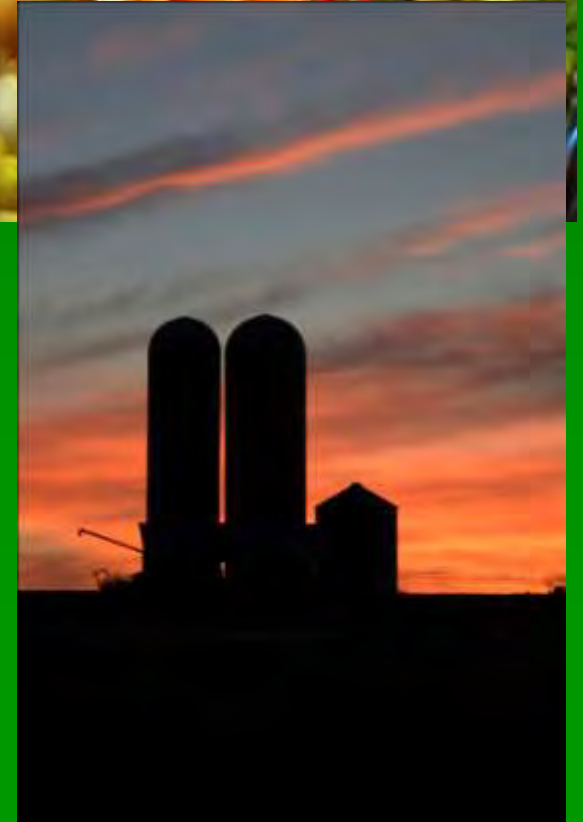


**Addressing Consumer  
Concerns with  
Modern Food Production:  
Bringing producers,  
academia, and health  
professionals together**



**David B. Schmidt  
President & CEO  
International Food Information Council  
& Foundation**

**April 12, 2011  
Washington, DC**

# International Food Information Council (IFIC)



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

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

# IFIC & IFIC Foundation Partners

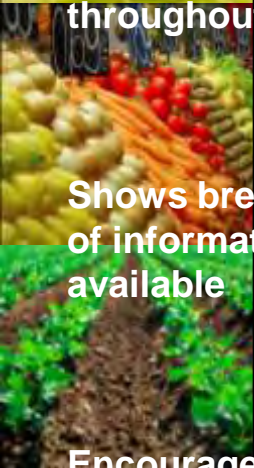
- American Academy of Family Physicians Foundation
- American Academy of Pediatrics
- American Academy of Physician Assistants
- American Association of Diabetes Educators
- American Dietetic Association
- American Veterinary Medical Assn.
- Association of Women's Health, Obstetric, & Neonatal Nurses
- Centers for Disease Control and Prevention
- Center for Food Integrity
- Consumer Federation of America
- Council for Agricultural Science and Technology (CAST)
- The Culinary Institute of America
- The Food Allergy & Anaphylaxis Network
- Food Marketing Institute
- Harvard School of Public Health
- Institute of Food Technologists
- Inter-American Institute for Cooperation on Agriculture
- National Association of Pediatric Nurse Associates and Practitioners
- National Center for Food Protection & Defense
- National Institutes of Health
- National Policy and Resource Center on Nutrition and Aging, Florida Int'l University
- President's Council on Physical Fitness and Sports
- School Nutrition Association
- Scripps Clinic and Research Foundation
- U.S. Agency for International Development
- U.S.D.A.
- U.S. Department of State
- U.S. EPA
- U.S. FDA



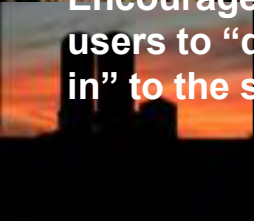
# IFIC Foundation Web Site: [www.FoodInsight.org](http://www.FoodInsight.org)



Utilizes new graphic identity throughout



Shows breadth of information available



Encourages users to “dive in” to the site



Press | Search | Login | Register | Site Export

# FOOD INSIGHT

YOUR NUTRITION AND FOOD SAFETY RESOURCE

INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

Home | News Room | Hot Topics | Blog | Newsletter | FoodInsightTV | Resources | For Professionals | For Consumers | Store

## It's All About Balance

To achieve your optimal health, be sure you balance the calories you eat with your physical activity. Review resources in the weight management section.

### Welcome to the New FoodInsight Web site!

We hope you enjoy the new FoodInsight web site! The International Food Information Council Foundation provides food safety, nutrition, and healthier eating information to help you make good and safe food choices. Please take a first stroll around and let us know what you think!

#### Hot Topics

Questions and Answers About Bisphenol-A (BPA)  
Bisphenol A, also referred to as BPA, is an industrial chemical used in the manufacture of polycarbonate plastic or epoxy resins. BPA has received considerable media attention in recent years, with much coverage following the Food and Drug Administration (FDA)'s January 2010 statement regarding its progress evaluating the safety of BPA.

#### Browse All Resources

- Healthy Relationships
- Childhood Obesity
- Food Safety
- Food Labels
- Food Safety
- Food Safety
- Food Safety
- Food Safety

#### Recent Publications

#### Sign Up Now!

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- Monthly Updates
- Articles & News
- Nutrition & Food Safety

#### Newsletter

Nutrition and Heart Health | Research  
The International Food Information Council Foundation's FoodInsight had an opportunity to speak with...

Interpreting Science in a Social Media World | Research  
As more sources become more varied with more and more journalists freeloading, bloggers becoming ma...

Features Interactive Content



# Summary of Environment

- Social, political, and economic conditions are mostly negative toward processed foods
- The obesity epidemic is a significant force; other factors include the movement toward local, organic alternatives
- The benefits of processed foods are not being communicated clearly and consistently



# Defining Consumer Concern

- National on-line survey December 2008 by Artemis Strategy Group among 1,500 adults in the U.S. who are the primary grocery shopper or share that responsibility in their household.
  - What most concerns people about processed foods?
  - What is the potential impact of de-selection?
  - What are the message opportunities?



# Survey Findings

- Consumers do have negative perceptions of processed foods
  - These are deeply rooted and cut across all demographics
  - Certain ingredients have a high level of association with processed foods
  - These concerns are leading to de-selection of certain food and beverage categories
- However, there are some positive message associations with processed foods and other related terms.
  - Including value, consistency and convenience



# Many Are Unfavorable Toward Processed Foods

- The term “processed foods” has negative connotations; 43% of consumers rate themselves “unfavorable” compared to just 18% “favorable.”
- Sodium, trans fats, and high fructose corn syrup are poorly perceived and linked with processed foods.
- Those self defined as knowledgeable about food tend to have more negative views.
- A relatively small proportion of Americans indicate any recent exposure to media about processed foods



# Favorability is Lowest Among the Wealthiest and Most Highly Educated

## Favorability toward the term “Processed Foods”

Favorable:

18%

Neutral:

40%

Unfavorable:

43%

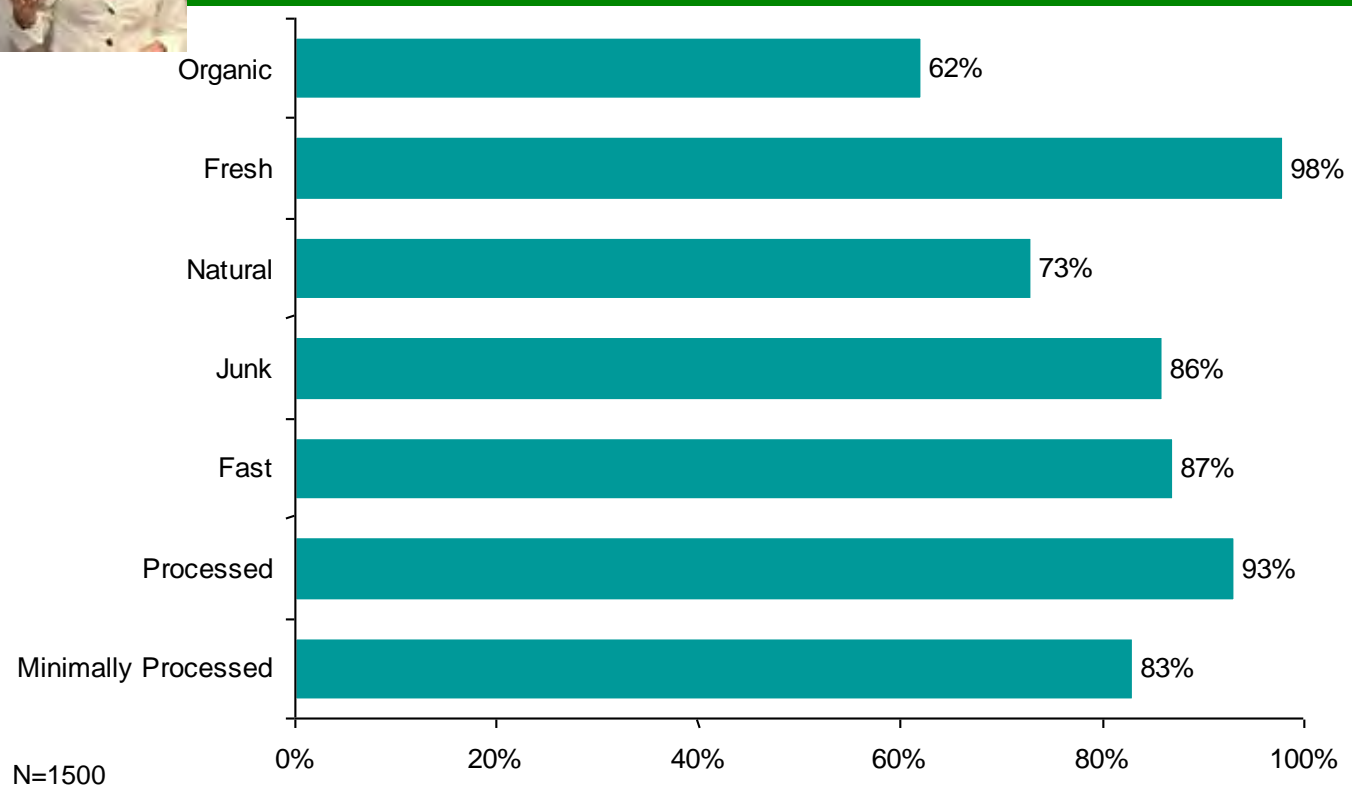


Those who are **unfavorable** toward processed foods are more likely than those who are favorable to be married, to have children living at home, to have achieved a higher educational status, to be female, Caucasian, and to have a higher household income.

# Categories of food: Nearly everyone eats fresh and processed food; two-thirds eat organic



Percent who use this type of product:



16. For each of these food, beverage or ingredient types, please indicate whether you have changed how much you consumed in the past 6 months (more or less), or if you plan to change how much you consume in the next six months (do you plan to consume more or less).

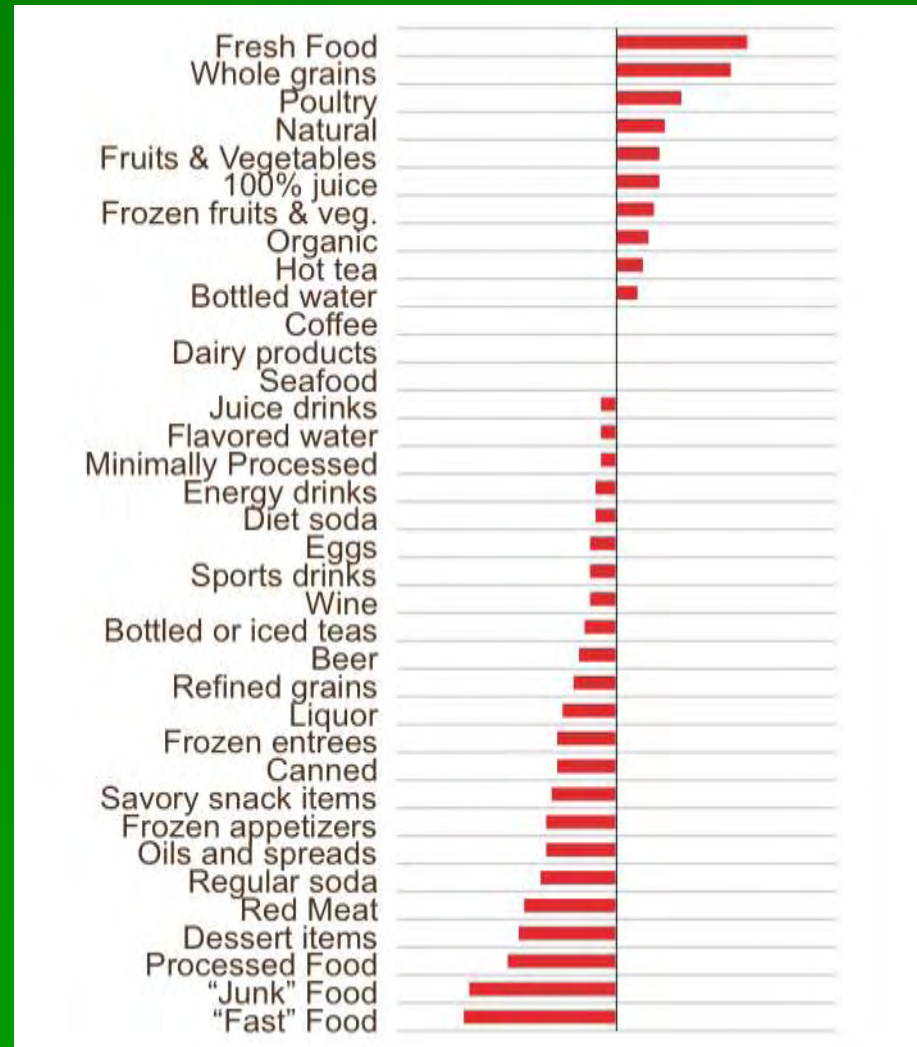
# Processed Foods at High Risk of De-Selection



## Relative Risk Score

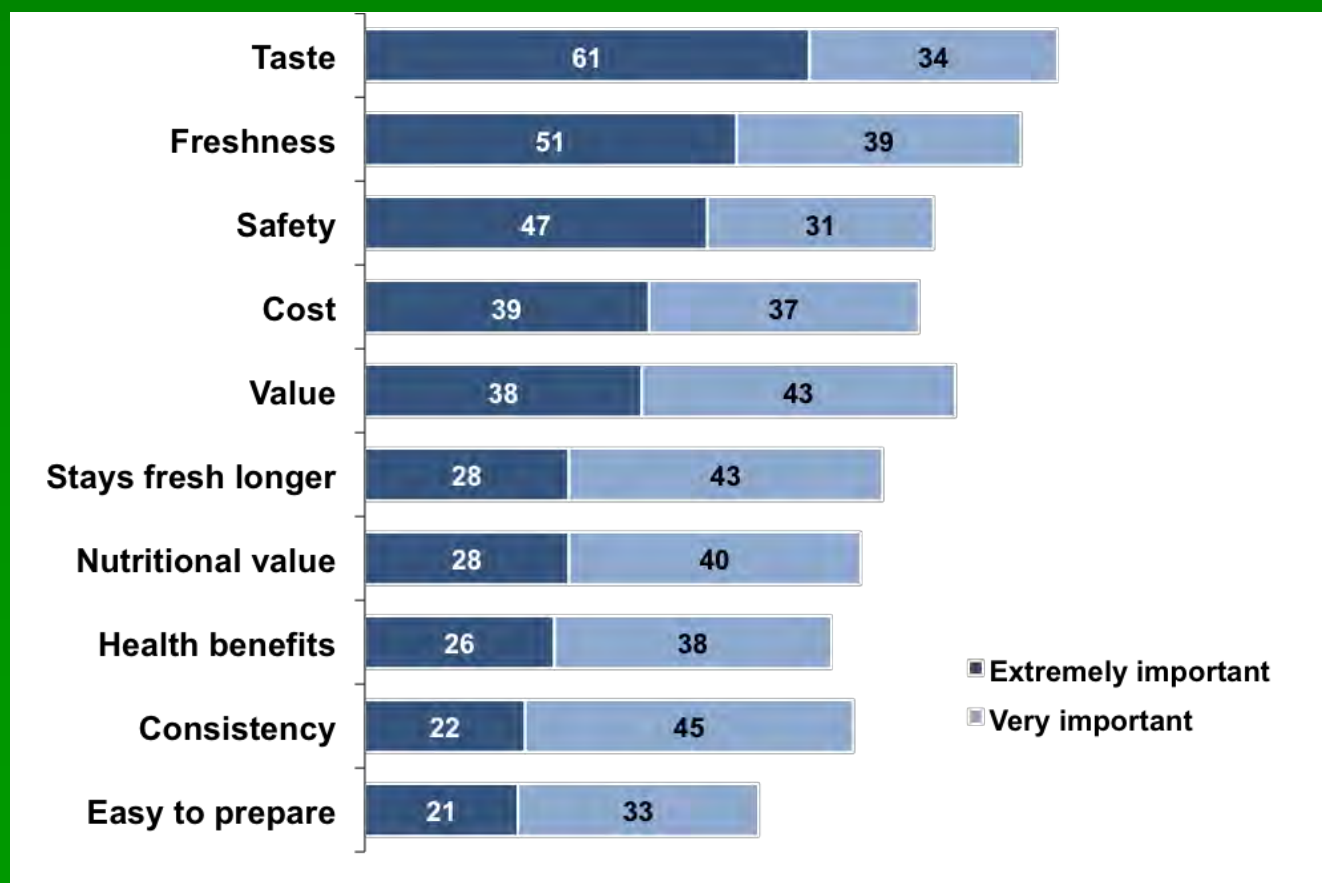
No specific category of processed food is being projected to be de-selected at the same pace as “processed foods” overall, but virtually all fall more or less heavily on the de-selection side of the equation.

Plan to decrease      Plan to increase



# Taste, Freshness and Safety Top Consumers' List of Important Food Attributes

Importance of traits when selecting foods and beverages to purchase



# Conclusions

1. There are some generally accepted strengths of processed foods
  - Processed foods are a critical component of our everyday diets
  - Processed foods provide a good value for the money
2. Despite the strengths, “processed food” has become the default for everything negative
  - The negative perceptions cut across the entire population.
3. There is no voice talking about the benefits of processed foods
  - There is an opportunity to remind consumers about these benefits



# IFT White Paper

**July 2010**

- Review of history, contributions, and controversies regarding processed foods.
- Published in *Critical Reviews in Food Science and Food Safety*, Sept. 2010 (now online)
  - Promoted to a wide audience
  - Used as foundational training tool



# Overview:

## Understanding Our Food Communications Tool Kit

- **Purpose:**
  - To provide background and teaching tools to help communicate about the role of food production and food processing
- **Goal:**
  - Help clear up misperceptions about processed foods and large scale agriculture, and to provide the facts about their uses and benefits
- **Who Can Use the Tool Kit?**
  - Anyone!
  - Intended for use by agriculture, food and nutrition opinion leaders; health professionals; industry members; and others
- **Target Audiences:**
  - Primary grocery shoppers and those somewhat unfavorable toward processed foods





# Tool Kit:

## Defining Processed Foods

- Most of the foods we eat are processed foods
- This includes most foods available in grocery stores as well as foods labeled as natural and organic, and foods fortified with nutrients like fiber, vitamin D and omega-3 fatty acids
- Processed foods also are used by the people who prepare our food in restaurants and other locations

### Examples:

**Minimally processed** foods - require limited processing or production

Foods processed to **preserve and enhance nutrients**, freshness

**Packaged and prepared** foods that combine ingredients

**“Ready-to-eat”** foods needing minimal or no preparation

Frozen meals and **foods packaged to extend freshness**

# Tool Kit: Benefits Messages

## 1: Safe, Tasty, High-Quality, Affordable Food

- Our food production system today delivers safe, tasty, high-quality, affordable food to your forks.
- Farmers, in partnership with food manufacturers, grocers, and foodservice establishments, bring an abundance of choices to your family table or restaurant menu, offering a wide spectrum of high-quality flavors and nutrients.



# Tool Kit:

## Benefits Messages

### 2: Endless Choices of Foods and Ingredients

- Food producers offer endless choices of foods and ingredients to prepare or add to your meals.
- When planning your meals for the day or week, processed foods are among the many options to pick from, depending on your lifestyle, personal preference and dietary needs.



# Tool Kit:

## Benefits Messages

### 3: Time-Saving, Nutritious Products

- Food processing makes it possible to have time-saving, nutritious products to help make meal preparation easy for today's busy families.
- With today's busy lifestyles, everyone needs a little help getting a nutritious meal on the table.
- Your grocer can help with fast, affordable, flavorful options –regardless of the size of your family.



# Tool Kit:

## Benefits Messages

### 4: Favorite Foods Available All Year Long

- Modern agriculture makes it possible to enjoy your favorite foods all year long.
- Without the advancement of global food systems, many of your favorite foods would only be available for short periods of time during the year.
- With modern food production, a variety of your family's favorite foods are available each and every day, no matter where you live.



# Message Testing: National Quantitative Consumer Study

- **Objectives:**

- Understand consumer reactions to proposed Tool Kit content
- Gauge level of interest, importance, & believability of the messages

- **Demographics:**

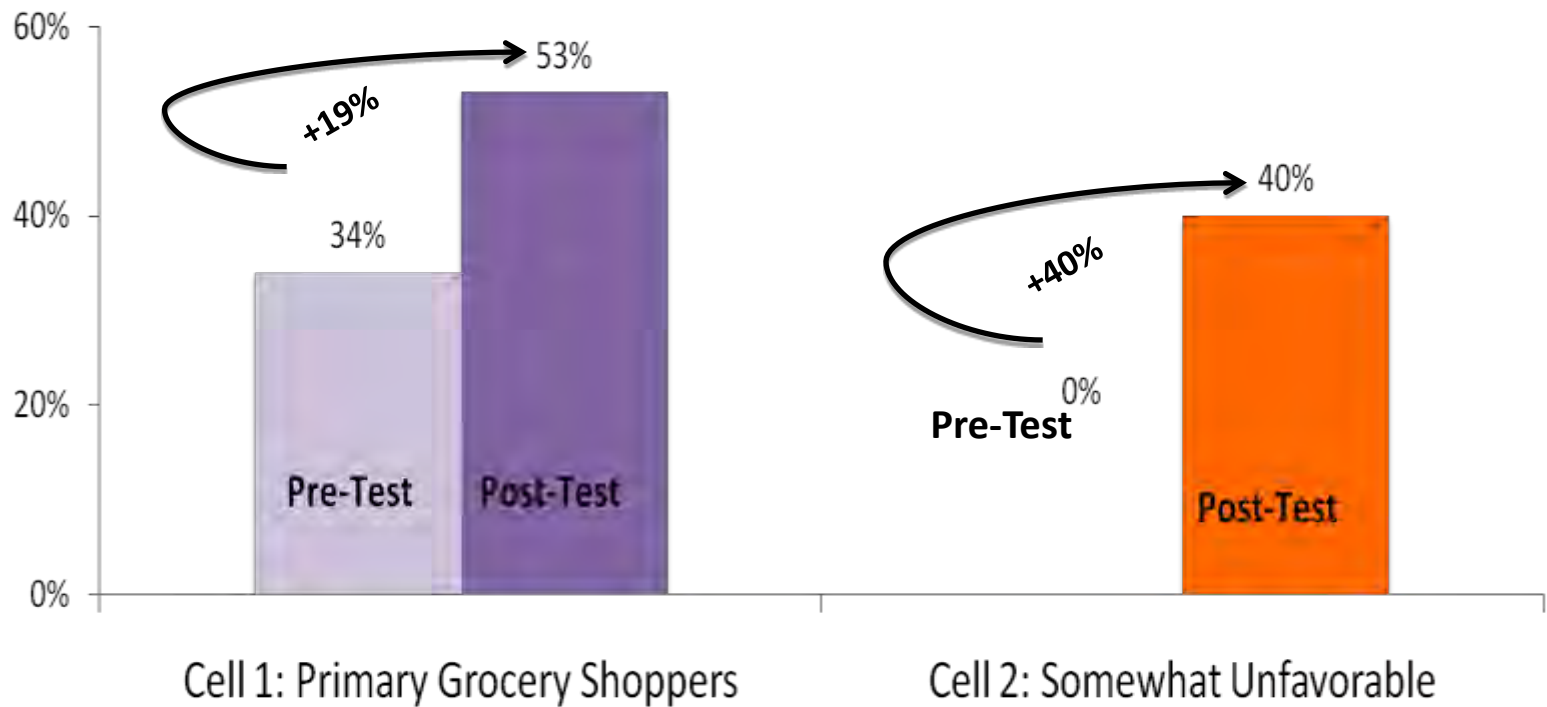
- Group 1 (n=344): Primary grocery shoppers or those who share shopping responsibility in a household
- Group 2 (n=300): Same as Group 1 but self-define as “somewhat unfavorable” to processed foods

- **Methodology**

- National quantitative online survey in 2010 by Strategic Intent
- Used repeated measures design to assess consumer reactions at start and end of each interview



# Message Testing: National Quantitative Consumer Study





# Message Testing: National Quantitative Consumer Study

## Consumer Reactions - *Looking at processed foods in a new way:*

- “There is more to processed food than I thought”
- “I had no idea processed food was so prevalent - even in ways one would not think, such as natural or organic”
- “This message is relevant because everyone always says processed food is bad for you when almost everything they eat (including myself) is in fact processed food”

# Message Testing: National Quantitative Consumer Study

- Consumers are generally favorable toward processed foods once provided the correct definition, what “processed foods” encompass, and the benefits they can provide.
- Important to fully incorporate the definitional core idea and the message concepts together - each represents a different and believable aspect of how consumers relate to food.
- And, it makes a stronger case for the benefits of processed foods among consumers.



# Understanding Our Food Communications Tool Kit

## Key Components:

1. **Leader Guide** with tips for health professionals and opinion leaders for communicating about food processing and technology, ag and food production
2. Five reproducible ***Consumer Education Handouts:***
  1. What are Processed Foods? You Might be Surprised!
  2. From Farm to Your Fork – What Food Processing Brings to Your Plate
  3. Your Foods... Your Choice
  4. Foods to Fit Your Busy Lifestyle
  5. Food Processing: Adding Variety to Your Table All Year Long



# IFIC Foundation's "Understanding Our Food" Communications Tool Kit



## Understanding Our Food Communications Tool Kit

Leader Guide

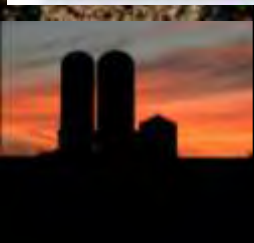


Download and print at:

[www.foodinsight.org/understandingourfood.aspx](http://www.foodinsight.org/understandingourfood.aspx)

# Production to Consumption

Where does “processing” begin?



# “Understanding Our Food” Grassroots Network

Advisory Group – Leaders From:

- Cornell University
- Purdue University
- UC Davis
- University of Florida

Organizational Support:

- American Dietetic Association (ADA)
- Institute of Food Technologists (IFT)
- American Society for Nutrition (ASN)
- Council for Agriculture, Science & Technology (CAST)





# Alliance to Feed the Future

Meeting the world's increasing food needs responsibly, efficiently and affordably.

**Mission:** To multiply the impact of separate efforts that build understanding of food production and technology issues among key stakeholders to balance the public dialogue on modern agriculture and large-scale food production.



# Alliance to Feed the Future

Meeting the world's increasing food needs responsibly, efficiently and affordably.

**What:** Umbrella network of initiatives responding to attacks on the modern food system.

**Why:** Connect various initiatives to be more effective.

**Who:** Professionals and societies, universities, government agencies, industry and commodity groups, communicators, etc.

**How:** Member website to access existing information, research, and resources; regular meetings to provide updates and determine additional needs.



# Alliance to Feed the Future

[www.alliancetofeedthefuture.org](http://www.alliancetofeedthefuture.org)

Meeting the world's increasing food needs responsibly, efficiently and affordably.

## 58 Member Organizations and Growing!

- Agricultural Communications Program, University of Illinois
- Agriculture Council of America – Ag Day
- Agriculture Future of America
- Agricultural Retailers Association
- American Feed Industry Association
- American Frozen Food Institute
- American Meat Institute
- American Peanut Council
- 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
- Center for Food Integrity
- Council for Agricultural Science & Technology (CAST)
- CropLife America
- Council for Biotechnology Information
- Frozen Potato Product Institute
- Egg Nutrition Center
- Grocery Manufacturers Association
- Institute for Food Safety and Health
- Institute of Food Technologists
- Institute of Shortening and Edible Oils
- International Food Additives Council
- International Food Information Council
- International Formula Council
- College of Agriculture and Life Sciences, Iowa State University
- Juice Products Association
- Kentucky Livestock Coalition
- Kentucky Soybean Association
- Kentucky Soybean Promotion Board
- National Association of Margarine Manufacturers
- National Association of Wheat Growers
- National Chicken Council
- National Confectioners Association
- National Council of Agricultural Employers
- National Frozen Pizza Institute
- National Institute for Animal Agriculture
- National Livestock Producers Association
- National Pasta Association
- National Pecan Shellers Association
- National Turkey Federation
- Produce Marketing Association
- Research Chefs Association
- Robert Mondavi Institute for Wine & Food Science at UC Davis
- Shelf-Stable Food Processors Association
- Snack Food Association
- United Egg Producers
- United Fresh Produce Association
- University of Florida Institute of Food & Agricultural Sciences
- University of Massachusetts Department of Food Science
- USA Rice Federation
- Vinegar Institute





# Thank You

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