

Trends in Consumer Food Preferences

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Abstract:

Key findings from three surveys commissioned in 2007 by the International Food Information Council (IFIC) and the IFIC Foundation provide rich data to examine US consumer attitudes about food, health, and safety. Consumers in 2007 were exposed to major crises in the food production system related to produce, imported foods and recalls from the US food manufacturers, while climbing obesity rates also generated calls from the public health community to provide more healthful food choices for consumers. Mr. Schmidt will outline how consumers responded to these developments and what trends are driving food preferences.