Communicating with Consumers on Today’s Hot Topics

ICBC

September 18, 2013
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International Food Information Council and Foundation
International Food Information Council (IFIC) and The Foundation

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

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

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

• 2013 Food and Health Survey

• 2013 Functional Foods Survey – preliminary data

• Food Biotech Communicator’s Guide
An online survey was conducted with 1,006 Americans about their health, diet, influences on food selection, and related knowledge and beliefs.

• This report presents the results of an online survey of 1,006 Americans ages 18 to 80.

• Many of the questions have been asked in prior Food and Health Surveys, allowing for trend analysis. Some new topics were included in the questionnaire also.

• Fielding took place from April 11 to April 22, 2013.

• The duration of the survey was 28 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 2012 Current Population Survey. Specifically, they were weighted by age, education, gender, race/ethnicity, and region.

• The survey was conducted by Mathew Greenwald & Associates, using Research Now’s consumer panel.

Notes: Respondents who completed the survey in less than seven minutes were not included in the final sample. Percentages may not add to 100% or to totals shown due to rounding.
Consumers tend to rate their own diet as a full grade better than the average American’s.

Overall, how would you grade your diet in terms of healthfulness?
All things considered, how would you grade the healthfulness of the average American’s diet?
(“A” is the highest grade and “F” is the lowest)

2013 All (n=1,006)

Average American’s Diet

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>4%</td>
</tr>
<tr>
<td>A-</td>
<td>8%</td>
</tr>
<tr>
<td>B+</td>
<td>18%</td>
</tr>
<tr>
<td>B</td>
<td>21%</td>
</tr>
<tr>
<td>B-</td>
<td>17%</td>
</tr>
<tr>
<td>C+</td>
<td>13%</td>
</tr>
<tr>
<td>C</td>
<td>8%</td>
</tr>
<tr>
<td>C-</td>
<td>6%</td>
</tr>
<tr>
<td>D+</td>
<td>3%</td>
</tr>
<tr>
<td>D</td>
<td>1%</td>
</tr>
<tr>
<td>D-</td>
<td>1%</td>
</tr>
<tr>
<td>F</td>
<td>1%</td>
</tr>
</tbody>
</table>

Your Diet

Average Grade: B-
Eating more fruits and vegetables tops the list of ways Americans are trying to improve their diet. On average, Americans began 2 to 3 of the efforts listed in the past year.

Over the past year, which of the following, if any, have you made an effort to do?

2013 All (n=1,006)

- **Eat more fruits and vegetables**: Began in Past Year: 33%, Doing for More Than a Year: 56%
- **Cut calories by drinking water, low and no calorie beverages**: Began in Past Year: 26%, Doing for More Than a Year: 56%
- **Eat more foods with whole grains**: Began in Past Year: 25%, Doing for More Than a Year: 53%
- **Cut back on foods higher in added sugar**: Began in Past Year: 27%, Doing for More Than a Year: 48%
- **Consume smaller portions**: Began in Past Year: 36%, Doing for More Than a Year: 37%
- **Cut back on foods higher in salt**: Began in Past Year: 24%, Doing for More Than a Year: 47%
- **Cut back on foods higher in solid fats**: Began in Past Year: 23%, Doing for More Than a Year: 43%
- **Compare sodium in foods like soup, bread, and frozen meals, and choose the foods with lower numbers**: Began in Past Year: 20%, Doing for More Than a Year: 40%
- **Cut back on full fat dairy and replace with a low- or no-fat alternative**: Began in Past Year: 16%, Doing for More Than a Year: 44%
- **Balance calories to manage my weight**: Began in Past Year: 23%, Doing for More Than a Year: 32%

Generally, as age rises to 50, so does the likelihood that a consumer has already been taking each of these steps for more than a year. Younger consumers, however, are more likely to have begun taking several of these actions in the past year (fruits/veg, water, sugar, portions, salt).
More than half of Americans overall—particularly women and, predictably, those with higher household incomes—would rather lose $1,000 than gain 20 pounds.

To what extent do you agree with the following statement?

I would rather lose $1,000 than gain 20 pounds.

<table>
<thead>
<tr>
<th>Percentage Agreeing</th>
<th>By Gender</th>
<th>Percentage Agreeing</th>
<th>By Income</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>&lt;$35k</td>
</tr>
<tr>
<td></td>
<td>(n=496)</td>
<td>(n=510)</td>
<td>(n=164)</td>
</tr>
<tr>
<td>Agree strongly</td>
<td>29%</td>
<td>63%</td>
<td>47%</td>
</tr>
<tr>
<td>Agree somewhat</td>
<td>27%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Disagree somewhat</td>
<td>16%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Disagree strongly</td>
<td>19%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not sure</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

56% agree strongly or somewhat that they would rather lose $1,000.
Positive messaging about foods to include in a healthful diet is preferred by three out of four Americans.

To what extent do you agree with the following statement?
I would rather hear what I should eat than what I should not eat.

2013 All (n=1,006)

78% strongly or somewhat agree that they would rather hear what they should eat than what they should not eat.
Americans tend to grade their activity level about as highly as their diet.

Overall, how would you grade your diet in terms of healthfulness?
Overall, how would you grade how physically active you are?

(“A” is the highest grade and “F” is the lowest)

2013 All (n=1,006)

**Physical Activity**
- **6%** A
- **8%** A-
- **13%** B+
- **13%** B
- **11%** B-
- **11%** C+
- **13%** C
- **6%** C-
- **5%** D+
- **6%** D
- **4%** D-
- **4%** F

**Diet**
- **4%** A
- **8%** A-
- **18%** B+
- **21%** B
- **17%** B-
- **13%** C+
- **8%** C
- **6%** C-
- **3%** D+
- **1%** D
- **1%** D-
- **1%** F

Average Grade: **C+**

Average Grade: **B-**
Food selection drivers have not changed in the past 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)

2013 All (n=1,006)
Americans increasingly believe processed foods can provide various benefits.

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

- **Minimally processed foods can be healthful choices**
  - 2013: 35% Agree Strongly, 46% Agree Somewhat, 81% Total
  - 2012: 18% Agree Strongly, 48% Agree Somewhat, 67% Total

- **Food processing can help foods stay fresh longer**
  - 2013: 23% Agree Strongly, 57% Agree Somewhat, 80% Total
  - 2012: 16% Agree Strongly, 58% Agree Somewhat, 74% Total

- **Some processed foods can provide affordable, nutritious options**
  - 2013: 10% Agree Strongly, 55% Agree Somewhat, 65% Total
  - 2012: 6% Agree Strongly, 53% Agree Somewhat, 59% Total

- **Food processing can help improve food safety**
  - 2013: 10% Agree Strongly, 44% Agree Somewhat, 54% Total
  - 2012: 8% Agree Strongly, 41% Agree Somewhat, 49% Total

2013 All (n=1,006)
2012 All (n=1,057)
Half or more try to avoid salt, sugars, high-fructose corn syrup, saturated fats, and trans fats.

<table>
<thead>
<tr>
<th>To what extent do you try to consume or avoid the following?</th>
<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>Low-calorie sweeteners</td>
<td>37%</td>
<td>8%</td>
</tr>
<tr>
<td>Sodium/salt</td>
<td>58%</td>
<td>6%</td>
</tr>
<tr>
<td>Trans fats</td>
<td>49%</td>
<td>5%</td>
</tr>
<tr>
<td>Lutein</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Sugars in general</td>
<td>58%</td>
<td>4%</td>
</tr>
<tr>
<td>Flavonoids</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Plant stanols/sterols</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Gluten</td>
<td>13%</td>
<td>3%</td>
</tr>
<tr>
<td>Refined carbohydrates</td>
<td>20%</td>
<td>3%</td>
</tr>
<tr>
<td>Saturated fats</td>
<td>48%</td>
<td>3%</td>
</tr>
<tr>
<td>Preservatives</td>
<td>39%</td>
<td>3%</td>
</tr>
<tr>
<td>Food colors</td>
<td>18%</td>
<td>1%</td>
</tr>
<tr>
<td>Monosodium glutamate</td>
<td>37%</td>
<td>1%</td>
</tr>
<tr>
<td>High-fructose corn syrup</td>
<td>51%</td>
<td>1%</td>
</tr>
</tbody>
</table>
More than eight out of ten consumers believe that moderate amounts of sugar can be part of a healthful diet. Seven in ten believe people with diabetes can include sugar in their diet.

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

2013 All (n=1,006)

- Moderate amounts of sugar can be part of an overall healthful diet: 84%
- People with diabetes can include some foods with sugar as part of their total diet: 71%
- It is not necessary to completely eliminate sugar from your diet in order to lose weight: 55%
At least three-fourths of Americans say they give a lot or a little thought to chemicals, pesticides, and bacteria in their food, as well as the safety of imported foods.

Over the past year, how much thought have you given to the following issues?

<table>
<thead>
<tr>
<th>Issue</th>
<th>A lot</th>
<th>A little</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chemicals in food</td>
<td>40%</td>
<td>44%</td>
<td>84%</td>
</tr>
<tr>
<td>Foodborne illnesses from bacteria</td>
<td>34%</td>
<td>45%</td>
<td>79%</td>
</tr>
<tr>
<td>The safety of imported foods</td>
<td>36%</td>
<td>39%</td>
<td>75%</td>
</tr>
<tr>
<td>Pesticides</td>
<td>33%</td>
<td>42%</td>
<td>75%</td>
</tr>
<tr>
<td>Animal antibiotics</td>
<td>25%</td>
<td>32%</td>
<td>56%</td>
</tr>
<tr>
<td>Undeclared allergens</td>
<td>16%</td>
<td>27%</td>
<td>43%</td>
</tr>
</tbody>
</table>

Who is more likely to have thought about these issues?
- Older consumers (as age rises, so does thinking about these issues)
- Women
- Highly-educated consumers (college graduates)
Although the large majority of Americans remain confident in the safety of the U.S. food supply, confidence dropped between 2012 and 2013.

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

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very confident</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>Somewhat confident</td>
<td>58%</td>
<td>55%</td>
</tr>
<tr>
<td>Not too confident</td>
<td>15%</td>
<td>23%</td>
</tr>
<tr>
<td>Not at all confident</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Not sure</td>
<td>4%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Older consumers (age 50 or older), those with higher household incomes ($75,000 or more), and men are more likely than their counterparts to feel confident in the safety of the country’s food supply.
Health professionals stand out as the most trusted source of food safety information.

In general, how trustworthy, if at all, do you find the following sources to deliver accurate food safety information?

2013 All (n=1,006)

<table>
<thead>
<tr>
<th>Source</th>
<th>Very trustworthy</th>
<th>Somewhat trustworthy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health professionals (doctor, nurse, dietitian)</td>
<td>41%</td>
<td>52%</td>
</tr>
<tr>
<td>Friends or family members</td>
<td>20%</td>
<td>56%</td>
</tr>
<tr>
<td>The government (e.g. FDA, USDA)</td>
<td>12%</td>
<td>51%</td>
</tr>
<tr>
<td>Food manufacturers</td>
<td>2%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Consumers under age 65 are more apt to consider friends or family trustworthy sources.

Older Americans (65+) and those with higher household incomes ($75,000 or more) are more apt than their counterparts to trust the government.
Americans place far more faith in the safety of foods produced or grown in the United States than in imported foods; this contrast is even more pronounced this year.

In general, do you think that imported foods are...

- Less safe than foods produced or grown in the USA:
  - 2013: 53%
  - 2012: 48%
- Equally as safe as foods produced or grown in the USA:
  - 2013: 25%
  - 2012: 28%
- More safe than foods produced or grown in the USA:
  - 2013: 2%
  - 2012: 2%
- Not sure:
  - 2013: 20%
  - 2012: 22%
One in five Americans say they have given a lot of thought to the sustainability of their foods and beverages.

Over the past year, how much thought have you given to whether your foods and beverages are produced in a sustainable way?

2013 All (n=1,006)
2012 All (n=1,057)

Who is more likely to have given thought to sustainability?

- Those with household incomes above $35,000
- Women

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>A lot</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>A little</td>
<td>42%</td>
<td>44%</td>
</tr>
<tr>
<td>None</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Not sure</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

International Food Information Council Foundation
2013 Food & Health Survey
The minority of consumers report regularly buying products because they are advertised as “natural” or “organic” on the label.

<table>
<thead>
<tr>
<th>Reason</th>
<th>% Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy food and beverages because they are advertised as &quot;natural&quot; on the label</td>
<td>36%</td>
</tr>
<tr>
<td>Buy food and beverages because they are advertised as &quot;organic&quot; on the label</td>
<td>27%</td>
</tr>
<tr>
<td>Buy foods and beverages because they are in recycled and/or recyclable packaging</td>
<td>18%</td>
</tr>
<tr>
<td>Buy foods and beverages because they are advertised as &quot;green&quot; or &quot;eco-friendly&quot; on the label</td>
<td>17%</td>
</tr>
</tbody>
</table>

2013 All (n=1,006)

Women and younger consumers (18-34 year olds) are especially likely to have purchased foods or beverages for several of these reasons.

Highly educated consumers (college grads) are more apt to have purchased organic.
Methodology

- This report presents the results of an online survey of 1,005 Americans ages 18 to 80.

- Some of the questions have been asked in prior Functional Foods/Foods for Health Surveys, allowing for trend analysis. However, this year’s survey includes many new topics as well.

- Fielding took place from July 9 to July 22, 2013.

- The duration of the survey was 20 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 2012 Current Population survey. Specifically, they were weighted by age, education, gender, and race/ethnicity.

- The survey was conducted by Mathew Greenwald & Associates, using Luth Research’s SurveySavvy panel.
Over one-third of consumers state that they are at least very knowledgeable about nutrition.

How knowledgeable do you consider yourself in the area of nutrition?
(n=1,005)

- Extremely knowledgeable: 7%
- Very knowledgeable: 28%
- Somewhat knowledgeable: 43%
- A little knowledgeable: 17%
- Not at all knowledgeable: 4%

Consumers who are younger and those with low to normal BMIs are more likely to rate themselves as highly knowledgeable.

The same is true for consumers who strongly agree that certain foods contain health benefits beyond basic nutrition.
As in previous years, nearly all consumers agree that certain foods have health benefits beyond basic nutrition.

Please indicate your agreement or disagreement with this statement:
“Certain foods have health benefits beyond basic nutrition.”
(2013 n=1,005)

<table>
<thead>
<tr>
<th>Year</th>
<th>Strongly agree</th>
<th>Agree (strongly or somewhat)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>61%</td>
<td>74%</td>
</tr>
<tr>
<td>2000</td>
<td>59%</td>
<td>75%</td>
</tr>
<tr>
<td>2002</td>
<td>62%</td>
<td>73%</td>
</tr>
<tr>
<td>2005</td>
<td>46%</td>
<td>52%</td>
</tr>
<tr>
<td>2007</td>
<td>45%</td>
<td>51%</td>
</tr>
<tr>
<td>2009</td>
<td>53%</td>
<td>50%</td>
</tr>
<tr>
<td>2011</td>
<td>50%</td>
<td>46%</td>
</tr>
<tr>
<td>2013</td>
<td>46%</td>
<td>50%</td>
</tr>
</tbody>
</table>

PRELIMINARY DATA
One in seven consumers get nearly all or all of the nutrients and food components they need from food alone. Even with vitamins and supplements, only one-third do.

Thinking of the foods you currently consume, how much of the nutrients and food components that you need for good health would you say you get?

(n=1,005)

Food only  Including vitamins/supplements (if applicable)

- All
  - 3%  10%
- Nearly all
  - 11%  23%
- Most
  - 37%  35%
- Some
  - 39%  26%
- A little
  - 9%  5%
- None
  - 1%  1%

PRELIMINARY DATA
For nearly all of the nutrients or food components examined, at least six in ten consumers believe they get enough to meet their needs. Omega-3s are an exception.

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Enough to get a health benefit beyond my minimum needs</th>
<th>Just enough to meet my needs</th>
<th>Some, but not enough to meet my needs</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protein</td>
<td>45%</td>
<td>33%</td>
<td>13%</td>
<td>8%</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>39%</td>
<td>34%</td>
<td>17%</td>
<td>8%</td>
</tr>
<tr>
<td>Vitamin D</td>
<td>34%</td>
<td>34%</td>
<td>21%</td>
<td>10%</td>
</tr>
<tr>
<td>Calcium</td>
<td>32%</td>
<td>38%</td>
<td>21%</td>
<td>7%</td>
</tr>
<tr>
<td>Fiber</td>
<td>32%</td>
<td>35%</td>
<td>24%</td>
<td>8%</td>
</tr>
<tr>
<td>B Vitamins</td>
<td>26%</td>
<td>33%</td>
<td>22%</td>
<td>17%</td>
</tr>
<tr>
<td>Potassium</td>
<td>24%</td>
<td>37%</td>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td>Omega-3 fatty acids</td>
<td>21%</td>
<td>29%</td>
<td>27%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Men as well as older consumers are more likely than their counterparts to say that they get enough of nearly all nutrients/food components examined to get a health benefit beyond their minimum needs.

A notable share of consumers show uncertainty regarding B vitamins, potassium, and omega-3 fatty acids.
Roughly four in ten consumers are at least *somewhat concerned* that they may be nutrient inadequate.

How concerned are you by the possibility that you are not getting all of the nutrients and food components that are needed for good health?

(n=1,005*)

- **Very concerned**: 14%
- **Somewhat concerned**: 29%
- **Slightly concerned**: 34%
- **Not at all concerned**: 23%

*Those who indicated that they get all needed nutrients/food components were automatically coded as *not at all concerned*.

**PRELIMINARY DATA**
Half of consumers think fortification has little to no impact on taste. One-quarter do not know how it affects taste.

Typically, how much—if at all—does fortification change the taste of food? (n=1,005)

- A lot: 3%
- A fair amount: 15%
- A little: 32%
- Not at all: 21%
- Don't know: 28%

Younger consumers are more likely to think that fortification changes the taste of food at least a *fair amount*. In contrast, a full third of consumers ages 65-80 report that fortification does not change the taste of food at all.
Half of consumers think fortified foods are more worthwhile than non-fortified foods, on balance, while only one in ten feel they are less worthwhile.

How worthwhile is it to eat fortified foods compared to foods that are not? Is it...

(n=1,005)

- Always more worthwhile... 11%
- Most often more... 42%
- Most often the same 22%
- Most often less worthwhile 6%
- Always less worthwhile... 3%
- Don't know 17%

Consumers who are very concerned about not getting enough nutrients/healthful food components are more likely to think fortified foods are most often or always more worthwhile.
Consumers show more interest in foods with naturally-occurring benefits than in fortified foods, but nearly half don’t have a preference.

All other things being equal (such as cost and taste), how much would you like the idea of getting health promoting nutrients and food components from:

(n=1,005)

Preferences for themselves

<table>
<thead>
<tr>
<th>Foods with naturally-occurring health benefits</th>
<th>Like strongly</th>
<th>Like somewhat</th>
<th>Neither like nor dislike</th>
<th>Dislike somewhat</th>
<th>Dislike strongly</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foods with naturally-occurring health benefits</td>
<td>60%</td>
<td>24%</td>
<td>10%</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fortified foods</td>
<td>21%</td>
<td>40%</td>
<td>23%</td>
<td>7%</td>
<td>8%</td>
<td></td>
</tr>
</tbody>
</table>

Which is preferred?
(Rated both items, n=930)

<table>
<thead>
<tr>
<th></th>
<th>Natu...</th>
<th>Forti...</th>
<th>Tie</th>
</tr>
</thead>
<tbody>
<tr>
<td>51%</td>
<td></td>
<td>3%</td>
<td>46%</td>
</tr>
</tbody>
</table>

PRELIMINARY DATA
Most consumers agree that processed foods are more convenient and stay fresh longer compared to similar foods that are not processed, but do not believe they are safer or more nutritious.

To what extent do you agree or disagree with the following statements? (n=1,005)

- **Processed foods generally stay fresh longer than similar foods that are not processed**
  - Agree strongly: 27%
  - Agree somewhat: 45%
  - Neither agree nor disagree: 20%

- **Processed foods are generally more convenient than similar foods that are not processed**
  - Agree strongly: 22%
  - Agree somewhat: 49%
  - Neither agree nor disagree: 20%

- **When food producers add nutrients or healthful components to processed foods, it is usually...**
  - Agree strongly: 13%
  - Agree somewhat: 32%
  - Neither agree nor disagree: 42%

- **The potential negatives of processed foods outweigh the potential benefits they offer**
  - Agree strongly: 15%
  - Agree somewhat: 27%
  - Neither agree nor disagree: 36%

- **Food producers will typically only add nutrients or healthful components to processed foods that are...**
  - Agree strongly: 6%
  - Agree somewhat: 22%
  - Neither agree nor disagree: 41%

- **Processed foods are generally safer than similar foods that are not processed**
  - Agree strongly: 10%
  - Agree somewhat: 28%
  - Neither agree nor disagree: 30%

- **Processed foods are generally more nutritious than similar foods that are not processed**
  - Agree strongly: 9%
  - Agree somewhat: 25%
  - Neither agree nor disagree: 34%

**Preliminary data**

Consumers who frequently consume foods with added nutrients / food components are more likely to agree that processed foods are generally safer and more nutritious.
Consumers appear to recognize even minimal processing as processing nonetheless. Interestingly, homemade apple pie is more often considered *not processed* than packaged fresh apple slices.

To what degree do you consider the following to be a “processed food”?  
(n=1,005)  

<table>
<thead>
<tr>
<th>Item</th>
<th>Highly processed</th>
<th>Moderately processed</th>
<th>Minimally processed</th>
<th>Not processed</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frozen pizza</td>
<td>69%</td>
<td></td>
<td></td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td>Pizza sauce in a jar</td>
<td>49%</td>
<td></td>
<td></td>
<td>33%</td>
<td>10%</td>
</tr>
<tr>
<td>Can of condensed milk</td>
<td>49%</td>
<td></td>
<td></td>
<td>34%</td>
<td>13%</td>
</tr>
<tr>
<td>Bottle of chocolate milk</td>
<td>36%</td>
<td></td>
<td></td>
<td>37%</td>
<td>18%</td>
</tr>
<tr>
<td>Apple juice</td>
<td>24%</td>
<td></td>
<td></td>
<td>38%</td>
<td>26%</td>
</tr>
<tr>
<td>Bottle of milk</td>
<td>21%</td>
<td></td>
<td></td>
<td>37%</td>
<td>30%</td>
</tr>
<tr>
<td>Packaged dried apple</td>
<td>19%</td>
<td></td>
<td></td>
<td>35%</td>
<td>33%</td>
</tr>
<tr>
<td>Homemade apple pie</td>
<td>12%</td>
<td></td>
<td></td>
<td>20%</td>
<td>34%</td>
</tr>
<tr>
<td>Grated carrot/raisin salad from grocery...</td>
<td>11%</td>
<td></td>
<td></td>
<td>28%</td>
<td>36%</td>
</tr>
<tr>
<td>Packaged fresh apple slices</td>
<td>9%</td>
<td></td>
<td></td>
<td>24%</td>
<td>43%</td>
</tr>
<tr>
<td>Frozen carrots</td>
<td>7%</td>
<td></td>
<td></td>
<td>25%</td>
<td>43%</td>
</tr>
<tr>
<td>Bag of baby carrots</td>
<td>5%</td>
<td></td>
<td></td>
<td>13%</td>
<td>40%</td>
</tr>
<tr>
<td>Whole apple from grocery store</td>
<td>7%</td>
<td></td>
<td></td>
<td>27%</td>
<td>60%</td>
</tr>
<tr>
<td>Bag of unpeeled raw carrots</td>
<td>5%</td>
<td></td>
<td></td>
<td>23%</td>
<td>66%</td>
</tr>
<tr>
<td>Whole apple from farm stand</td>
<td>9%</td>
<td></td>
<td></td>
<td>84%</td>
<td></td>
</tr>
</tbody>
</table>

PRELIMINARY DATA
Adding preservatives or artificial flavoring are actions that consumers most link with highly processed foods. Adding nutrients is seen as a similar level of processing as canning, pasteurization, or mixing/cooking with other foods.

To what degree do you consider a food—such as a fruit, vegetable, or grain—to be a “processed food” if the following was done during production?

\[(n=1,005)\]

<table>
<thead>
<tr>
<th>Process</th>
<th>Highly processed</th>
<th>Moderately processed</th>
<th>Minimally processed</th>
<th>Not processed</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Added preservatives to it</td>
<td>57%</td>
<td></td>
<td>29%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>Added artificial flavoring to it</td>
<td>54%</td>
<td></td>
<td>30%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Added nutrients to it</td>
<td>29%</td>
<td>38%</td>
<td>24%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Canned it</td>
<td>28%</td>
<td>34%</td>
<td>27%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Baked/cooked/mixed it with other...</td>
<td>27%</td>
<td>33%</td>
<td>23%</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>Pasteurized it</td>
<td>27%</td>
<td>37%</td>
<td>26%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Dried or dehydrated it</td>
<td>12%</td>
<td>29%</td>
<td>41%</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>Added natural spices to it</td>
<td>9%</td>
<td>23%</td>
<td>41%</td>
<td>21%</td>
<td>6%</td>
</tr>
<tr>
<td>Packaged it in a bag</td>
<td>9%</td>
<td>20%</td>
<td>37%</td>
<td>29%</td>
<td>6%</td>
</tr>
<tr>
<td>Froze it</td>
<td>9%</td>
<td>22%</td>
<td>38%</td>
<td>24%</td>
<td>7%</td>
</tr>
<tr>
<td>Squeezed it into a juice</td>
<td>8%</td>
<td>22%</td>
<td>35%</td>
<td>30%</td>
<td>6%</td>
</tr>
<tr>
<td>Sliced, chopped, or diced it using a...</td>
<td>5%</td>
<td>16%</td>
<td>38%</td>
<td>36%</td>
<td>5%</td>
</tr>
<tr>
<td>Sliced, chopped, or diced it by hand</td>
<td>9%</td>
<td>29%</td>
<td>54%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Washed it</td>
<td>6%</td>
<td>24%</td>
<td>62%</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

**PRELIMINARY DATA**
Breakfast is the overwhelming favorite meal or snack time when consumers want to include a functional food.

At what meals or snack times are you most likely to include foods that have nutrients or other food components that promote good health?

(n=1,005)

PRELIMINARY DATA
SAVE THE DATE!

2013 IFIC Functional Foods Survey: Webcast for nutrition, health, & wellness professionals

Thursday, October 10, 2013 2:00-3:00pm EDT
Given current debates around labeling, please note that the FDA has again upheld its opposition to mandating labeling of foods produced using biotechnology, while reaffirming its 2001 voluntary labeling guidance.

- “FDA supports voluntary labeling that provides consumers with this information and has issued draft guidance to industry regarding such labeling”

While the terms “GM” and “GMO” are often used, the FDA’s latest reminder is that they consider these terms imprecise to describe genetic engineering and have significant potential to mislead consumers.

- When describing a specific technology, FDA encourages the terms “genetic engineering,” “bioengineering,” or “foods produced using biotechnology.”

http://www.fda.gov/Food/FoodScienceResearch/Biotechnology/ucm346030.htm
FDA's Role in Regulating Safety of GE Foods: For Consumers- *Posted May 14, 2013*

- In a recent Consumer Update, FDA addressed many aspects of food biotechnology.
  - Addressed FDA’s role in regulating GE products
  - Defined genetic engineering
  - In field and marketplace
  - Reaffirmed the safety of genetic engineering
  - Views on GE foods
  - Stance on labeling

“As of May 2013, FDA has completed 96 consultations on genetically engineered crops. A complete list of all completed consultations and our responses are available at [www.fda.gov/bioconinventory](http://www.fda.gov/bioconinventory).”
Key Message #1: Food Safety

Foods produced using biotechnology that are currently available are safe for people and our planet, and in some cases the technology may be used to improve safety.
"For thousands of years we’ve been breeding plants…so that we can have fruits and vegetables that are safe and healthy. We’re now using the latest generation of biotechnology to…make them even safer."

Ronald Kleinman, MD, Physician in Chief, Massachusetts General Hospital for Children
Food biotechnology is being used to improve nutrition, enhance food safety and quality, and protect food crops and animals from diseases that would otherwise threaten our stable, affordable, and wholesome food supply.
Key Message #3: Sustainability

Biotechnology supports the social, economic, and environmental sustainability of agriculture.
Key Message #4: Feeding a Growing World

**Biotechnology has a role to play in ensuring that safe abundant food can be produced on existing farm land to meet the increasing needs of the world’s growing population.**
Q24. The U.S. Food and Drug Administration (FDA) requires special labeling when a food is produced under certain conditions: When biotechnology’s use substantially changes the food’s nutritional content, like vitamins or fat, or its composition; or when a potential safety issue is identified. Otherwise, special labeling is not required. Would you say that you strongly support, somewhat support, neither support nor oppose, somewhat oppose or strongly oppose this FDA policy?
Language Page

foodinsight.org/foodbioguide.aspx

- Key messages and supporting points on food biotechnology.
- Revised Words to Use and Words to Lose!
- All based on scientific studies and 3rd-party research.
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• Download the customizable PPT & PDF versions of the presentation
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• Answering Tough Questions

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Nourishing a growing planet.

Vision and Mission

Our Vision: A balanced public dialogue on how modern agriculture, technology innovation, and food production benefit society

Our Mission: To raise awareness and improve understanding of the benefits & necessity of modern food production and technology in order to meet global demand

Meeting the world’s increasing food needs responsibly, efficiently and affordably.
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Nourishing a growing planet.

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- Agriculture Council of America, Ag Day
- Agriculture Future of America
- Agricultural Retailers Association
- American Agri-Women
- American Bakers Association
- American Commodity Distribution Association
- American Farmers for the Advancement & Conservation of Technology (AFACT)
- American Feed Industry Association
- American Frozen Food Institute
- American Meat Institute
- American Peanut Council
- American Seed Trade Association
- American Society of Agronomy
- American Society for Nutrition
- American Soybean Association
- Animal Agriculture Alliance
- Animal Health Institute
- Association for Dressings and Sauces
- Association of Equipment Manufacturers
- Biotechnology Industry Organization
- CA Institute for Food & Agricultural Research at UC Davis
- Calorie Control Council
- Can Manufacturers Institute
- Canned Food Alliance
- Center for Food Integrity
- Corn Refiners Association
- Council for Agricultural Science & Technology (CAST)
- Council for Responsible Nutrition
- CropLife America
- Crop Science Society of America
- Council for Biotechnology Information
- The Cumberland Center
- Egg Nutrition Center
- Family, Career & Community Leaders of America
- The Fertilizer Institute
- Flavor and Extract Manufacturers Association of the United States
- The Food Institute
- Frozen Potato Product Institute
- Global Midwest Alliance
- Grocery Manufacturers Association

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- Healthy Weight Commitment Foundation
- Inter-American Institute for Cooperation on Agriculture (IICA)
- Institute for Food Safety and Health
- Institute of Food Technologists
- Institute of Shortening and Edible Oils
- International Association of Color Manufacturers
- International Dairy Foods Association
- International Food Additives Council
- International Food Information Council
- International Foodservice Distributors Association
- International Formula Council
- International Ice Cream Association
- Iowa State University, College of Agriculture and Life Sciences
- Irrigation Association
- Juice Products Association
- Kentucky Livestock Coalition
- Kentucky Soybean Association
- Kentucky Soybean Promotion Board
- Midwest Food Processors Association
- National Agricultural Biotechnology Council
- National Association of Margarine Manufacturers
- National Association of Plant Breeders
- National Association of Wheat Growers
- National Cheese Institute
- National Chicken Council
- National Coalition for Food and Agricultural Research
- National Confectioners Association
- National Council of Agricultural Employers
- National FFA Foundation
- National Fisheries Institute
- National Frozen Pizza Institute
- National Grange
- National Institute for Animal Agriculture
- National Livestock Producers Association
- National Osteoporosis Foundation
- National Pasta Association
- National Peanut Board
- National Pecan Shellers Association
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- National Restaurant Association
- National Turkey Federation
- The Nature Conservancy
- New Mexico State University College of Agricultural, Consumer and Environmental Sciences
- The Ohio State University Department of Food Science and Technology
- Outreach
- Pennsylvania State University, Dept. of Dairy & Animal Science
- Pennsylvania State University, Department of Food Science
- Pink Lady America
- Produce Marketing Association
- Research Chefs Association
- Robert Mondavi Institute for Wine & Food Science at UC Davis
- Shelf-Stable Food Processors Association
- Snack Food Association
- Soil Science Society of America
- Southern Food & Beverage Museum
- STEMconnector
- Sustainable Food Project
- Texas Tech University, College of Agricultural Sciences and Natural Resources
- United Egg Producers
- United Fresh Produce Association
- University of Florida Institute of Food & Agricultural Sciences
- University of Georgia, College of Agricultural & Environmental Sciences
- University of Illinois, Agricultural Communications Program
- University of Massachusetts, Department of Food Science
- USA Rice Federation
- U.S. Cattlemen's Association
- U.S. Custom Harvesters
- Vinegar Institute
- Women Involved in Farm Economics (WIFE)
- World Soy Foundation
- Yellow Tractor Program

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Thank You!

Be sure to follow us!

For more information, contact

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schmidt@ific.org