International Citrus and Beverage Conference

Answering the Challenge of Expo 2015:
Feeding the Planet, Energy For Life

September 16, 2015

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.

www.foodinsight.org
IFIC Full Members
Abbott Nutrition
Ajinomoto North America, Inc.
Archer Daniels Midland Company
Ajinomoto North America, Inc.
Atkins Nutritionals, Inc.
Barilla Group
Bayer CropScience LP
Cargill, Incorporated
Chobani
The Coca-Cola Company
Compass Group
The Dannon Company, Inc.
Dow AgroSciences, LLC
DuPont
Elanco
Ferrero USA, Inc.
General Mills, Inc.
The Hershey Company
J.R. Simplot Company
Kellogg Company
Kraft Foods
Land O’Lakes
Mars, Incorporated
McCormick & Company, Inc.
McDonald’s Corporation
McNeil Nutritionals
Mead Johnson Nutrition
Mondelēz International
IFIC Associate Members
American Farm Bureau Foundation for Ag.
International Dairy Foods Association
Senomyx, Inc.
IFIC Associate Members
American Farm Bureau Foundation for Ag.
International Dairy Foods Association
Senomyx, Inc.
IFIC Associate Members
American Farm Bureau Foundation for Ag.
International Dairy Foods Association
Senomyx, Inc.
IFIC Associate Members
American Farm Bureau Foundation for Ag.
International Dairy Foods Association
Senomyx, Inc.
IFIC Associate Members
American Farm Bureau Foundation for Ag.
International Dairy Foods Association
Senomyx, Inc.
IFIC Associate Members
American Farm Bureau Foundation for Ag.
International Dairy Foods Association
Senomyx, Inc.
IFIC Associate Members
American Farm Bureau Foundation for Ag.
International Dairy Foods Association
Senomyx, Inc.
IFIC Associate Members
American Farm Bureau Foundation for Ag.
International Dairy Foods Association
Senomyx, Inc.
IFIC Associate Members
American Farm Bureau Foundation for Ag.
International Dairy Foods Association
Senomyx, Inc.
IFIC Associate Members
American Farm Bureau Foundation for Ag.
International Dairy Foods Association
Senomyx, Inc.
IFIC Associate Members
American Farm Bureau Foundation for Ag.
International Dairy Foods Association
Senomyx, Inc.
IFIC Associate Members
American Farm Bureau Foundation for Ag.
International Dairy Foods Association
Senomyx, Inc.
IFIC Associate Members
American Farm Bureau Foundation for Ag.
International Dairy Foods Association
Senomyx, Inc.
IFIC Associate Members
American Farm Bureau Foundation for Ag.
IFIC Supporters
Food Information Organization (FIO) Network: Developing a Cohesive Global Connection

**FIOS & PARTNERS ★**
- China Food Information Center (CFIC)
- Council for Food Safety & Nutrition Info. (CISAN) – Argentina
- European Food Information Council (EUFIC)
- Food Advisory Consumer Service (FACS)/SAAFoST – S. Africa
- International Food Information Council (IFIC) – USA
- New Zealand Nutrition Foundation (NZNF)

**ACTIVE ENGAGEMENT ★**
- EUFIC in the Middle East
- Let’s Talk Straight – Mexico
- Eat Safe Ghana
- Food Info. Council Africa – Senegal
- Vigyan Prasar – India
- FIO working group – Brazil
International Center of Excellence in Food Risk Communication

**International Partner Organizations**

- Canadian Food Inspection Agency (CFIA)
- China National Center for Food Safety Risk Assessment (CFSA)
- Food Communications Compass, Japan
- Food Standards Australia New Zealand (FSANZ)
- Health Canada
- International Food Information Council (IFIC) Foundation
- Inter-American Institute of Agricultural Sciences (IICA)
- Joint Institute for Food Safety and Applied Nutrition (JIFSAN)
- National Center for Food Protection and Defense (NCFPD)
- Science and Technology Policy Research Institute (STEPRI)
- United States Department of Agriculture (USDA)
- United States Food and Drug Administration (FDA)
- Vietnam Academy of Agricultural Science (VAAS)
IFIC Foundation Resources
http://www.foodinsight.org/Questions_and_Answers_about_Carbendazim_in_Food_and_Beverages#sthash.DRW41ELi.dpbs

Questions and Answers about Carbendazim in Food and Beverages

What is carbendazim?
Carbendazim is fungicide that is used in a number of crops to help control the growth of unwanted fungus and mold. If left untreated, mold, fungus, pests and insects on crops can damage the safety and quality of our food supply.

Is carbendazim harmful and should I be concerned?
No. There is no reason for you to be concerned at this time. Carbendazim is not registered for use in the U.S., however it continues to be safely used in Europe as well as in Canada, Brazil and Japan. Recent news reports indicated that low levels of carbendazim were found in orange juice imported from Brazil during regular testing. As a precaution, the results were reported to the U.S. Food and Drug Administration (FDA). The Environmental Protection Agency (EPA) has indicated that orange juice with less than 80 parts per billion (ppb) would not be of a concern. FDA has determined that the reported low levels of carbendazim in the marketplace today are not of a safety concern. FDA is testing imported juice and will reject any that contain detectable levels of carbendazim. Thus far, the FDA has not rejected any imported orange juice in this regard.

Why is carbendazim being used on the oranges in Brazil and not in the U.S.?
Orange growers in Brazil used the fungicide carbendazim to combat a disease that was affecting their fruit. Carbendazim is a widely used fungicide that is permitted for use on food crops in most countries throughout the world. It is not registered for use in the United States, but for several years ending in 2009, the U.S. EPA allowed orange growers in Florida and Louisiana to use fungicides that break down naturally into carbendazim.

Is carbendazim commonly found in foods and beverages?
Yes. Carbendazim and other fungicides are used to protect foods from fungus and mold. A closely related fungicide, thiophanate-methyl, which is converted into carbendazim, is allowed to be used in the U.S. on numerous fruits, vegetables, and cereal crops. It is possible that low levels could be detected in these foods. The levels are regularly tested and monitored by the food industry to ensure the foods and beverages we purchase are safe to eat and to serve our families. All foods, regardless of their country of origin, must adhere to FDA’s safety requirements. The Food Safety Modernization Act (FSMA) of 2011 provides additional requirements to ensure food and food ingredients imported into the U.S. are safe for all consumers.

What’s being done to ensure the safety of foods and beverages in regards to carbendazim?
As with all foods, beverages and ingredients – domestic or imported, the FDA provides oversight and guidance to ensure the food supply is safe for you and your family. In cooperation with other parts of the federal government, other global health and regulatory agencies and the food industry, the FDA is dedicated to providing a safe and abundant food supply and will act quickly to resolve any problem that may occur.

Putting Risk in Perspective – Here’s what you need to know about carbendazim . . .
Our food and beverage supply continues to be safe. The low levels of carbendazim found in a number of beverages are well below any level of concern. FDA is not taking any action at this time because the low levels of carbendazim currently detected do not pose any health risk. There is no reason for you to change your diet at this time.

Additional Resources:
U.S. Food & Drug Administration (FDA): Questions & Answers: Carbendazim and Orange Juice Products
U.S. FDA: Orange Juice Products and Carbendazim: Addendum to FDA Letter to the Juice Products Association
U.S. FDA: Don’t Worry About Your Orange Juice
Ensuring a Safe Food Supply: A Concise Guide to the U.S. Food Regulatory System
4 Nutrients to Eat for Better Skin & Hair

By Anastasia Maczko | Feb 05 2015
Last updated Aug 31 2015

VITAMIN C

Vitamin C acts as an antioxidant in our bodies, and research links vitamin C with UV protection. Our bodies need Vitamin C to make the protein collagen for wound healing. It also acts as a barrier to free radicals such as cigarette smoke, pollution, and UV rays from the sun. Vitamin C is easily consumed in citrus fruits and some fortified beverages. The RDAs for men are 90 milligrams per day and 75 milligrams per day for women. A glass of orange juice offers 80 mg per serving. That may be all the added vitamin C you need before supplementation.
Engaging the Grassroots

FOOD ADVOCATES COMMUNICATING THROUGH SCIENCE

- ~44,689 “FACTS Followers” (as of August 2015)
- 100,000 by end of 2016
- Engaging content, calls to action
- @FACTSFollowers on Twitter & Facebook
- www.FoodInsight.org/FACTS
Expo Milano: “Feeding the Planet, Energy for Life”

www.expo2015.org
Theme: Feeding the Planet: Energy for Life

Thematic Routes:
> The story of humankind, the history of food
> Feast and famine: a contemporary paradox
  > The future of food
> Sustainable food = an equitable world
  > Taste is knowledge

And... 20 million visitors!
Argentina
Argentina Feeds You

Brazil
Feeding the World with Solutions

China
Land of Hope, Food for Life

Ghana
Cocoa: Your wealth, health, and heritage

Germany
Fields of Ideas

Israel
The Fields of Tomorrow

Italy
The Nursery of Italy
Japan
Harmonious Diversity

Mexico
Mexico, the Seed for the New World: Food, Diversity and Heritage

Netherlands
Share, Grow, Live

Spain
Cultivating the Future

Venezuela
Venezuela feeds its People's awareness

United States of America
American Food 2.0: United to Feed the Planet

Uruguay
Life grows in Uruguay

United Kingdom
Grown in Britain & Northern Ireland
United Kingdom Pavilion: Hive of Innovation
USA Pavilion: American Food 2.0 – United to Feed the Planet
The United States is intelligently and thoughtfully engaged in food and global food security.
KEY COMMUNICATIONS FEATURES

Within the framework:
United to Feed The Planet…

- RESPONSIBLY—Food Security and Policy
- GLOBALLY—International Relations
- INNOVATIVELY—Science & Technology
- NUTRITIOUSLY—Nutrition & Health
- DELICIOUSLY—Culinary Culture
KEY COMMUNICATIONS FEATURES

AMERICAN FOOD 2.0

- Core American policy initiatives
- American perspectives on global food issues
- Sponsor objectives and features
- Heritage, nutrition, and pride in American food culture
Nutrition Video Running Inside the Pavilion Featuring IFIC Foundation

Angie Tagtow, Exec Dir, Center for Nutrition Policy and Promotion, United States Department of Agriculture

Eric Goldstein, Department of Education executive who oversees school food

Tim Harlan, Asst Dean for Clinical Services at Tulane University School of Medicine; Exec Dir of the Goldring Center for Culinary Medicine at Tulane Univ.

Marianne Edge Smith, SVP, Nutrition & Food Safety, IFIC Foundation
We have to put the right types of food to be able to ensure high performance.
Abundance in Diversity

“Eating Is An Agricultural Act”—Wendell Berry

Change = Culture + Nature + Creativity

Food Security

Nine Billion in 2050

Thriving Humanity

Our Choices Matter

Global Food System

Healthy Planet
American Farming 2.0

- Land Grant Universities
- Drought Adaptation
- Backyard Gardens
- No-Till Farming
- Industrial Farms
- Biotechnology
- Ocean Resources
- Cooperative Extensions
- Local Diversification
- Urban Agriculture
- Waste Cycles
- Organic Farming
- Ecosystem Restoration
- Heirloom Cultivars
- Hybrid
- Indigenous Agriculture
- Multi-Crop Farming
- Thinking
- Poly-Crop Farming
- Systems
AMERICAN COOKING 2.0

Improving the Food System

Chef-Farmers
Community Kitchens

Farm to Table Restaurants

Addressing Food Waste

Food Trucks

Thought Leaders

Gastronomic Education

Entrepreneurial Chefs

Traditional Ingredients

Raw and Locavore

Culinary Media
Increasing Nutritional Value of Crops

Tackling Obesity

School Lunch Programs

Preparing Wholesome Food

Knowing Nutrition: American Research

Sustainable Diets

Improving Food Labeling

Making Healthy Food Taste

Growing Our Own Food

Public Education

Growing Great Foods
AMERICAN INDUSTRY 2.0
Lower Resources, Higher Nutrition
Infrastructure Development

Working at Scale

- Precision Farming
- Minimizing Food Loss
- Sustainable Land and Water Use

Effective Transportation

- The Supply Chain
- Creative Production and Waste Cycles
- Managing Food Waste

Efficient Energy Use
AMERICAN FOOD RESEARCH 2.0

Increased Production Through Technology

Precision Agriculture
Food Sensory Science

Bringing Research to Market

Biotechnology

New Crop Varieties
Disease-Resistant Crops
Increased Nutritional Value
Urban Design and Access to Food
Food Microbiology

Malnutrition Research
FOOD SECURITY

Quality and Safety
Affordability
Finding Efficiencies
Protein Quality
Financing for Farmers
Encouraging Innovation

Availability
Water Resource Management
Conflict Prevention
Food Loss
Nutritional Education
Food Distribution
Chronic Food Aid

Access to Clean Water
Adapting to Climate Change
Gender Issues

Food Distribution
Policy
Cooking
Industry
Nutrition
Economy
Expo Mascot: Foody
11 Characters, including Arabella, Sweet and Tangy (Orange)
Expo Milano: “Feeding the Planet, Energy for Life”
www.expo2015.org
CITRUS FRUIT: BETWEEN MYTH AND HISTORY

ORGANIZZATO DA BIO-MEDITERRANEY

CLUSTER BIOMEITERRANEO
CLUSTER BIOMEITERRANEO

Purpose:
- Raise awareness among guests who will be involved emotionally about importance of including products made from citrus fruits, whether orange juice or marmalade, in the breakfast, taking into account the health properties of citrus and their importance in the Mediterranean Diet

Focus:
- History of citrus fruits, its origin and dissemination
- Myths and legends that revolve around citrus in different historical periods
- Organoleptic, nutritional content and benefits they bring to health

Explain:
- Recipes on how to make products made from citrus fruits (cakes, jams) as part of activities related to the format “Education alimentare - Mediterranean Diet”
- Mediterranean breakfast enriched products made from citrus fruits (jams of oranges, mandarins, lemons, etc.) served with toasted bread, orange juice, red and yellow sweet citrus-based, etc.

Goal:
- Provide valuable information about proper nutrition and use of citrus in the Mediterranean diet
Welcome to the International Food Information Council (IFIC) Foundation
EXPO 2015 Communications Summit:
Emerging Market Leaders Workshop on Effective Messaging on Global Food Production Issues

May 20, 2015 – U.S. Embassy, Rome, Italy
Topics Included:

- Scientific Misconceptions, Barriers, & Opportunities for Wider Acceptance of Agricultural Biotechnology
- Emerging Market Leader & Farmer Insights
- How to Share Our Story with the Media
- Interactive Workshop: Practical Strategies for Communicating Effectively about Complex & Controversial Issues
- 2015 Global Food Security Index

Luncheon Speaker: Ambassador Kenneth Quinn
President, The World Food Prize Foundation

“The Road to the Market is Paved with Technology"
IFIC Foundation Hosts EXPO 2015 Communications Summit
For More Information or To Watch/Access Presentation::

www.foodinsight.org/globalsummit2015

60 million media impressions!
IFIC Foundation’s Dave Schmidt and Kimberly Reed Cover Article, “The Future of Food Production, Innovation, and Technology,” in the Diplomatic Courier: A Global Affairs Magazine
You’re invited to continue the Expo Conversation With Us at the World Food Prize

The Council for Agricultural Science and Technology’s
The 2015 Borlaug CAST Communication Award Presentation

Keynote presentation by Dr. Channapatna S. Prakash  Everything I Know About GMOs, I Learned on Social Media  Panel discussion: “Answering the Challenge of Expo Milano 2015: Feeding the Planet, Energy for Life”  hosted in conjunction with the International Food Information Council (IFIC) Foundation
October 14, 2015 – 7-10 am
Marriott Hotel – Des Moines Iowa

RSVP:
http://www.cast-science.org/borlaug_cast_communication_award/
WHAT'S YOUR HEALTH WORTH?

FOOD & HEALTH SURVEY 2015
Background & Methodology

> This report presents the results of an online survey of 1,007 Americans ages 18 to 80.

> 2015 marks the 10th anniversary of the Food & Health Survey, allowing for trend analysis for many questions.

> Fielding took place from March 13 to March 26, 2015.

> The duration of the survey was 29 minutes, on average.

> The results were weighted to ensure that they are reflective of the American population ages 18 to 80, as seen in the 2014 Current Population Survey. Specifically, they were weighted by age, education, gender, race/ethnicity, and region.

> The survey was conducted by Greenwald & Associates, using ResearchNow’s consumer panel.
HEALTH & DIET

foodinsight.org
Consistent with previous years, more than half of Americans rate their own health as excellent or very good.

57% are in excellent/very good health

Who is more likely to report being in better health?

- College grads
- Women
- Higher income
- Lower BMI, no non-communicable diseases

How would you describe your own health in general?

- 2015:
  - Excellent: 17%
  - Very Good: 40%
  - Good: 33%
  - Fair: 8%
  - Poor: 1%

- 2014:
  - Excellent: 18%
  - Very Good: 42%
  - Good: 31%
  - Fair: 7%
  - Poor: 2%

- 2013:
  - Excellent: 19%
  - Very Good: 43%
  - Good: 30%
  - Fair: 7%
  - Poor: 2%

Arrows indicate significant (95 level) differences vs. prior years

2015 n=1,007; 2014 n=1,005; 2013 n=1,006
In 2015, almost half of all Americans have given a lot of thought to the healthfulness of foods and beverages they consume.

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

- **A lot**: 2015 - 56%, 2014 - 44%, 2013 - 48%
- **A little**: 2015 - 40%, 2014 - 40%, 2013 - 7%
- **None**: 2015 - 7%, 2014 - 7%, 2013 - 3%
- **Not sure**: 2015 - 1%, 2014 - 2%, 2013 - 1%

Who is more likely to have given a lot of thought to the healthfulness of what they consume?
- College grads
- Women

2015 n=1,007; 2014 n=1,005; 2013 n=1,006
Arrows indicate significant (.95 level) differences vs. prior years

Thought about Healthfulness of Foods/Beverages

91%
Although there is a downward trend in taking control of the healthfulness of one’s diet, specific actions regarding diet changes are consistent with 2014.

<table>
<thead>
<tr>
<th>Diet Change</th>
<th>Began in Past Year</th>
<th>Doing for More Than a Year</th>
<th>Not Currently Doing</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat more fruits and vegetables</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>30%</td>
<td>52%</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>2014</td>
<td>31%</td>
<td>51%</td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>Cut calories by drinking water, low and no calorie beverages</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>26%</td>
<td>50%</td>
<td>19%</td>
<td>5%</td>
</tr>
<tr>
<td>2014</td>
<td>26%</td>
<td>53%</td>
<td>19%</td>
<td>2%</td>
</tr>
<tr>
<td>Eat more foods with whole grains</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>23%</td>
<td>47%</td>
<td>24%</td>
<td>6%</td>
</tr>
<tr>
<td>2014</td>
<td>23%</td>
<td>49%</td>
<td>26%</td>
<td>3%</td>
</tr>
<tr>
<td>Cut back on foods higher in added sugars</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>26%</td>
<td>43%</td>
<td>24%</td>
<td>7%</td>
</tr>
<tr>
<td>2014</td>
<td>25%</td>
<td>45%</td>
<td>27%</td>
<td>3%</td>
</tr>
<tr>
<td>Consume smaller portions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>31%</td>
<td>37%</td>
<td>27%</td>
<td>5%</td>
</tr>
<tr>
<td>2014</td>
<td>30%</td>
<td>36%</td>
<td>32%</td>
<td>2%</td>
</tr>
<tr>
<td>Cut back on foods higher in salt</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>22%</td>
<td>43%</td>
<td>29%</td>
<td>8%</td>
</tr>
<tr>
<td>2014</td>
<td>20%</td>
<td>46%</td>
<td>31%</td>
<td>2%</td>
</tr>
<tr>
<td>Cut back on foods higher in solid fats</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>23%</td>
<td>38%</td>
<td>30%</td>
<td>9%</td>
</tr>
<tr>
<td>2014</td>
<td>21%</td>
<td>42%</td>
<td>32%</td>
<td>6%</td>
</tr>
<tr>
<td>Compare sodium in foods like soup, bread, and frozen meals, and choose the foods with lower numbers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>21%</td>
<td>36%</td>
<td>37%</td>
<td>8%</td>
</tr>
<tr>
<td>2014</td>
<td>19%</td>
<td>40%</td>
<td>38%</td>
<td>4%</td>
</tr>
<tr>
<td>Cut back on full fat dairy and replace with a low- or no-fat alternative</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>19%</td>
<td>39%</td>
<td>35%</td>
<td>6%</td>
</tr>
<tr>
<td>2014</td>
<td>15%</td>
<td>40%</td>
<td>42%</td>
<td>3%</td>
</tr>
<tr>
<td>Balance calories to manage my weight</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>24%</td>
<td>33%</td>
<td>37%</td>
<td>7%</td>
</tr>
<tr>
<td>2014</td>
<td>22%</td>
<td>35%</td>
<td>40%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Groups more likely to be doing:
- College grads, Higher income, Women
- Older, College grads, Higher income, Higher BMI, Women
- Women
- Older, College grads, Higher income, Women
- College grads, Higher income, Women
- Older, Women
- Higher income, In better health, Women
- College grads, Women
- Women
- College grads, Higher income, In better health, Women

2015 n=1,007; 2014 n=1,005; Arrows indicate significant (.95 level) differences vs. 2014.
About a quarter of Americans believe that all sources of calories influence weight gain equally. Since 2011, sugars have risen steadily.
Taste, price, and healthfulness continue to drive food selection, but Americans feel less strongly about these three factors than in 2014. Healthfulness in particular is down from its peak position last year.

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)

Arrows indicate significant (.95 level) differences vs. 2014.

2015 n=1,007


Taste
Price
Healthfulness
Convenience
Sustainability
More Americans report that they are trying to get at least a certain amount of Calcium, Omega-3s, and Potassium in 2015.

To what extent do you try to consume or avoid the following?

- Whole grains: 56%
- Fiber: 55%
- Protein: 54%
- Calcium: 43% (2014: 36%)
- Omega-3 fats: 27% (2014: 21%)
- Potassium: 26% (2014: 19%)
- Probiotics: 19%
- Omega-6 fats: 14%
- Calories: 13%
- Omega-9 fats: 11%
- Caffeine: 11%
- Fats/oils: 10%
- Complex carbohydrates: 9%
- Soy: 9%
- Low-calorie sweeteners in general: 8%
- Mono- and poly-unsaturated fats: 7%
- Sugars in general: 6%
- Sodium/salt: 6%
- Stevia: 5% (2014: 3%)
- Cholesterol: 5%
- Flavonoids: 4%

% Try to limit or avoid entirely

% Try to get a certain amount or as much as possible

2015 n=1,007; Arrows indicate significant (.95 level) differences vs. 2014.
In comparison to 2014, more Americans are trying to limit or avoid gluten, lactose, sucrose, and acesulfame potassium.

| Preservatives | 4% ↑ (2014: 2%) |
| Saturated Fats | 4% ↑ (2014: 2%) |
| Gluten | 4% |
| Refined carbohydrates | 4% |
| Trans fats | 4% |
| Added sugars | 3% |
| Lactose | 3% |
| Glucose | 3% |
| High fructose corn syrup | 3% ↑ (2014: 1%) |
| Fructose | 2% |
| Monk fruit | 2% |
| Aspartame | 2% |
| Sucrose | 2% |
| Monosodium glutamate (MSG) | 2% ↑ (2014: <0.5%) |
| Food colors | 2% |
| Saccharin | 2% |
| Acesulfame potassium | 2% |
| Sucralose | 1% |
| Steviol glycosides | 1% |
| Erythritol | 1% |

To what extent do you try to consume or avoid the following?

<table>
<thead>
<tr>
<th>% Try to limit or avoid entirely</th>
<th>% Try to get a certain amount or as much as possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>37%</td>
<td>Preservatives</td>
</tr>
<tr>
<td>47%</td>
<td>Saturated Fats</td>
</tr>
<tr>
<td>49%</td>
<td>Gluten</td>
</tr>
<tr>
<td>54%</td>
<td>Refined carbohydrates</td>
</tr>
<tr>
<td>26%</td>
<td>Trans fats</td>
</tr>
<tr>
<td>19%</td>
<td>Added sugars</td>
</tr>
<tr>
<td>21%</td>
<td>Lactose</td>
</tr>
<tr>
<td>29%</td>
<td>Glucose</td>
</tr>
<tr>
<td>33%</td>
<td>High fructose corn syrup</td>
</tr>
<tr>
<td>29%</td>
<td>Fructose</td>
</tr>
<tr>
<td>37%</td>
<td>Monk fruit</td>
</tr>
<tr>
<td>24%</td>
<td>Aspartame</td>
</tr>
<tr>
<td>35%</td>
<td>Sucrose</td>
</tr>
<tr>
<td>21%</td>
<td>Monosodium glutamate (MSG)</td>
</tr>
<tr>
<td>31%</td>
<td>Food colors</td>
</tr>
<tr>
<td>8%</td>
<td>Saccharin</td>
</tr>
<tr>
<td>13%</td>
<td>Acesulfame potassium</td>
</tr>
<tr>
<td>25%</td>
<td>Sucralose</td>
</tr>
<tr>
<td>10%</td>
<td>Steviol glycosides</td>
</tr>
<tr>
<td>9%</td>
<td>Erythritol</td>
</tr>
</tbody>
</table>

2015 n=1,007; Arrows indicate significant (.95 level) differences vs. 2014.
Fewer consumers agreed that sugars can have a place in a healthful diet, compared to 2014.

As far as you know, which of the following statements, if any, are true?

<table>
<thead>
<tr>
<th>Statement</th>
<th>2015</th>
<th>2014</th>
<th>Groups more likely to select “True”:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderate amounts of sugars can be part of an overall healthful diet</td>
<td></td>
<td></td>
<td>Higher income, College grads</td>
</tr>
<tr>
<td>Sugars that are naturally found in foods and beverages are more healthful than other sugars</td>
<td></td>
<td></td>
<td>Women, College grads</td>
</tr>
<tr>
<td>People with diabetes can include some foods with sugars as part of their total diet</td>
<td></td>
<td></td>
<td>College grads</td>
</tr>
<tr>
<td>It is not necessary to completely eliminate sugars from your diet in order to lose weight</td>
<td></td>
<td></td>
<td>Higher income, College grads, In better health</td>
</tr>
</tbody>
</table>

2015 n=1,007; 2014 n=1,005
Arrows indicate significant (.95 level) differences vs. 2014.
Seven out of ten Americans have given some thought to how their foods and beverages are farmed or produced.

Over the past year, how much thought have you given to the ways the foods and beverages you consume are farmed or produced?

- 2015
- 2014

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>A lot</td>
<td>25%</td>
<td>23%</td>
</tr>
<tr>
<td>A little</td>
<td>47%</td>
<td>48%</td>
</tr>
<tr>
<td>None</td>
<td>25%</td>
<td>27%</td>
</tr>
<tr>
<td>Not sure</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Who is more likely to have given a lot of thought to the way foods and beverages are farmed or produced?

- Parents
- Women
- Younger
- Lower BMI

2015 n=1,007; 2014 n=1,005
Two-thirds of Americans agree that the overall healthfulness of the food or beverage is more important than the use of biotechnology.

To what extent do you agree or disagree with the following statements about food biotechnology? (That is, the use of science and technologies such as genetic engineering to enhance certain attributes of foods?)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree strongly</th>
<th>Agree somewhat</th>
<th>Disagree somewhat</th>
<th>Disagree strongly</th>
<th>Not sure</th>
<th>Net Agree</th>
<th>Groups more likely to agree:</th>
</tr>
</thead>
<tbody>
<tr>
<td>The overall healthfulness of the food or beverage is more important to me</td>
<td>31%</td>
<td>35%</td>
<td>6%</td>
<td>4%</td>
<td>24%</td>
<td>66%</td>
<td>Older, College grads, Lower BMI</td>
</tr>
<tr>
<td>Biotechnology can be one tool to help ensure we have enough food for</td>
<td>13%</td>
<td>36%</td>
<td>11%</td>
<td>6%</td>
<td>33%</td>
<td>50%</td>
<td>College grads, Men</td>
</tr>
<tr>
<td>everyone as the world population grows</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I've heard or read that I should avoid foods produced using biotechnology</td>
<td>16%</td>
<td>32%</td>
<td>11%</td>
<td>7%</td>
<td>34%</td>
<td>48%</td>
<td>Parents, College grads</td>
</tr>
<tr>
<td>I know what purpose biotechnology serves in producing foods and</td>
<td>11%</td>
<td>35%</td>
<td>13%</td>
<td>5%</td>
<td>36%</td>
<td>46%</td>
<td>College grads, Higher income, Men, Lower BMI, Healthier</td>
</tr>
<tr>
<td>beverages</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2015 n=1,007
# Consumer Investigation Into Nutrition Facts Panels and Sugars Labeling

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Calories 330</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>% DV</td>
</tr>
<tr>
<td>---</td>
<td>------</td>
</tr>
<tr>
<td>14%</td>
<td>Total Fat 9g</td>
</tr>
<tr>
<td>10%</td>
<td>Saturated Fat 2g</td>
</tr>
<tr>
<td></td>
<td>Trans Fat 0g</td>
</tr>
<tr>
<td>8%</td>
<td>Cholesterol 25mg</td>
</tr>
<tr>
<td>24%</td>
<td>Sodium 570mg</td>
</tr>
<tr>
<td>13%</td>
<td>Total Carbs 40g</td>
</tr>
<tr>
<td>24%</td>
<td>Dietary Fiber 6g</td>
</tr>
<tr>
<td></td>
<td>Total Sugars 16g</td>
</tr>
<tr>
<td></td>
<td>Added Sugars</td>
</tr>
<tr>
<td></td>
<td>Protein 22g</td>
</tr>
<tr>
<td>20%</td>
<td>Vitamin A 300mcg</td>
</tr>
<tr>
<td>35%</td>
<td>Vitamin C 21mg</td>
</tr>
<tr>
<td>10%</td>
<td>Calcium 100mg</td>
</tr>
<tr>
<td>15%</td>
<td>Iron 3mg</td>
</tr>
</tbody>
</table>

---

**FOOD INFORMATION COUNCIL FOUNDATION**
IFIC Foundation wanted to learn the following:

• How consumers would interpret the new ‘Added Sugars’ line in the NFP without any additional stimuli on a package such as the ingredient list or footnotes.

• Consumer’s perception of the relationship between Total Carbohydrates, Sugars, and ‘Added Sugars’.

• How consumers use the NFP in understanding in the product purchase and consumption process.

*The IFIC Foundation commissioned Turner Research Network (TRN) to conduct this consumer research in June and July 2014. TRN is a marketing research consulting firm based in Dunwoody, GA.
• This is a baseline survey gauging current consumer understanding.
• No definitions of added sugars were provided.
• Capital letters on slides indicate statistically significant data.
• This report presents the results of an online survey of 1,088 Americans ages 18 to 75+.
• Fielding took place from July 9, 2014 to July 14, 2014.
• The duration of the survey was 22 minutes, on average.
• The sample frame for each cell was balanced on the 2010 US Census population statistical profile.
• Each cell was balanced on these variables: Census Region, Gender, Age, Race and Hispanic National Origin, to be able to project results to the US Population.
• The IFIC Foundation commissioned Turner Research Network (TRN) to conduct this consumer research (using Research Now’s consumer panel) in June and July 2014.
• TRN is a marketing research consulting firm based in Dunwoody, GA.
The US Census region, gender, age, race and Hispanic origin are balanced based on the US Census profile.

<table>
<thead>
<tr>
<th>Region</th>
<th>Sample Total</th>
<th>Sample Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>17%</td>
<td>White</td>
</tr>
<tr>
<td></td>
<td>73%</td>
<td></td>
</tr>
<tr>
<td>Midwest</td>
<td>22%</td>
<td>African-American</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>South</td>
<td>37%</td>
<td>Other / Multi-racial</td>
</tr>
<tr>
<td></td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>West</td>
<td>24%</td>
<td>Hispanic or Latino origin</td>
</tr>
<tr>
<td></td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>49%</td>
<td>Less than 9th grade</td>
</tr>
<tr>
<td></td>
<td>**</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
<td>9th – 12th grade, no diploma</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Age 18 to 44</td>
<td>48%</td>
<td>High school graduate – diploma or GED</td>
</tr>
<tr>
<td>Age 45 to 64</td>
<td>35%</td>
<td>Bachelor’s degree</td>
</tr>
<tr>
<td>Age 65+</td>
<td>17%</td>
<td>Graduate / professional degree</td>
</tr>
<tr>
<td></td>
<td>22%</td>
<td></td>
</tr>
</tbody>
</table>

** Less than 0.5%
Summary of Findings

• Consumers misinterpret the amount of sugars in products when the “Added Sugars” line is present.

• Purchasing behavior is influenced based on the way sugars are labeled on the NFP among nutritionally identical products.

• There is not a clear understanding of the "Added Sugars“ declaration or "Added Sugars“ definition among consumers.

• Careful consideration regarding consumer interpretation of ANY proposed label changes is essential.
Including “Added Sugars” on the Nutrition Facts Panel: How Consumers Perceive the Proposed Change

Idamarie Laquatra, PhD, RD, LDN, Kris Sollid, RD, Marianne Smith Edge, MS, RD, LD, FADA, Jason Pelzel, MPH, RD, John Turner, MAJC

Publication stage: In Press Corrected Proof

DOI: http://dx.doi.org/10.1016/j.jand.2015.04.017
Open access funded by the Author(s)
Related Resources

FDA Updates

• [Nutrition Facts Panel](#)
• [Federal Register Notice: July 27, 2015](#)
• FDA Consumer Studies
  • [Nutrition Facts label with declaration for added sugars](#)
  • [Proposed changes to the Nutrition Facts label formats](#)
  • [Eye tracking](#)

IFIC Foundation Resources

• [IFIC Foundation 2015 Food & Health Survey](#)
• [IFIC Foundation Nutrition Facts Panels & Sugars Labeling Consumer Research](#)
  • [JAND Article in Press](#)
• [The Science of Sugars](#)
The Role of Biotechnology in Our Food Supply

www.foodinsight.org/foodbioguide.aspx
Four Key Benefits

1. Food Safety
2. Consumer Benefits
3. Sustainability
4. Feeding a Hungry World
Consumers Expect Benefits from Biotechnology

Q 17. Do you feel that biotechnology will provide benefits for you or your family within the next five years?
Q 18. What benefits do you expect? [OPEN END]

Source: IFIC 2012 Consumer Perceptions of Food Technology Survey
Get a Copy Today!

The International Food Information Council (IFIC) Foundation introduces the 3rd Edition Food Biotechnology Communicators Guide!
For more information, visit

www.foodinsight.org

Contact Information:
Kimberly Reed
International Food Information Council
1100 Connecticut Avenue, NW, Suite 430
Washington, DC 20036
(202) 296-6540
reed@ific.org

Follow us on social media:
> Twitter: @FoodInsight @AlliancetoFeed
> Facebook: Food Insight
>  Pinterest: FoodInsight.org
>  LinkedIn: International Food Information Council Foundation