

# 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



# Beatrice G. “Bee” Marks

- 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



*Guendoline Brown, 1993-94 SNE president, with Bee Marks, recipient of the Fellow of the Society Award.*



# Beatrice G. “Bee” Marks

1922 - 2017



# **Toward Sustainable Diets: Communicating the Evidence, Addressing the Challenges**

## **Bee Marks Communications Symposium**

Tuesday, July 24, 2018  
Minneapolis, MN

**OPTIMIZING IMPACT**  
Supporting Food Systems with Nutrition Education



SOCIETY FOR NUTRITION EDUCATION AND BEHAVIOR  
**2018 Annual Conference**  
JULY 21-24 • MINNEAPOLIS MINNESOTA

**Toward Sustainable Diets:  
Communicating the Evidence, Addressing the Challenges**

**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



INTERNATIONAL  
FOOD INFORMATION  
COUNCIL FOUNDATION



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

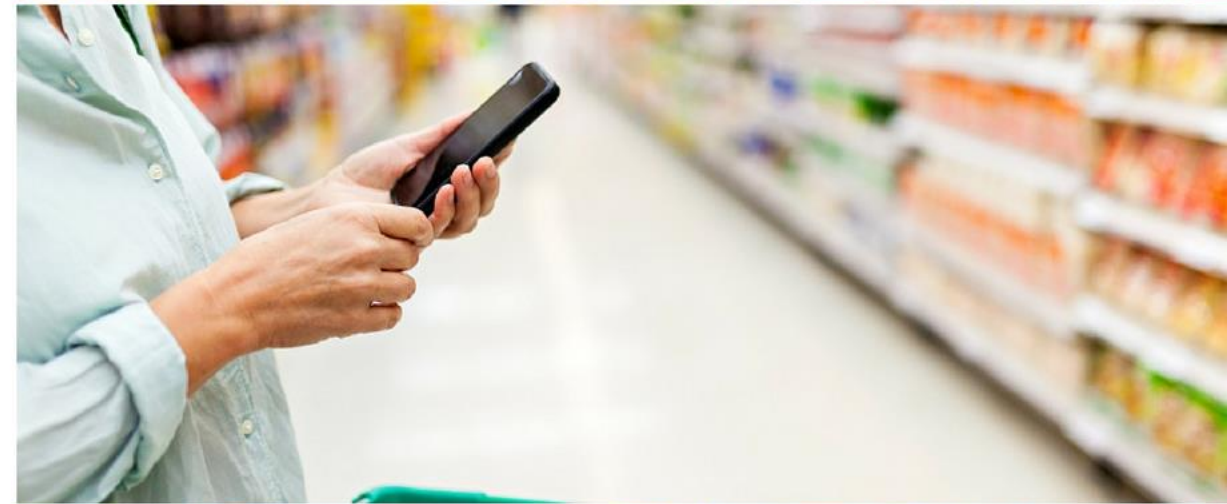
Provide value for diverse audiences, including government, NGOs, companies, academics and others

The Washington Post logo, featuring the text "The Washington Post" in a black, serif font, with "The" on the top line, "Washington" in the middle, and "Post" at the bottom.The U.S. News & World Report logo, featuring the text "U.S. News" in white on a blue background, with "& WORLD REPORT" in smaller white text above it.The Forbes logo, featuring the word "Forbes" in a blue, serif font.The SHAPE logo, featuring the word "SHAPE" in a bold, pink, sans-serif font.The FOOD & WINE logo, featuring the words "FOOD & WINE" in a bold, black, sans-serif font.

## BACKGROUND

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.







## METHODOLOGY

- 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

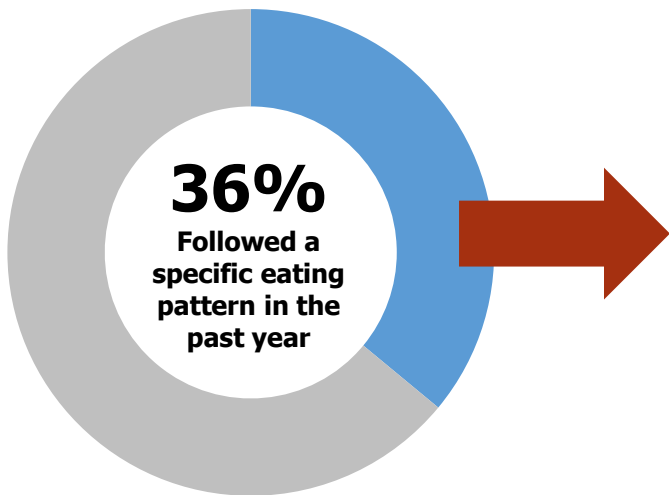




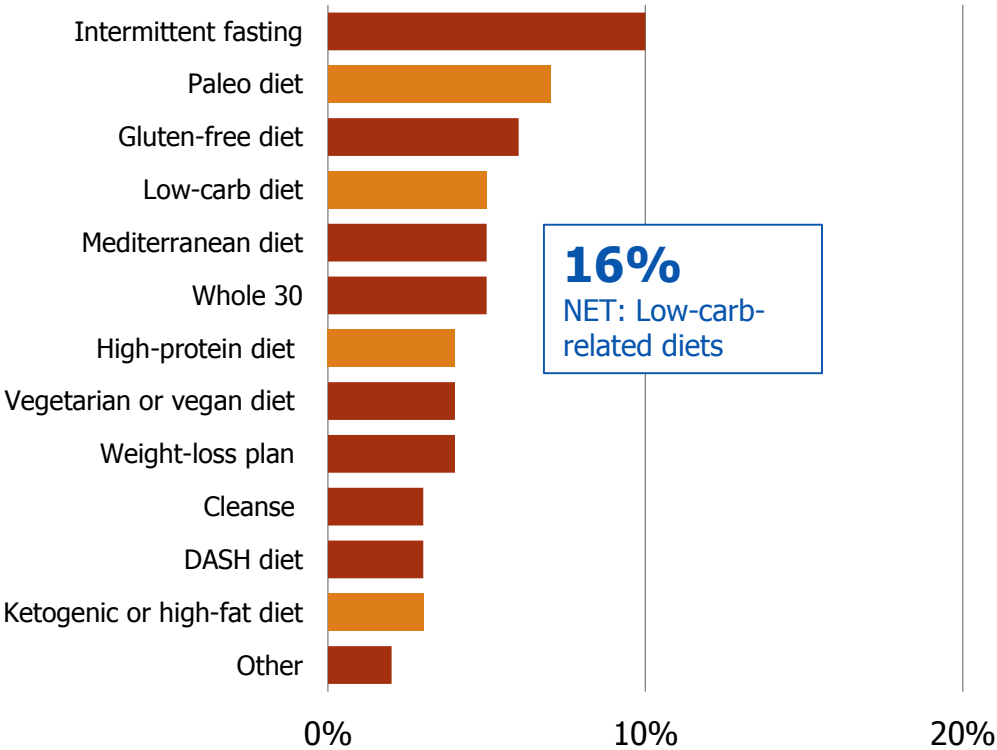
# One-Third Follow a Specific Eating Pattern

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

## Following Specific Eating Pattern



## Type of Eating Pattern Followed

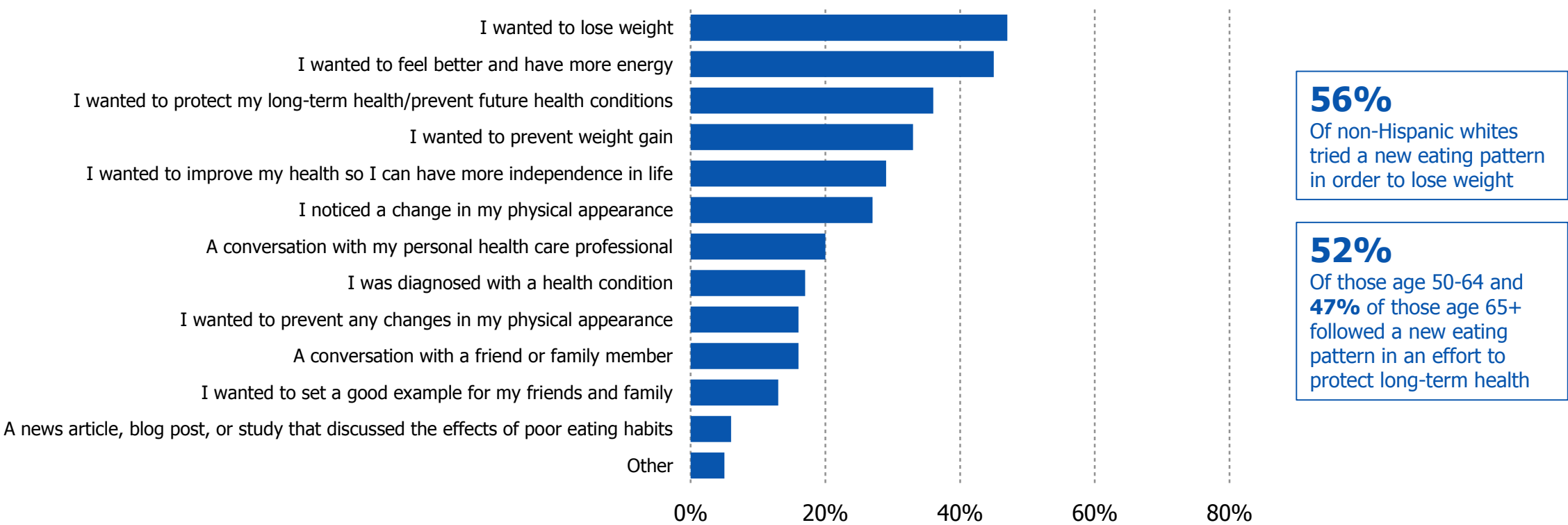


Q27: Have you followed any specific eating pattern or diet at any time in the past year? Select all that apply. (n=1,009)

# 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)



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)



# Eating Behaviors Diverge from MyPlate Recommendations



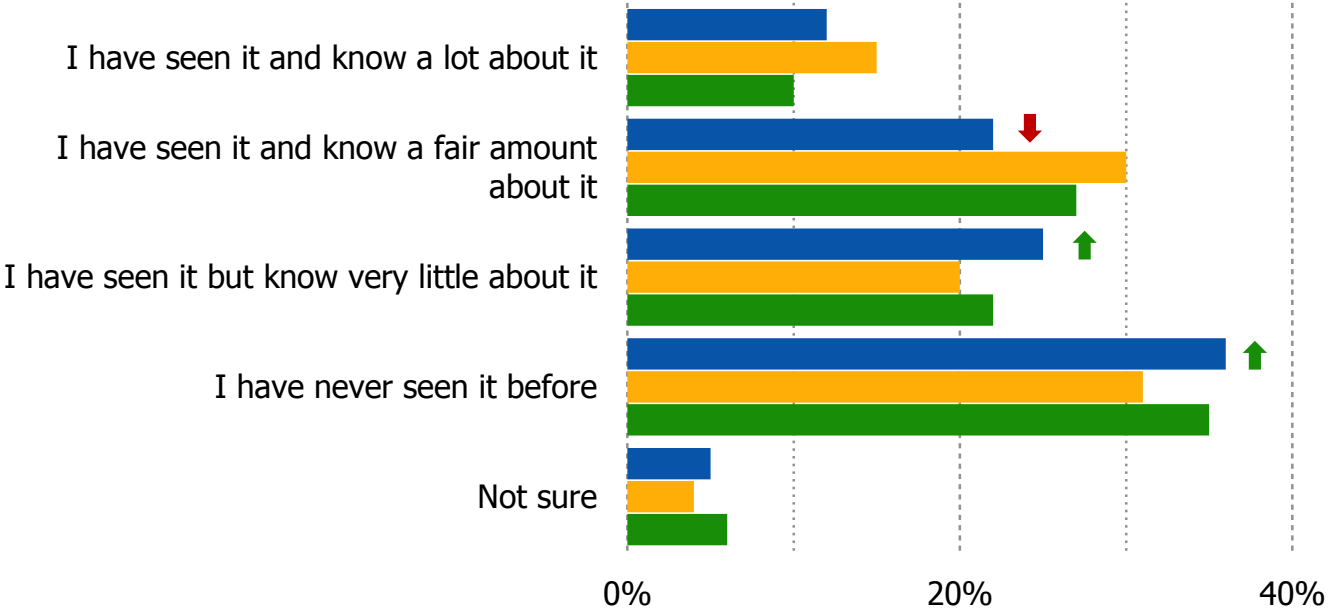


# 3 in 10 Know A Lot/Fair Amount About MyPlate

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

## Familiarity with the MyPlate Graphic

■ 2018 ■ 2017 ■ 2016



**59%**  
Have seen the MyPlate graphic

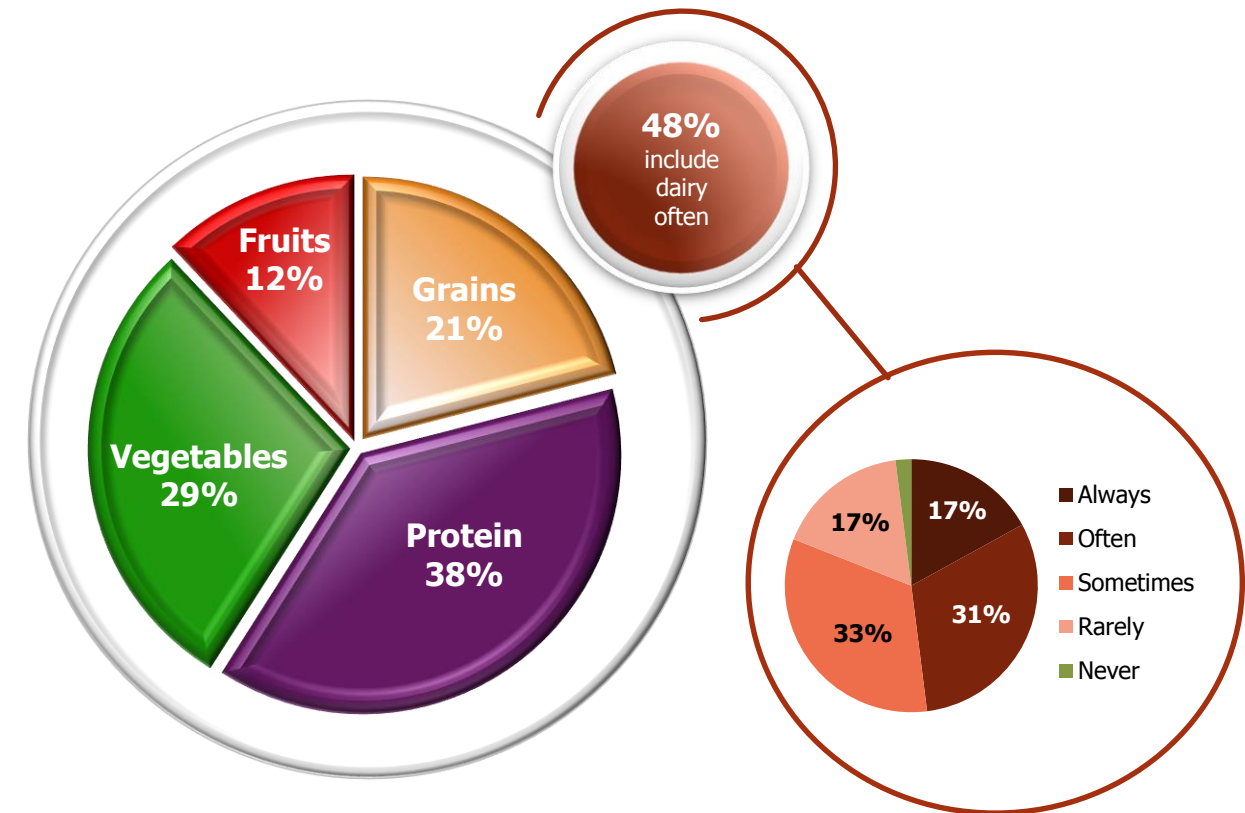
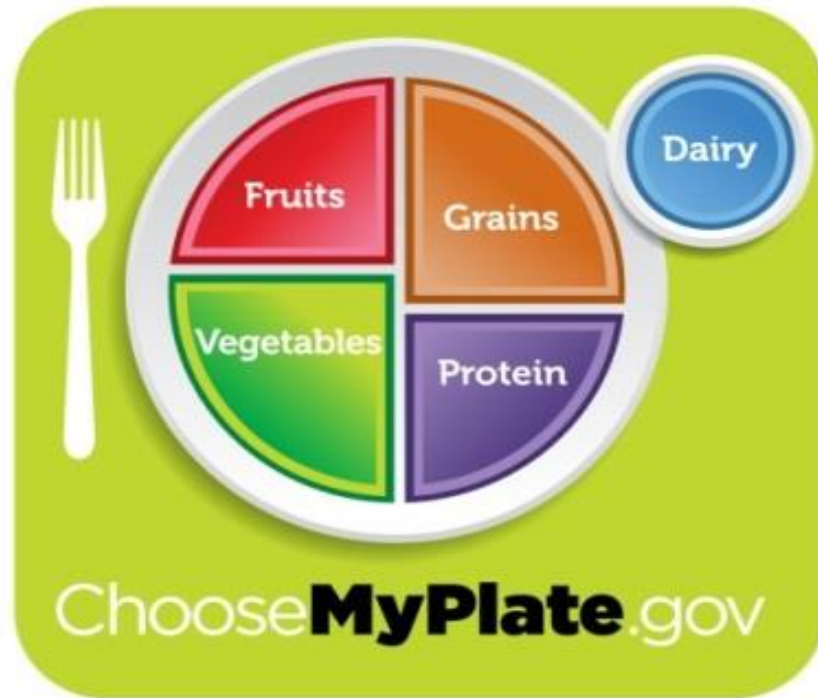
**69%**  
Of parents with children under 18 have seen the MyPlate graphic

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



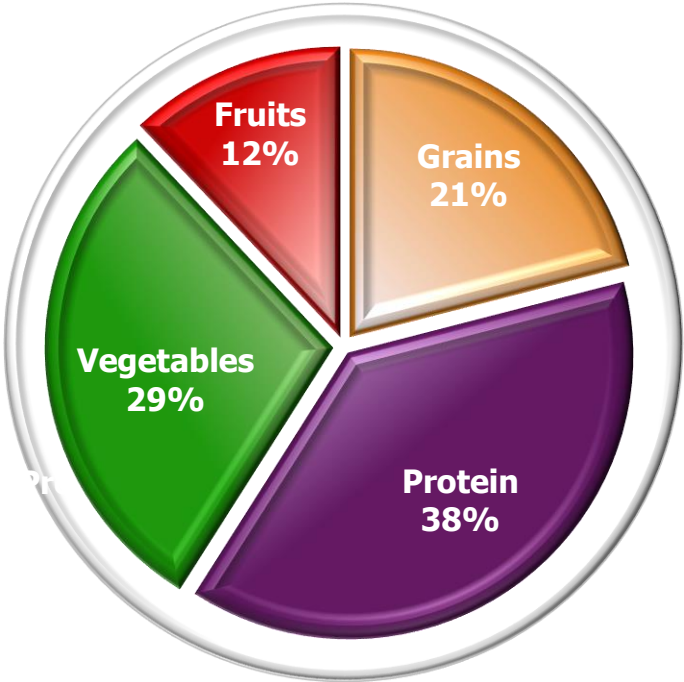
Q2: Thinking about your average dinner, what percentage of your plate would contain each of the following types of food? Please note, your response must total to 100%. (n=1,009)

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

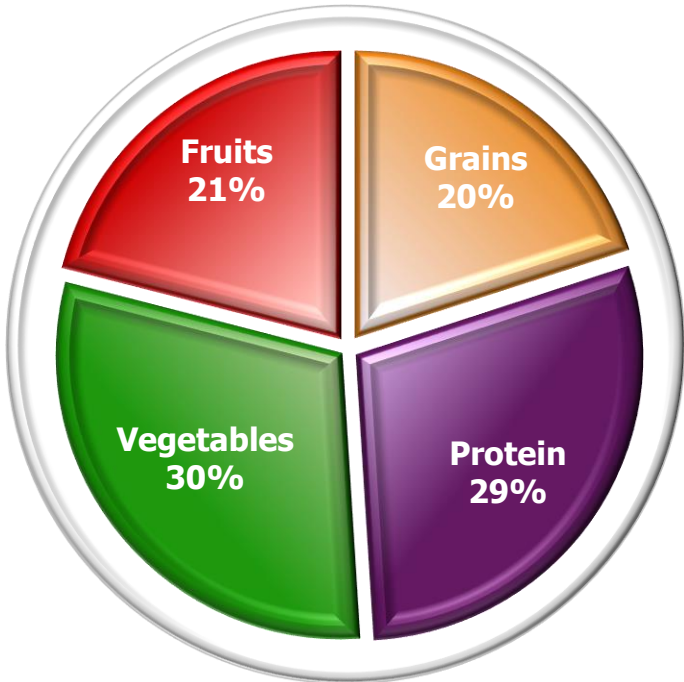
# Beliefs about Expert Recommendations

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

What Consumers Say  
is On Their Plate



What Consumers Believe  
Experts Recommend



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

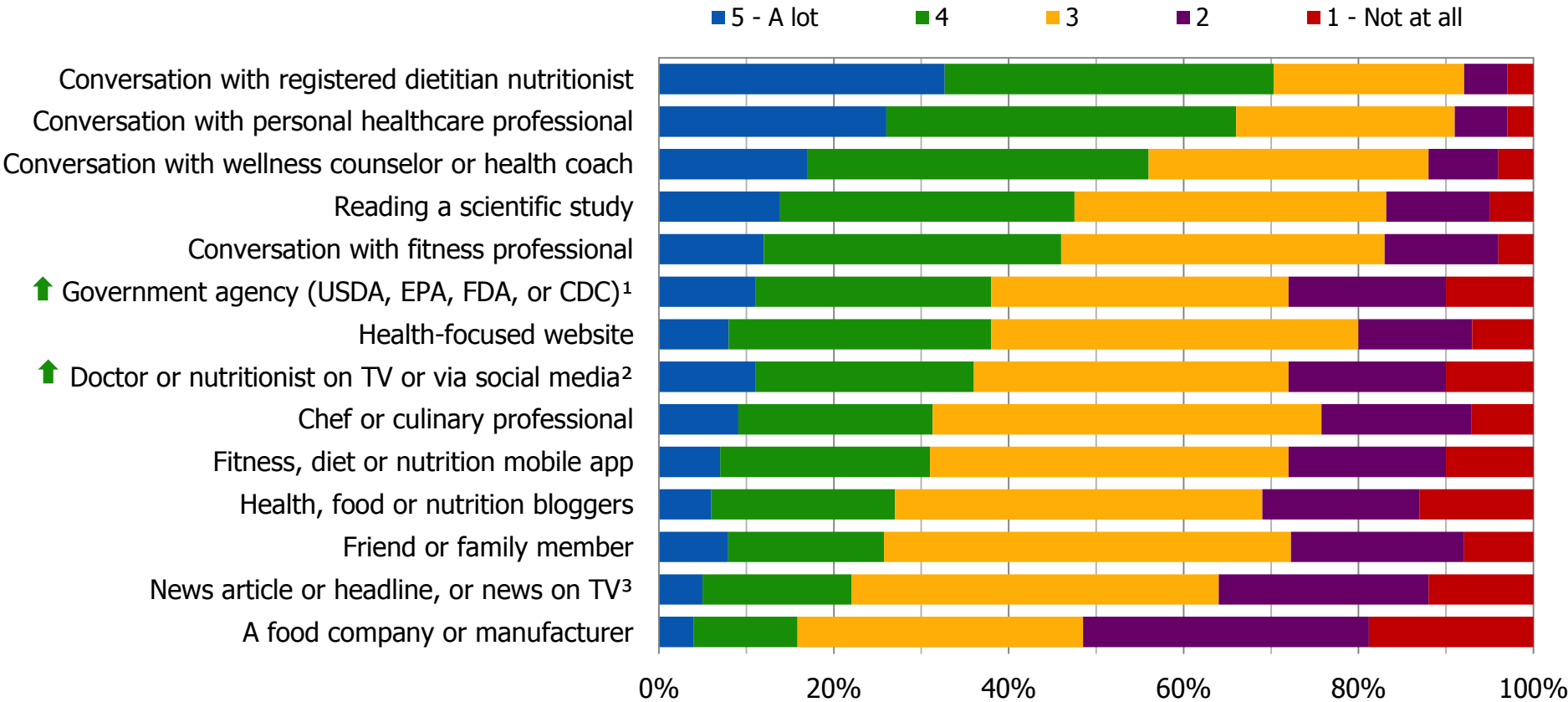




# Consumers Put Trust in Health Professionals

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

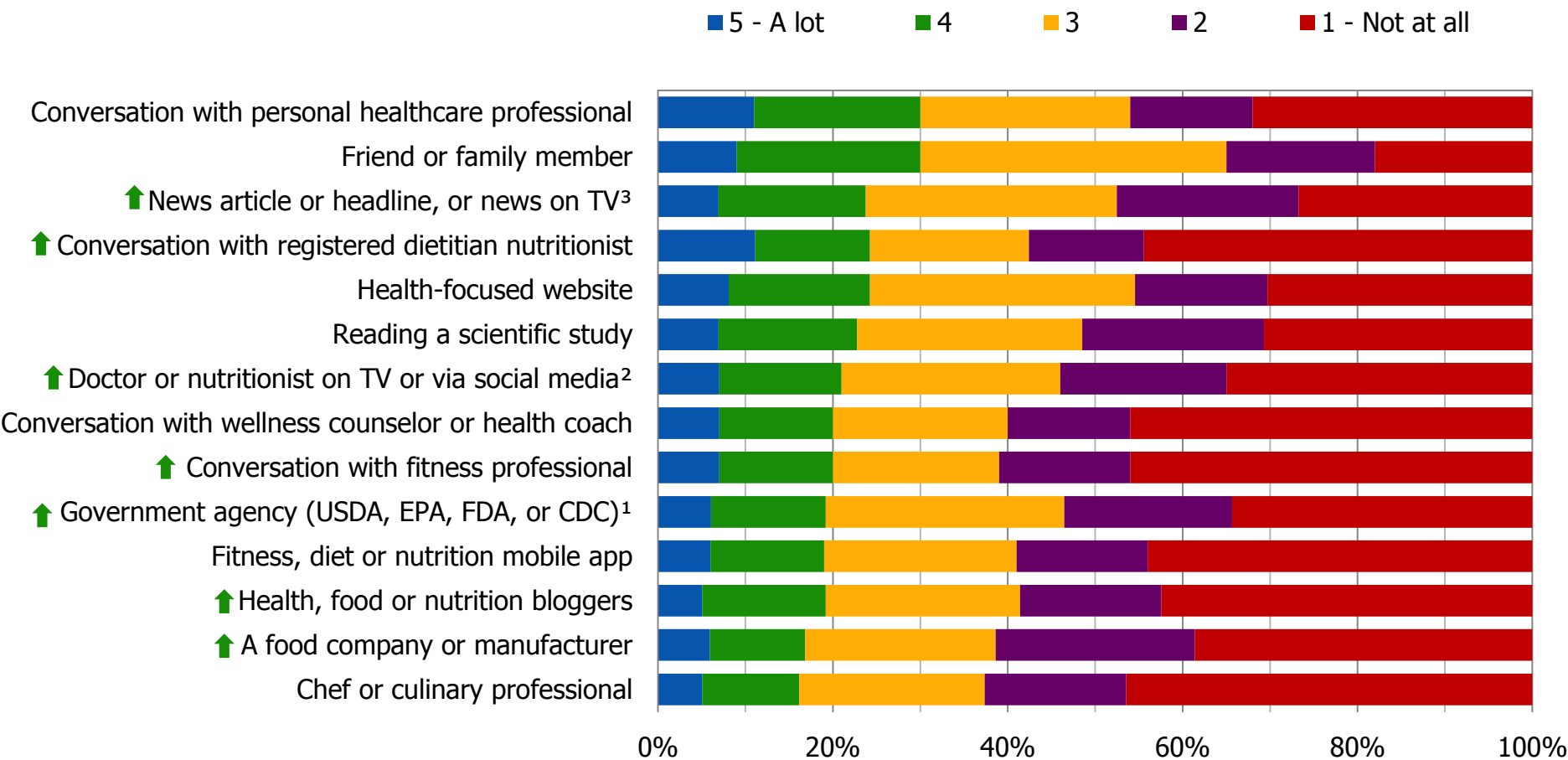
## Trusted Sources About Which Foods to Eat/Avoid



# No One Source of Information Used

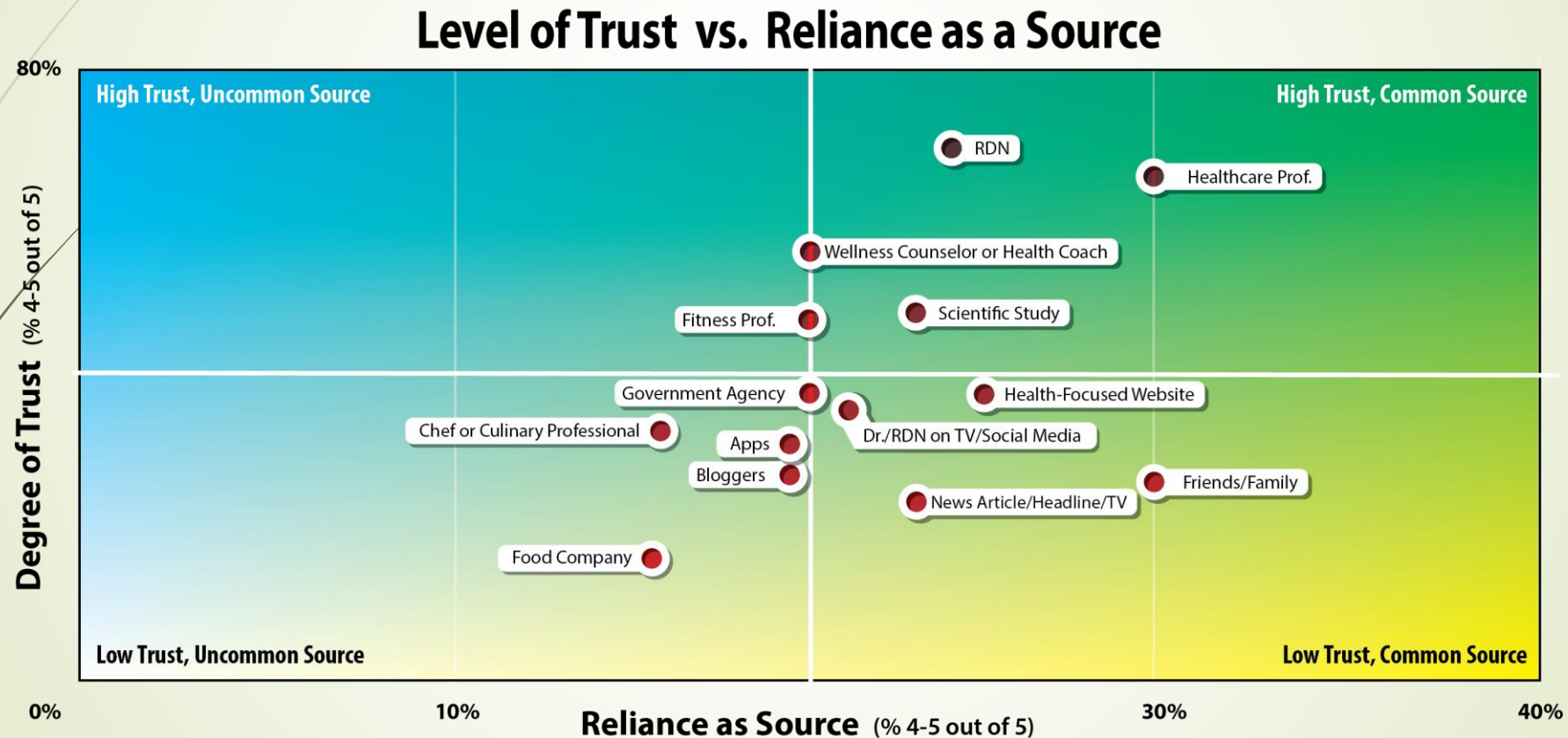
Consumers who rate food sustainability as very important generally indicated using more sources

## Sources for Information About Which Foods to Eat/Avoid



# Relationship Between Trust and Reliance

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

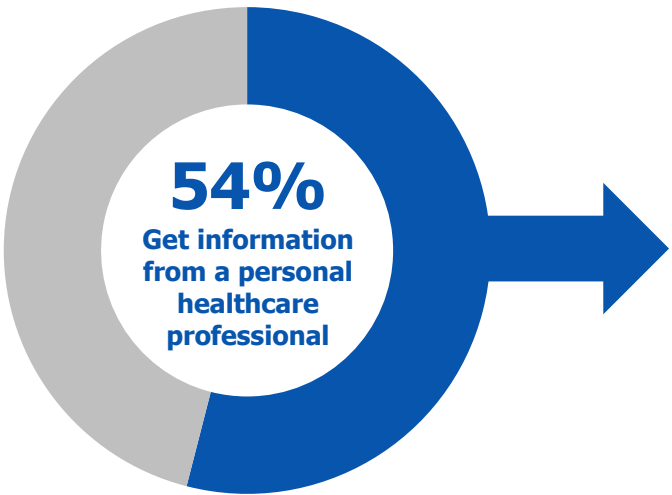




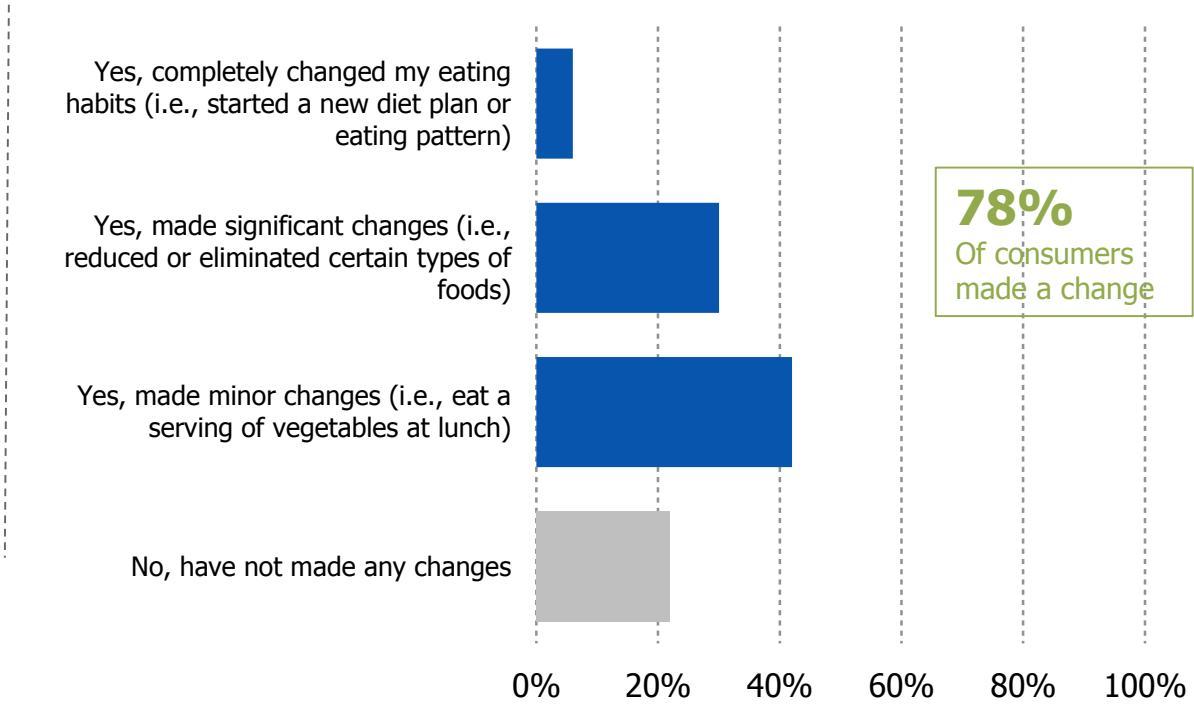
# Healthcare Professionals Impact Eating Habits

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

## Getting Information From Personal Healthcare Professional



## Changed Eating Habits as Result of Conversation

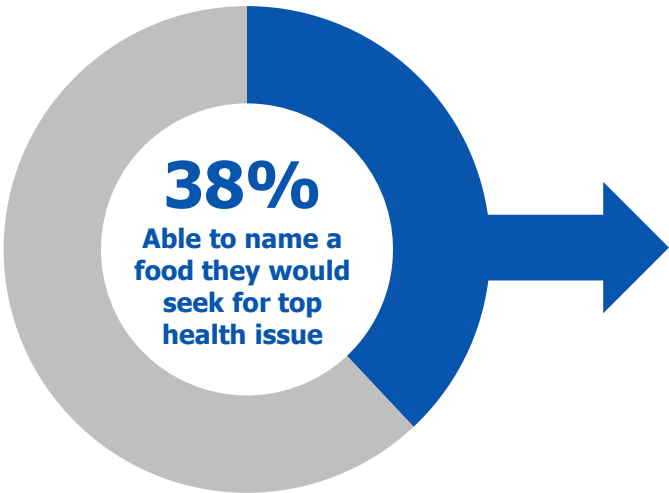


Q11: How often do you get information from the following on which foods to eat and avoid? (n=1,009)  
Q12: Have you changed your eating habits as a result of a conversation with a personal healthcare professional? (If has conversation with Personal Healthcare Professional 3-5, n=541)

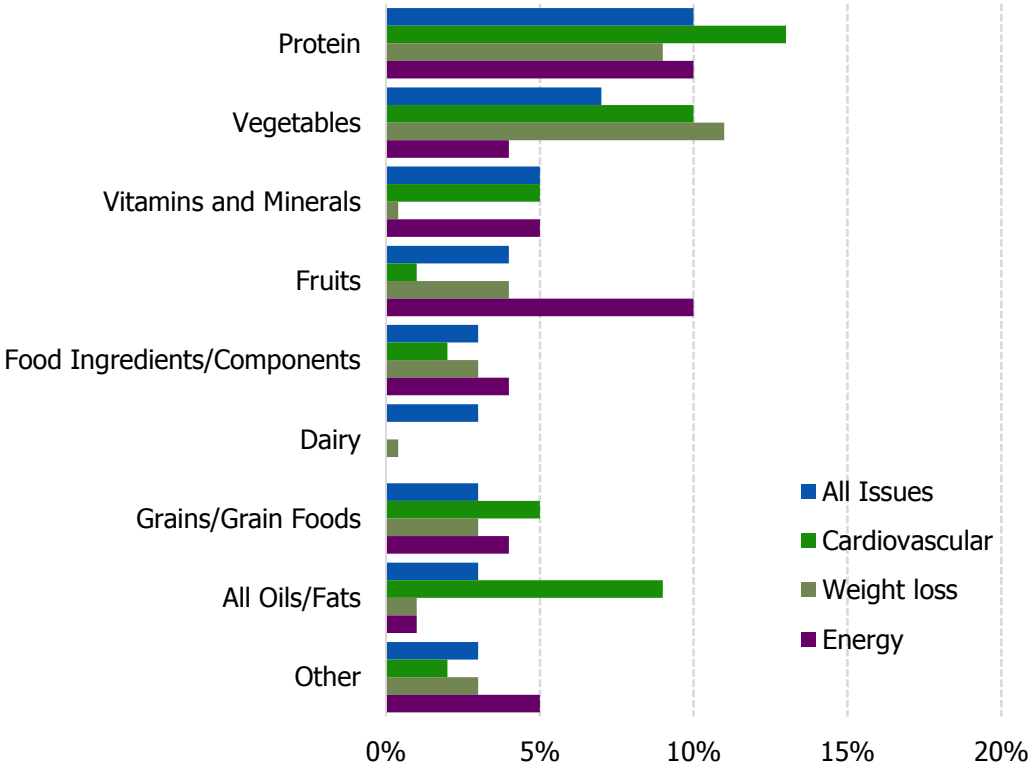
# 6 in 10 Could Not Connect a Food to a Goal

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

## Able to Link Top Health Issue to Food



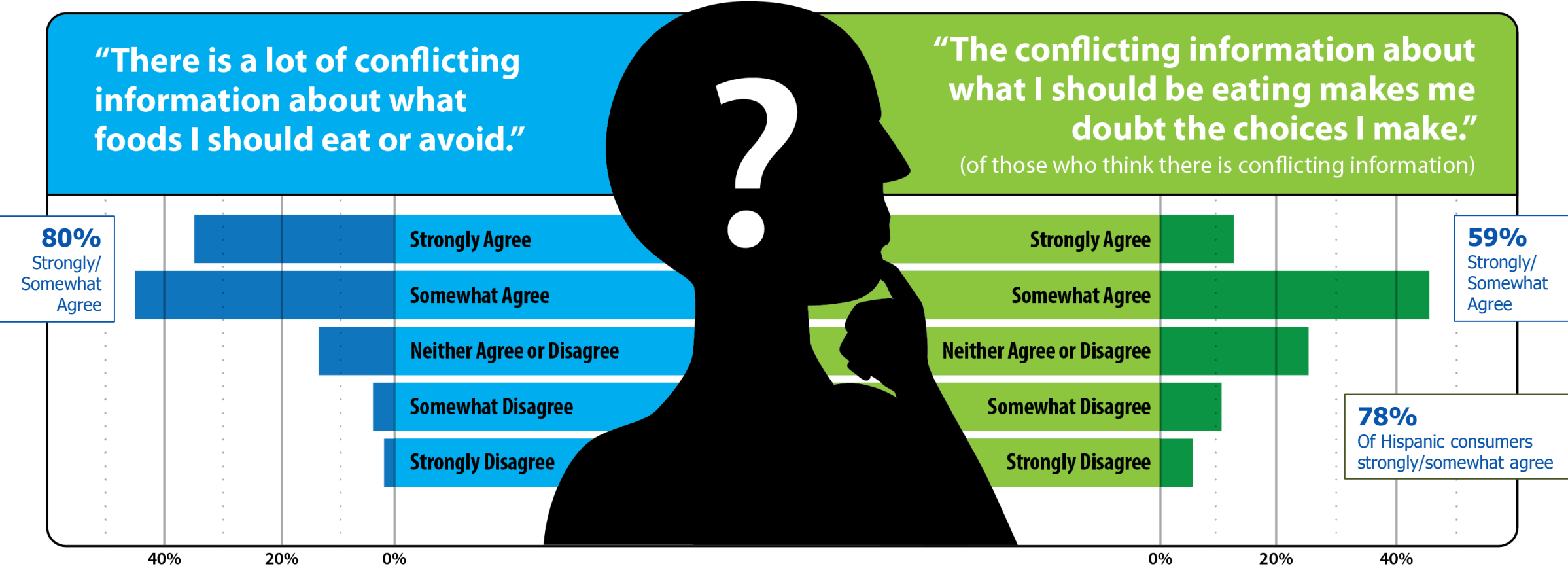
## Food or Nutrient Sought for Top Health Issue



Q32: Can you name a food or nutrient that you would seek out to help with [1<sup>st</sup> Health Issue]? (Of those who mentioned a health benefit they are interested in getting from food or nutrients, n=972)



# Conflicting Information Creates “Confusion”



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

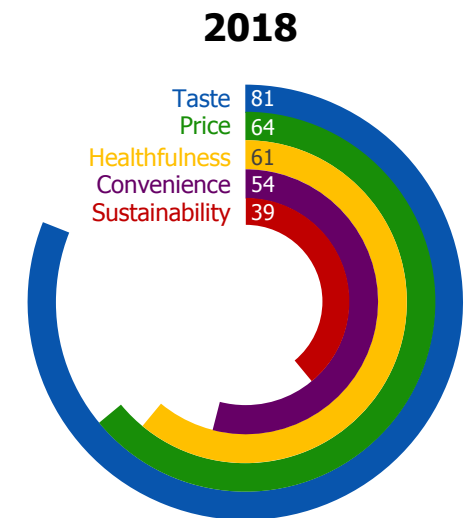
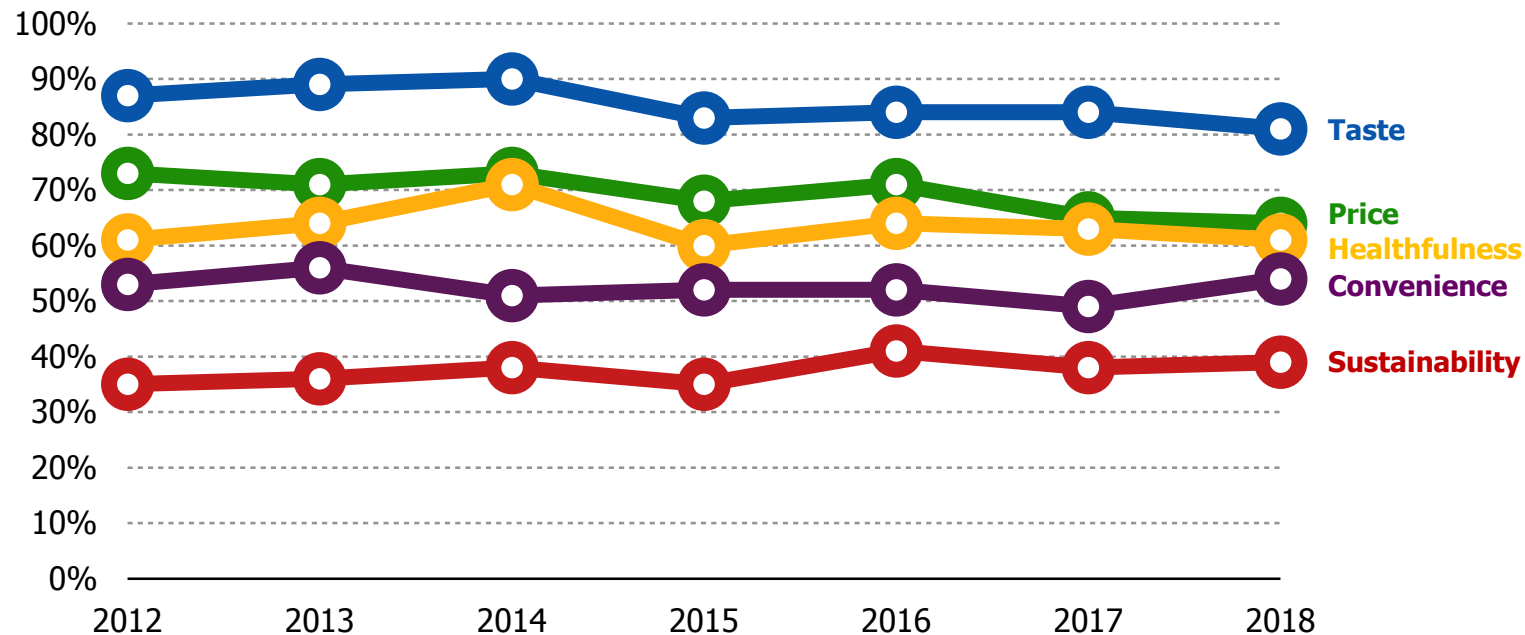




# Taste and Price Remain Top Drivers

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

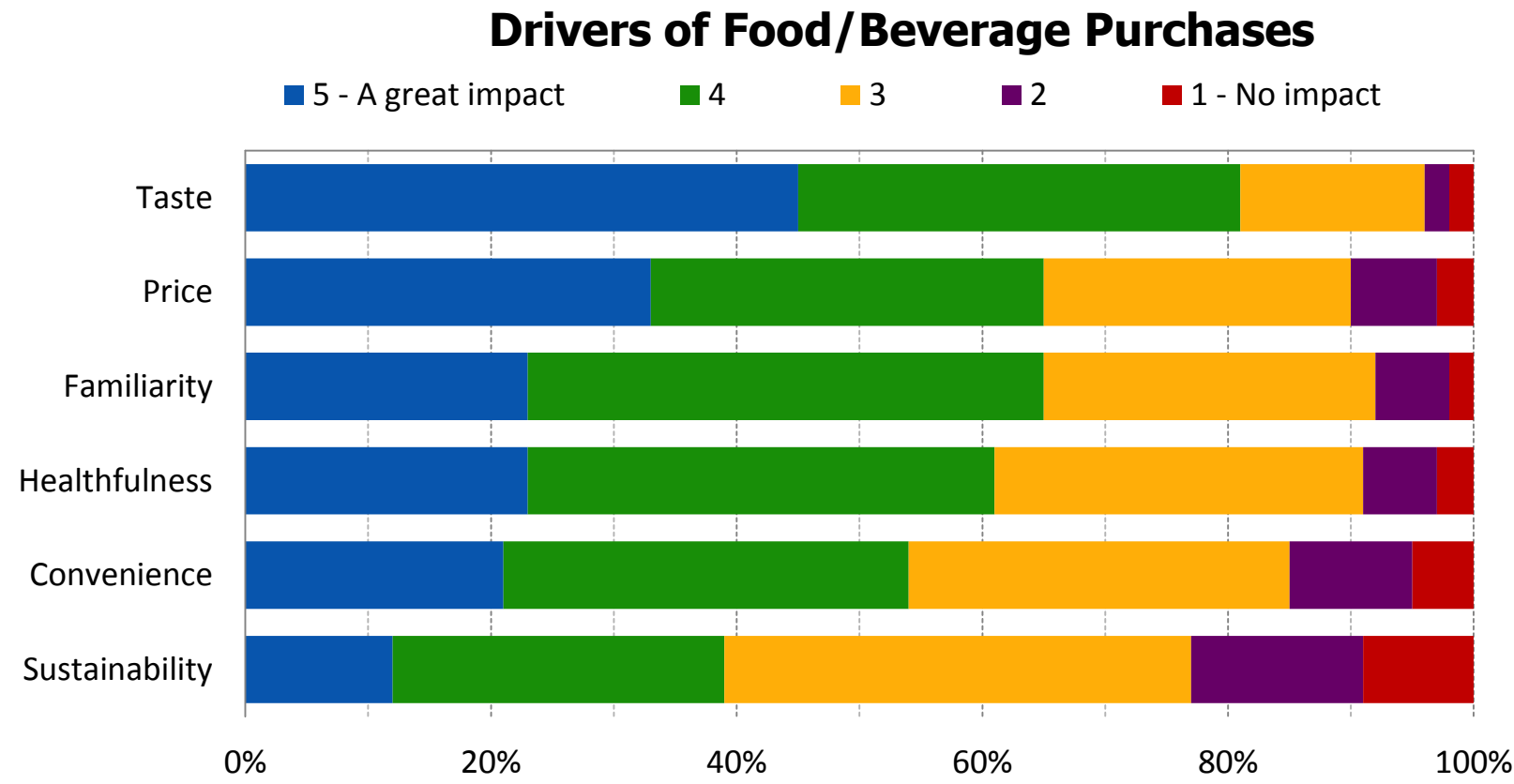
**Purchase Drivers Over Time**  
(% 4-5 Impact out of 5)



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



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

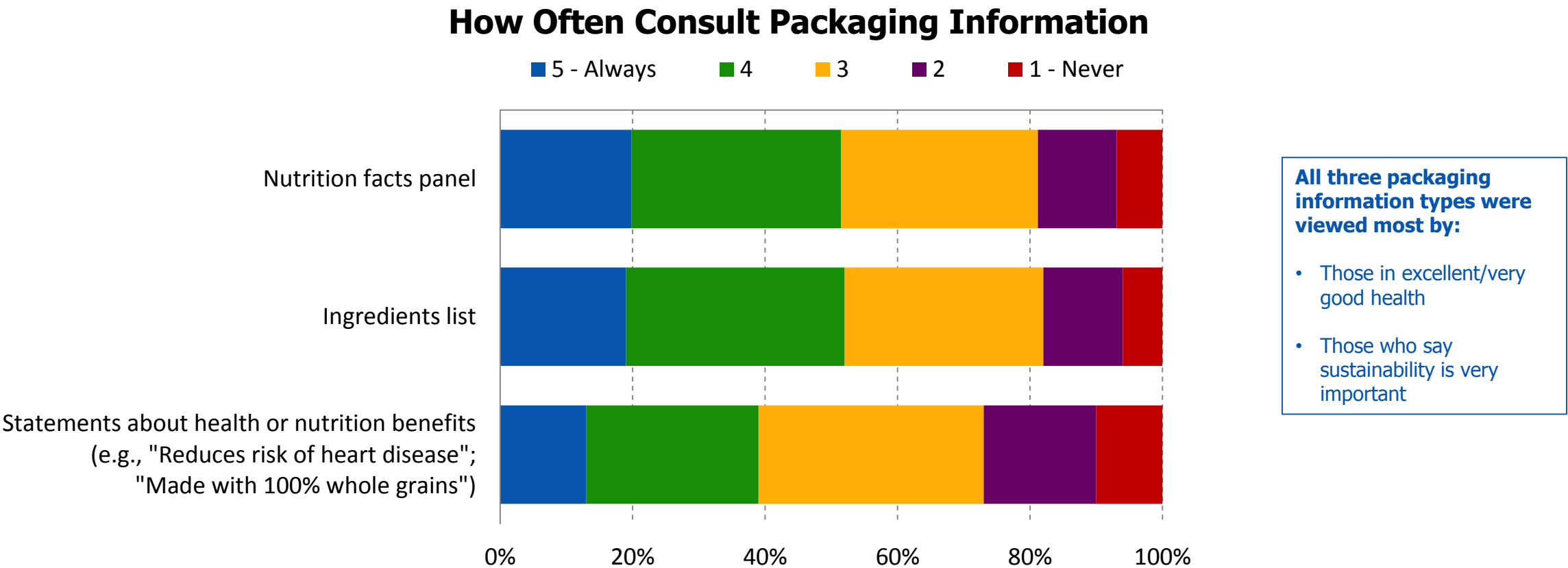
Consumers who report being confused by conflicting nutrition information are more likely to be influenced by several of these factors

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



# NFP and Ingredients List Equally Consulted

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

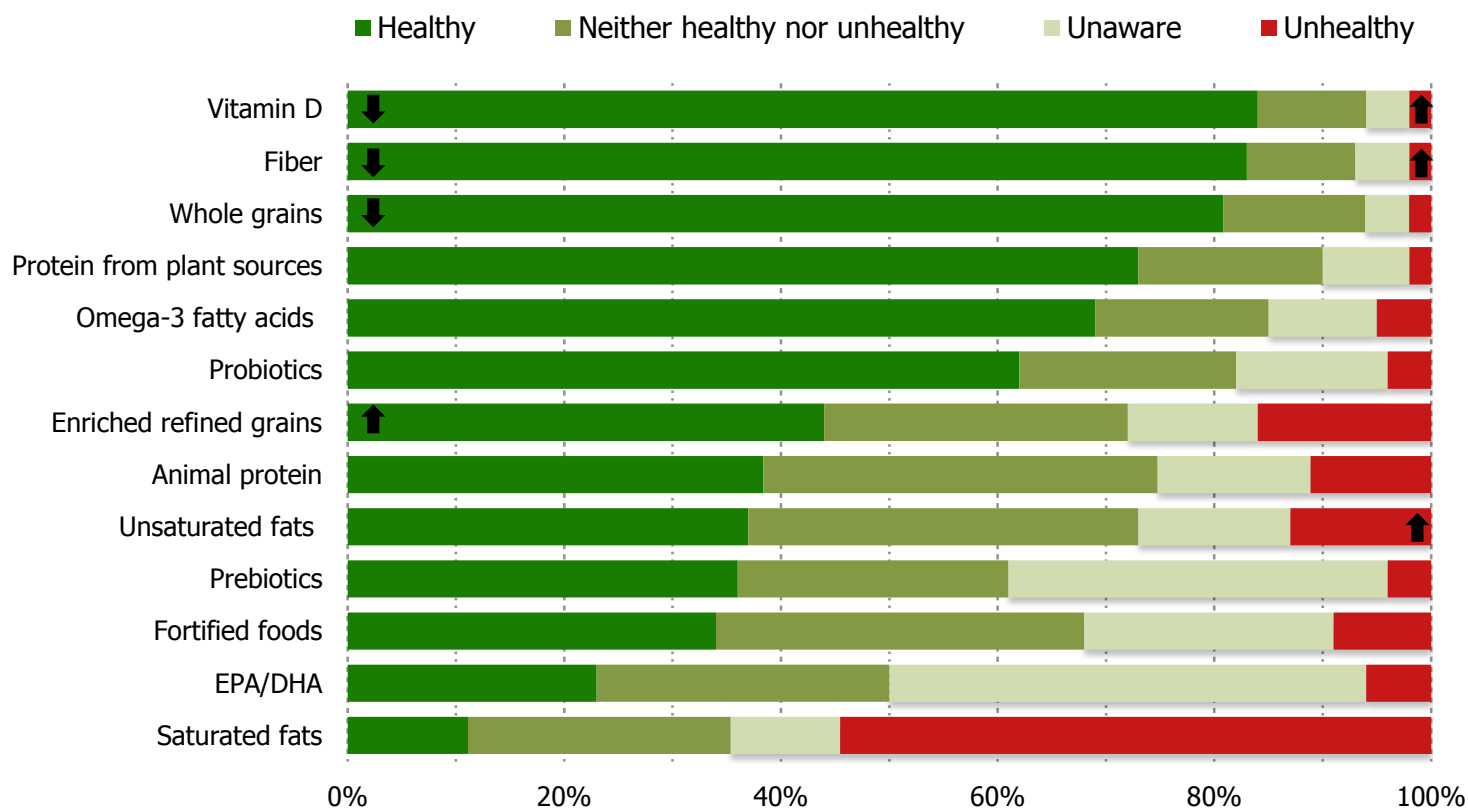


Q15: How often do you consult the following packaging information before deciding to purchase a food or beverage? (n=1,009)

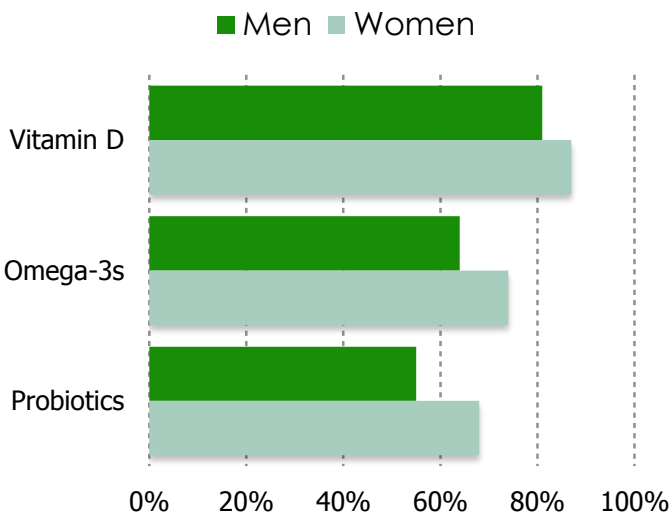
# Consumers See Many Nutrients As Healthy

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)



# Consumers Evaluate Foods Based on Personal Beliefs and Values

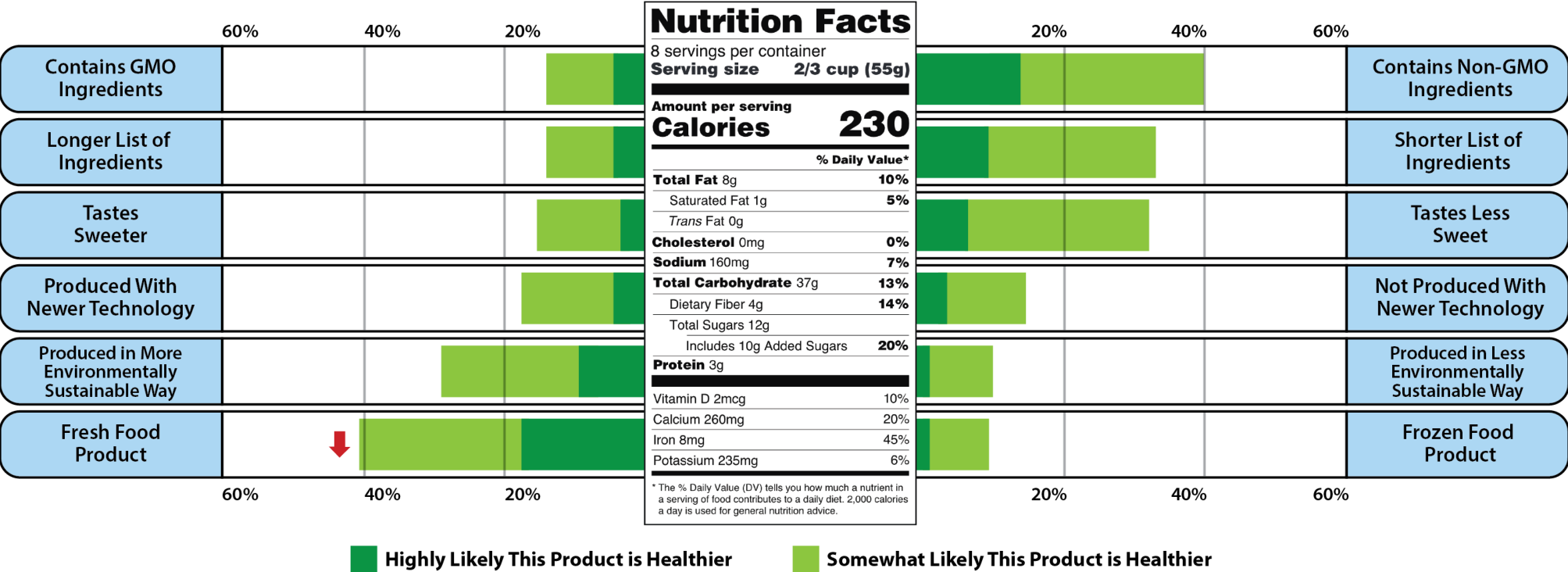




# How Context Influences the Consumer

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?

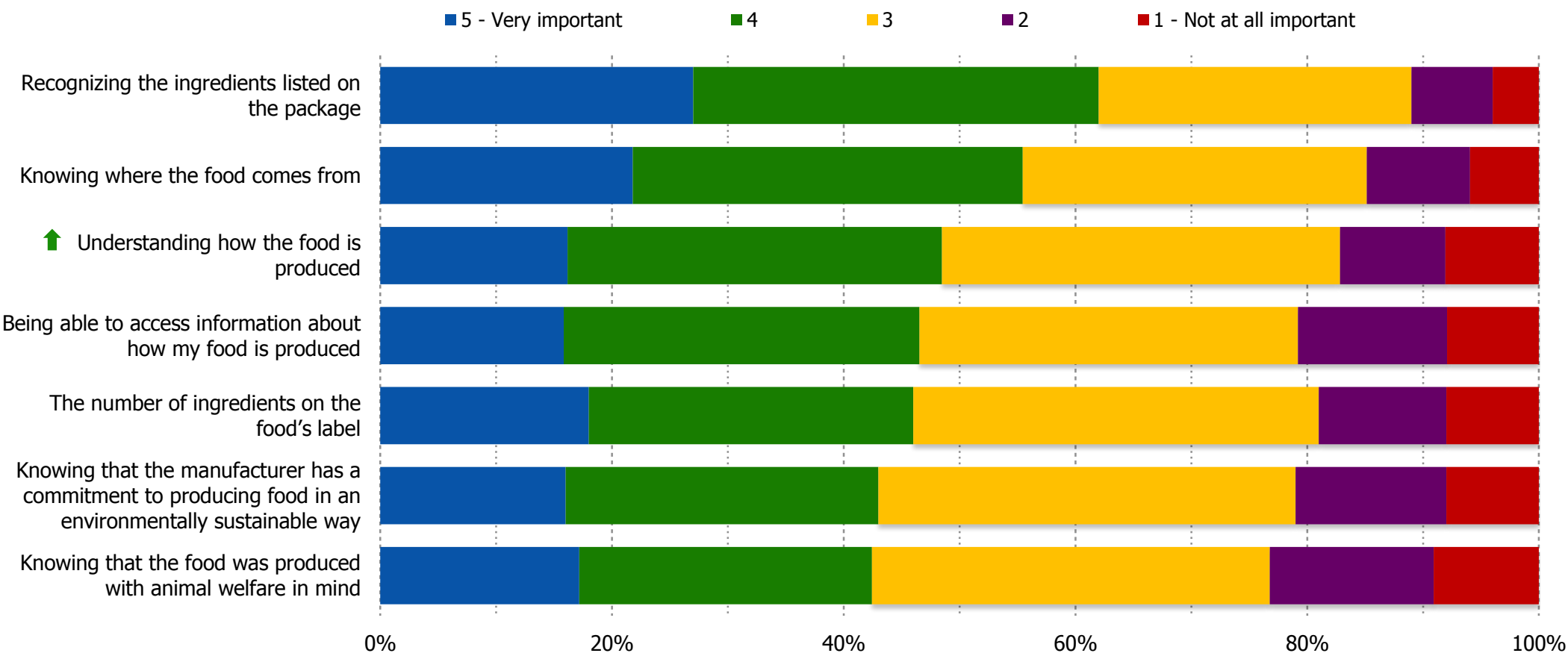


Q18: Imagine you came across two food products that had the exact same Nutrition Facts panel. Would any of the following details lead you to believe that one of the products was more likely to be healthier? (n=1,009)

# 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

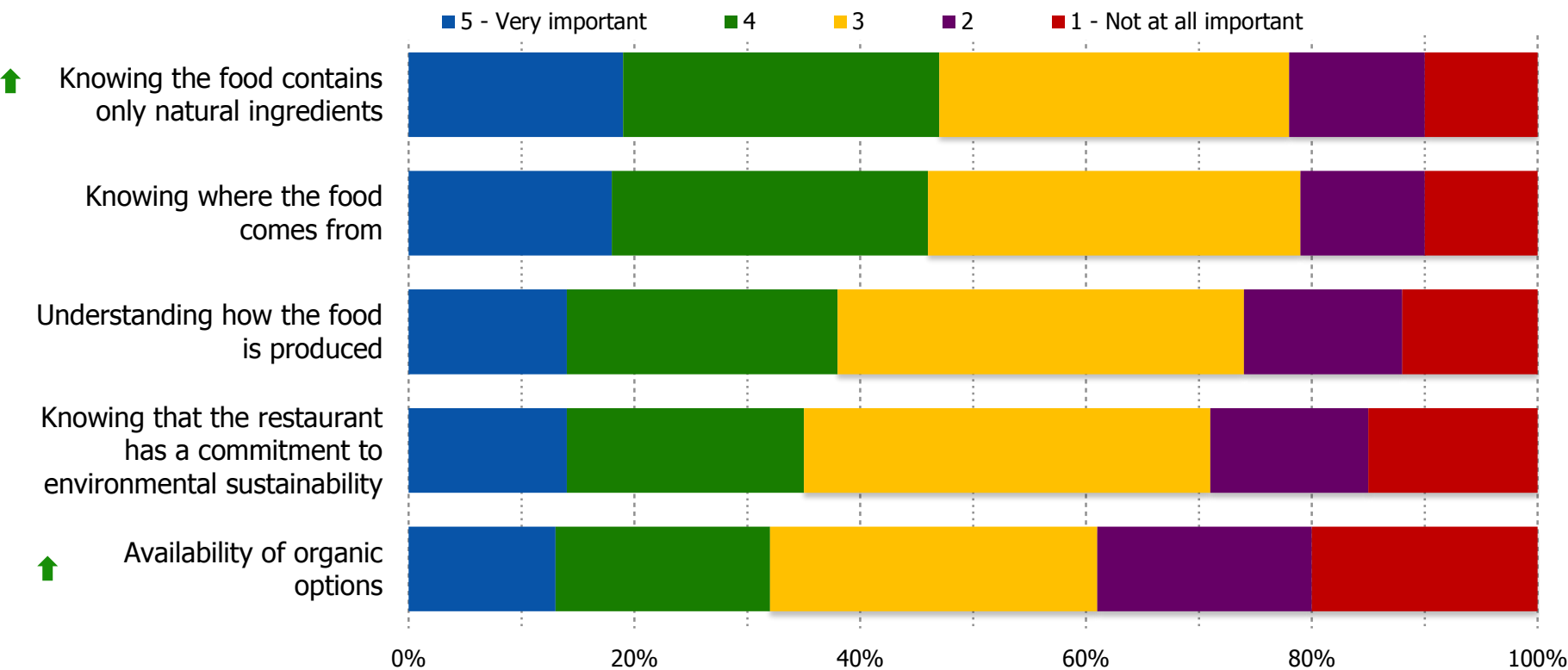
Important Factors When Purchasing Food



# Knowing Food Sources Key to Restaurant Choice

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

**Important Factors When Choosing a Restaurant or Cafeteria**

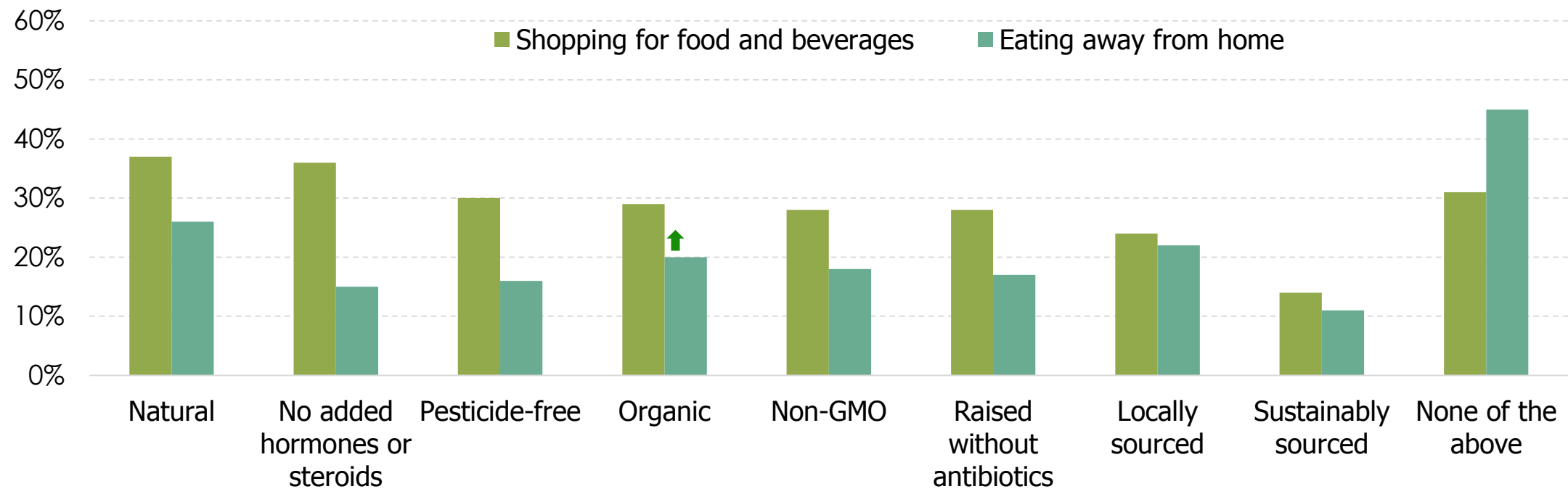




# Natural, No Added Hormones Important Labels

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

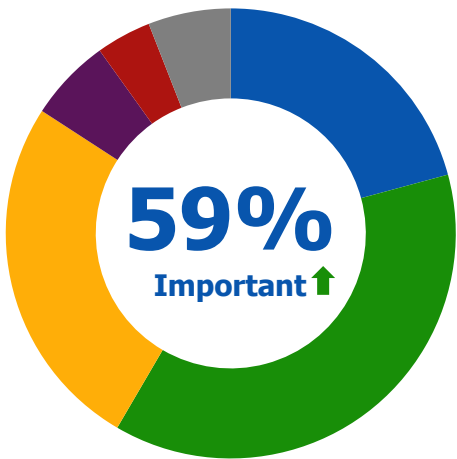
Labeling Influence on Purchasing Behavior



# Majority Say Sustainability of Food Important

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

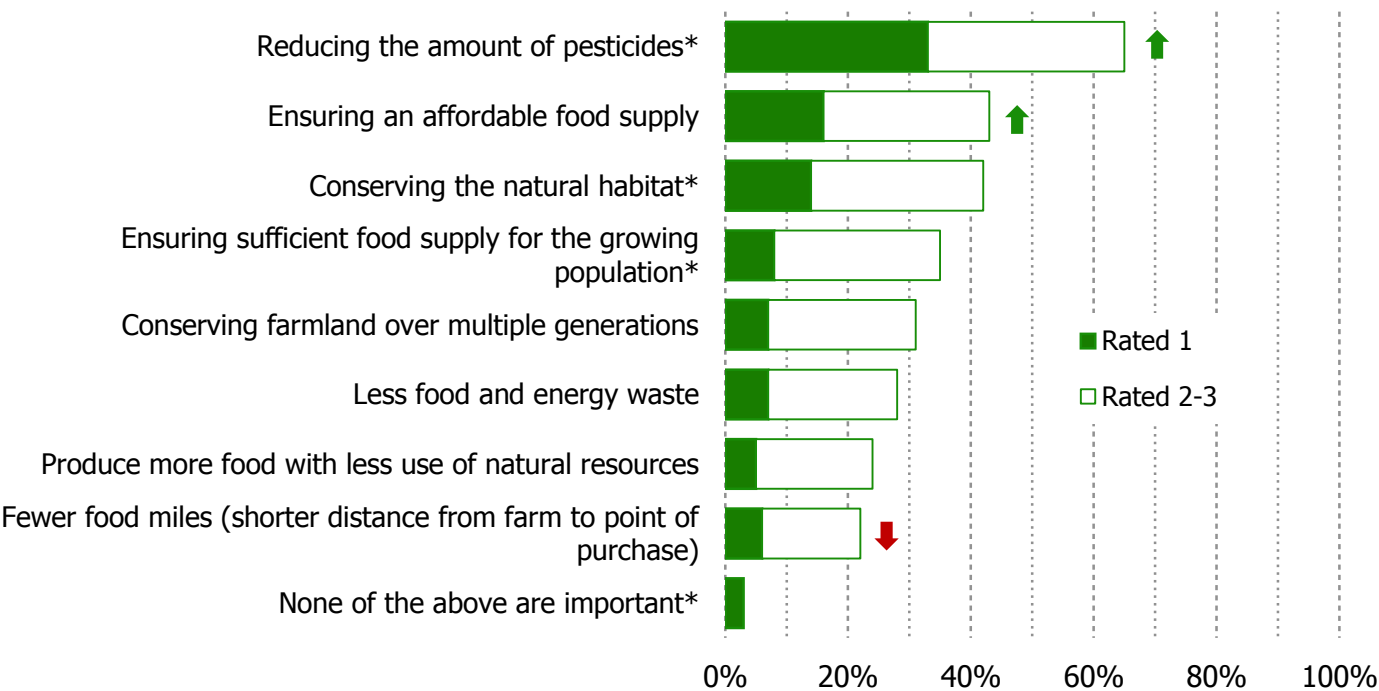
## Importance of Sustainability in Food Products Purchased



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

## Ranked Important Aspects of Sustainable Food Production

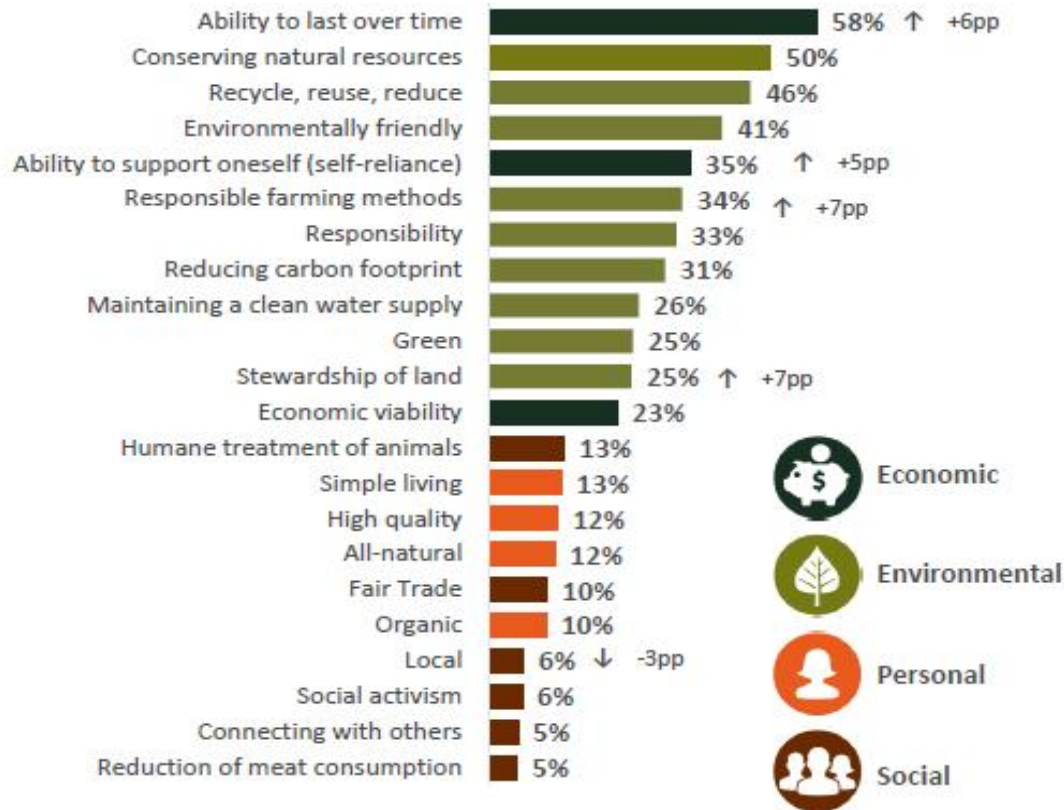
*(Of those who say it's important their food be produced sustainably)*



## Sustainability as a concept is connected to self-reliance and the land and, therefore, not always reflective of consumers' key interests

### Sustainability Means...

*Consumer-defined Dimensions*  
Among those familiar with the term



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Source: Hartman Group: <https://www.hartman-group.com/webinar/34/sustainability-2017>

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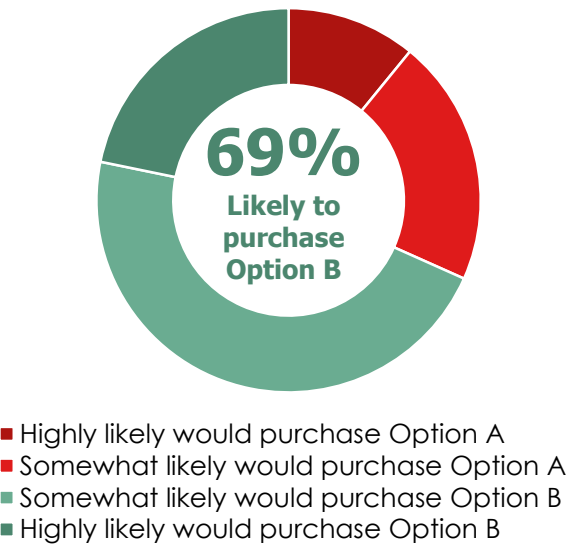


# 7 in 10 Prefer No Artificial Ingredients

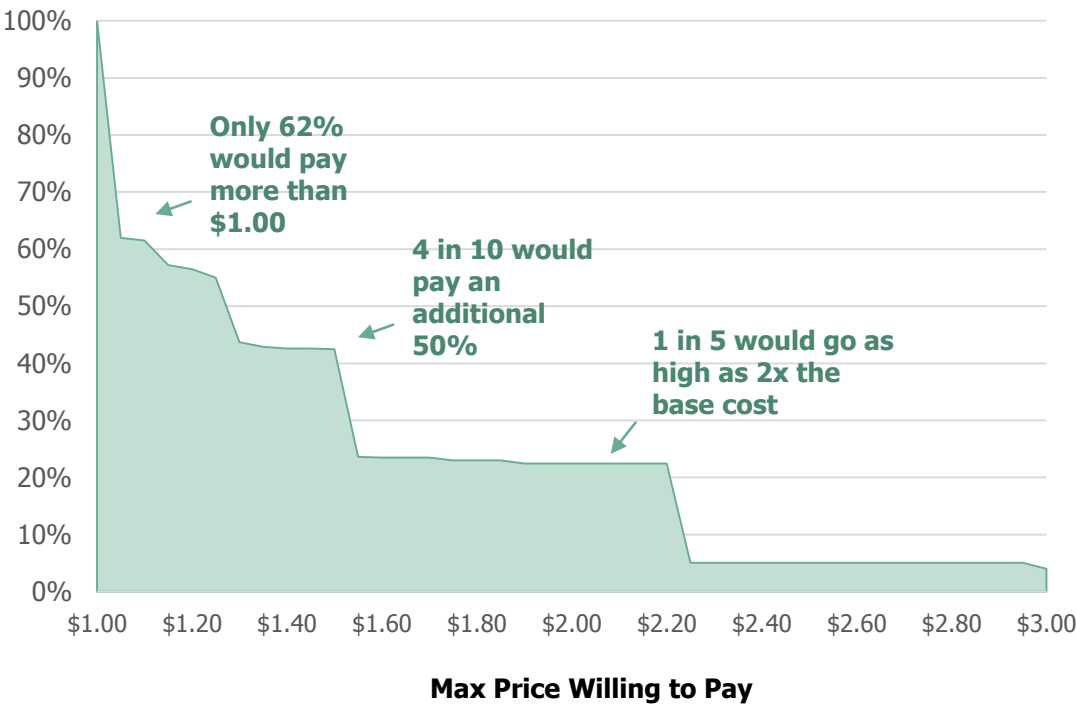
That said, only 4 in 10 of those who do prefer the option with no artificial ingredients would pay an additional 50% for it

## 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?



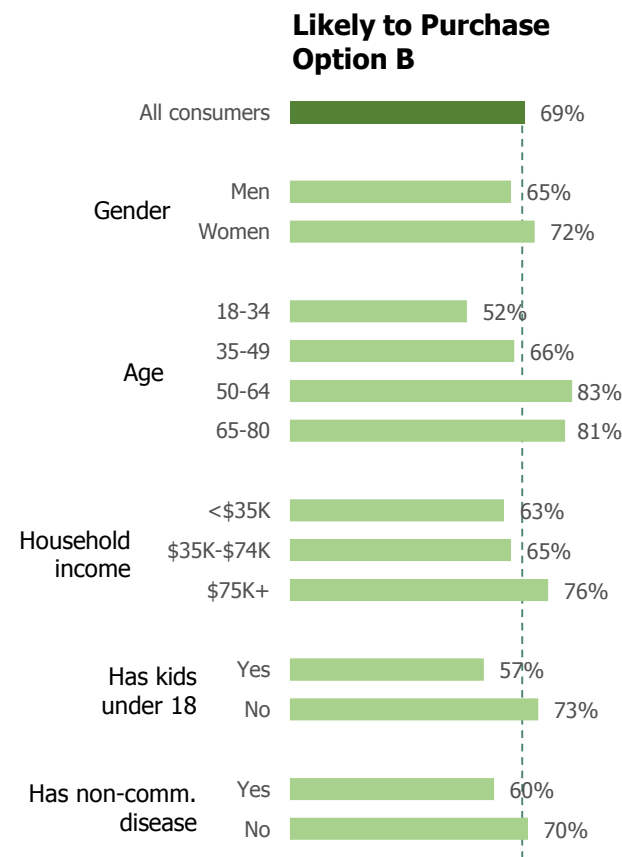
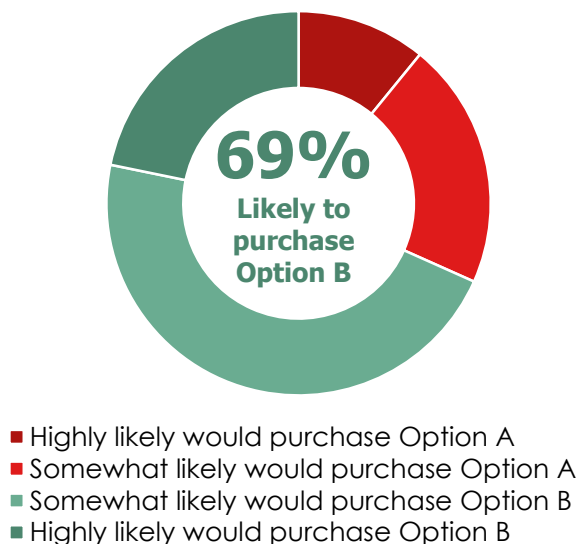
Q55: Imagine you are going to the store to purchase a food or beverage you like. You see they have made a newer version of the product. Option A has all the original ingredients you are familiar with, including artificial ingredients. Option B has similar ingredients, except no artificial ingredients.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

# 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?



**Also more likely to purchase option B:**

- Non-Hispanic white consumers
- Those with higher education

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)

## 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  
In order by importance



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.

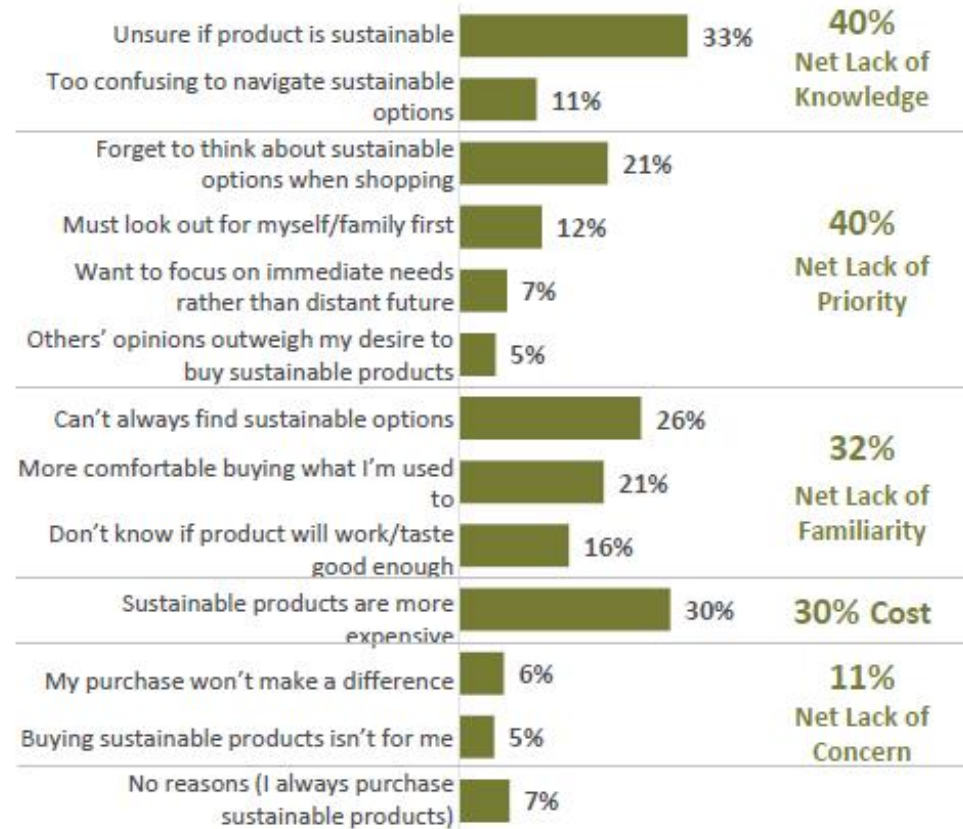
Millennials show significantly higher willingness to pay more for every single attribute on this list.



## Lack of knowledge and expense continue to be key barriers



### Reasons for Not Purchasing Sustainable Food/Beverage Products

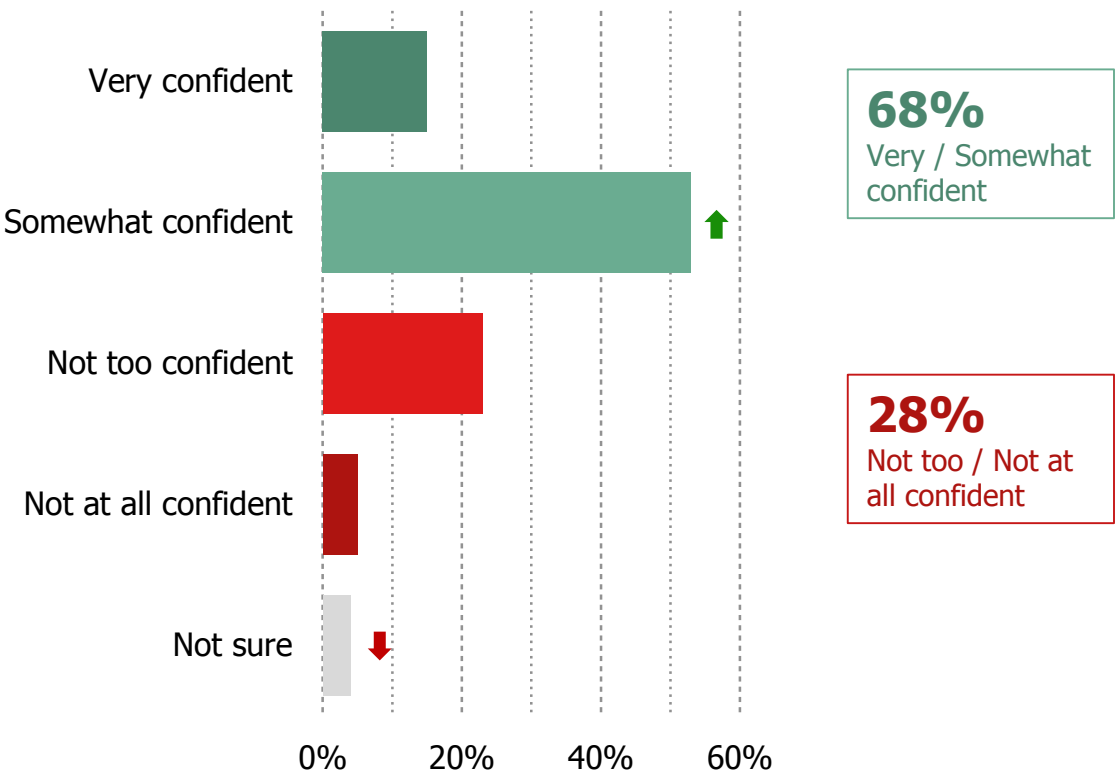


Source: Hartman Group: <https://www.hartman-group.com/webinar/34/sustainability-2017>

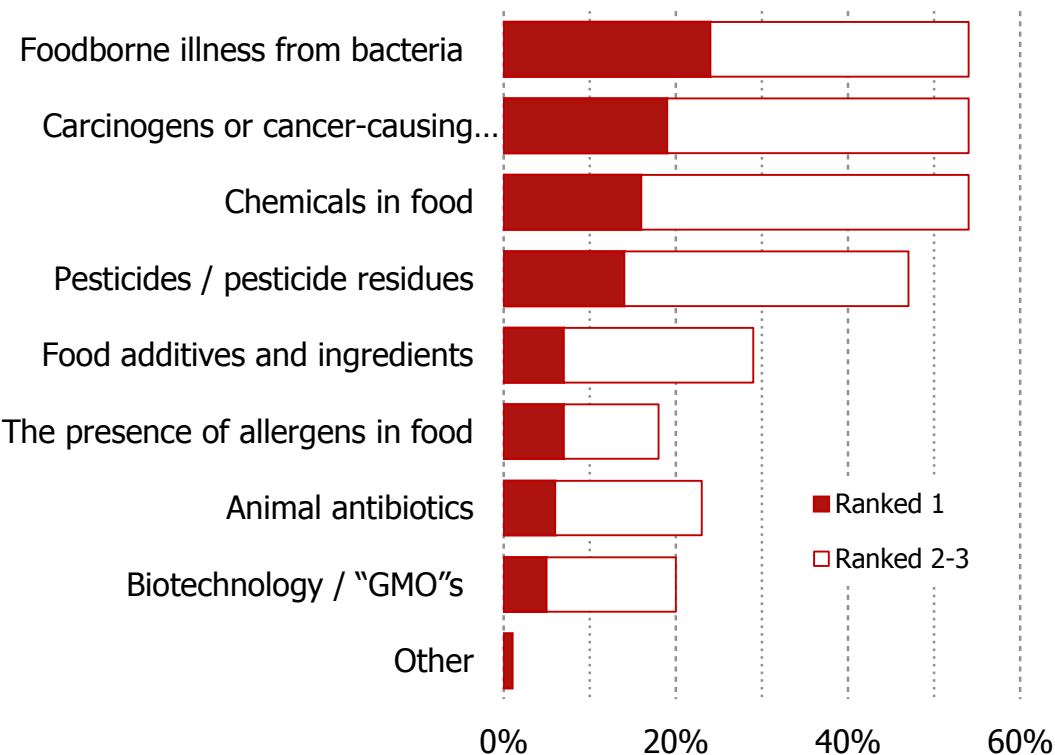
# Almost 7 in 10 Have Confidence in Food Supply

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

Confidence in Overall Food Supply



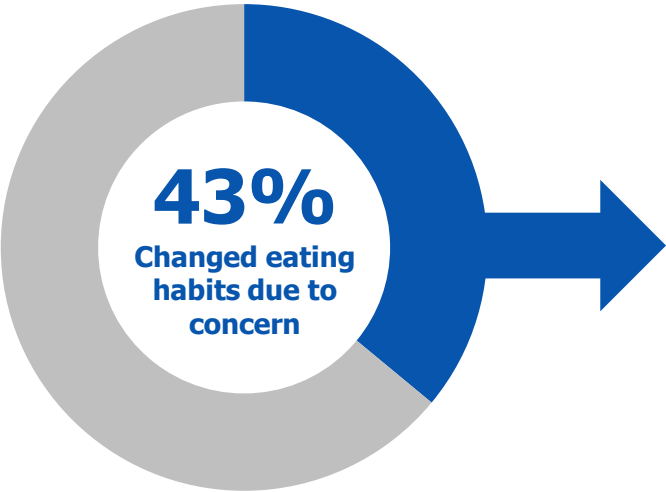
Most Important Food Safety Issues Today



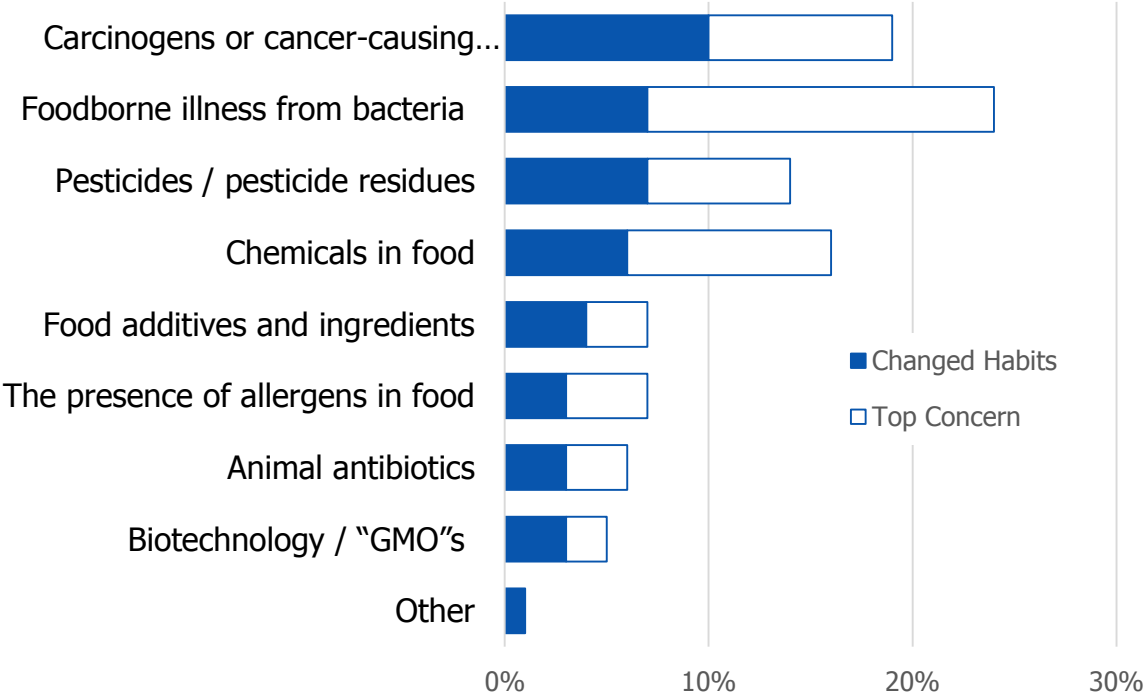
# Less than Half Changed Eating Because of Safety

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

**Changed Eating Habits Due to Concerns about Top Safety Issue**



**Changed Habits by the Concern Driving the Change**

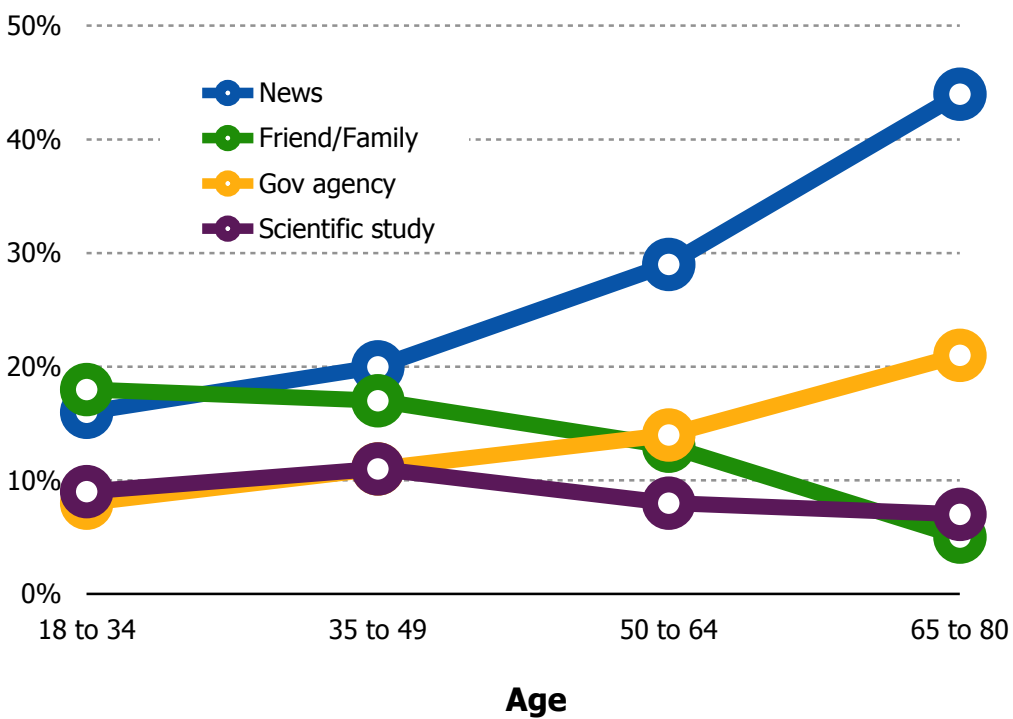
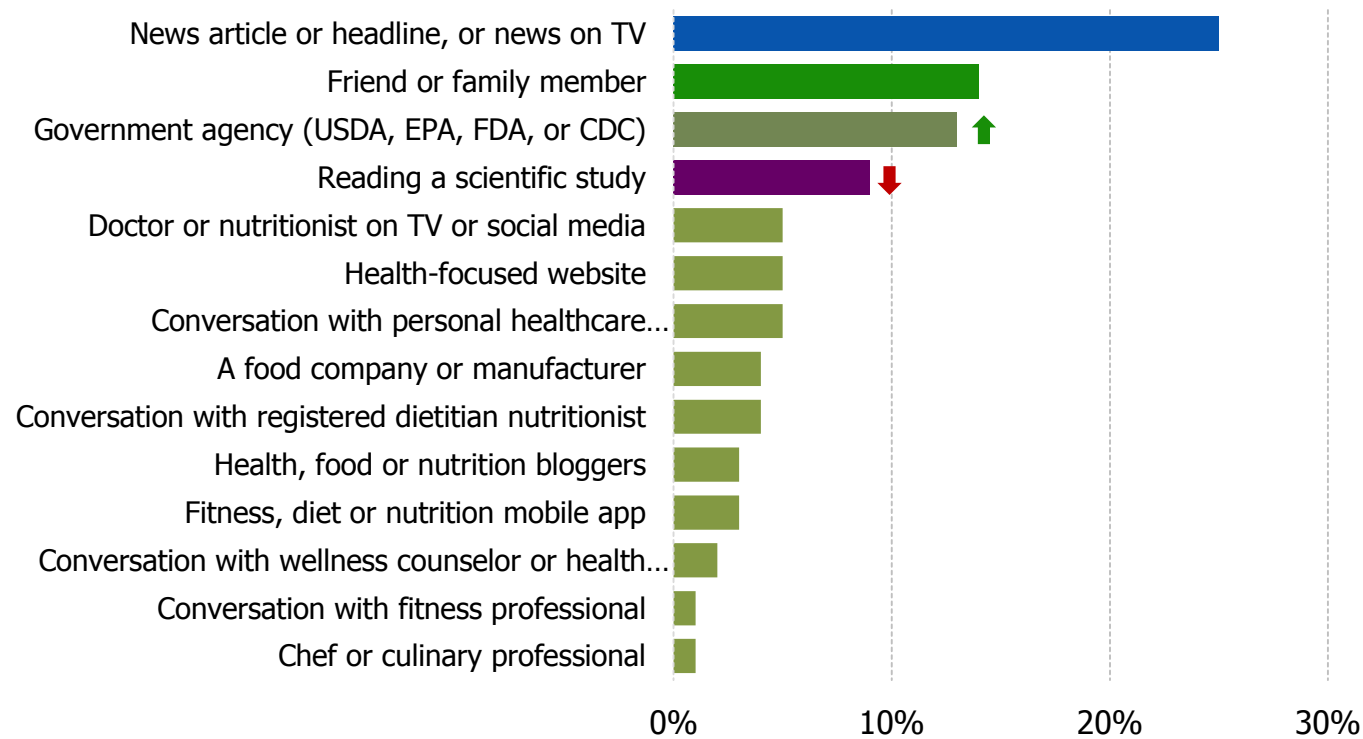




# News Sources Impact Opinion on Food Safety

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



For more information, visit:  
[foodinsight.org/FHS](https://foodinsight.org/FHS)







# Communicating about Sustainable Diets Using a Systems Approach

Pamela Koch, EdD, RD

## Considerations to feed all

## Communication Strategies

Equitably distribute food

Current food system is not feeding everyone well  
(*2 billion obese and 2 billion food insecure*)

Adapt agriculture

Talk about food production systems and the  
“unintended consequences”

Decrease food waste

Go all the way back to the source including what  
we plant and where

Alter individual and population  
dietary patterns

For individuals talk about sustainability issues as  
appropriate, as a system. For altering populations,  
we have a big call as we are doing policy, system,  
and environment (PSE) work to think about it in  
terms of sustainable food systems.

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Adapt agriculture

Talk about food production systems and the  
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Decrease food waste

Go all the way back to the source including what  
we plant and where

Alter individual and population  
dietary patterns

For individuals talk about sustainability issues as  
appropriate, as a system. For altering populations,  
we have a big call as we are doing policy, system,  
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## Considerations to feed all

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**How can you use this and what you have learned in both  
sessions to facilitate your discussions about food systems?**

# Bee Marks Communications Symposium

Tuesday, July 24, 2018  
Minneapolis, MN

**Toward Sustainable Diets:  
Communicating the Evidence,  
Addressing the Challenges**

