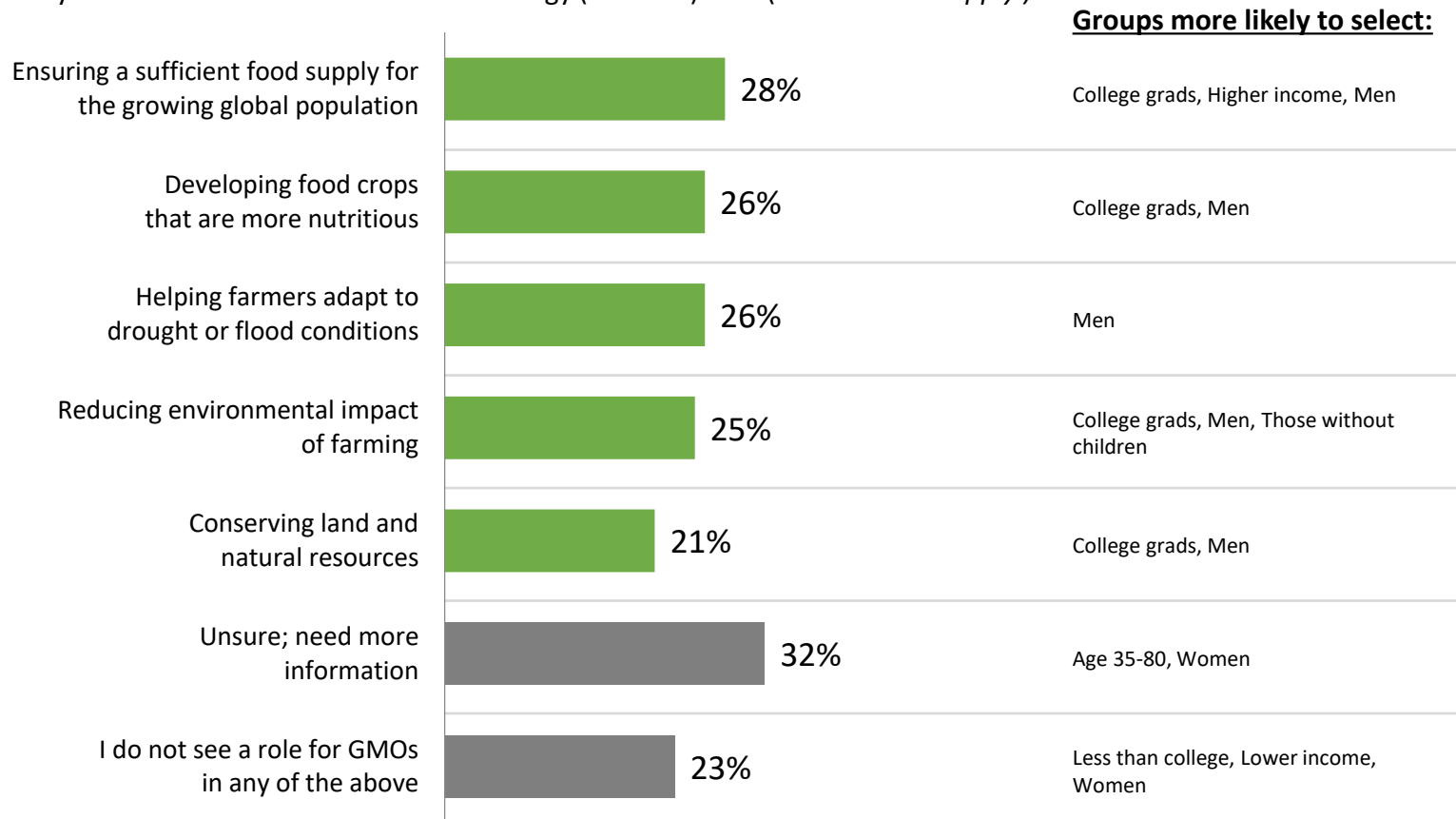
2016 if believes important to ensure all have access to healthy food n=861

A third need more information to make an informed decision of the role of biotechnology.



As you may know, some food products and medicines are being developed with the help of scientific techniques. One such technique is genetic engineering, which is used to produce crops and food products known as GMOs”.

Do you think there is a role for biotechnology (“GMOs”) in...?(*Select all that apply.*)



2016 n=1,003

Half agree that modern agriculture produces nutritious foods, safe foods, and high-quality foods.

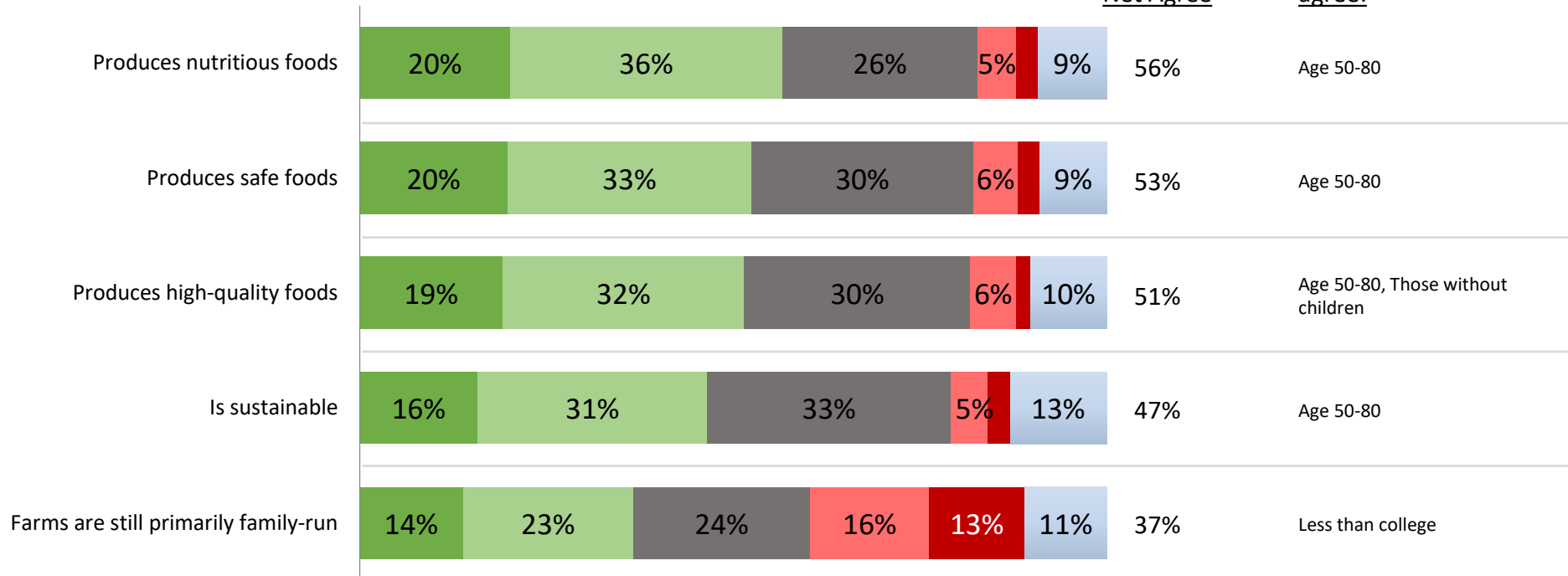


In general, to what extent do you agree or disagree with the following statements about the use of modern tools, equipment, and technologies in agriculture? Modern agriculture...

■ Strongly agree
 ■ Somewhat agree
 ■ Neutral
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Not sure

Net Agree

Groups more likely to agree:

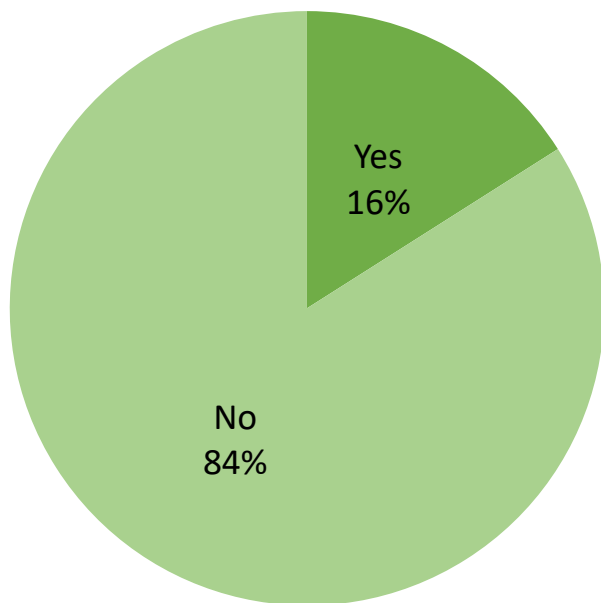


2016 n=1,003

One in six wish to see more information on labels. Of those, GMO labeling is one of their top concerns.

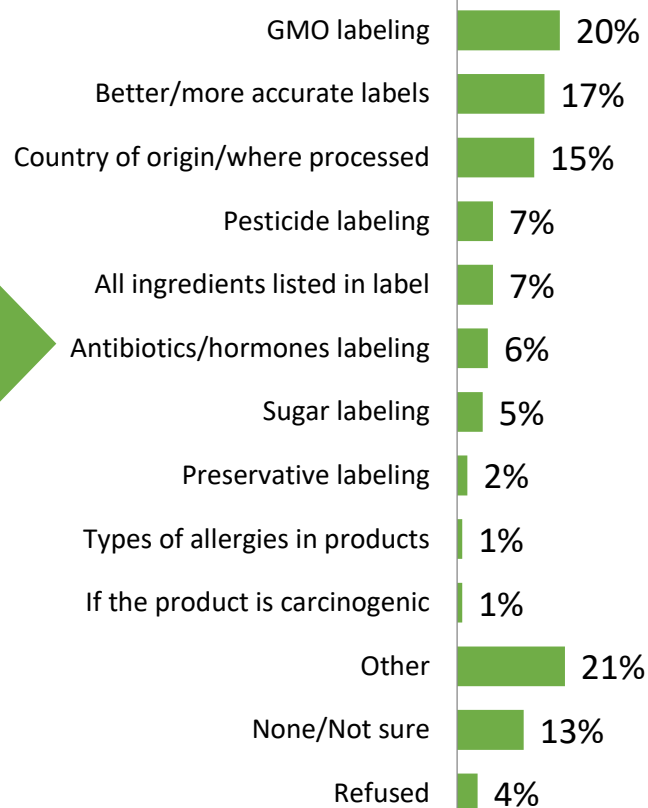
FOOD
PRODUCTION

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



If yes

What information not currently included on food labels would you like to see on the labels? (Open-ended response)



2016 n=1,003; If would like to see more information on food labels n=168

“GMO” On Our Minds

How Does Florida Compare?



<http://www.foodinsight.org/american-perceptions-gmo-labeling-food-health-survey>

There is a diversity of opinions about the use of biotechnology to produce food products.

FOOD
PRODUCTION

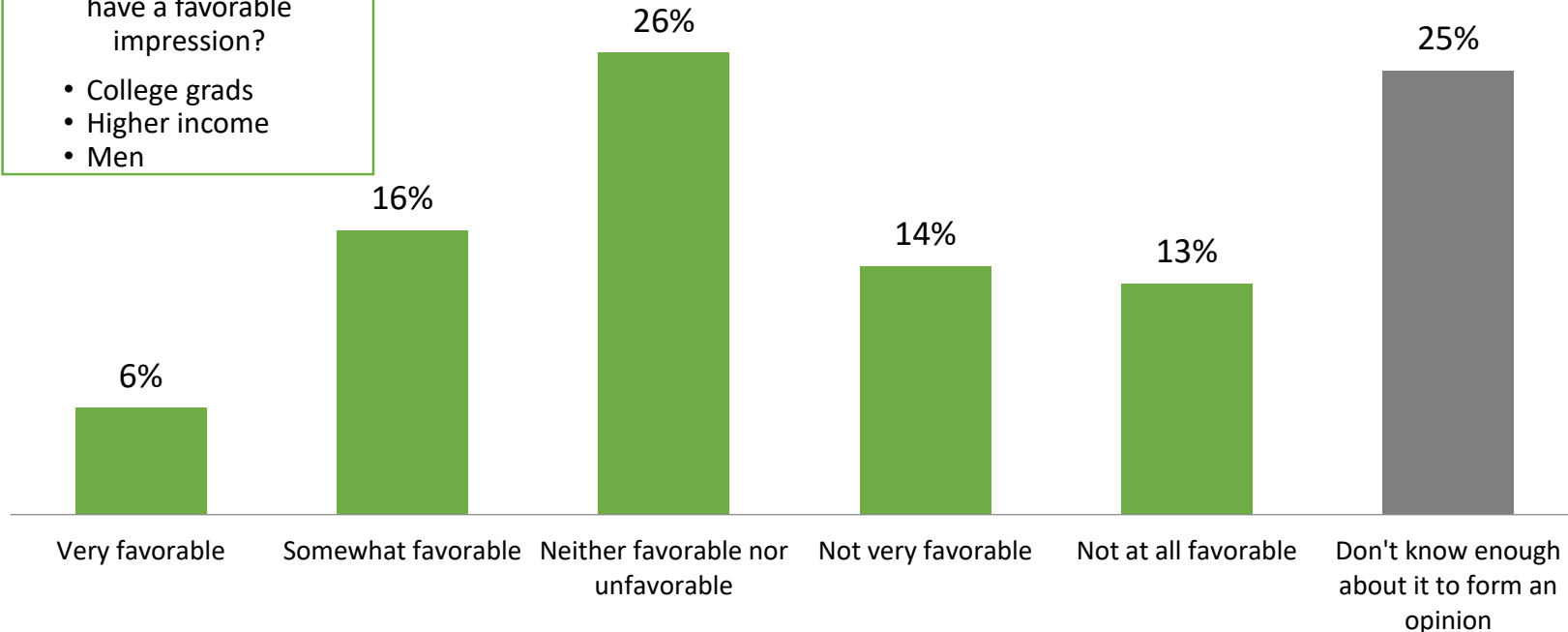
What is your overall impression of using biotechnology ("GMO") to produce food products? Would you say you are...?

22%

HAVE A FAVORABLE
IMPRESSION

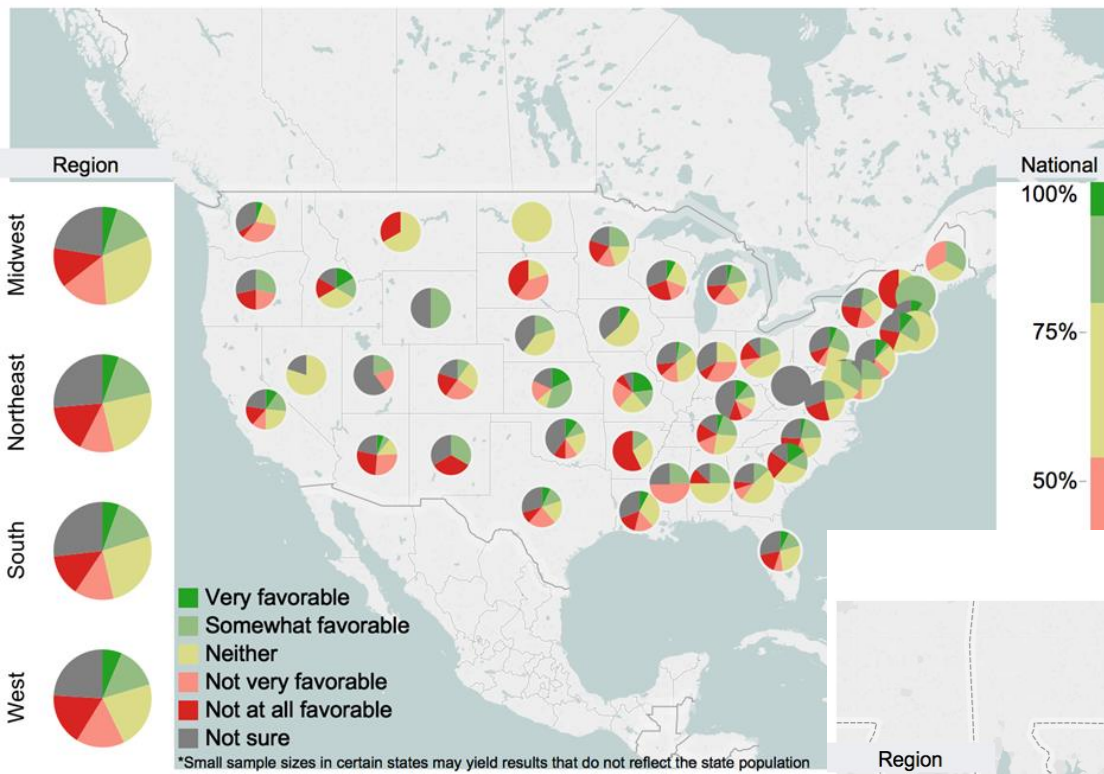
Who is more likely to
have a favorable
impression?

- College grads
- Higher income
- Men

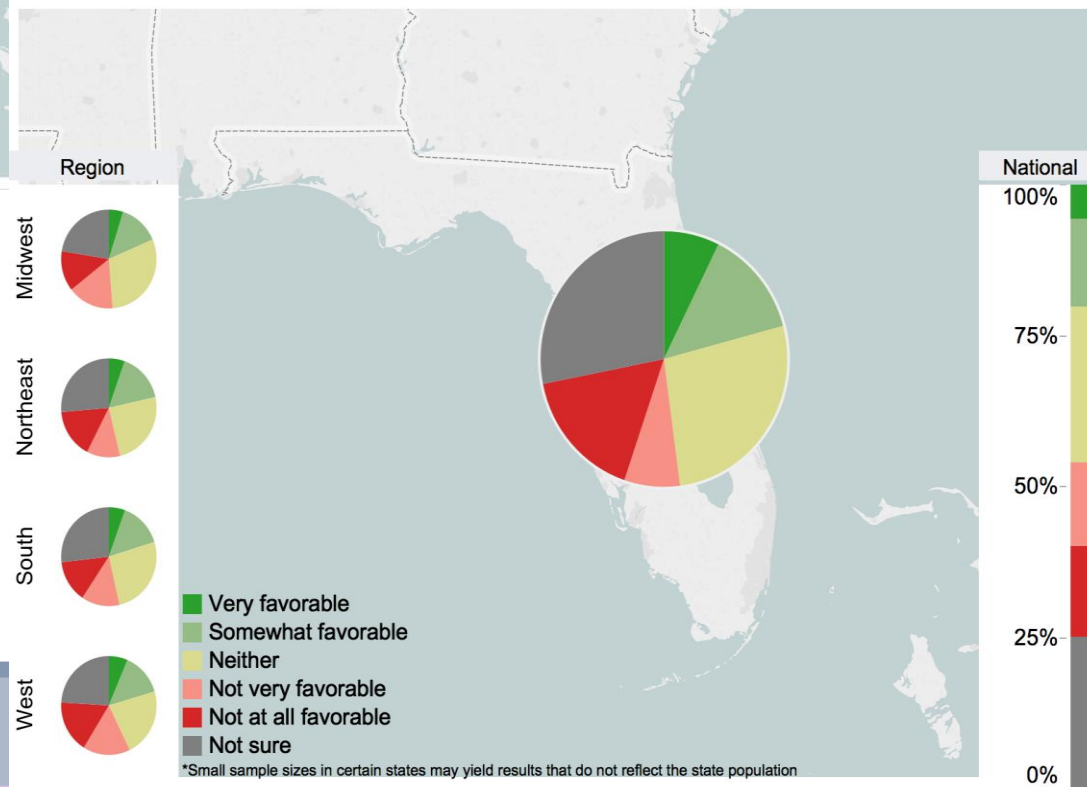


2016 n=1,003

Impression of using GMOs to produce food



Impression of using GMOs to produce food



A quarter support the FDA policy requiring special labeling for foods produced with biotechnology as it stands. Four in ten would like to see expanded labeling.

The U.S. Food and Drug Administration (FDA) requires special labeling for foods produced with biotechnology (“GMO”) only when the food produced by biotechnology is substantially different (for example, if the food has a different nutritional content). Would you say that you support or oppose this FDA policy?

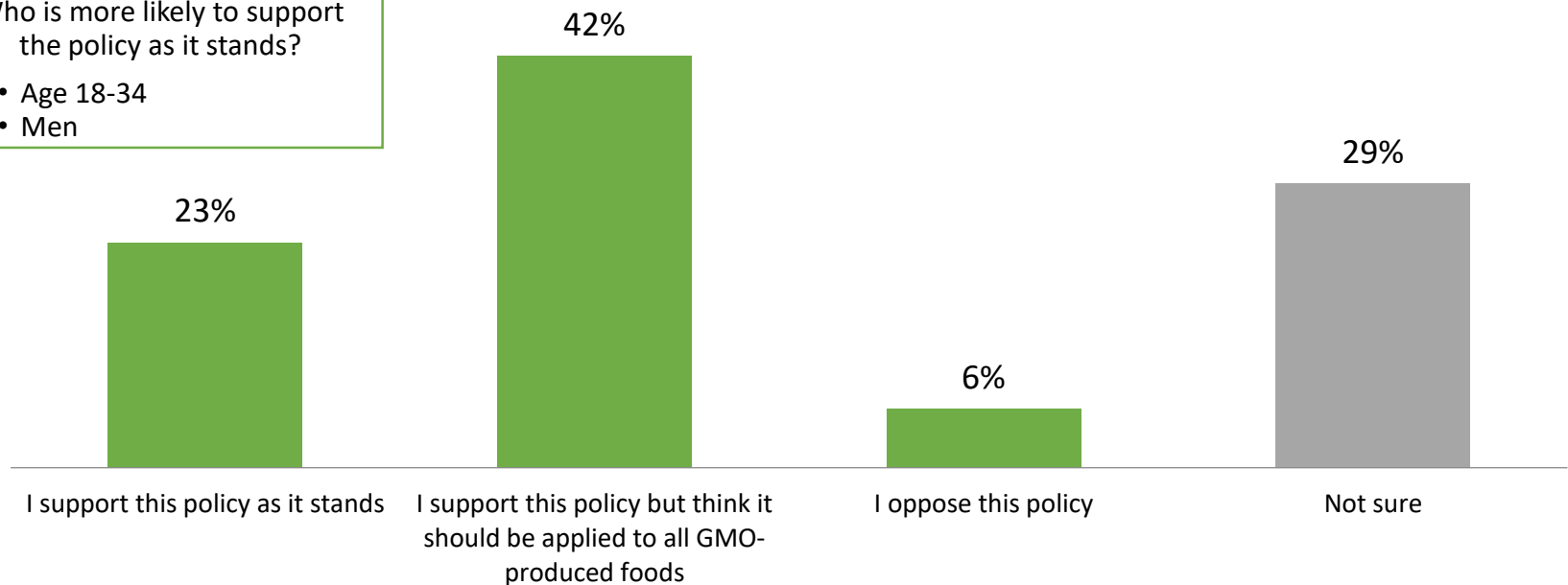


23%

**SUPPORT THIS POLICY AS
IT STANDS**

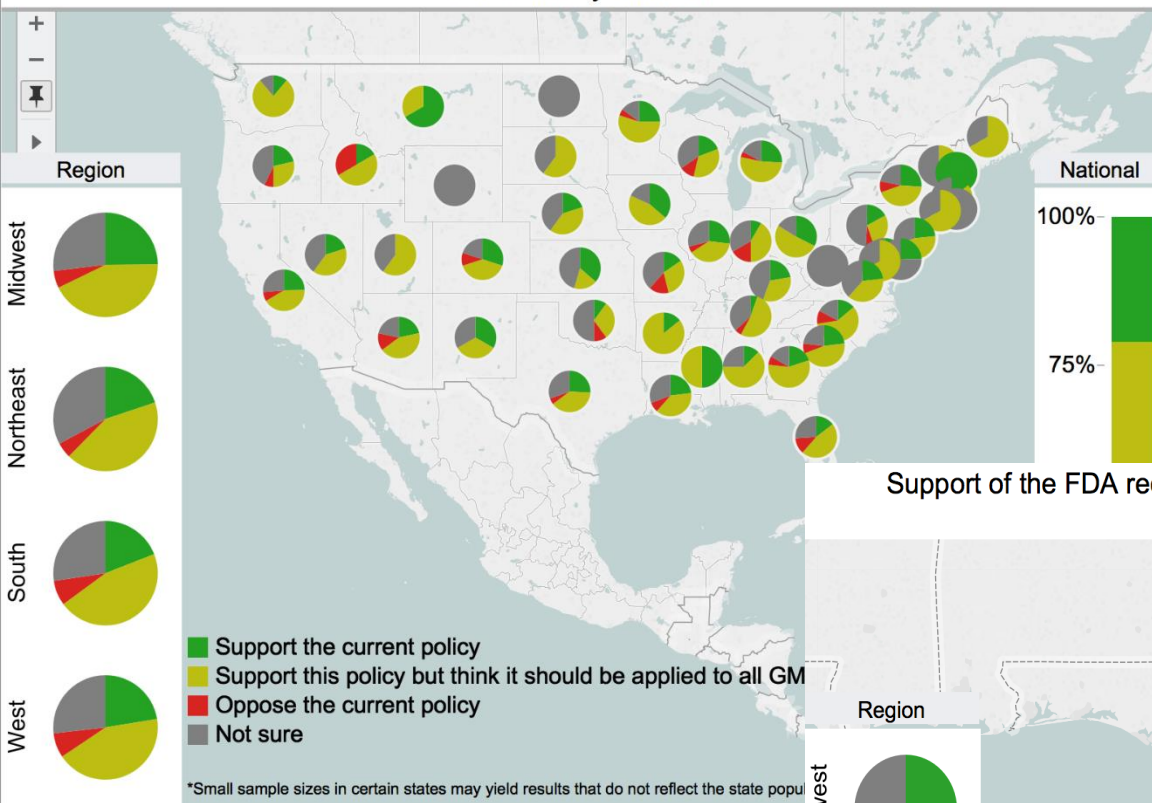
Who is more likely to support the policy as it stands?

- Age 18-34
- Men

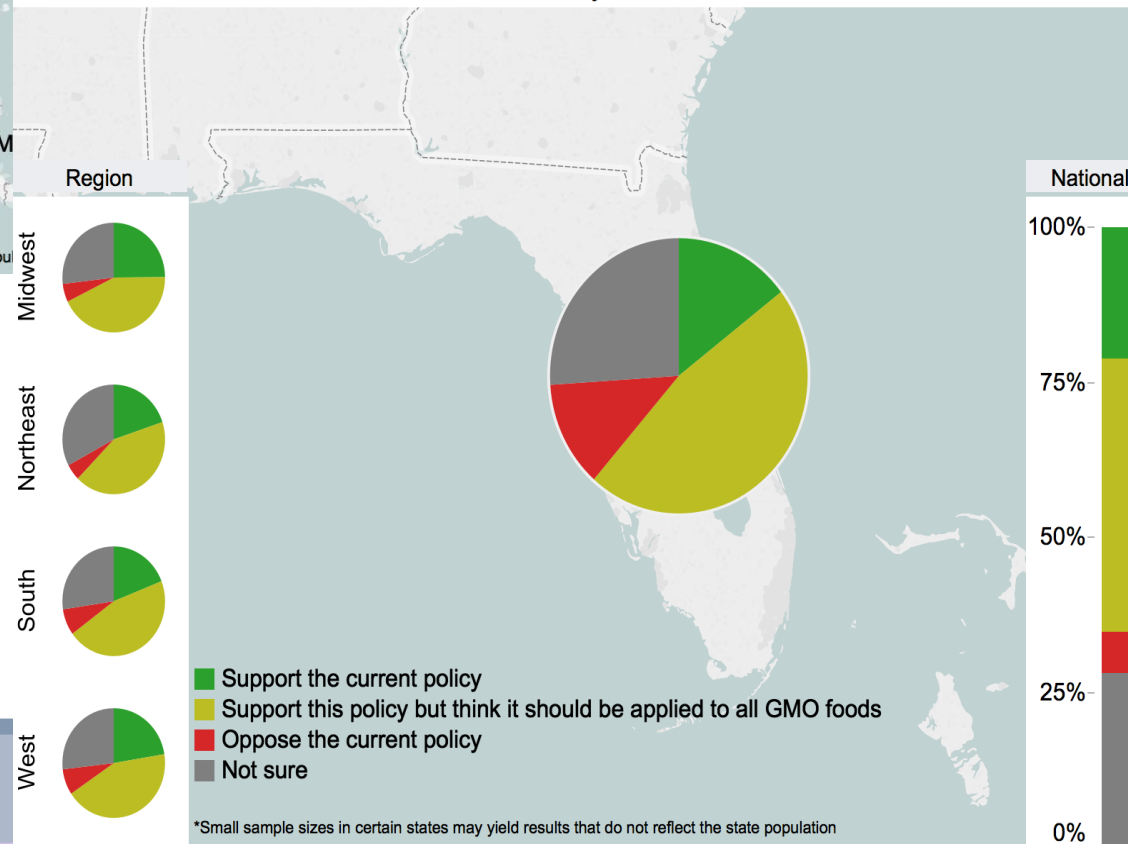


2016 n=1,003

Support of the FDA requirement of requiring GMO labelling for foods that are only substantially different



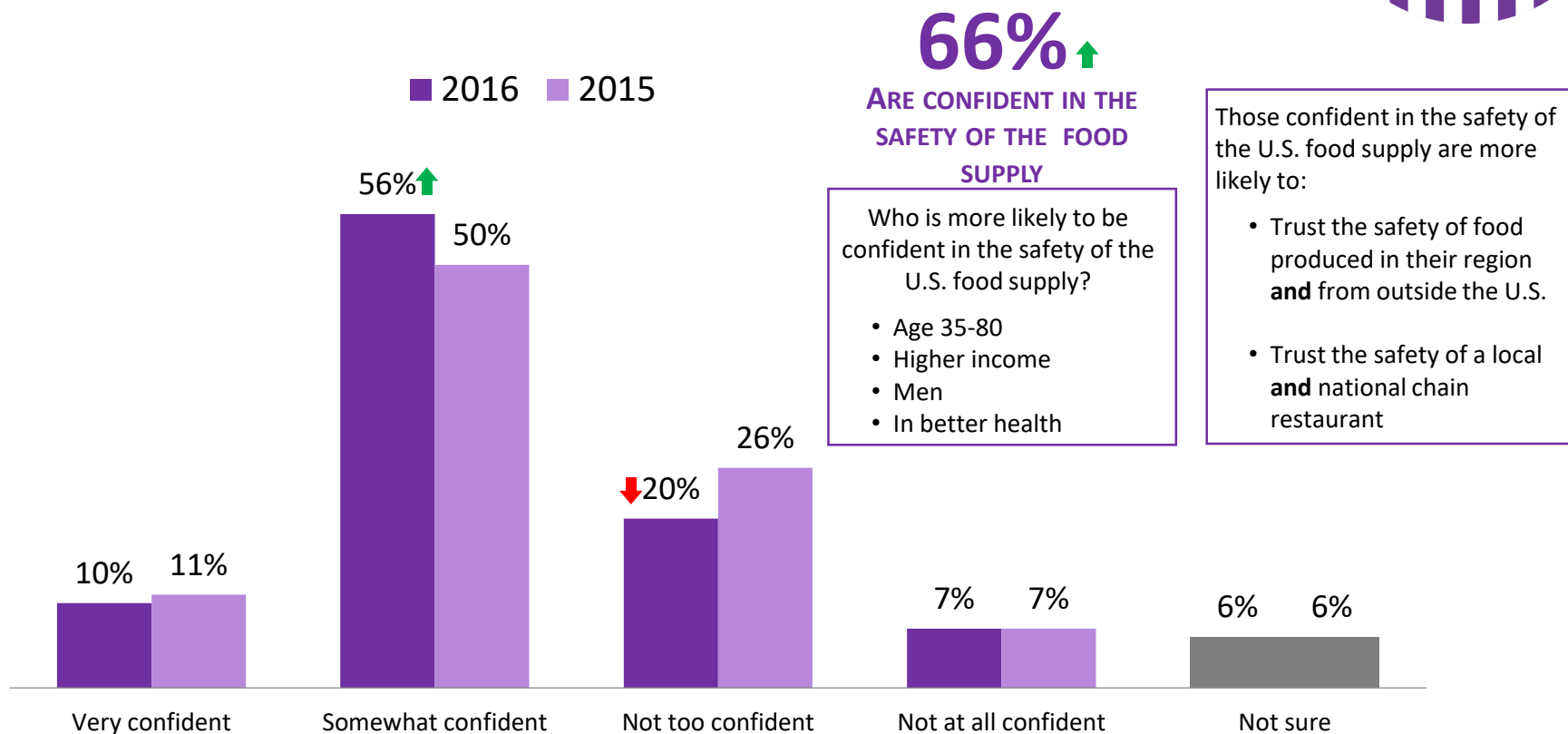
Support of the FDA requirement of requiring GMO labelling for foods that are only substantially different



Two-thirds are confident in the safety of the U.S. food supply.

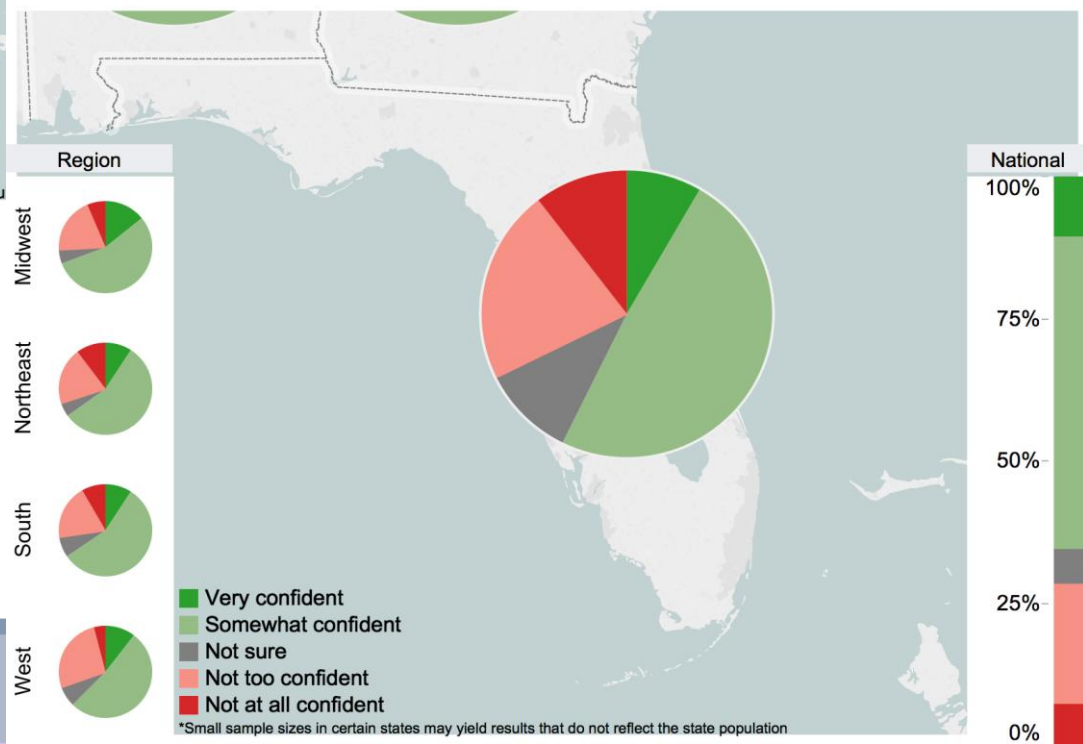
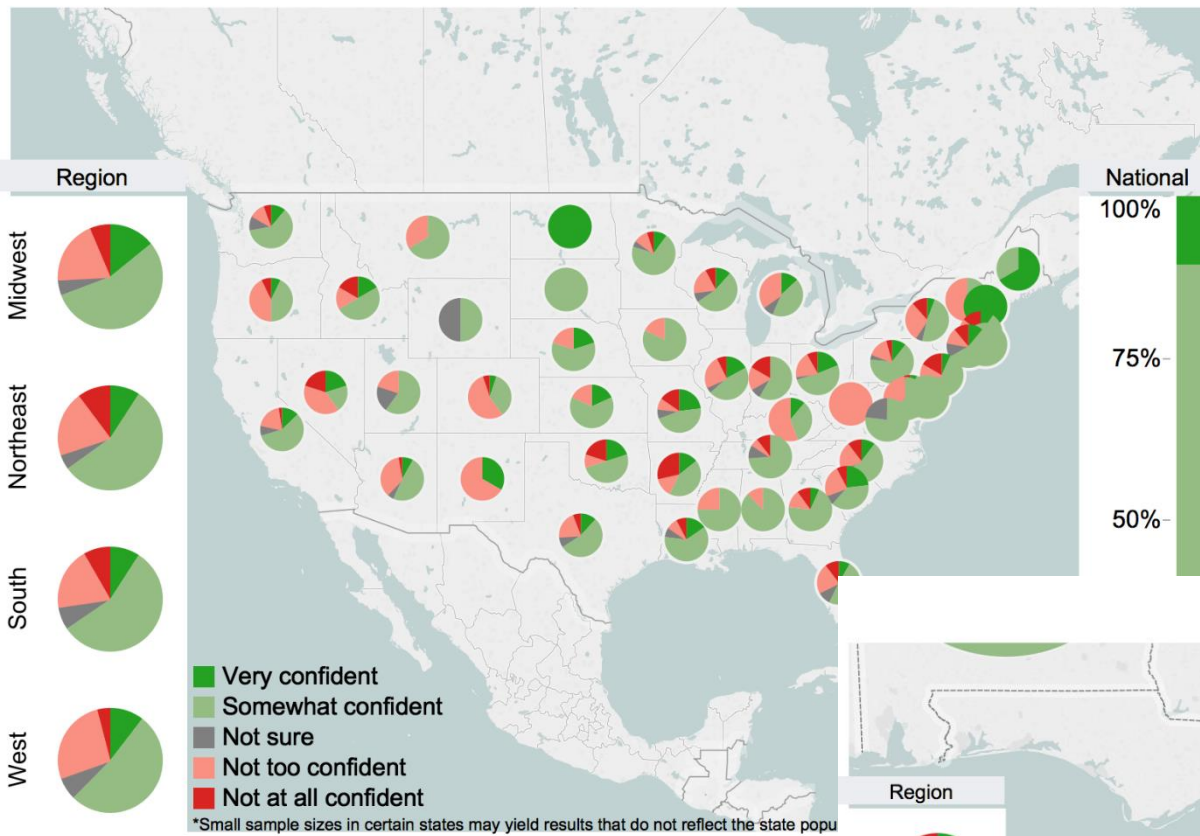


Overall, how confident are you in the safety of the U.S. food supply?



2016 n=1,003; Arrows indicate significant (.95 level) differences vs. 2015.

Confidence in the food supply

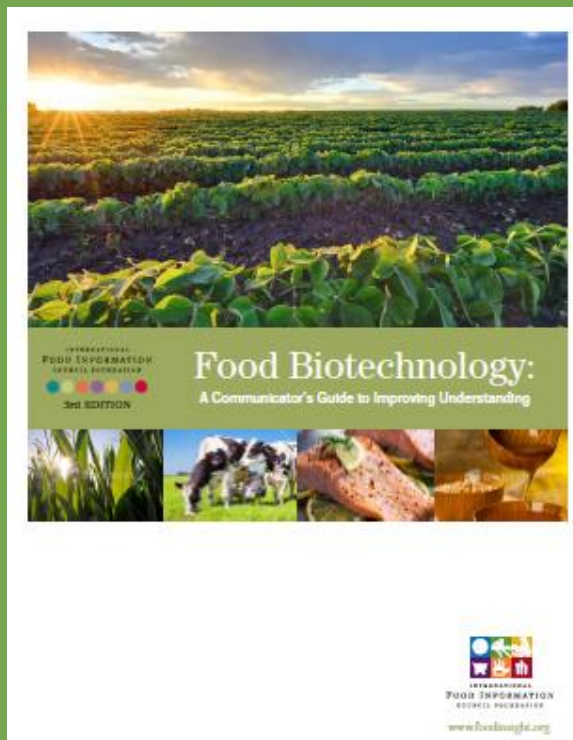




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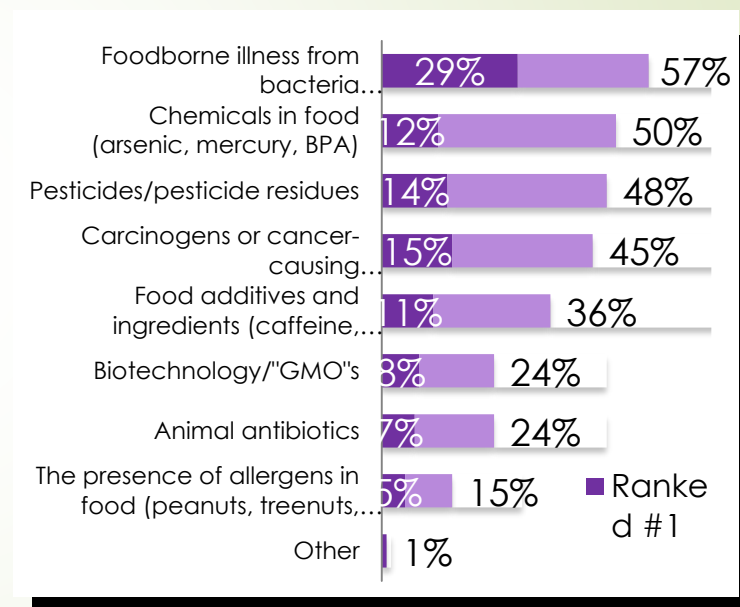
Why Effective Food Risk Communication . . .

- The Science Communications gap is closing . . . slowly but surely
- But . . . public perceptions about food safety is rapidly changing

57% Foodborne illness

50% Chemicals in food

48% Pesticides / residues



Source: 2016 IFIC Foundation Food & Health Survey
www.foodinsight.org

In your opinion, what is the most important food safety issue today? (Please rank from 1 to 3, with 1=Most Important.)

Why Effective Food Risk Communication . . .

- Why effective food risk communication? Why now?
- How and when should it be used?

“FDA Proposes a Limit on
Arsenic and Rice”

The New York Times

KGW.com Portland News

“National recall for frozen vegetables, fruit
from Wash. company”

“Processed meat causes
cancer, says

CNN Money



- What are the practical steps **YOU** can incorporate to improve public understanding?

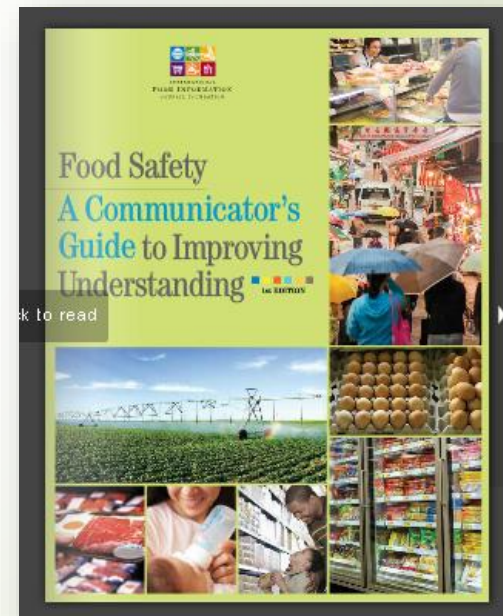


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Today's Challenge . . .

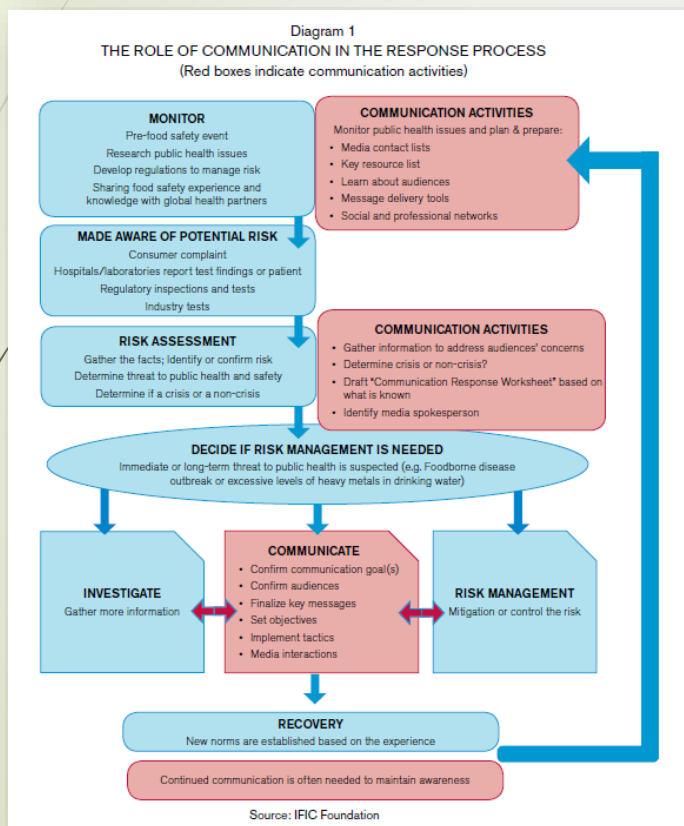
How to improve public understanding

- Building a practical Communication Response Framework
 - Assess the situation
 - Identify specific goals and objectives
 - Understand the target audience(s)
 - Develop key messages / engage strategic partners and influencers
 - Employ tactics and actions



Source: www.foodinsight.org

Communication Response Framework



- Assess the situation and gather information



Communication Response Framework

- Identify goals and objectives relevant to the issue
 - 1 – 3 is sufficient
 - Communication goals vs. non-communication goals
- Understand and assess the target audience(s)
 - Characteristics, concerns, needs; audience specific research
 - Narrow vs broad audience
 - African American males over 65 years of age vs pregnant women vs the general public



Communication Response Framework

- Develop your key messages
 - What happened; what's being done about it?
 - What does it mean; what is the risk?
 - Who's affected; what should I do
 - Where can I get more information
- Employ strategic tactics and actions
 - News media
 - Social networks
 - Partner and influencer networks



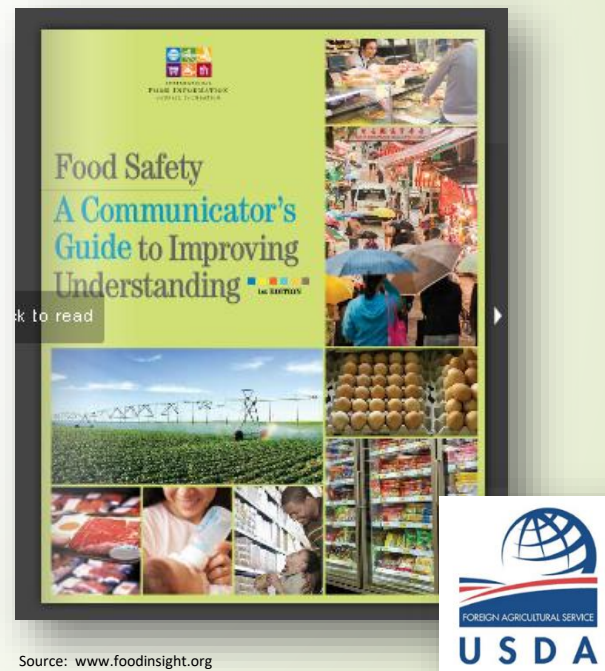
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“Food Safety: A Communicator’s Guide to Improving Understanding”

- The communication response framework and process
 - Framework elements
 - Worksheets and fictional examples for effective food risk communication
 - Contact lists
 - Message maps
 - Resources and fact sheets
- Available in English
 - Translations forthcoming

PDF available at: www.foodinsight.org



A Final Word on Social Media: Overwhelming but . . .



A Necessary Tool to Improve Public Understanding

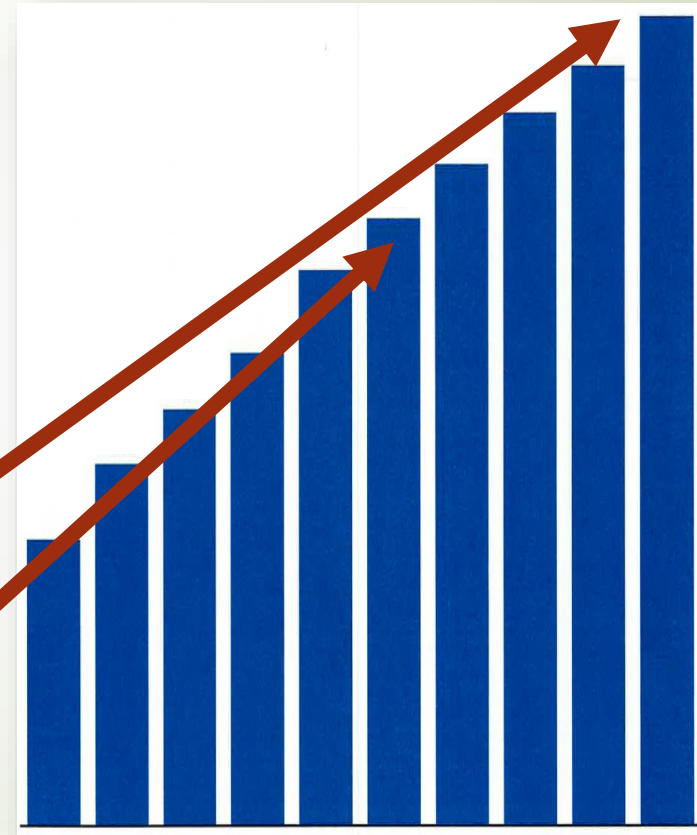
- Number of social network users worldwide from 2016 – 2019

■ In Billions

■ Source: Statista, 2016

2019: 2.72B*

2016: 2.22B*



Source: Statista 2016 *years end projections by Statista

Practical Tactics to Influence and Inform via Social Media



- Build upon current content
- Promote before, during and after event – be quick to post as issues rapidly evolve
 - Post often (3 – 4 times/day) on Twitter
- Employ search advertising methods
- Target those who search “branded” products; those who post and discuss specific issues
- Bring the conversation to the consumer; sites that are sharing info and engaged with commenters



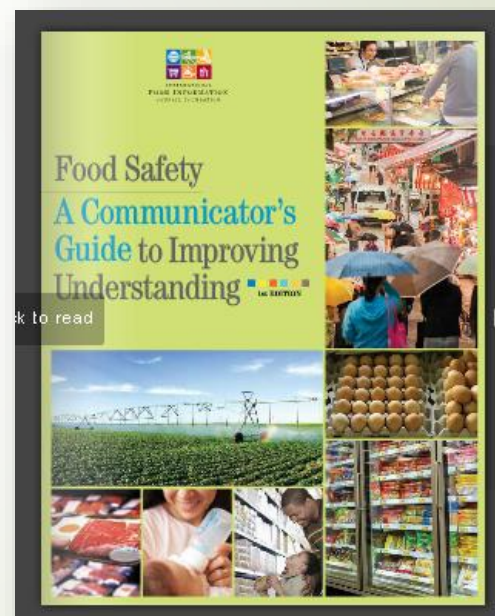
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Action Items for Effective Food Risk Communication

- Identify tools and resources to create or enhance your communications framework
- Develop a communications framework to include:
 - Assessment
 - Engagement
 - Communication
- Enhance your presence and influence in social media



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Pop Quiz Answers

42

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**A Nation
Divided...
on Food?**

Q1: What 3 aspects of producing food in a sustainable way are most important to you?

A1: Liberals more readily cite the importance of environmental aspects of sustainability, while conservatives are drawn to sustainability for economic reasons.

Q2: Have you read an article examining the food system in the past year?

A2: Over half of liberals (51 percent) have read an article examining the food system in the past year, while about one-third (31 percent) of conservatives reported doing the same.

45
Q3: What is your top source of trust for information on the safety of food and ingredients?

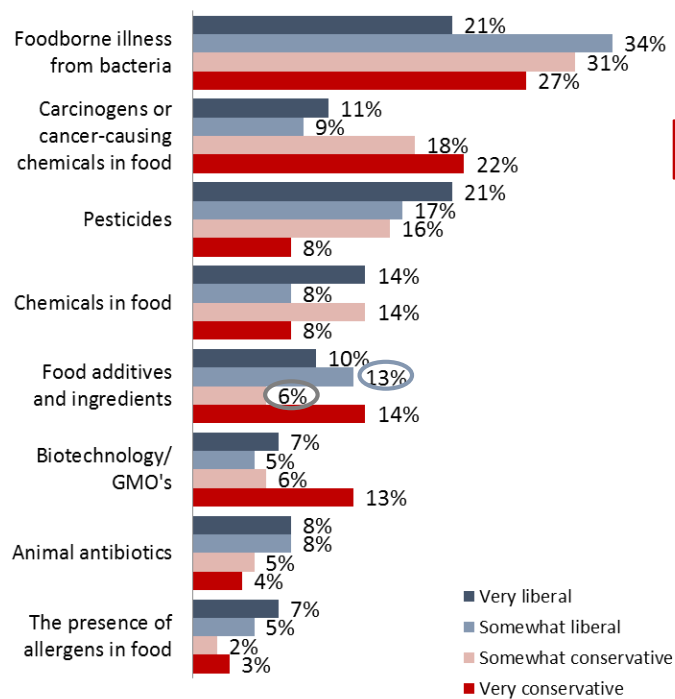
A3: Liberals are more likely than conservatives to cite the government as a top source of trust for information on the safety of food and ingredients (58 percent vs. 46 percent).



46
Q4: What is your top food safety issue?

A4: Liberals are far more likely to cite “pesticides” as a top food safety issue (38 percent vs. 24 percent), while conservatives are twice as likely to cite “carcinogens or cancer-causing chemicals in food” (40 percent vs. 20 percent).

Liberals and Conservatives are divided about what is the most important food safety issue today.



MOST IMPORTANT FOOD SAFETY ISSUE*

- Foodborne illness from bacteria is perceived as the top food safety issue.
- Conservatives are more likely to say carcinogens are the top safety food issue, where as Liberals are more likely to say it is pesticides.
- Somewhat liberal are more likely than somewhat conservatives to say food additives are of top concern.

2016 Liberals n=274; Conservatives n=281

*Ranked #1, Most Important

Engaging the Grassroots

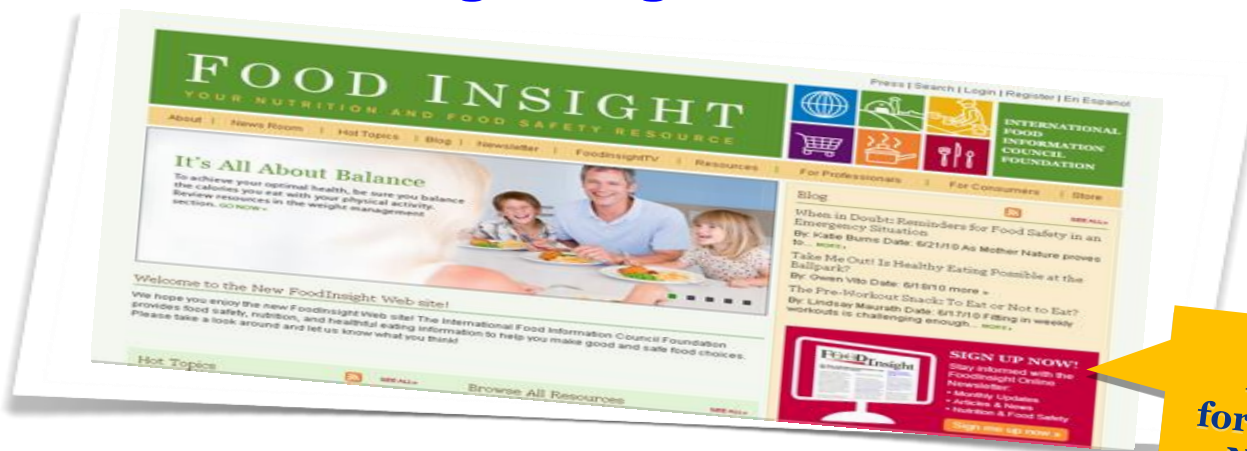
FOOD ADVOCATES COMMUNICATING THROUGH SCIENCE

- 55,000+ “FACTS Followers”
- 100,000 by end of 2016
- Engaging content, calls to action
- @FACTSFollowers on Twitter & Facebook
- www.FoodInsight.org/FACTS



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