Bee Marks
Communications Symposium
Tuesday, July 24, 2018
Minneapolis, MN

Toward Sustainable Diets:
Communicating the Evidence, Addressing the Challenges
Beatrice G. “Bee” Marks
1922 - 2017

One of the first individuals to use nutrition science to market food for health and wellness

Senior Vice President and Senior Counsel for Ketchum
Scientific insights about food commodities have value and interest to a wide audience – and should be front and center.

Farmers deserve to be heard; to be appreciated and to be able to tell their stories.

Close and trusting relationships among all sectors is important for food and nutrition communication and marketing.
Beatrice G. “Bee” Marks

- Served on SNE Foundation, Board of Trustees
- Honored as SNE Fellow of the Society
- Co-sponsored (with The Potato Board) SNE Communications Workshops and Outstanding Nutrition Education Award, both starting in 1974
Beatrice G. “Bee” Marks
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Food Sustainability: 
What Are Consumers Thinking and Doing?

Alexandra Lewin-Zwerdling, Ph.D. 
Vice President, Research and Partnerships 
International Food Information Council Foundation 
Washington DC
Toward Sustainable Diets: Communicating the Evidence, Addressing the Challenges

Sustainable Food Decisions: How Can Nutrition Education Help?

Mark David Richards, Ph.D.
Senior Vice President
KRC Research
New York, NY
Toward Sustainable Diets:
Communicating the Evidence, Addressing the Challenges

Continuing the Food Sustainability Conversation:
What Can Nutrition Educators Say?

Pam Koch, Ph.D.
Research Associate Professor and Executive Director
Laurie M. Tisch Center for Food, Education & Policy, Program in Nutrition
Teachers College Columbia University, New York, NY
Consumer Insights: Sustainability, Food Values and Safety

Alexandra Lewin-Zwerdling
Bee Marks Presentation
Society for Nutrition Education and Behavior
Consumer Research

Conduct unique research that elevates the IFIC Foundation as a consumer insights leader, generates media coverage, expands partnerships and drives strategy for communications programs

Provide value for diverse audiences, including government, NGOs, companies, academics and others
The International Food Information Council (IFIC) Foundation’s 2018 Food and Health Survey marks the 13th time the IFIC Foundation has surveyed American consumers to understand their perceptions, beliefs and behaviors around food and food purchasing decisions.

This year, the survey continues an examination of issues related to health and diet, food components, food production, and food safety. It also explores new topics, such as food insecurity, diets and eating patterns, and how consumers’ diets compare to dietary guidelines and expert recommendations.
• Online survey of 1,009 Americans ages 18 to 80. March 12 to March 26, 2018. The survey took approximately 21 minutes to complete.

• The results were weighted to ensure that they are reflective of the American population ages 18 to 80, as seen in the 2017 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.

• Note: changes in trend vs. 2017 are indicated where appropriate with up and down arrows.
One-Third of Consumers Follow an Eating Pattern, but Patterns are Diverse
One-Third Follow a Specific Eating Pattern

A higher number of younger consumers (18 to 34) followed a specific eating pattern/diet

Q27: Have you followed any specific eating pattern or diet at any time in the past year? Select all that apply. (n=1,009)

Following Specific Eating Pattern

Type of Eating Pattern Followed

- Intermittent fasting
- Paleo diet
- Gluten-free diet
- Low-carb diet
- Mediterranean diet
- Whole 30
- High-protein diet
- Vegetarian or vegan diet
- Weight-loss plan
- Cleanse
- DASH diet
- Ketogenic or high-fat diet
- Other

16% NET: Low-carb-related diets

36% Followed a specific eating pattern in the past year

Q27: Have you followed any specific eating pattern or diet at any time in the past year? Select all that apply. (n=1,009)
Motivators for Adopting Specific Eating Pattern

Almost half of consumers indicate they adopted a new eating pattern in an effort to lose weight

Motivations for Adopting a New Eating Pattern
(Of those who followed a specific eating pattern in past year)

- I wanted to lose weight: 56%
- I wanted to feel better and have more energy: 20%
- I wanted to protect my long-term health/prevent future health conditions: 40%
- I wanted to prevent weight gain: 80%
- I wanted to protect my long-term health/prevent future health conditions: 40%
- I noticed a change in my physical appearance: 20%
- A conversation with my personal health care professional: 0%
- I was diagnosed with a health condition: 0%
- I wanted to prevent any changes in my physical appearance: 0%
- A conversation with a friend or family member: 0%
- I wanted to set a good example for my friends and family: 0%
- A news article, blog post, or study that discussed the effects of poor eating habits: 0%
- Other: 0%

Q28: Which of the following motivated you to make an effort to adopt a new eating pattern/diet? Select all that apply. (Of those who followed a specific eating pattern in past year, n=369)

56% Of non-Hispanic whites tried a new eating pattern in order to lose weight

52% Of those age 50-64 and 47% of those age 65+ followed a new eating pattern in an effort to protect long-term health
Eating Behaviors Diverge from MyPlate Recommendations
3 in 10 Know A Lot/Fair Amount About MyPlate

Younger consumers, those in better health, parents and women are particularly familiar with the icon

Familiarity with the MyPlate Graphic

- 59% have seen the MyPlate graphic
- 69% of parents with children under 18 have seen the MyPlate graphic

Q6: How familiar are you, if at all, with the following graphic? (n=1,009)
A Typical Dinner Plate is Mismatch to MyPlate

Americans report getting less fruits and vegetables, and more protein, than is recommended by MyPlate

My Plate Vs. What Consumers Say Is On Their Plate

48% include dairy often

MyPlate.gov

Q2: Thinking about your average dinner, what percentage of your plate would contain each of the following types of food? Please note, your response must total to 100%. (n=1,009)

Q3: Thinking about your average dinner, about how often do you include a serving of dairy (ex: milk, cheese, yogurt, etc.)? (n=1,009)
Beliefs about Expert Recommendations

Consumers believe experts recommend a larger portion of fruit and a smaller portion of protein than what they say is actually on their plate.

Q2: Thinking about your average dinner, what percentage of your plate would contain each of the following types of food? Please note, your response must total to 100%. (n=1,009)

Q4: What percentage of a healthy adult’s plate do you think health experts recommend should contain each of the following types of food? Please note, your response must total to 100% (n=1,009)
Consumers Rely on a Multitude of Information Sources, Some of Which They Trust
Consumers Put Trust in Health Professionals

Trust in Government agencies has increased significantly since 2017, going from 25% highly trust to 38%

[Bar chart showing trusted sources about which foods to eat/avoid]

- Conversation with registered dietitian nutritionist
- Conversation with personal healthcare professional
- Conversation with wellness counselor or health coach
- Reading a scientific study
- Conversation with fitness professional
- Government agency (USDA, EPA, FDA, or CDC)
- Health-focused website
- Doctor or nutritionist on TV or via social media
- Chef or culinary professional
- Fitness, diet or nutrition mobile app
- Health, food or nutrition bloggers
- Friend or family member
- News article or headline, or news on TV
- A food company or manufacturer

Trust scores range from 5 (a lot) to 1 (not at all)
No One Source of Information Used

Consumers who rate food sustainability as very important generally indicated using more sources

Sources for Information About Which Foods to Eat/Avoid

- Conversation with personal healthcare professional
- Friend or family member
- News article or headline, or news on TV³
- Conversation with registered dietitian nutritionist
- Health-focused website
- Reading a scientific study
- Doctor or nutritionist on TV or via social media²
- Conversation with wellness counselor or health coach
- Conversation with fitness professional
- Government agency (USDA, EPA, FDA, or CDC)¹
- Fitness, diet or nutrition mobile app
- Health, food or nutrition bloggers
- A food company or manufacturer
- Chef or culinary professional

Consumers who rate food sustainability as very important generally indicated using more sources.
Relationship Between Trust and Reliance

Health professionals trusted and used by consumers to guide health and food decisions

Level of Trust vs. Reliance as a Source

Degree of Trust (% 4-5 out of 5)

Reliance as Source (% 4-5 out of 5)
Healthcare Professionals Impact Eating Habits

Most consumers indicate they made a change to eating habits as a result of a conversation with healthcare professional.

Q11: How often do you get information from the following on which foods to eat and avoid? (n=1,009)

Q12: Have you changed your eating habits as a result of a conversation with a personal healthcare professional? (If has conversation with Personal Healthcare Professional 3-5, n=541)

- Yes, completely changed my eating habits (i.e., started a new diet plan or eating pattern)
- Yes, made significant changes (i.e., reduced or eliminated certain types of foods)
- Yes, made minor changes (i.e., eat a serving of vegetables at lunch)
- No, have not made any changes

78% of consumers made a change.
6 in 10 Could Not Connect a Food to a Goal

Protein and vegetables generally perceived as most beneficial for top health issue

Able to Link Top Health Issue to Food

38%
Able to name a food they would seek for top health issue

Food or Nutrient Sought for Top Health Issue

Q32: Can you name a food or nutrient that you would seek out to help with [1st Health Issue]? (Of those who mentioned a health benefit they are interested in getting from food or nutrients, n=972)
Q8: Do you agree or disagree with the following statement? "There is a lot of conflicting information about what foods I should eat or avoid." (n=1,009)

Q9: Do you agree or disagree with the following statement? "The conflicting information about what I should be eating makes me doubt the choices I make." (Of those who agree about conflicting information, n= 817)
Range of Food Attributes Impact Food Choice
Taste and Price Remain Top Drivers

Although price is a top driver, it again comes in at a lower level than was seen before 2017.

Purchase Drivers Over Time (4-5 Impact out of 5)

Q13: How much of an impact do the following have on your decision to buy foods and beverages? (n=1,009)
Familiarity is an Important Purchase Driver

Key drivers, like taste, remain unchanged from 2017

Drivers of Food/Beverage Purchases

- **Taste**: 5 - A great impact: 40%, 4: 30%, 3: 20%, 2: 10%, 1 - No impact: 0%
- **Price**: 5 - A great impact: 40%, 4: 30%, 3: 20%, 2: 10%, 1 - No impact: 0%
- **Familiarity**: 5 - A great impact: 40%, 4: 30%, 3: 20%, 2: 10%, 1 - No impact: 0%
- **Healthfulness**: 5 - A great impact: 40%, 4: 30%, 3: 20%, 2: 10%, 1 - No impact: 0%
- **Convenience**: 5 - A great impact: 40%, 4: 30%, 3: 20%, 2: 10%, 1 - No impact: 0%
- **Sustainability**: 5 - A great impact: 40%, 4: 30%, 3: 20%, 2: 10%, 1 - No impact: 0%

Q13/14: How much of an impact do the following have on your decision to buy foods and beverages? (n=1,009)

57% of those under 35 say familiarity is a top driver vs. roughly 7 in 10 older consumers.

Consumers who report being confused by conflicting nutrition information are more likely to be influenced by several of these factors.
How Often Consult Packaging Information

Q15: How often do you consult the following packaging information before deciding to purchase a food or beverage? (n=1,009)

- Nutrition facts panel
- Ingredients list
- Statements about health or nutrition benefits (e.g., "Reduces risk of heart disease"; "Made with 100% whole grains")

Over half of consumers look at nutrition facts panel or ingredient list often or always when making a purchasing decision.

NFP and Ingredients List Equally Consulted

All three packaging information types were viewed most by:
- Those in excellent/very good health
- Those who say sustainability is very important

Q15: How often do you consult the following packaging information before deciding to purchase a food or beverage? (n=1,009)
Consumers See Many Nutrients As Healthy

Vitamin D, fiber and whole grains ranked healthy by at least 80% of consumers

Perceived Healthfulness of Foods

% Healthy by Gender

Q30: How would you rate the healthfulness of each of the following? (n=1,009)

Vitamin D, Omega-3s, Probiotics

Healthy
Neither healthy nor unhealthy
Unaware
Unhealthy

Men
Women
Consumers Evaluate Foods Based on Personal Beliefs and Values
How Context Influences the Consumer

Despite identical nutritional info, GMOs, longer ingredients lists, sustainable production and freshness influence perception

If Two Products Have the Same Nutrition Facts Panel...

**Which is Healthier?**

<table>
<thead>
<tr>
<th></th>
<th>Contains GMO Ingredients</th>
<th>Longer List of Ingredients</th>
<th>Tastes Sweeter</th>
<th>Produced With Newer Technology</th>
<th>Produced in More Environmentally Sustainable Way</th>
<th>Fresh Food Product</th>
<th>Contains Non-GMO Ingredients</th>
<th>Shorter List of Ingredients</th>
<th>Tastes Less Sweet</th>
<th>Not Produced With Newer Technology</th>
<th>Produced in Less Environmentally Sustainable Way</th>
<th>Frozen Food Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contents per Serving</td>
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<tr>
<td>Calories</td>
<td>10%</td>
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<td>20%</td>
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<td>Total Fat</td>
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<td>Saturated Fat</td>
<td>2g</td>
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<td>Trans Fat</td>
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<td>Total Sugars</td>
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<td>Protein</td>
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<tr>
<td>Vitamin D</td>
<td>0mcg</td>
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<td>Calcium</td>
<td>25mg</td>
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<td>Iron</td>
<td>8mg</td>
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<tr>
<td>Potassium</td>
<td>253mg</td>
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</table>

* The % Daily Value (%DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Q18: Imagine you came across two food products that had the exact same Nutrition Facts panel. Would any of the following details lead you to believe that one of the products was more likely to be healthier? (n=1,009)
Understanding Production Increasingly Impacts Food Purchases

Over half of respondents indicate recognizing the ingredients, understanding where food is from and number of ingredients as key

Important Factors When Purchasing Food
Knowing the food contains only natural ingredients

Knowing where the food comes from

Understanding how the food is produced

Knowing that the restaurant has a commitment to environmental sustainability

Availability of organic options

Food sources and production are top 2 important factors when selecting a restaurant

Important Factors When Choosing a Restaurant or Cafeteria
Natural, No Added Hormones Important Labels

Consumers more influenced by labels when shopping for food than when eating away from home

Labeling Influence on Purchasing Behavior

- Natural
- No added hormones or steroids
- Pesticide-free
- Organic
- Non-GMO
- Raised without antibiotics
- Locally sourced
- Sustainably sourced
- None of the above

Shopping for food and beverages vs. Eating away from home

FOODINSIGHT.ORG
Majority Say Sustainability of Food Important

Sustainability for consumers means reducing pesticides, an affordable food supply, and conserving natural habitats

Importance of Sustainability in Food Products Purchased

- Very important
- Somewhat important
- Neither important nor unimportant
- Not very important

59% Important

Ranked Important Aspects of Sustainable Food Production
(Of those who say it’s important their food be produced sustainably)

- Reducing the amount of pesticides*
- Ensuring an affordable food supply
- Conserving the natural habitat*
- Ensuring sufficient food supply for the growing population*
- Conserving farmland over multiple generations
- Less food and energy waste
- Produce more food with less use of natural resources
- Fewer food miles (shorter distance from farm to point of purchase)
- None of the above are important*
Sustainability as a concept is connected to self-reliance and the land and, therefore, not always reflective of consumers’ key interests

<table>
<thead>
<tr>
<th>sustainability Means...</th>
<th>Consumer-defined Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Among those familiar with the term</td>
<td></td>
</tr>
<tr>
<td>Ability to last over time</td>
<td>58% ↑ +6pp</td>
</tr>
<tr>
<td>Conserving natural resources</td>
<td>50%</td>
</tr>
<tr>
<td>Recycle, reuse, reduce</td>
<td>46%</td>
</tr>
<tr>
<td>Environmentally friendly</td>
<td>41%</td>
</tr>
<tr>
<td>Ability to support oneself (self-reliance)</td>
<td>35% ↑ +5pp</td>
</tr>
<tr>
<td>Responsible farming methods</td>
<td>34% ↑ +7pp</td>
</tr>
<tr>
<td>Responsibility</td>
<td>33%</td>
</tr>
<tr>
<td>Reducing carbon footprint</td>
<td>31%</td>
</tr>
<tr>
<td>Maintaining a clean water supply</td>
<td>26%</td>
</tr>
<tr>
<td>Green</td>
<td>25%</td>
</tr>
<tr>
<td>Stewardship of land</td>
<td>25% ↑ +7pp</td>
</tr>
<tr>
<td>Economic viability</td>
<td>23%</td>
</tr>
<tr>
<td>Humane treatment of animals</td>
<td>13%</td>
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<tr>
<td>Simple living</td>
<td>13%</td>
</tr>
<tr>
<td>High quality</td>
<td>12%</td>
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<tr>
<td>All-natural</td>
<td>12%</td>
</tr>
<tr>
<td>Fair Trade</td>
<td>10%</td>
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<tr>
<td>Organic</td>
<td>10%</td>
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<tr>
<td>Local</td>
<td>6% ↓ -3pp</td>
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<tr>
<td>Social activism</td>
<td>6%</td>
</tr>
<tr>
<td>Connecting with others</td>
<td>5%</td>
</tr>
<tr>
<td>Reduction of meat consumption</td>
<td>5%</td>
</tr>
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</table>

7 in 10 Prefer No Artificial Ingredients

That said, only 4 in 10 of those who do prefer the option with no artificial ingredients would pay an additional 50% for it

Preference for Products with No Artificial Ingredients

Imagine you are going to the store to purchase a food or beverage you like. You see they have made a newer version of the product. Option A has all the original ingredients you are familiar with, including artificial ingredients. Option B has similar ingredients, except no artificial ingredients. Which option would you likely purchase?

If Option B is Preferred: If Option A costs $1.00, what is the most you would be willing to pay for Option B?

Only 62% would pay more than $1.00
4 in 10 would pay an additional 50%
1 in 5 would go as high as 2x the base cost

Max Price Willing to Pay

Q55: Imagine you are going to the store to purchase a food or beverage you like. You see they have made a newer version of the product. Option A has all the original ingredients you are familiar with, including artificial ingredients. Option B has similar ingredients, except no artificial ingredients. Which option would you likely purchase? (n=1,009)

Q56: If Option A costs $1.00, what is the most you would be willing to pay for Option B? (Of those who are likely to purchase Option B, n= 736)

F O O D I N S I G H T . O R G
Those Who Prefer No Artificial Ingredients

Preference for Option B (without artificial ingredients) varies by age, income, gender and other demographics

Preference for Products with No Artificial Ingredients

Imagine you are going to the store to purchase a food or beverage you like. You see they have made a newer version of the product. Option A has all the original ingredients you are familiar with, including artificial ingredients. Option B has similar ingredients, except no artificial ingredients. Which option would you likely purchase?

Likely to Purchase Option B

<table>
<thead>
<tr>
<th>Age</th>
<th>Likely to Purchase Option B</th>
</tr>
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<tbody>
<tr>
<td>18-34</td>
<td>52%</td>
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<tr>
<td>35-49</td>
<td>66%</td>
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<tr>
<td>50-64</td>
<td>83%</td>
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<tr>
<td>65-80</td>
<td>81%</td>
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<table>
<thead>
<tr>
<th>Household income</th>
<th>Likely to Purchase Option B</th>
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</thead>
<tbody>
<tr>
<td>&lt;$35K</td>
<td>63%</td>
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<tr>
<td>$35K-$74K</td>
<td>65%</td>
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<tr>
<td>$75K+</td>
<td>76%</td>
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<table>
<thead>
<tr>
<th>Gender</th>
<th>Likely to Purchase Option B</th>
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</thead>
<tbody>
<tr>
<td>Men</td>
<td>65%</td>
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<tr>
<td>Women</td>
<td>72%</td>
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<table>
<thead>
<tr>
<th>Has kids under 18</th>
<th>Likely to Purchase Option B</th>
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<tbody>
<tr>
<td>Yes</td>
<td>57%</td>
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<tr>
<td>No</td>
<td>73%</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Has non-comm. disease</th>
<th>Likely to Purchase Option B</th>
</tr>
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<tbody>
<tr>
<td>Yes</td>
<td>60%</td>
</tr>
<tr>
<td>No</td>
<td>70%</td>
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</table>

Q55: Imagine you are going to the store to purchase a food or beverage you like. You see they have made a newer version of the product. Option A has all the original ingredients you are familiar with, including artificial ingredients. Option B has similar ingredients, except no artificial ingredients. Which option would you likely purchase? (n=1,009)

Also more likely to purchase option B:

- Non-Hispanic white consumers
- Those with higher education
Even when an attribute is important, there is a variability in consumer willingness to pay more for it.

### Willing to Pay an Extra 50% or More for Sustainable Attributes — Food and Beverage

Among those who rated attribute 4 or 5 (very important) on 5pt scale

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free of potential toxins</td>
<td>58%</td>
</tr>
<tr>
<td>Supports US economy</td>
<td>51%</td>
</tr>
<tr>
<td>Good animal welfare practices</td>
<td>58%</td>
</tr>
<tr>
<td>Fair treatment of workers/employees</td>
<td>52%</td>
</tr>
<tr>
<td>Minimizing pollution of air, water, soil</td>
<td>56%</td>
</tr>
<tr>
<td>Minimizes food waste</td>
<td>51%</td>
</tr>
<tr>
<td>Conserves natural habitats, resources</td>
<td>53%</td>
</tr>
<tr>
<td>Supports local economy</td>
<td>57%</td>
</tr>
<tr>
<td>Good pay/benefits for workers/employees</td>
<td>56%</td>
</tr>
<tr>
<td>Natural agricultural methods/practices</td>
<td>57%</td>
</tr>
<tr>
<td>Supporting small companies</td>
<td>56%</td>
</tr>
<tr>
<td>Minimal/eco-friendly packaging</td>
<td>51%</td>
</tr>
<tr>
<td>Fair trade sourcing of products/ingredients</td>
<td>49%</td>
</tr>
<tr>
<td>Organic ingredients/production practices</td>
<td>61%</td>
</tr>
<tr>
<td>Small carbon footprint</td>
<td>54%</td>
</tr>
<tr>
<td>Involvement/support for social causes</td>
<td>58%</td>
</tr>
<tr>
<td>Knowing who owns the company</td>
<td>52%</td>
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<tr>
<td>Supporting large companies with big impact</td>
<td>54%</td>
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Read as: 58% of consumers who rate “free of potential toxins” important for food/beverage are willing to pay an extra 50% or more for such a product.

Millennials show significantly higher willingness to pay more for every single attribute on this list.

Lack of knowledge and expense continue to be key barriers

Almost 7 in 10 Have Confidence in Food Supply

Foodborne illness, carcinogens, and chemicals in foods continue to be pressing safety issues.

Confidence in Overall Food Supply

- Very confident: 68% (Very / Somewhat confident)
- Somewhat confident: 28%
- Not too confident: 4%
- Not at all confident: 1%
- Not sure: 5%

Most Important Food Safety Issues Today

1. Foodborne illness from bacteria
2. Carcinogens or cancer-causing...
3. Chemicals in food
4. Pesticides / pesticide residues
5. Food additives and ingredients
6. The presence of allergens in food
7. Animal antibiotics
8. Biotechnology / "GMO"s
9. Other

0% 20% 40% 60%
Less than Half Changed Eating Because of Safety

Carcinogens is the concern that spurs the most change in eating habits

43% Changed eating habits due to concern

Changed Eating Habits Due to Concerns about Top Safety Issue

Changed Habits by the Concern Driving the Change

- Carcinogens or cancer-causing...
- Foodborne illness from bacteria
- Pesticides / pesticide residues
- Chemicals in food
- Food additives and ingredients
- The presence of allergens in food
- Animal antibiotics
- Biotechnology / ”GMO”s
- Other
News Sources Impact Opinion on Food Safety

Generations influenced by different sources, with younger adults more influenced by family, doctors on tv or food companies

Top Source of Influence on Opinion about Top Safety Concern

- News article or headline, or news on TV
- Friend or family member
- Government agency (USDA, EPA, FDA, or CDC)
- Reading a scientific study
- Doctor or nutritionist on TV or social media
- Health-focused website
- Conversation with personal healthcare professional
- A food company or manufacturer
- Conversation with registered dietitian nutritionist
- Health, food or nutrition bloggers
- Fitness, diet or nutrition mobile app
- Conversation with wellness counselor or health coach
- Conversation with fitness professional
- Chef or culinary professional

Age

0% 10% 20% 30% 50%
For more information, visit: foodinsight.org/FHS

@foodinsight

https://www.facebook.com/FoodInsight
Communicating about Sustainable Diets Using a Systems Approach

Pamela Koch, EdD, RD
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<th>Communication Strategies</th>
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How can you use this and what you have learned in both sessions to facilitate your discussions about food systems?
Toward Sustainable Diets:
Communicating the Evidence,
Addressing the Challenges