

Trends in Consumer Food Preferences

The University of Hawaii
“Go Global: Food Processing and Safety”
February 26, 2008

David Schmidt
President and CEO
International Food Information Council (IFIC)

International Food Information Council (IFIC)

Mission:

To effectively communicate science-based information on food safety and nutrition to health professionals, educators, government officials, journalists and others providing information to consumers.

Primarily supported by the food, beverage, and agricultural industries.

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- **American Academy of Family Physicians Foundation**
- **American Association of Diabetes Educators**
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- **University of Illinois Functional Foods for Health Program**

IFIC Foundation Web Site

In English and Spanish

ific.org
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Glossary of Food-Related Terms

FAST FACT

Caffeine is no more a diuretic than water.

Read More about this fact.

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Kidnetic.com

New Nutrition Conversation

Enter Keywords [Search Contents](#) | [Site Map](#)

In the Spotlight

Duis optimum sapien est fruit fincdukt

Possean entere et odio. Ultrac do net erat placerat ultrisacos. Nulla non nibner in latio torto et ante. Posu mme at odio. Ut nec erat noon nuctn metus libero. Fusce molestie, dui utlerice egeiate la rolaet, metus livero agittis ewart, id solatlad. Dui interas egate, metus libero sagittoso la.sit.

Nutrition & Food Safety Information

Nutrition Information

Adult Nutrition & Health
Functional Foods
Child & Adolescent
Nutrition and Health
Dietary Fats & Fat Replacers
Sugars & Low Calorie Sweeteners
Food Ingredients
Nutrition & Oral Health
Obesity & Weight Management

FEATURED Sugars & Low Calorie Sweeteners

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Food Safety Information

Agriculture & Food Products
Food Allergies & Asthma
Food Biotechnology
Food Safety & New Technology
International Food Issues & Resources

FEATURED Food Biotechnology

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IFIC Foundation's *Food Insight*

- 45,000 circulation
- 7% international
- 6,000 media
- Also available electronically

Current Topics in Food Safety & Nutrition

FOOD Insight™

IFIC Foundation
<http://iflc.org> May / June 2007

Calories Count, but... Consumers Don't Seem to Know How: Food and Health Survey Highlights Six "Diet Disconnects"

Information that will both encourage and frustrate those interested in communicating nutrition messages to the American public can be found in the second annual IFIC Foundation's Food and Health Survey: Consumer Attitudes toward Food, Nutrition, and Health.

The research provides the opportunity to see how consumers view their own diets, their efforts to improve them, and their understanding of the inter-relationship between diet, physical activity, and health.

The survey of 1,000 American adults was conducted over three weeks in February and March of 2007.

Overall, Americans' perception of their health improved, with 39 percent indicating their health as "excellent" or "very good" compared to 33 percent in 2006. In addition, more Americans (66 percent) reported making changes to improve the healthfulness of their diet compared to 57 percent in 2006.

But the survey did find areas where Americans' desire to improve their diet and overall health did not match what they actually do on a day-to-day basis. For instance, more than half of Americans (56 percent) say they are trying to lose weight, and a majority of them say they are trying to improve the healthfulness of their diet and increase their level of physical activity. Yet, nine out of 10 Americans did not know how many calories they should consume in a day. This lack of knowledge of calories was unchanged from last year's survey.

The conflicting findings on calories represent just one of six consumer "diet disconnects" identified in the survey. "This survey is an important snapshot highlighting the gap between Americans' desire to have a more healthful diet and the reality of converting this desire into day-to-day behavior," said Susan Borra, RD, IFIC Foundation President.

The "diet disconnects" revealed in the latest look at consumer attitudes on food, nutrition, and health include everything from carbohydrates and dietary fats, to how consumers link nutrition and physical health, to what they consider the most important meal of the day. "Uncovering these 'disconnects,' said Borra, "is the first step to really helping consumers achieve an overall healthful lifestyle."

The other "diet disconnects" include:

Diet & Physical Activity: A clear majority of Americans (84 percent) reported being physically active, for health benefits, at least once a week. This represented a 20 percent increase over last year's survey, although the definition of "physical activity" was broadened to include activities such as gardening and dancing, which may account for the increase. However, nearly half (44 percent) of Americans who reported being physically active said they did not "balance diet and physical activity" to manage their weight.

Breakfast: Breakfast was found to be the most important meal of the day, with 66 percent of Americans indicating the morning meal was "extremely important." But, less than half of Americans (49 percent) reported eating breakfast every day. Dinner was second on the "extremely important" list at 43 percent, with lunch being selected by 33 percent.

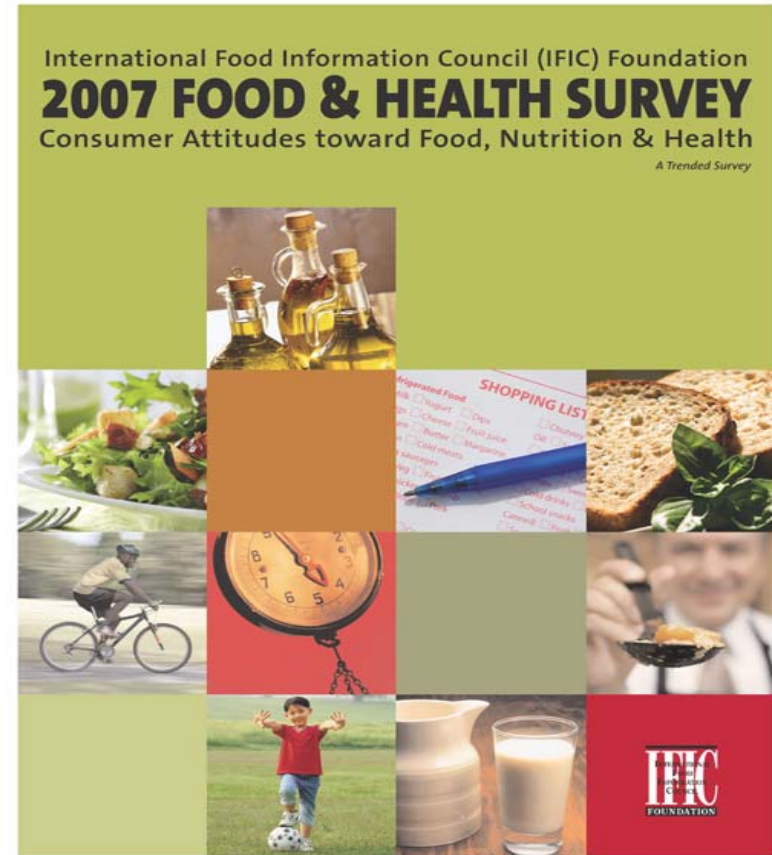
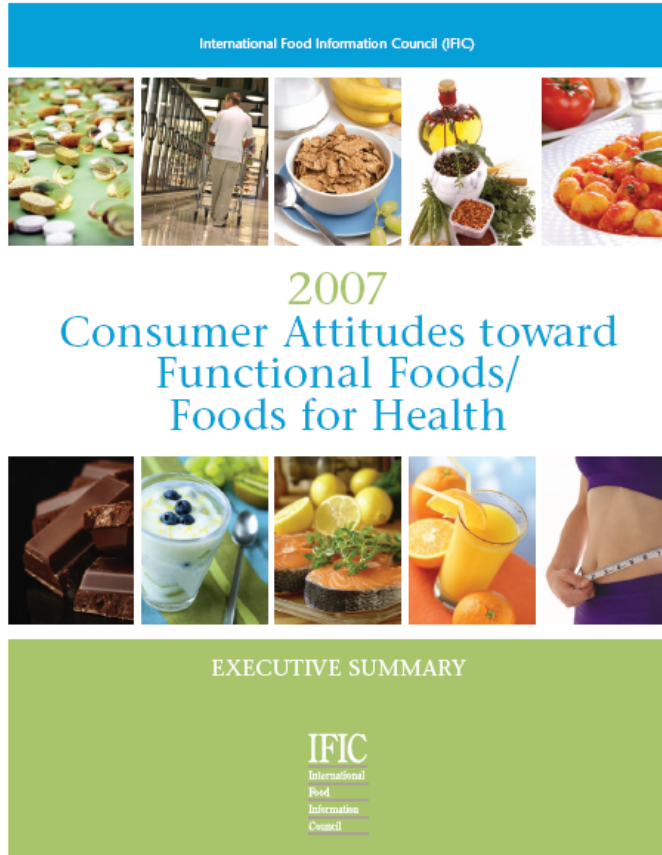
Fats: Consumers' concern about the type and amount of fats they include in their diet was significantly up from a year ago (72 percent vs. 66 percent).

(continued on page 4)

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IFIC and IFIC Foundation Trended Research



<http://ific.org>

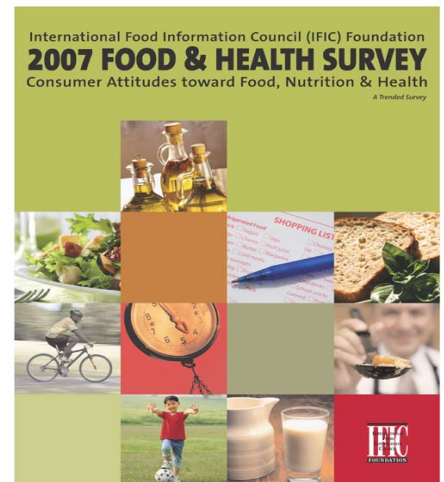
*IFIC Consumer Attitudes Toward Functional
Foods 2007*

IFIC Foundation Food & Health Survey 2007



Methodology

METHODOLOGY	Web survey
POPULATION	Representative sample of Americans aged 18+
DATA COLLECTION PERIOD	February 19-March 9, 2007
SAMPLE SIZE (ERROR)	n=1,000 (\pm 3.1 pp)



Conducted in partnership with
Cogent Research

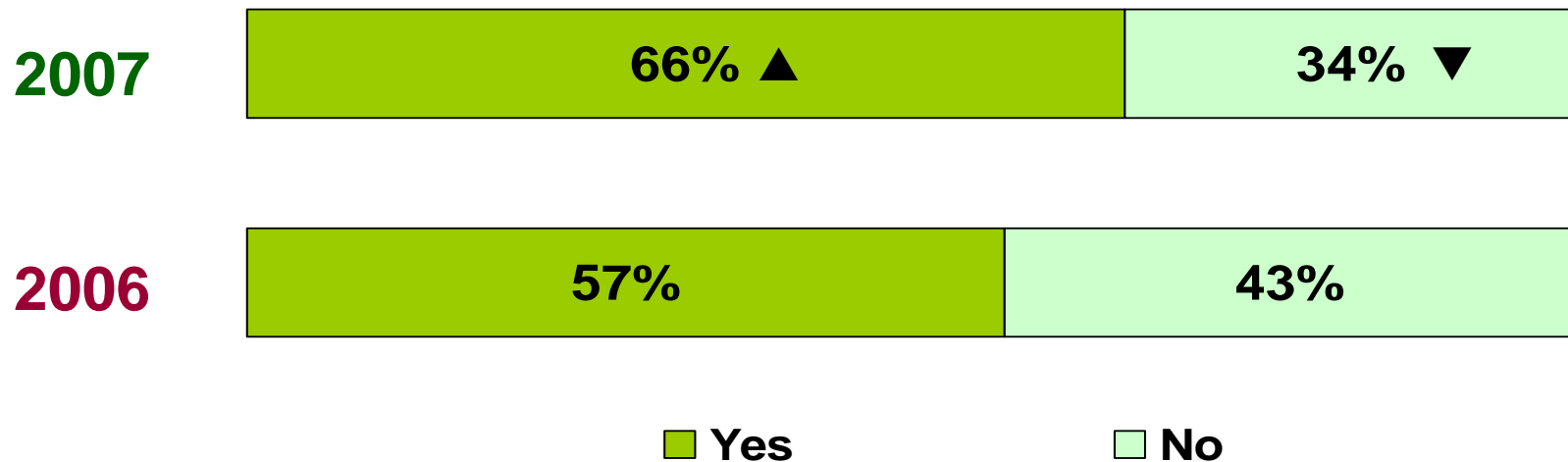


IFIC Foundation Food & Health Survey 2007



Prevalence of Dietary Changes

Over the past six months, have you made any changes in an effort to improve the healthfulness of your diet?



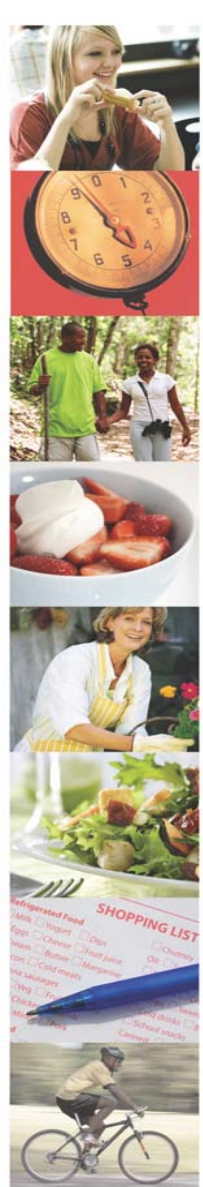
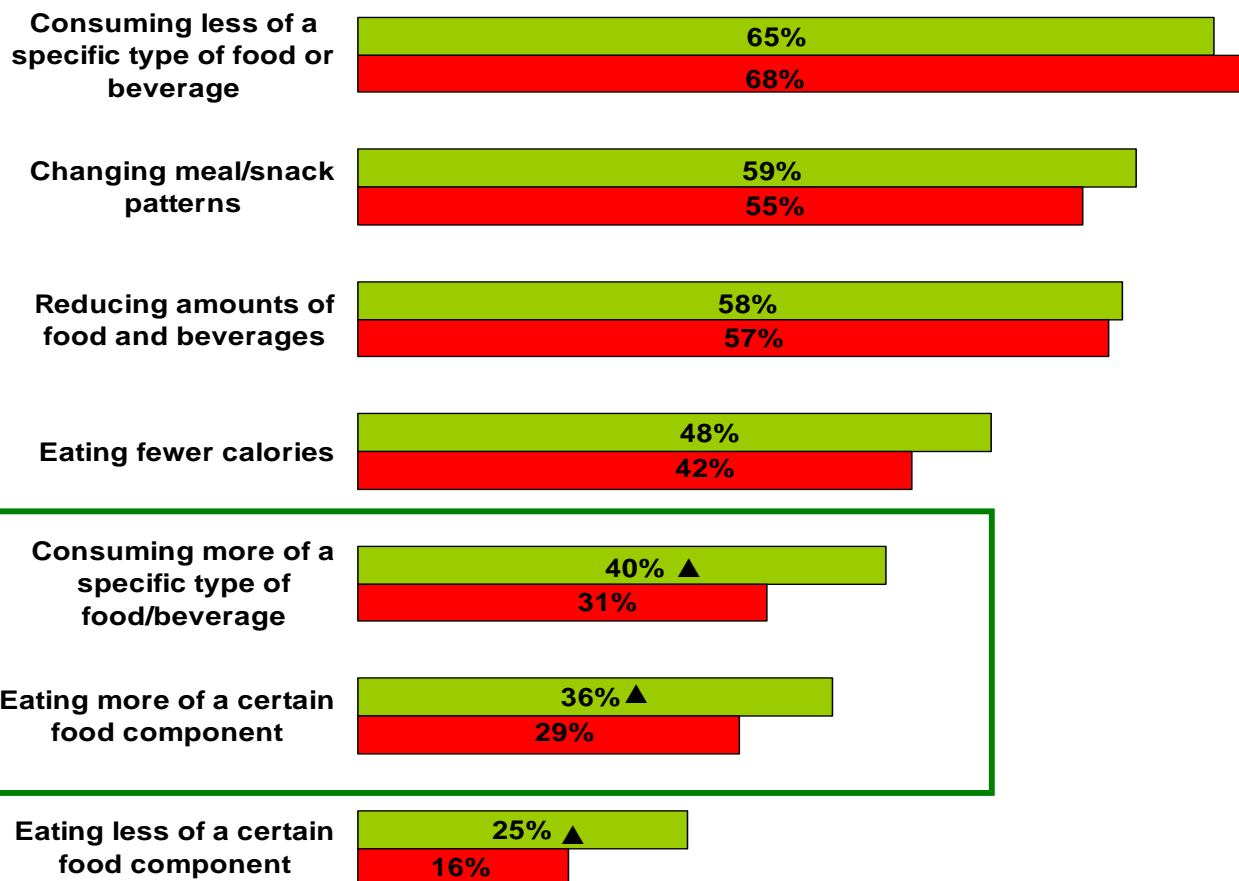
▲ Significant increase from '06
▼ Significant decrease from '06

(n=1000)

IFIC Foundation Food & Health Survey 2007

Changes Made to Improve Healthfulness of Diet

[Prompted] What have you done to improve the healthfulness of your diet in the past six months?



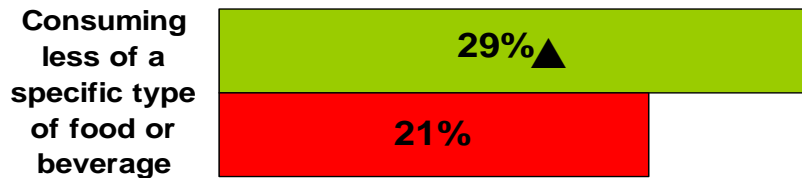
▲ Significant increase from '06

IFIC Foundation Food & Health Survey 2007

Changes Made to Improve Healthfulness of Diet: *Subtractions*

(Aided): What have you done to improve the healthfulness of your diet in the last six months?

■ 2007 (n=660)
 ■ 2006 (n=574)



Q12 (unaided): Over the past year, what changes have you made to your diet in an effort to improve or maintain your health? (n=1000)

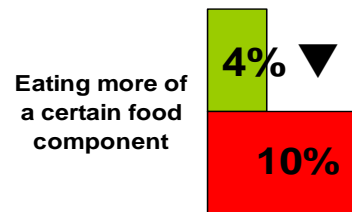
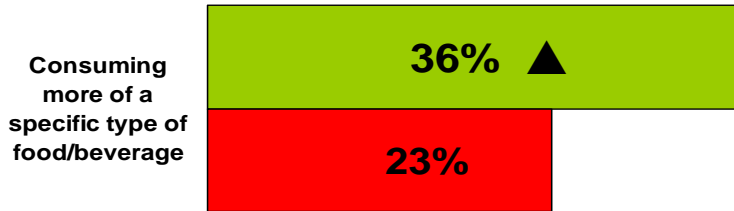
- Trying to consume less fat 15%
- Reducing calorie intake/eating less 11%
- Reduce sugar intake 10%
- Lower carbohydrate intake 5%
- Reducing salt intake 5%
- Stopped/Reduced junk/fast food 4%
- Eating less meat 4%
- Stopped/Reduced fried foods 4%
- Drink less soda 3%

IFIC Foundation Food & Health Survey 2007

Changes Made to Improve Healthfulness of Diet: Additions

(Aided): What have you done to improve the healthfulness of your diet in the past six months?

2007 (n=660) 2006 (n=574)



▲ Significant increase from '06

▼ Significant decrease from '06

Q12. Over the past year, what changes have you made to your diet in an effort to improve or maintain your health? (n=1000)

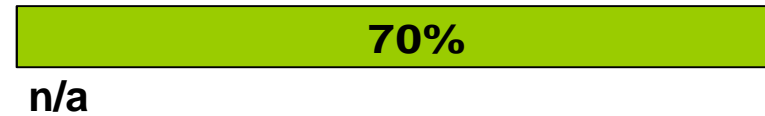
- 11% Eating more vegetables
- 9% Eating more fruit
- 3% More fiber in diet
- 3% Drink more water
- 2% More grain
- 2% Taking vitamins/supplements

IFIC Foundation Food & Health Survey 2007

Drivers of Dietary Changes

For which of the following reasons, if any, are you trying to improve the healthfulness of your diet?

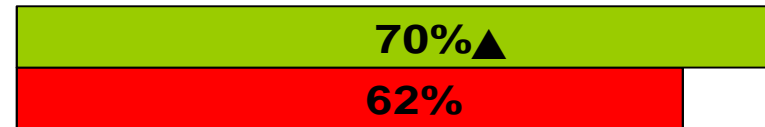
To improve my overall well-being *



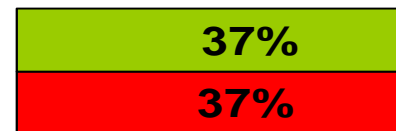
To improve my physical health



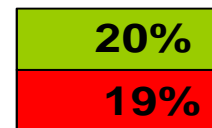
To lose weight



Specific health condition



Maintain my weight

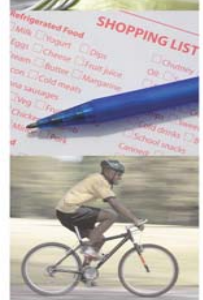


■ 2007 (n=660)
■ 2006 (n=574)

▲ Significant increase from '06

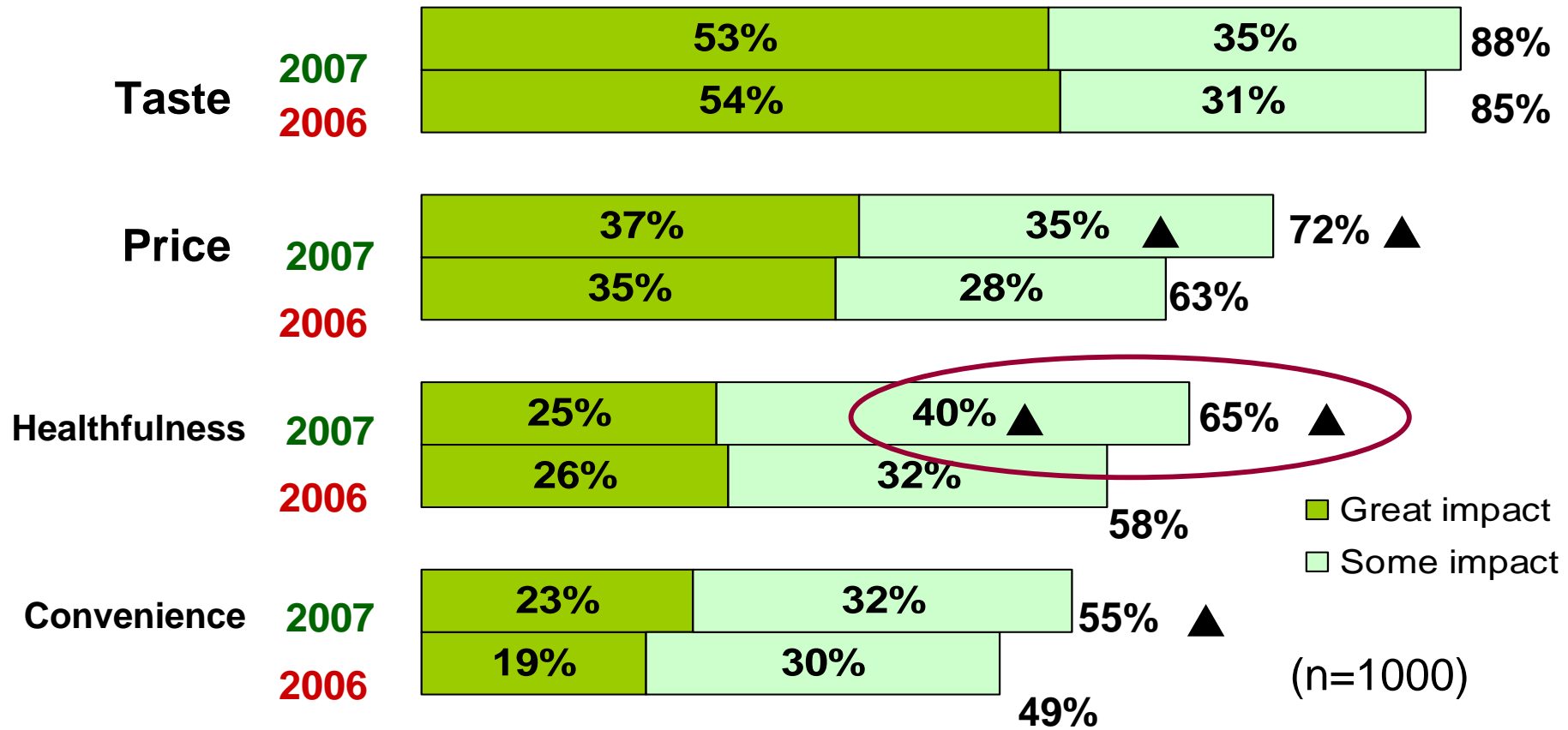
* **Modification from 2006:** “To improve my overall health” (69%) was changed to two items, including “To improve my overall well-being” and “To improve my physical health”.

IFIC Foundation Food & Health Survey 2007



Healthfulness Increases as Top Factor Influencing Purchasing Decisions

How much of an impact do the following have on your decision to buy foods and beverages?



▲ Significant increase from '06

IFIC Foundation Food and Health Survey 2007



IFIC Quantitative Research 1998, 2000, 2002, 2005, and 2007

Measure consumer interest in and awareness of “functional foods” and “personalized nutrition”

Methodology: Telephone survey by Cogent Research, Cambridge, MA (1998, 2000, 2002); Web-based survey (2005, 2007)

Sample population: randomly selected U.S. Adults (18 ≥ years old)

Completed interviews/sample size:
1,000 (2007)

Conducted in partnership
with Cogent Research



2007
Consumer Attitudes toward
Functional Foods/
Foods for Health



EXECUTIVE SUMMARY

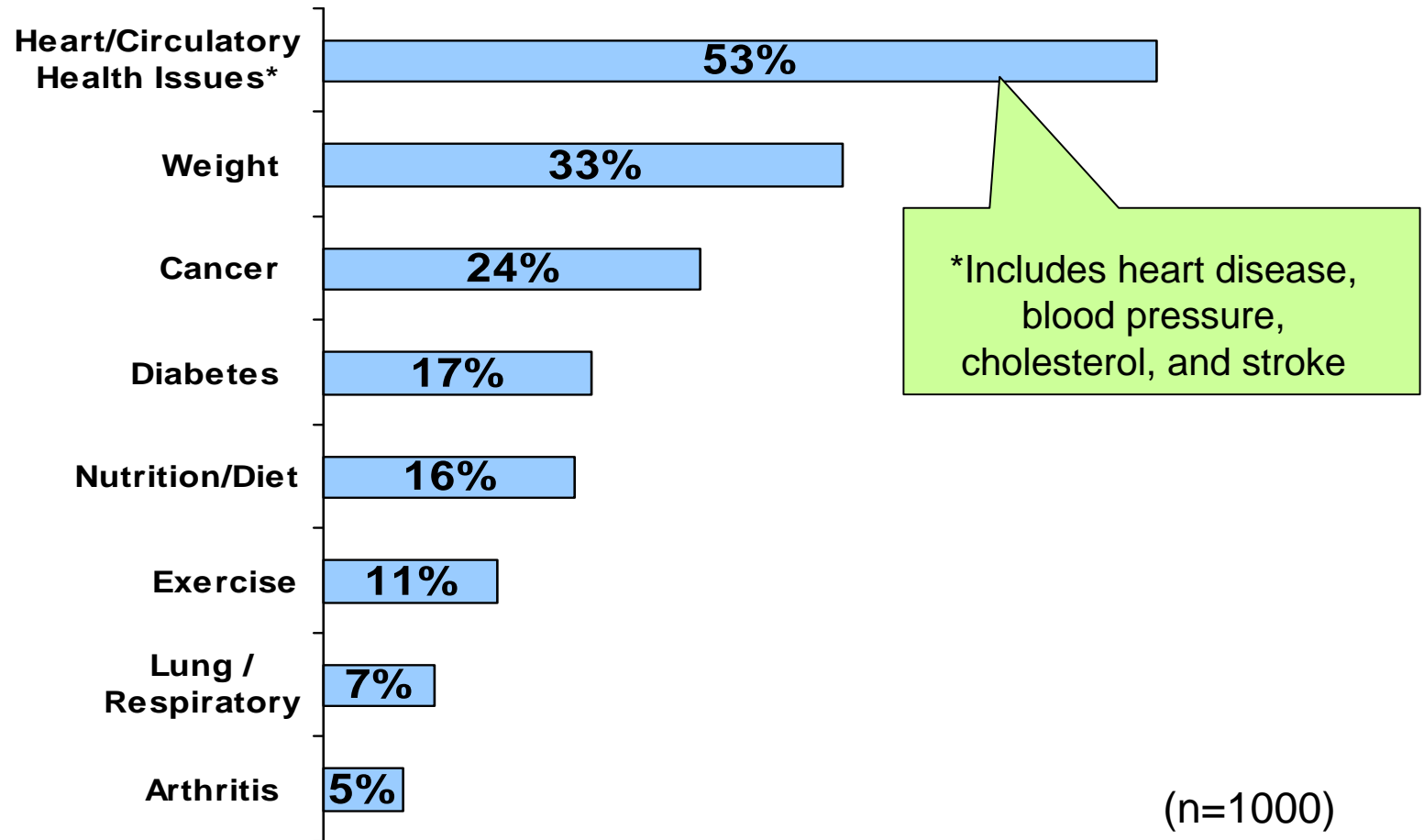
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Americans' Top Health Concerns

What are your top three health concerns, listed in order of importance to you? (MULTIPLE RESPONSE)



(n=1000)

IFIC Consumer Attitudes Toward Functional Foods 2007



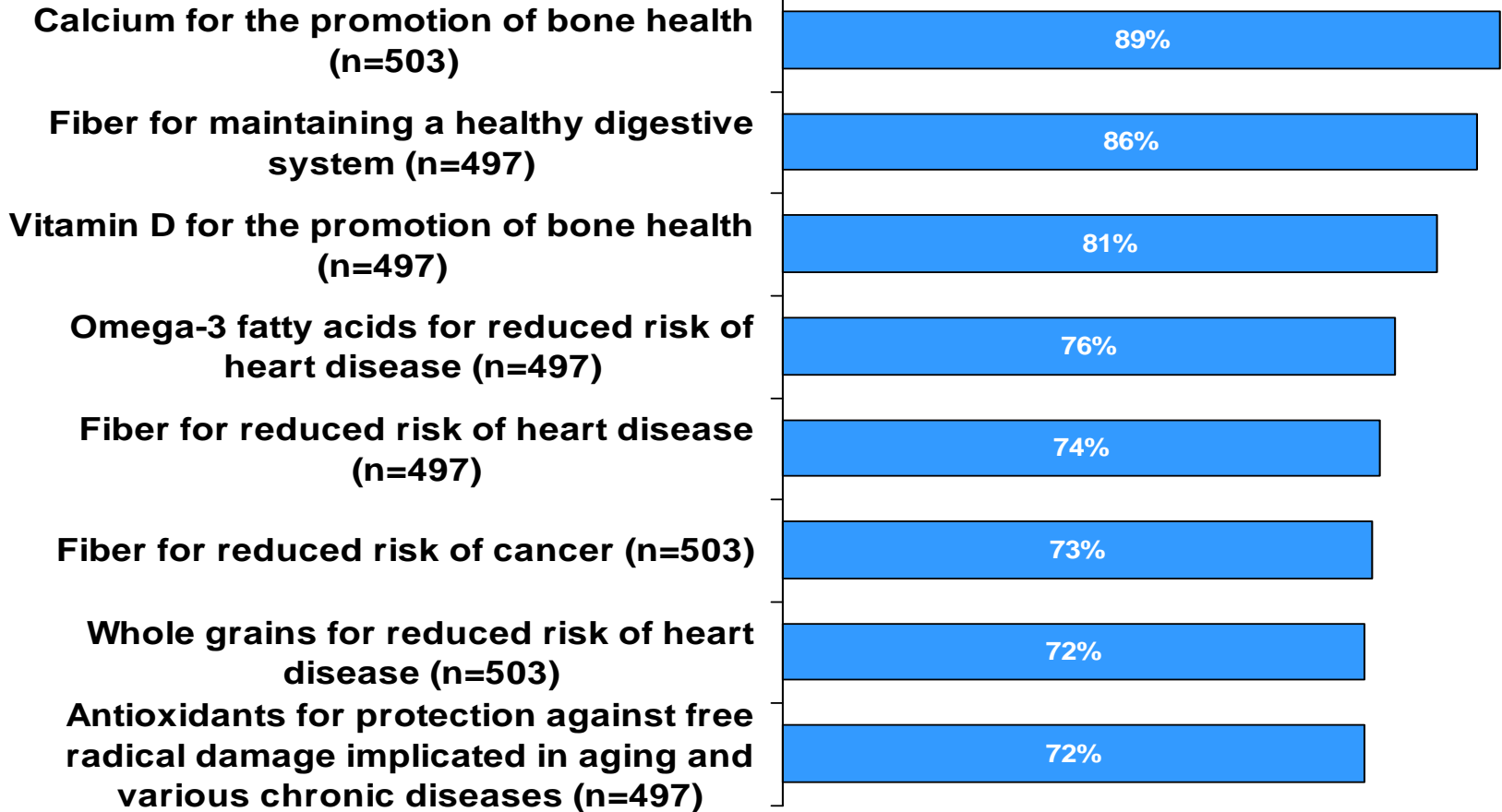
Top Functional Foods Named by Consumers

What is the (first/second/third) food or food component that comes to mind that is thought to have health benefits beyond basic nutrition? (n=1000)





1. Fruits and vegetables (69%)
2. Fish, fish oil, seafood (14%)
3. Milk (13%)
4. Whole grains (10%)
5. Fiber (6%)
6. Oats, oat bran, oatmeal (6%)
7. Green tea (6%)
8. Meat, red meat, (6%)
9. Water (4%)
10. Herbs/spices (4%)
11. Dairy (other than milk) (4%)
12. Cereal (4%)
13. Nuts (3%)
14. Juice (3%)
15. Vitamin/mineral supplements (3%)

High Awareness of Some Long-Established Diet & Health Pairs

Q41-64. For each of the following food components or nutrients, please tell us whether you are aware that food component or nutrient is thought to provide each of the following health benefits.



Decreased Awareness of Some Diet & Health Associations

 <p>Antioxidants for protection against free radical damage</p>	(72% vs. 79% in 2005)
 <p>Monounsaturated fats for reduced risk of heart disease</p>	(63% vs 73% in 2005)
 <p>Folate/folic acid for reduced risk of birth defects and heart disease</p>	(55 vs 63% in 2005)
 <p>Lycopene for reduced risk of prostate cancer</p>	(49 vs 57% in 2005)



Increased Awareness of Lesser-Known “Functional Food”/Health Pairs

Probiotics or Prebiotic fiber for maintaining a healthy digestive system	(58% vs. 49% in 2005)
Probiotics for maintaining a healthy immune system	(54% vs. 46% in 2005)
Soy protein/soy for reduced risk of heart disease and cancer	(55% vs. 41% in 2005)



Specific Food Components Consumed for Benefits

Please indicate how likely you are to begin eating each of the food components or nutrients for each of the health benefits in the next 12 months.

Fiber for maintaining a healthy digestive system
(n=427)



Calcium for the promotion of bone health
(n=449)



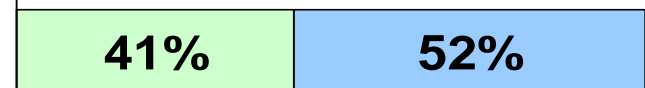
Whole grains for reduced risk of heart disease
(n=362)



Vitamin D for the promotion of bone health
(n=403)



Antioxidants for protection against free radical damage implicated in aging and various chronic diseases (n=357)



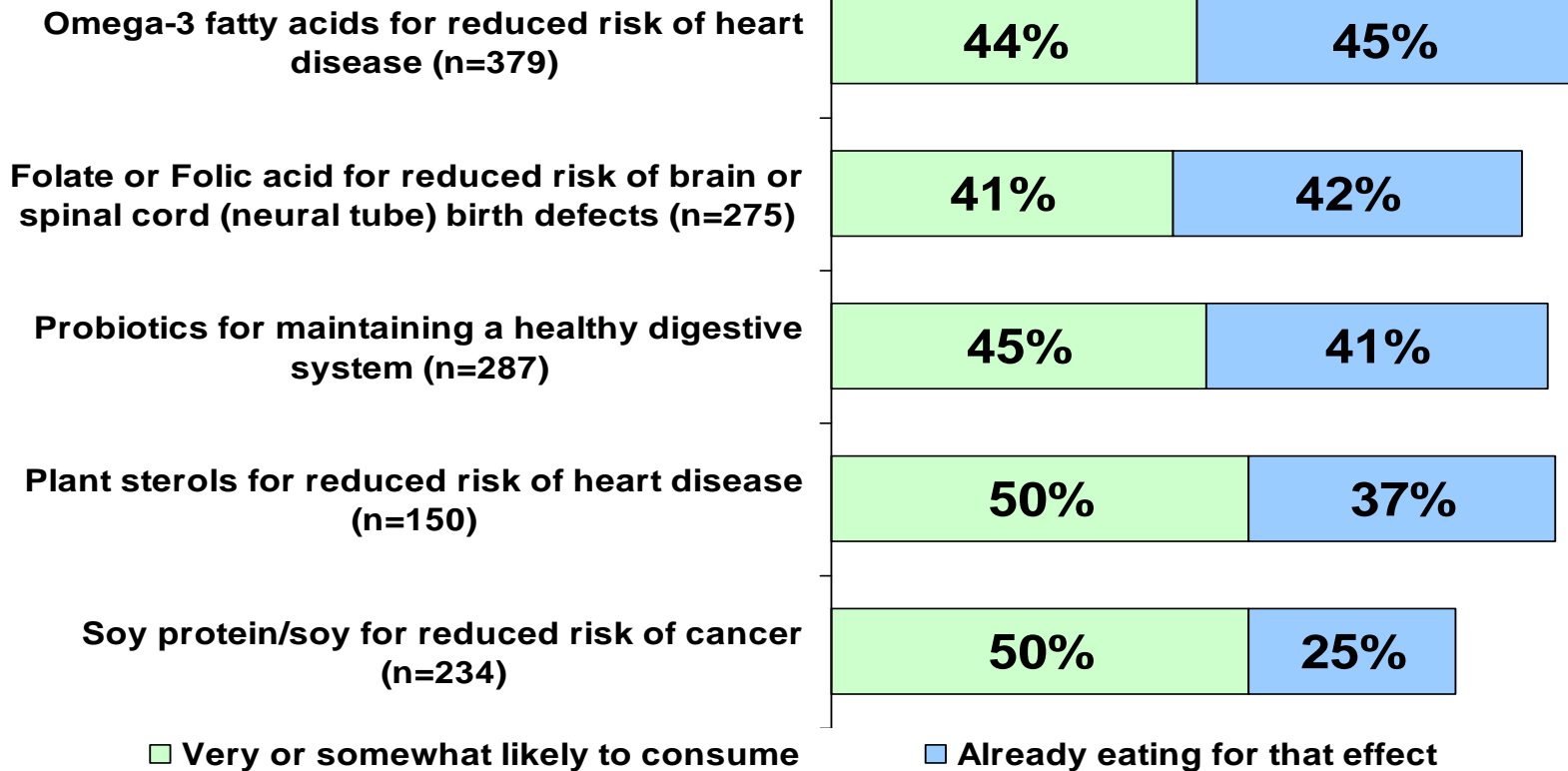
Very or somewhat likely to consume

Already eating for that effect

IFIC Consumer Attitudes Toward Functional Foods 2007

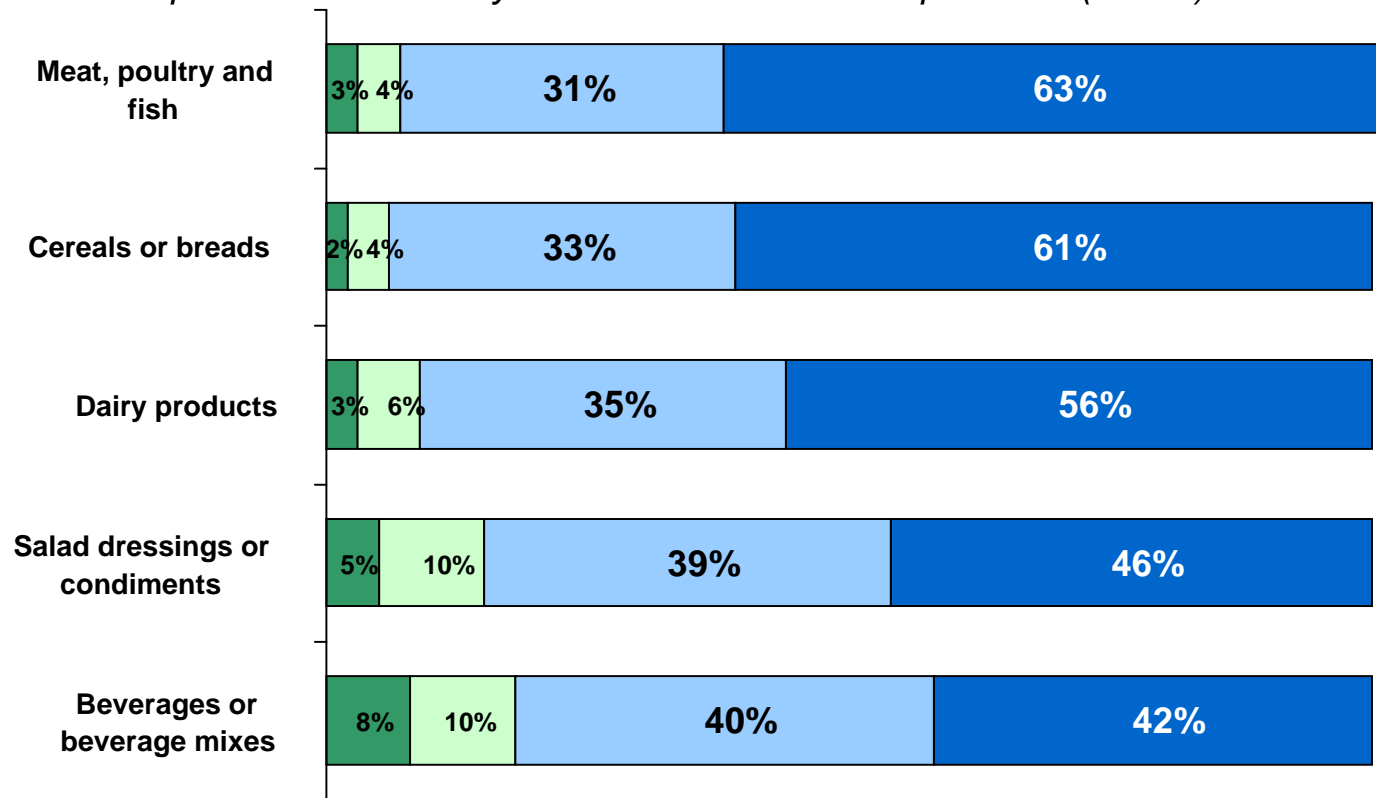
Specific Food Components Consumed for Benefits...continued

Please indicate how likely you are to begin eating each of the food components or nutrients for each of the health benefits in the next 12 months.



Consumers are Interested in Getting Health Benefits from a Wide Variety of Foods.

Which of the following types of food, if any, would you be interested in consuming if they had any of the specific benefits that you wanted from food components? (n=891)



■ Not at all interested ■ Not very interested
■ Somewhat interested ■ Very interested

IFIC Consumer Attitudes Toward Functional Foods 2007

Food Biotechnology:

A Study of U.S. Consumer Trends, 2007

Population: U.S. adults (18+)

Methodology: 100% web

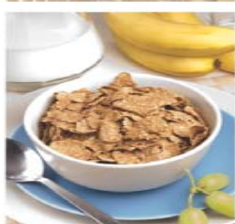
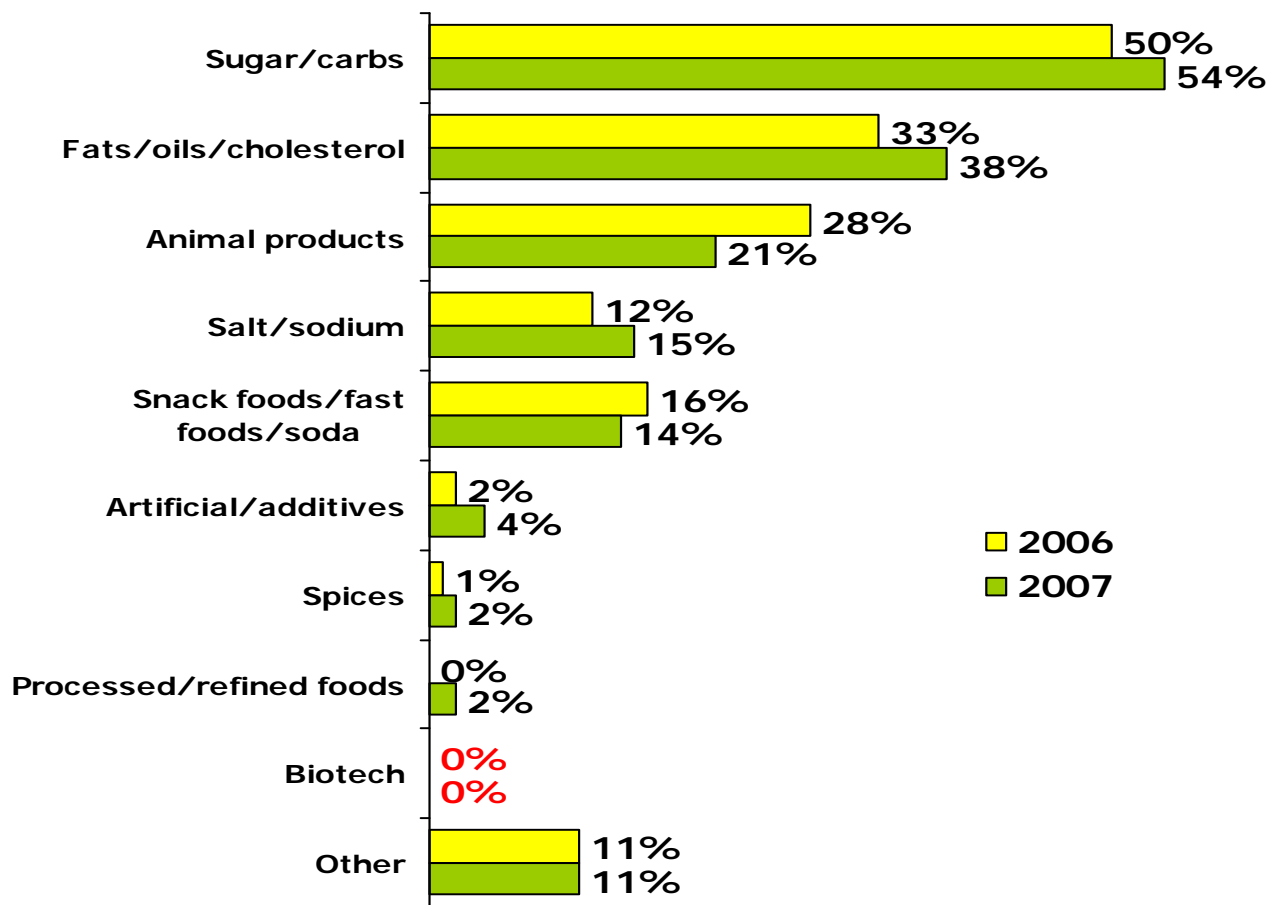
Data collection period: July 11 – July 27

Sample Size: n=1,000

Sample Composition: Data weighted on age and education to be nationally representative

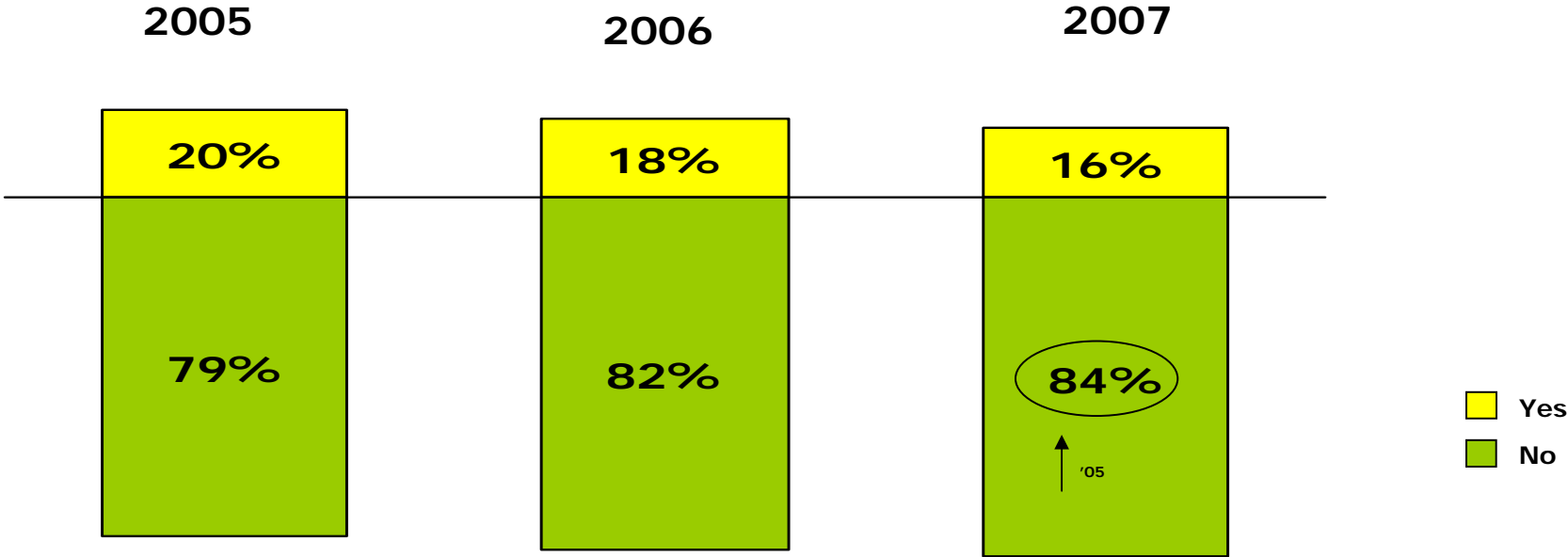


Foods Avoided: Type of Food Avoided

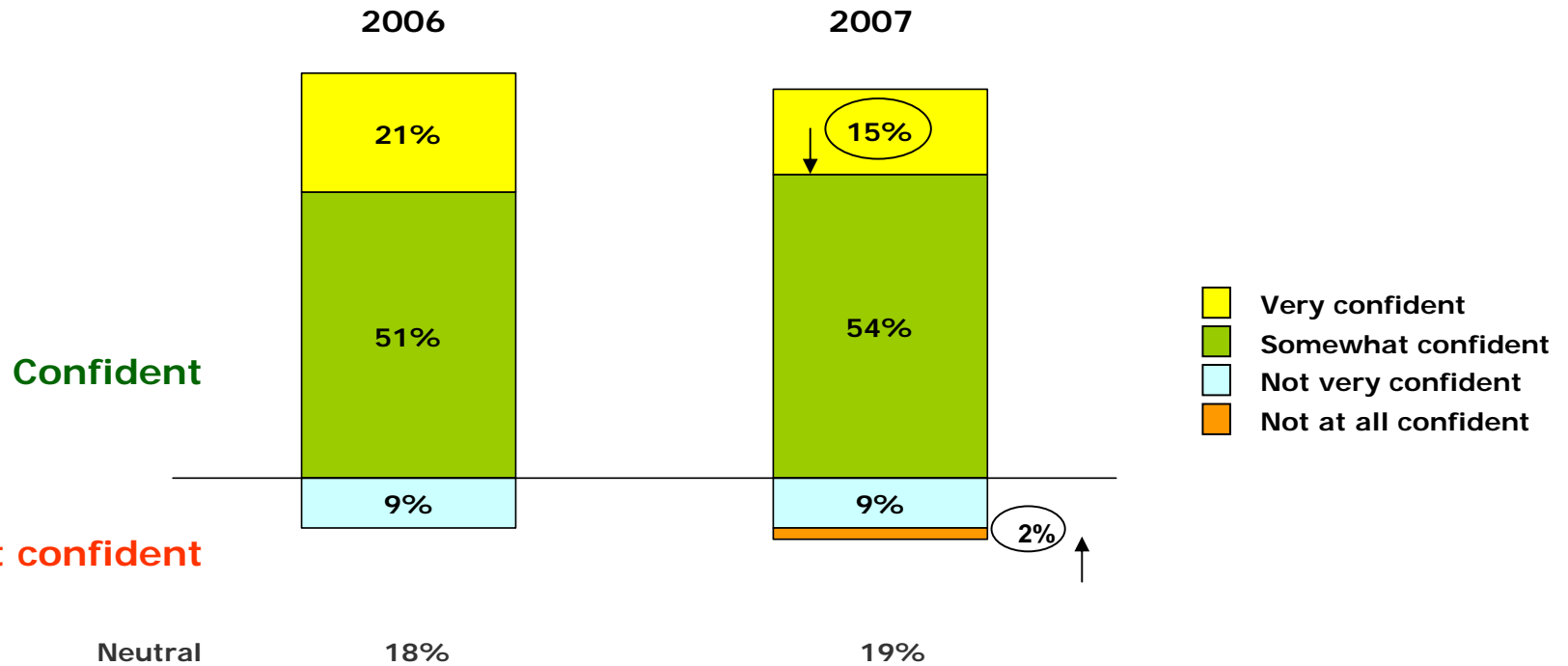


Food Labeling: Satisfaction with Current Labels

As seen in previous years, few consumers can think of additional information they would like to see on food labels (and less than 1% mention wanting to see biotech foods labeled).




Food Safety Concerns: Confidence in Food Supply



Q11. How confident are you about the safety of the US food supply? Would you say...?

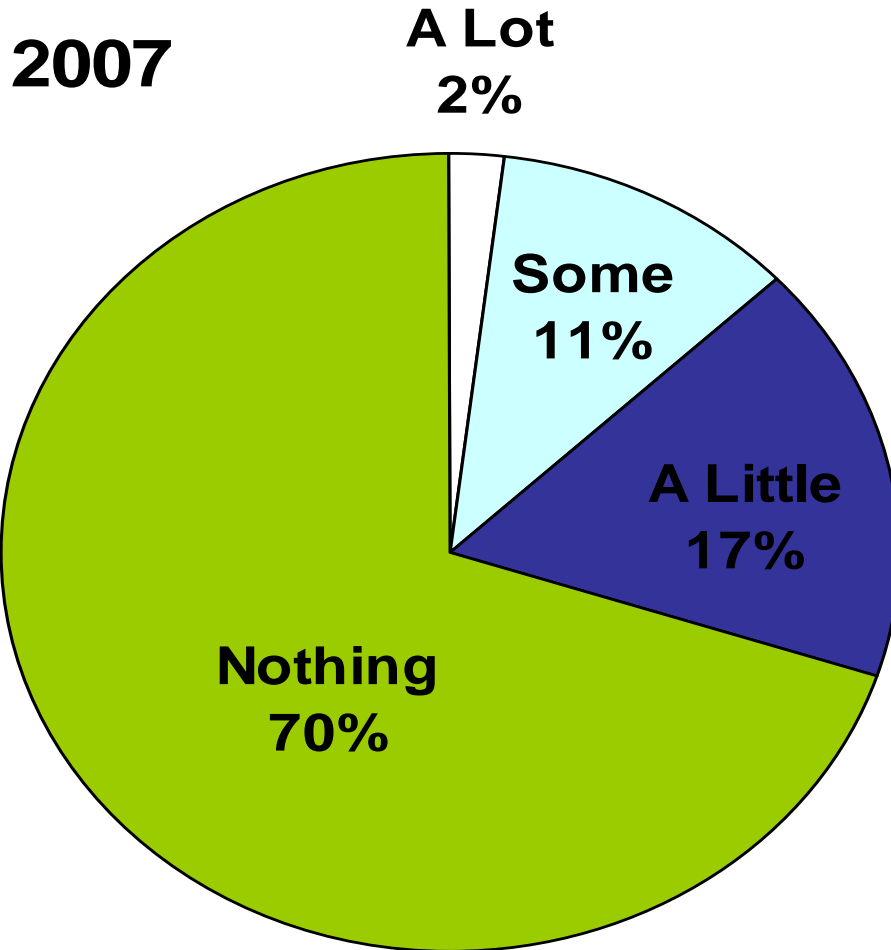
Food Safety Concerns

	2006	2007	Change
Disease/contamination	36%	38%	+2%
Handling/preparation	35%	26%	-9%
Food sources	6%	20%	+14%
Preservatives/Chemicals	15%	9%	-6%
Agricultural production	12%	8%	-4%
Health/nutrition	6%	8%	+2%
Biotech	3%	6%	+3%
Packaging/labeling	15%	5%	-10%
Processed foods	2%	1%	-1%
Other	4%	4%	---

 = Statistically significant



Sustainability: Definition and Awareness



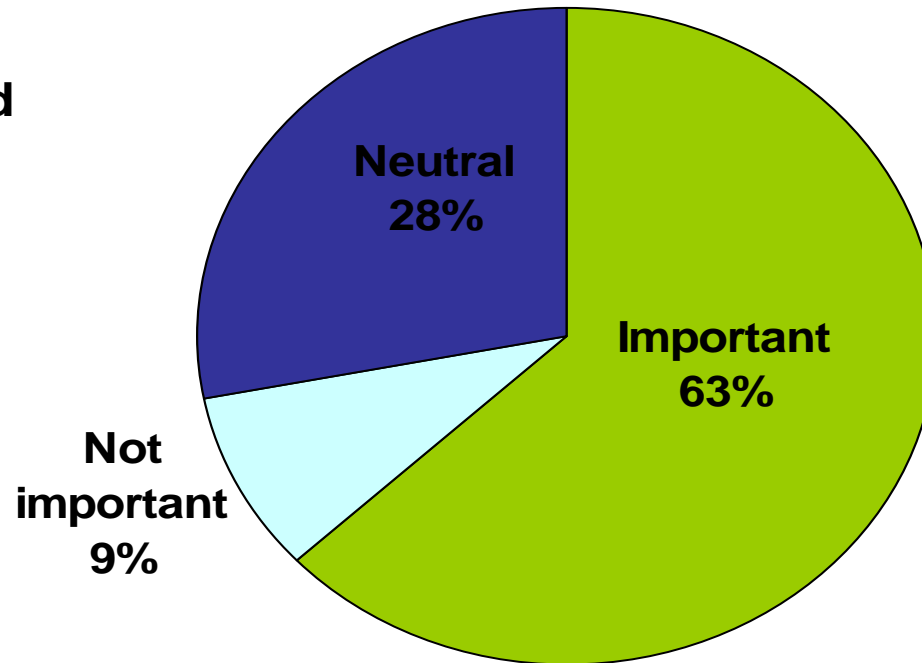
- Although Americans use a wide variety of terms to describe “sustainability,” 83% equate the term to mean “long-lasting” or “self-sufficiency”

- Close to three in four consumers say they have heard “nothing” about the concept of “sustainable food production” specifically

Sustainability: Importance of Food Producer Program Enrollment


Although few are familiar with the term itself, many find the concept of “sustainable food production” to be important.

2007



Q44. [NEW QUESTION] How important is it to you that the food products you purchase come from a food producer that is enrolled in a scientifically validated sustainability program? *By sustainability, we mean to operate in a manner which does not jeopardize the availability of resources for future generations.*

Sustainability: Importance of Crop Growing Factors



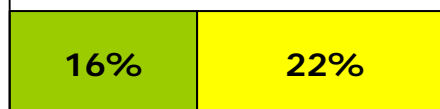
Increasing the production of food staples in the world, thereby reducing world hunger.



Reducing the amount of pesticides needed to produce food.



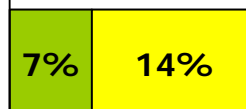
Creating high-yield crops so valuable land like rain forests is NOT needed as growing space for increased food production.



Producing plants that require less fresh water for growth, thereby conserving the world's fresh water supply.



Using no-till farming methods, thereby reducing green house gas emissions.



■ Selected first ■ Selected second

HAPPY BIRTHDAY SAM!!



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Questions?

schmidt@ific.org

THANK YOU!