

# Consumer Insights: Food Production, Safety and Sustainability

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INTERNATIONAL  
FOOD INFORMATION  
COUNCIL FOUNDATION



**Non-profit  
Science  
Communication  
Organization**

**Consumer  
Trends and  
Insights**

**Trusted  
Engagement  
with  
Influencers**

**Issues  
Management and  
Rapid Response**

**Strategic  
Engagement with  
Food Production  
and Nutrition  
Government  
Agencies**

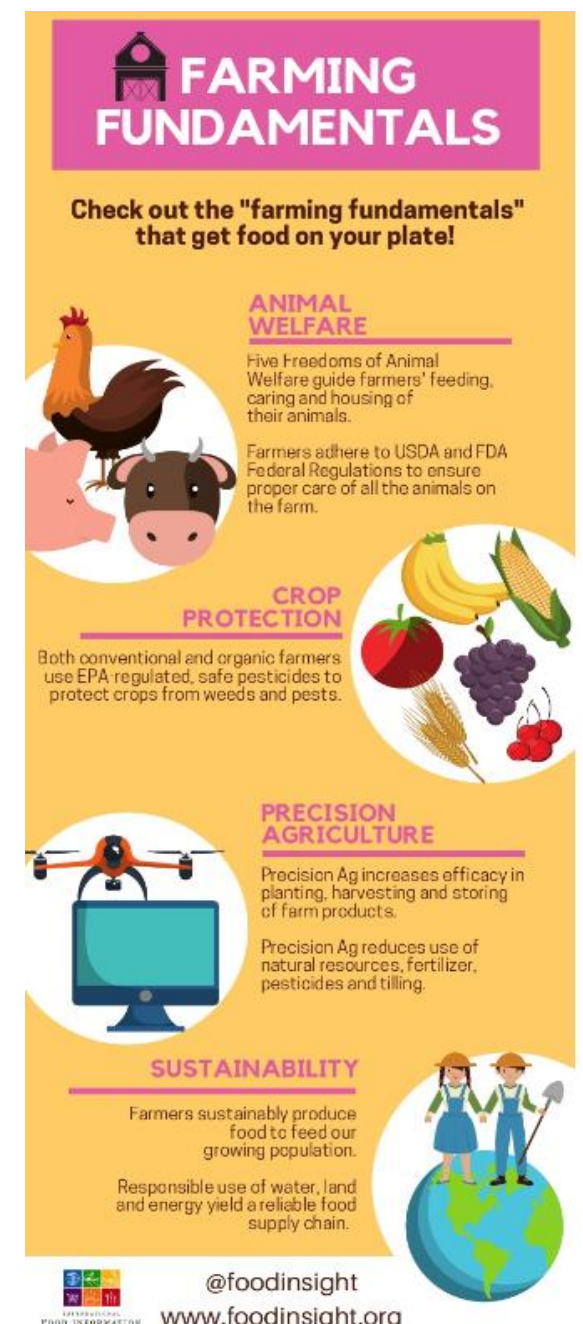
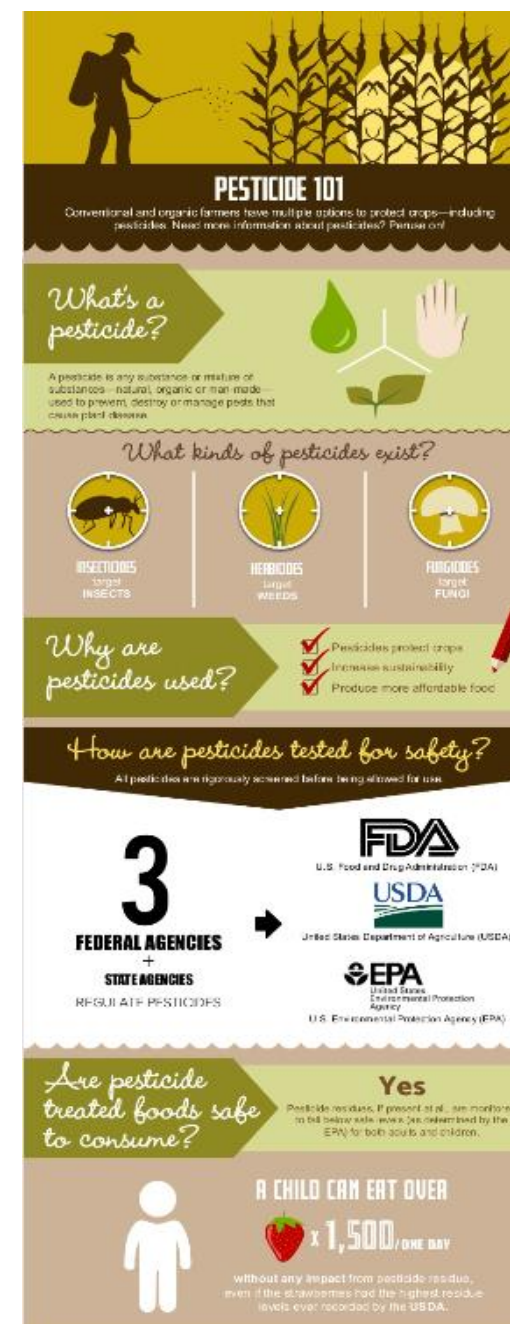
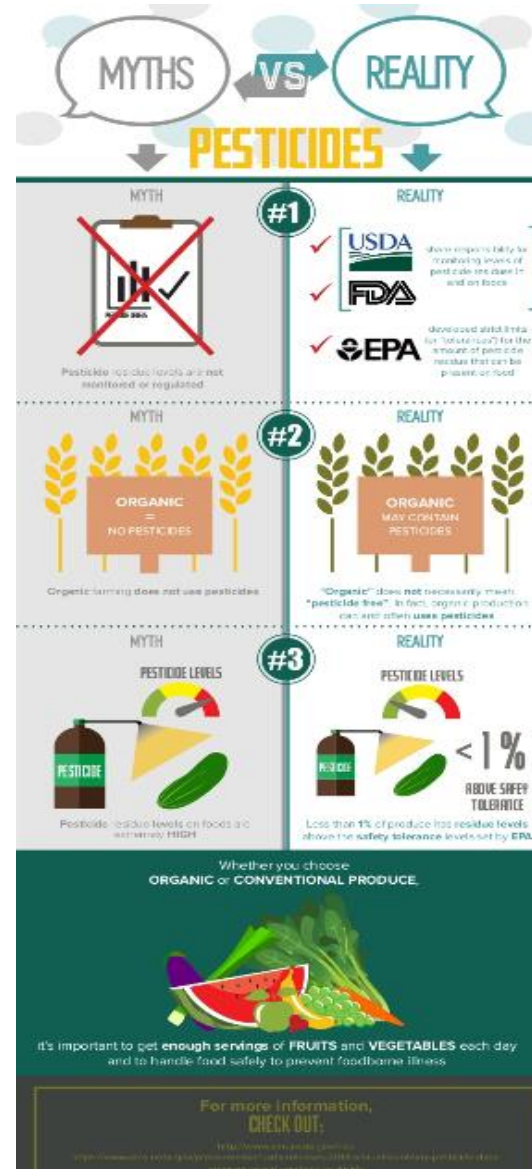
- **Sustainability**
- **Animal Welfare**
- **Food Safety**
- **Pesticides**
- **Biotechnology**



# IFIC Members



# Communications Resources





# Communications Resources



# Secured Placements

The  
Washington  
Post

**CNN**

Reader's  
digest



**RACHAELRAY**<sup>TM</sup>

**Forbes**

**Men'sHealth**



**SHAPE**

**WIRED**



The New York Times Magazine

**HUFFPOST**

**Mashable**

The CHRISTIAN SCIENCE  
**MONITOR**<sup>®</sup>

**FOOD & WINE**



Medium the **BUMP**



# WHAT ARE CONSUMERS SAYING?





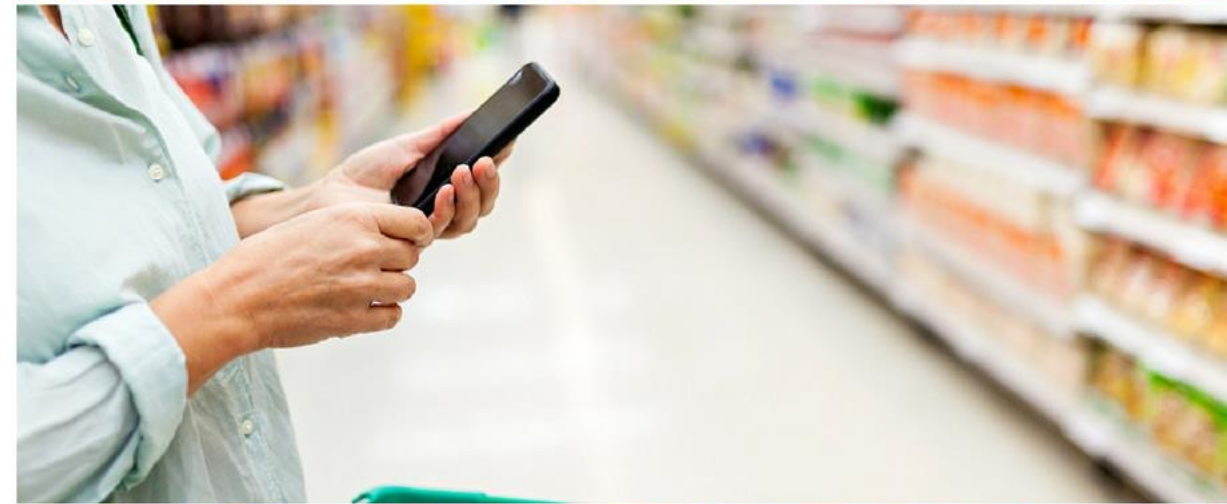




## BACKGROUND

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.



Consumers Rely on a  
Multitude of Information  
Sources, Some of Which  
They Trust

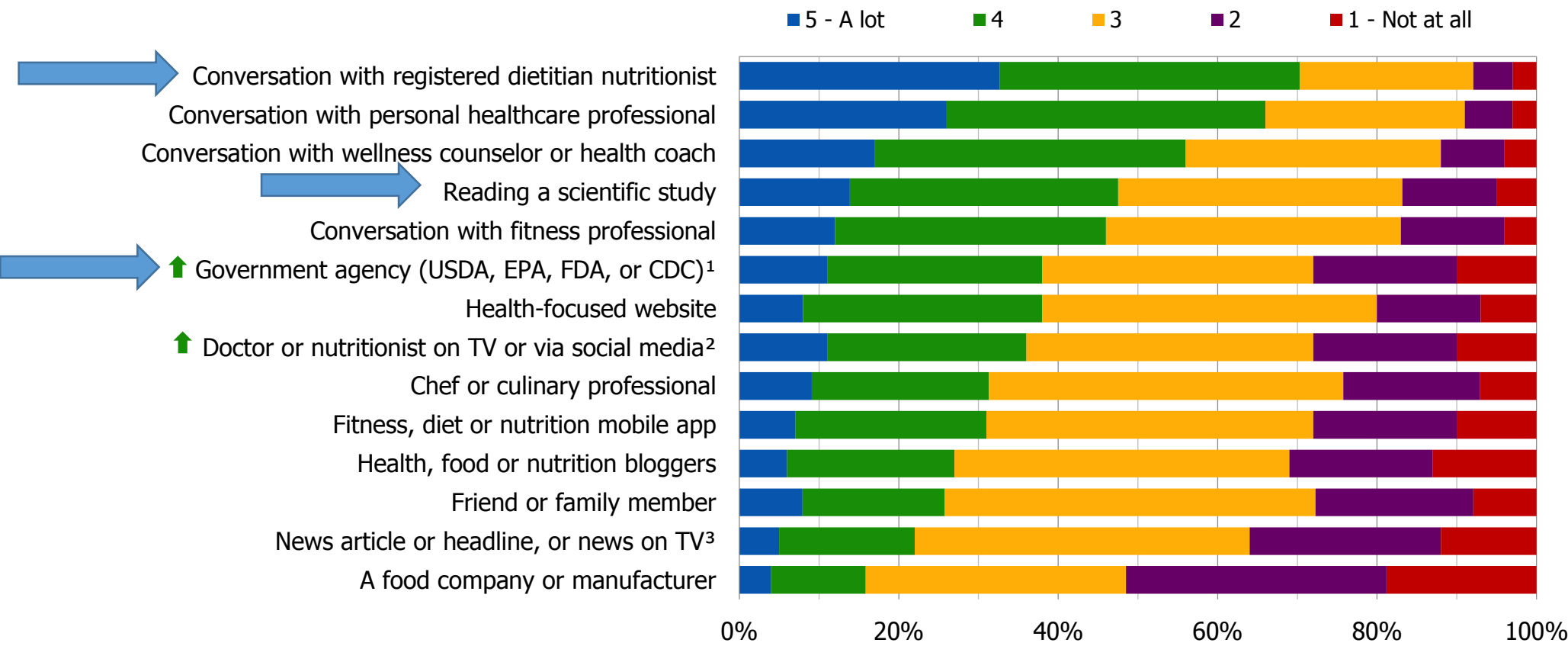




# Consumers Put Trust in Health Professionals

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

## Trusted Sources About Which Foods to Eat/Avoid

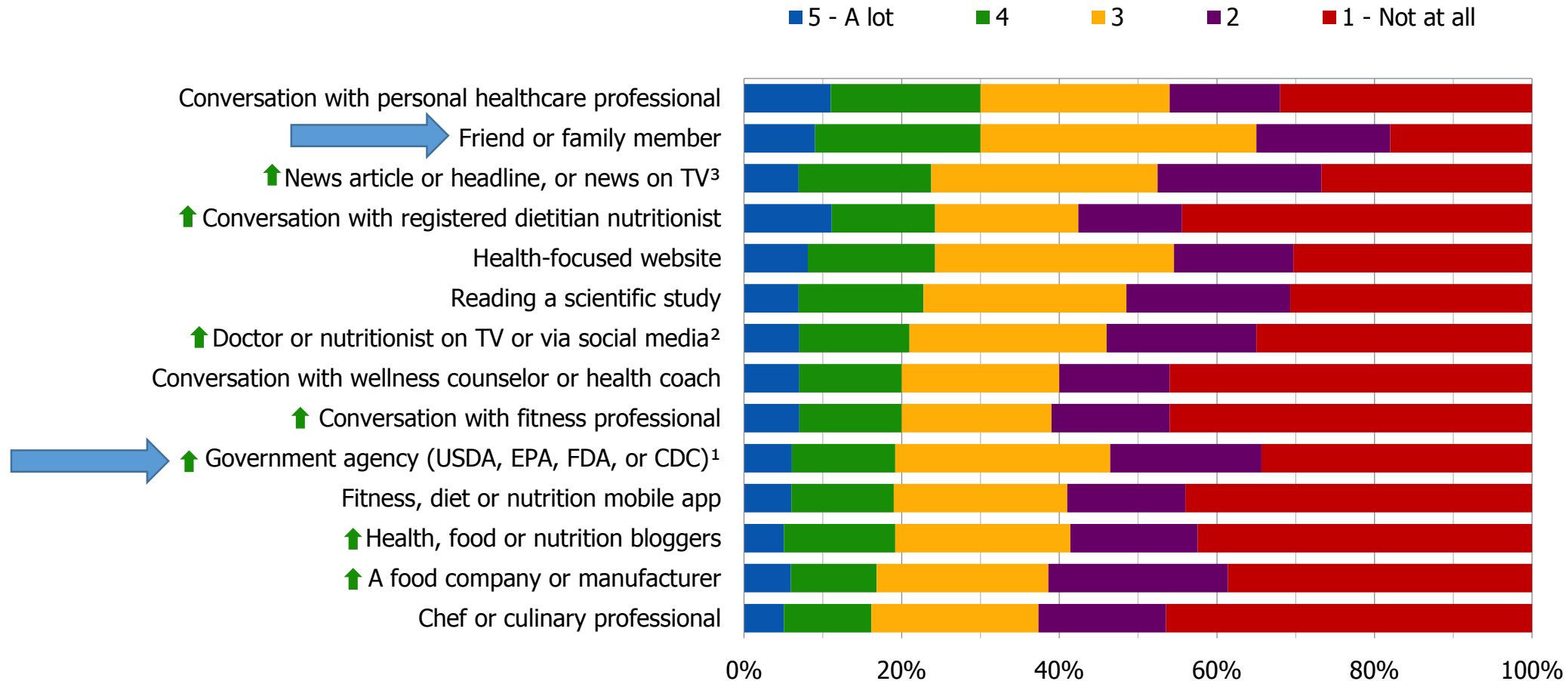




# No One Source of Information Used

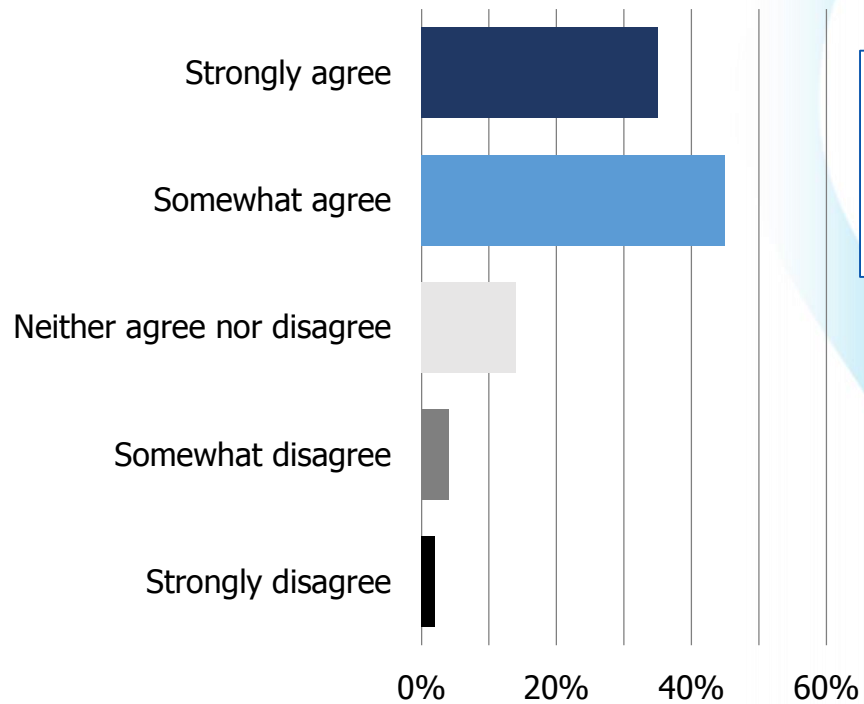
*Consumers who rate food sustainability as very important generally indicated using more sources*

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

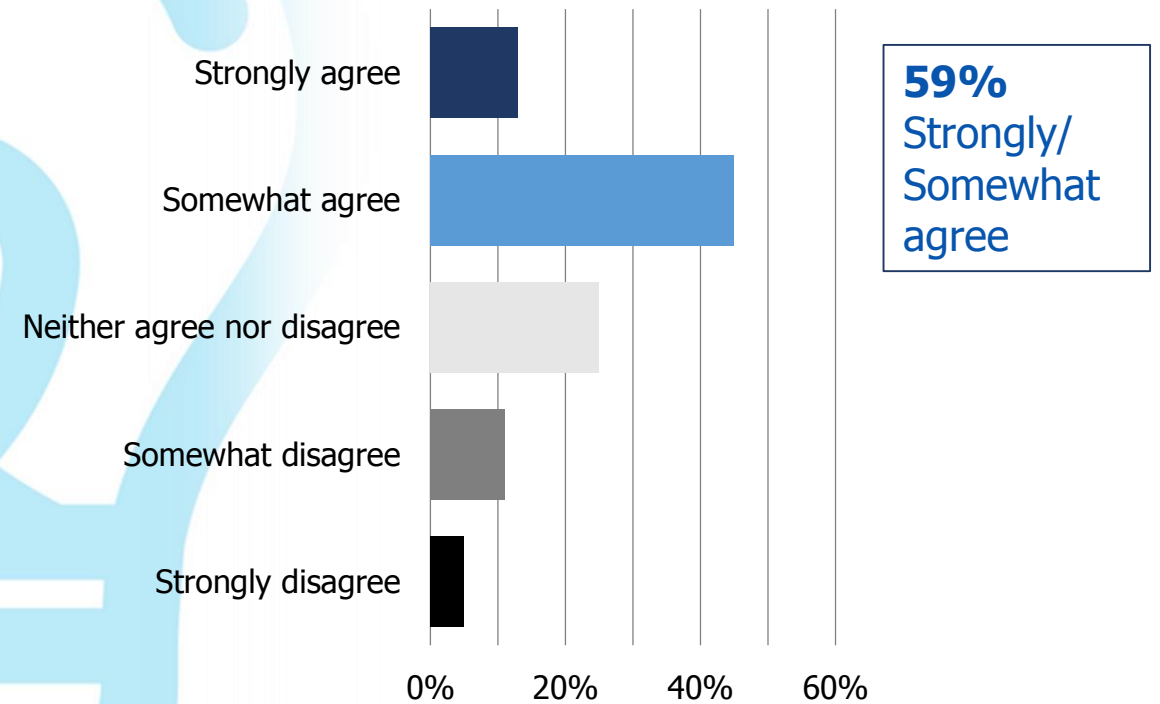


# Conflicting Information Creates “Confusion”

“There is a lot of **conflicting information** about what foods I should eat or avoid.”



“The conflicting information about what I should be eating makes me **doubt** the choices I make.”  
*(Of those who think there is conflicting information)*





# Consumers Evaluate Foods Based on Personal Beliefs and Values





# How Context Influences the Consumer

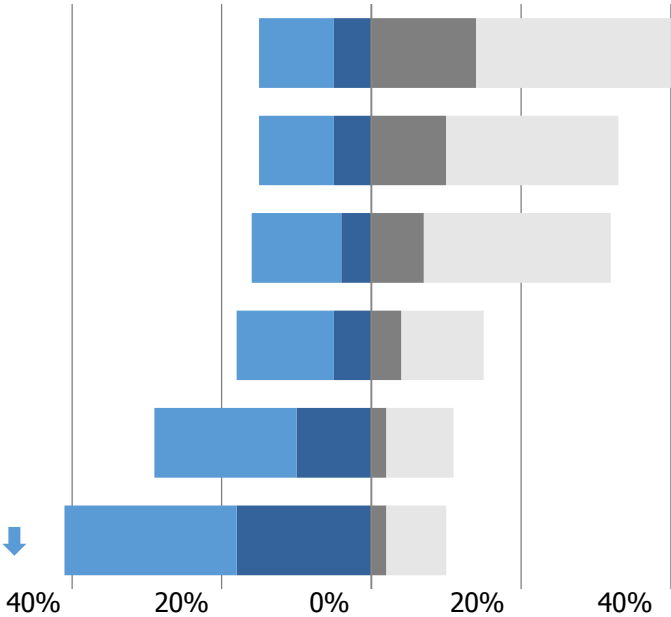
*Despite identical nutritional info, GMOs, longer ingredients lists, sustainable production, and freshness influence perception*

## If Two Products Have the Same Nutrition Facts Panel, Which is Healthier?



- Highly likely that Product A healthier
- Highly likely that Product B healthier
- Somewhat likely that Product A healthier
- Somewhat likely that Product B healthier

- Product A contains genetically engineered (GMO) ingredients and Product B is labeled as non-GMO
- Product A has a longer ingredients list than Product B
- Product A tastes sweeter than Product B
- Product A is produced using newer technology than Product B
- Product A is produced in a more environmentally sustainable way than Product B
- Product A is a fresh product and Product B is frozen

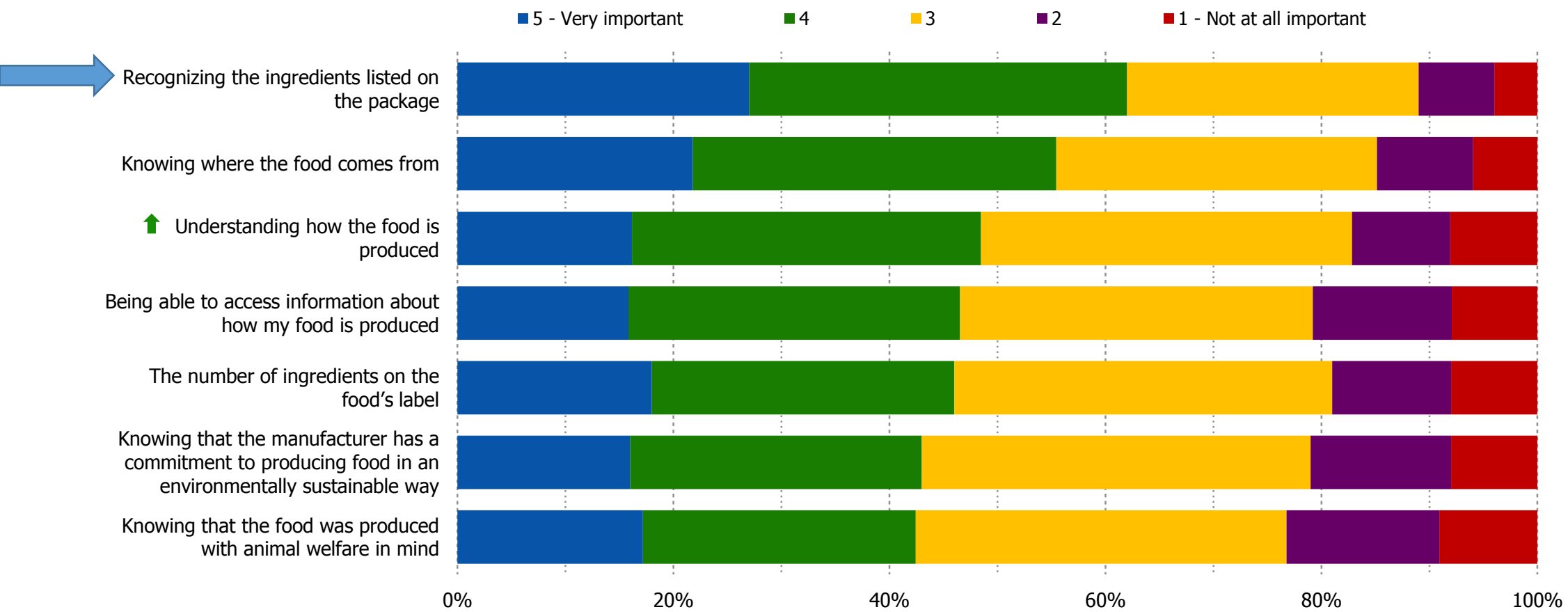




# Understanding Production Increasingly Impacts Food Purchases

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

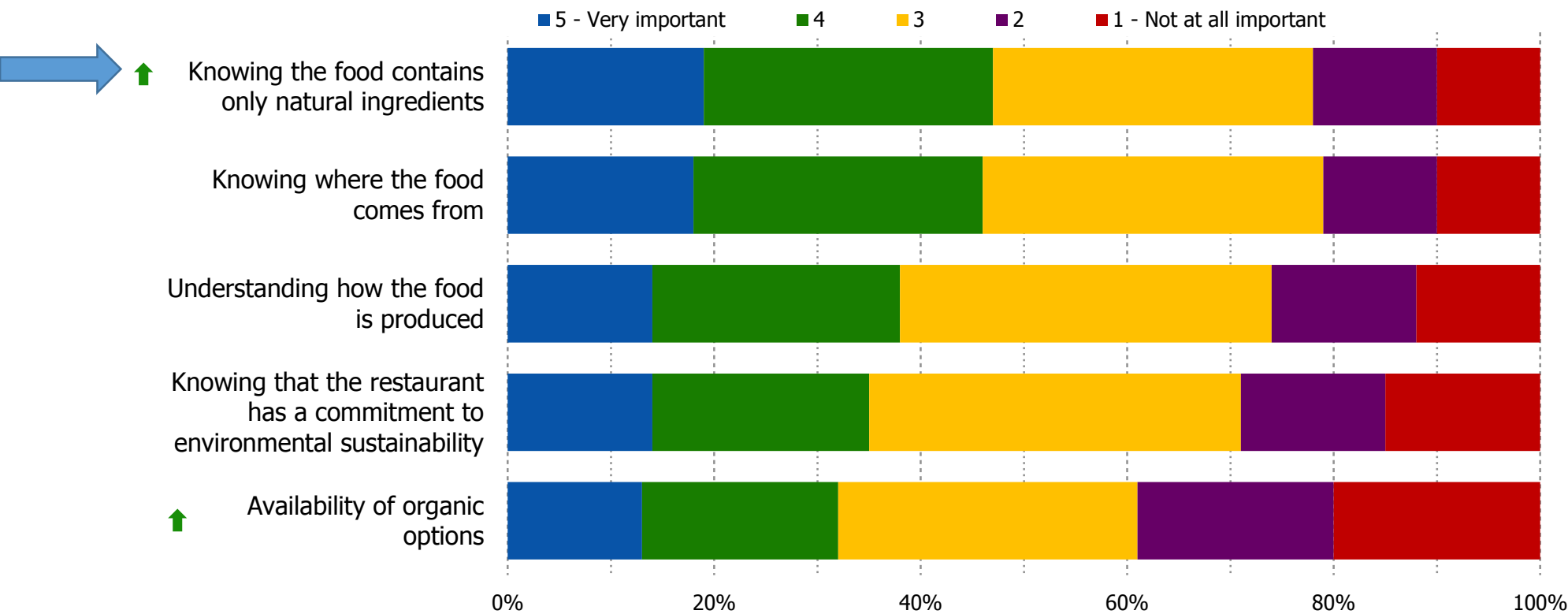
Important Factors When Purchasing Food



# Knowing Food Sources Key to Restaurant Choice

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

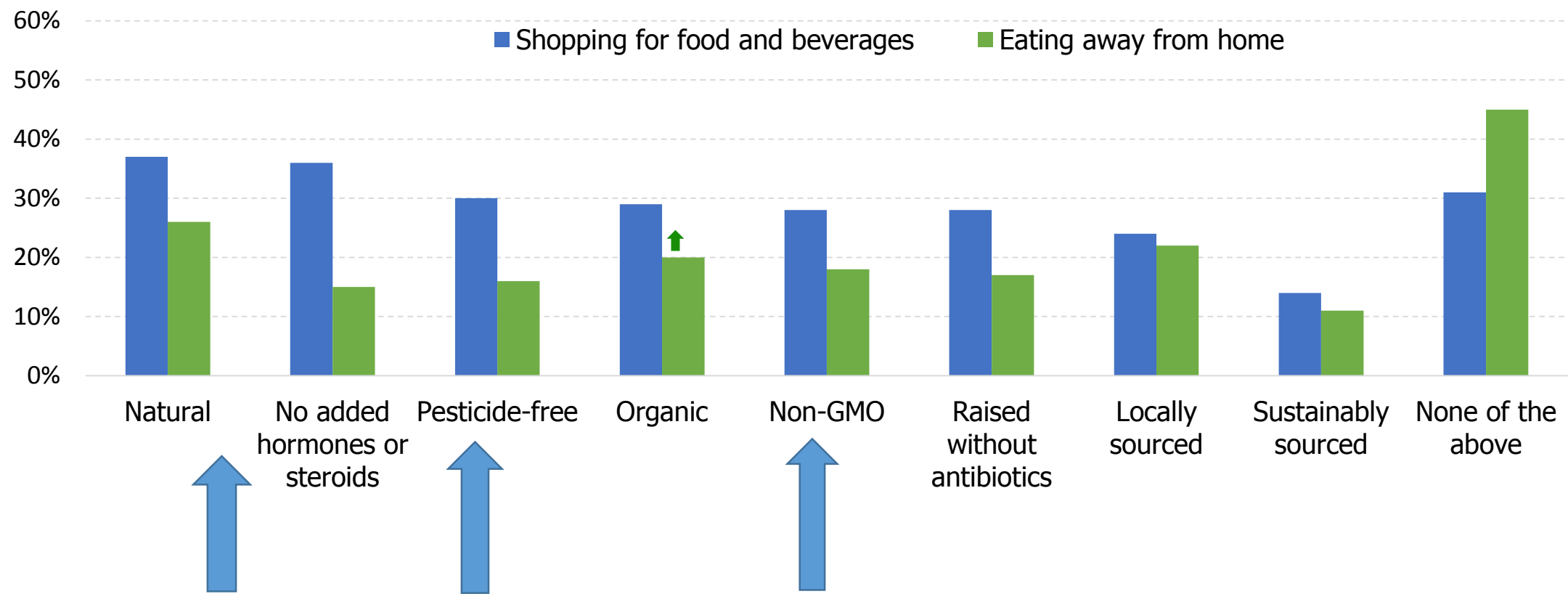
**Important Factors When Choosing a Restaurant or Cafeteria**



# 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

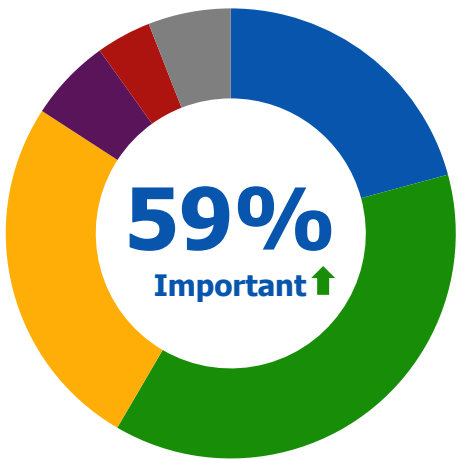




# Majority Say Sustainability of Food Important

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

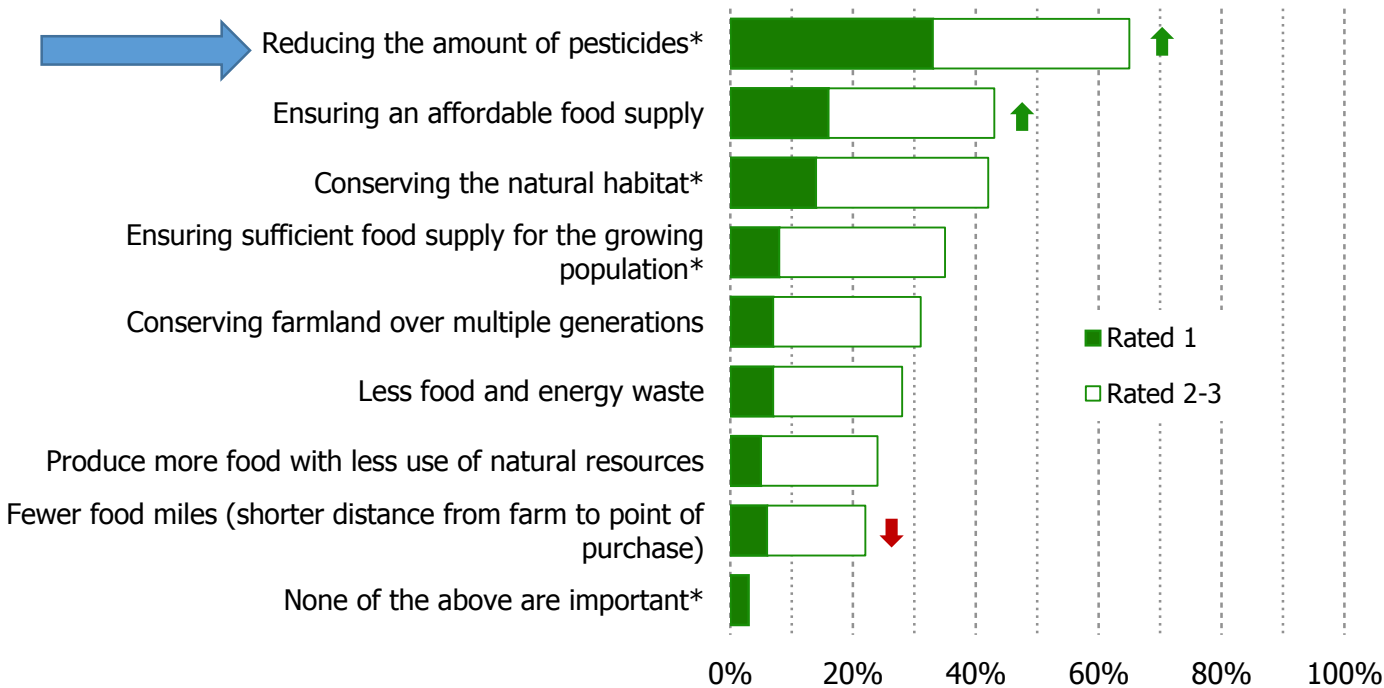
## Importance of Sustainability in Food Products Purchased



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

## Ranked Important Aspects of Sustainable Food Production

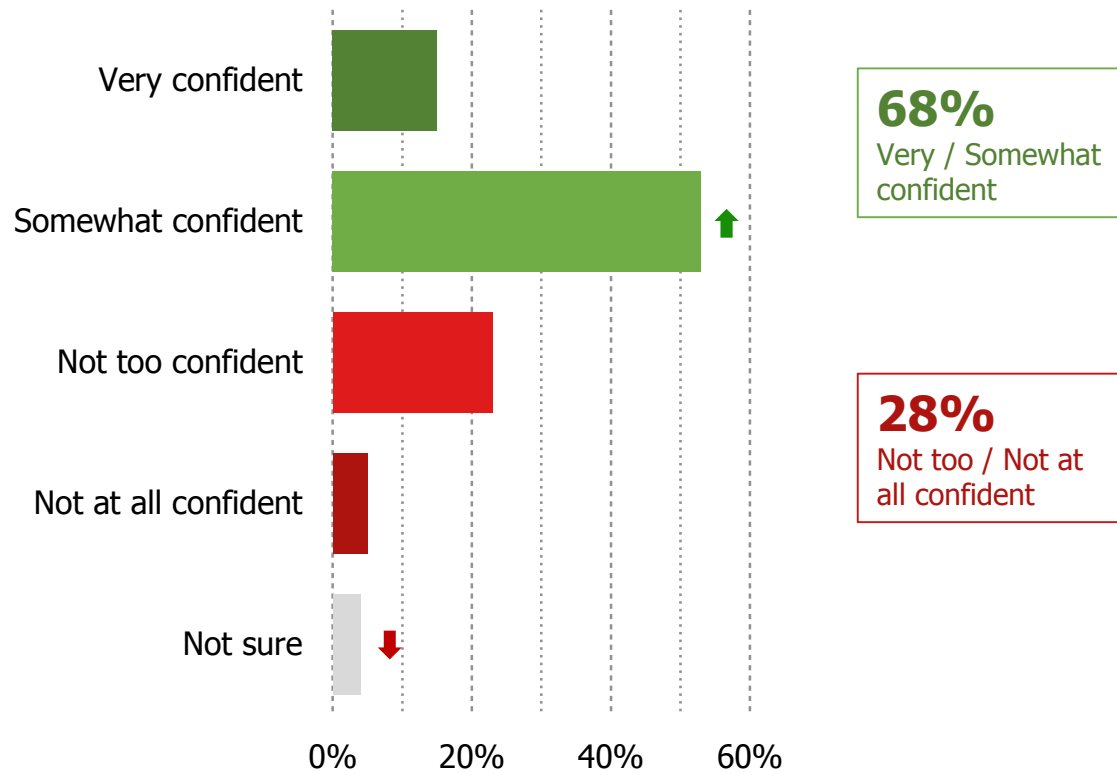
*(Of those who say it's important their food be produced sustainably)*



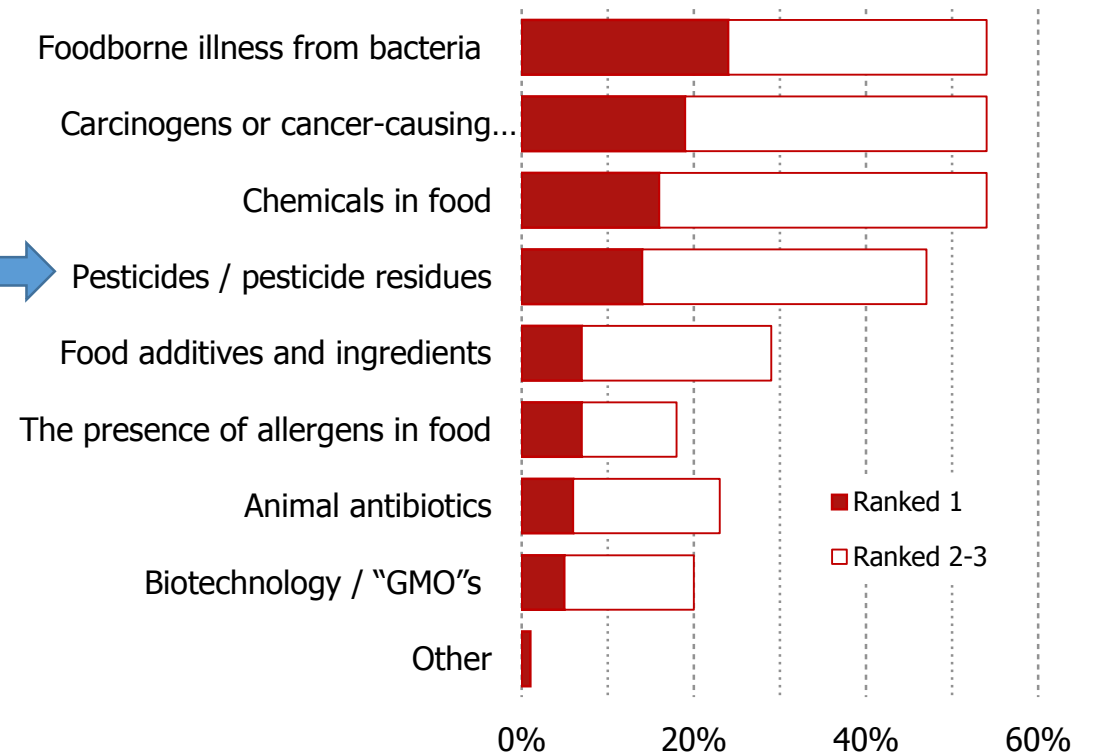
# Almost 7 in 10 Have Confidence in Food Supply

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

## Confidence in Overall Food Supply



## Most Important Food Safety Issues Today

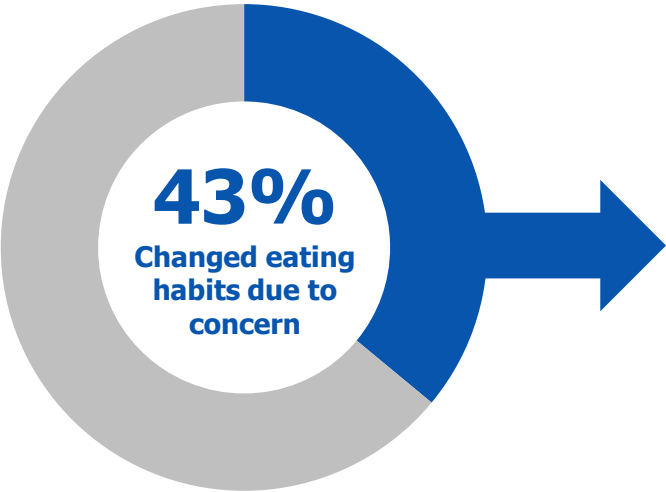




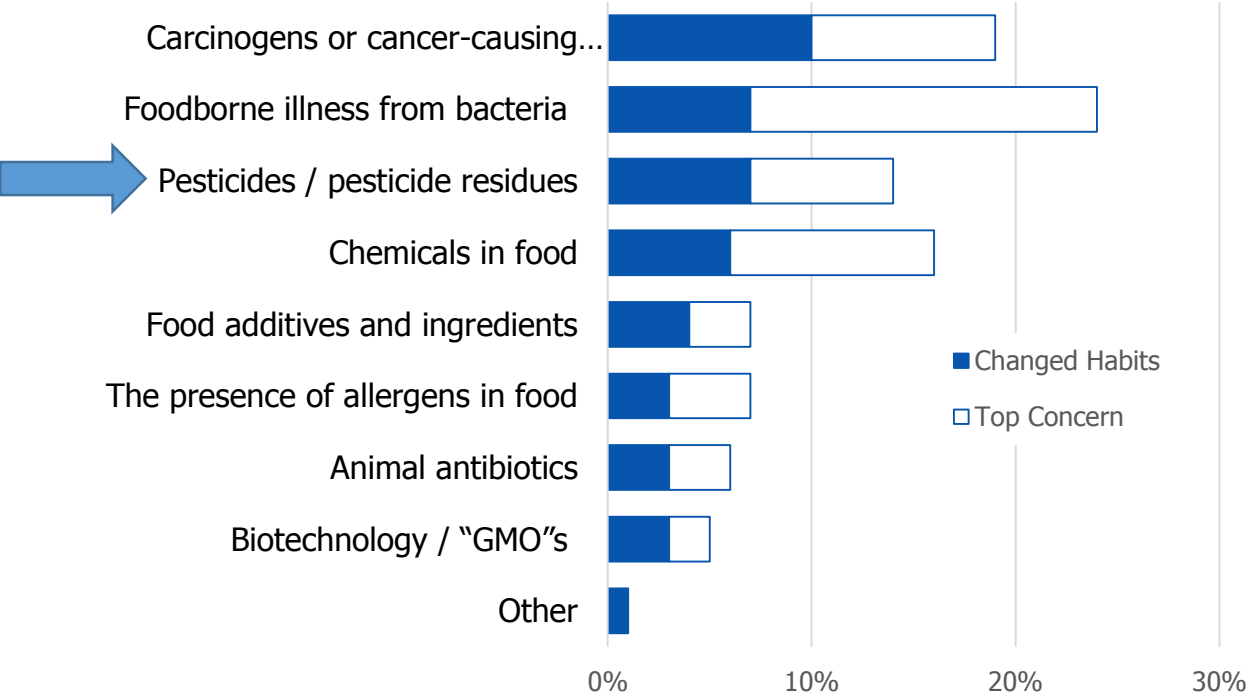
# Less than Half Changed Eating Because of Safety

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

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



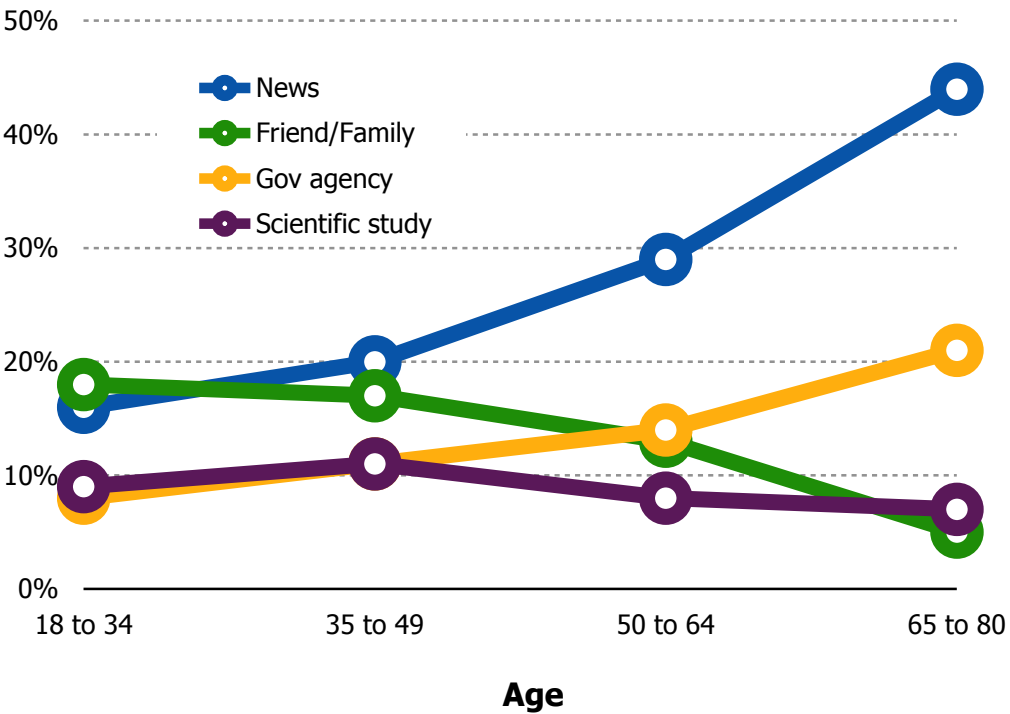
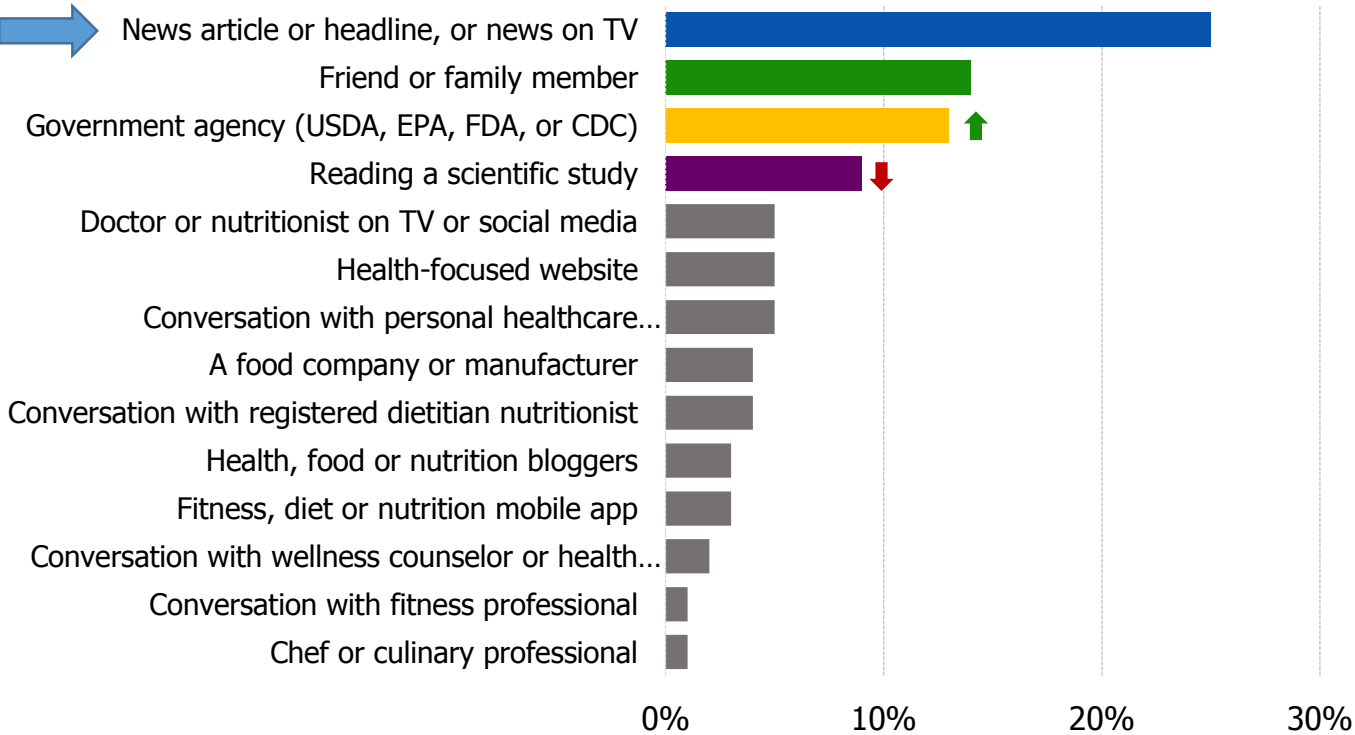
**Changed Habits by the Concern Driving the Change**



# 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





# THANK YOU!

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