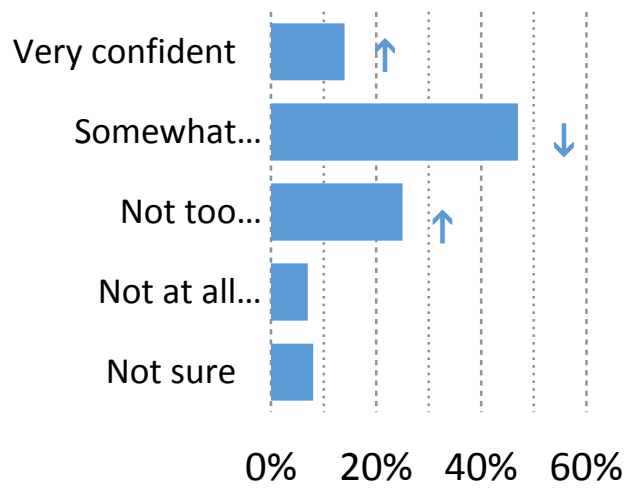


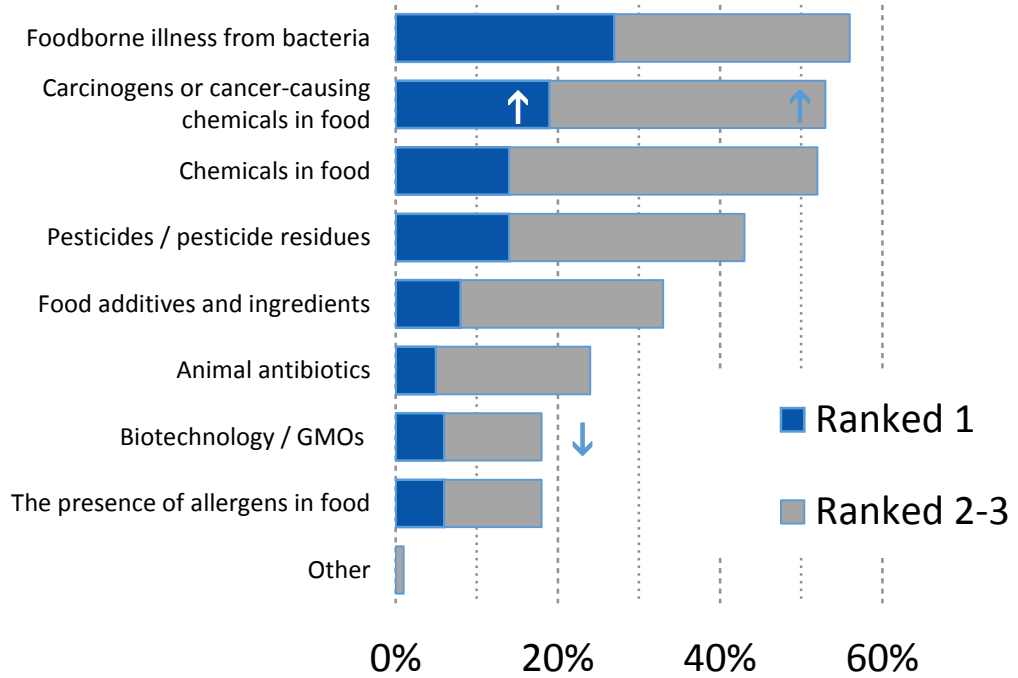
Confidence in food supply down slightly; foodborne illness remains top safety concern

Confidence in Safety of U.S. Food Supply



35%
Of Millennials are not confident, vs. 24% of Boomers

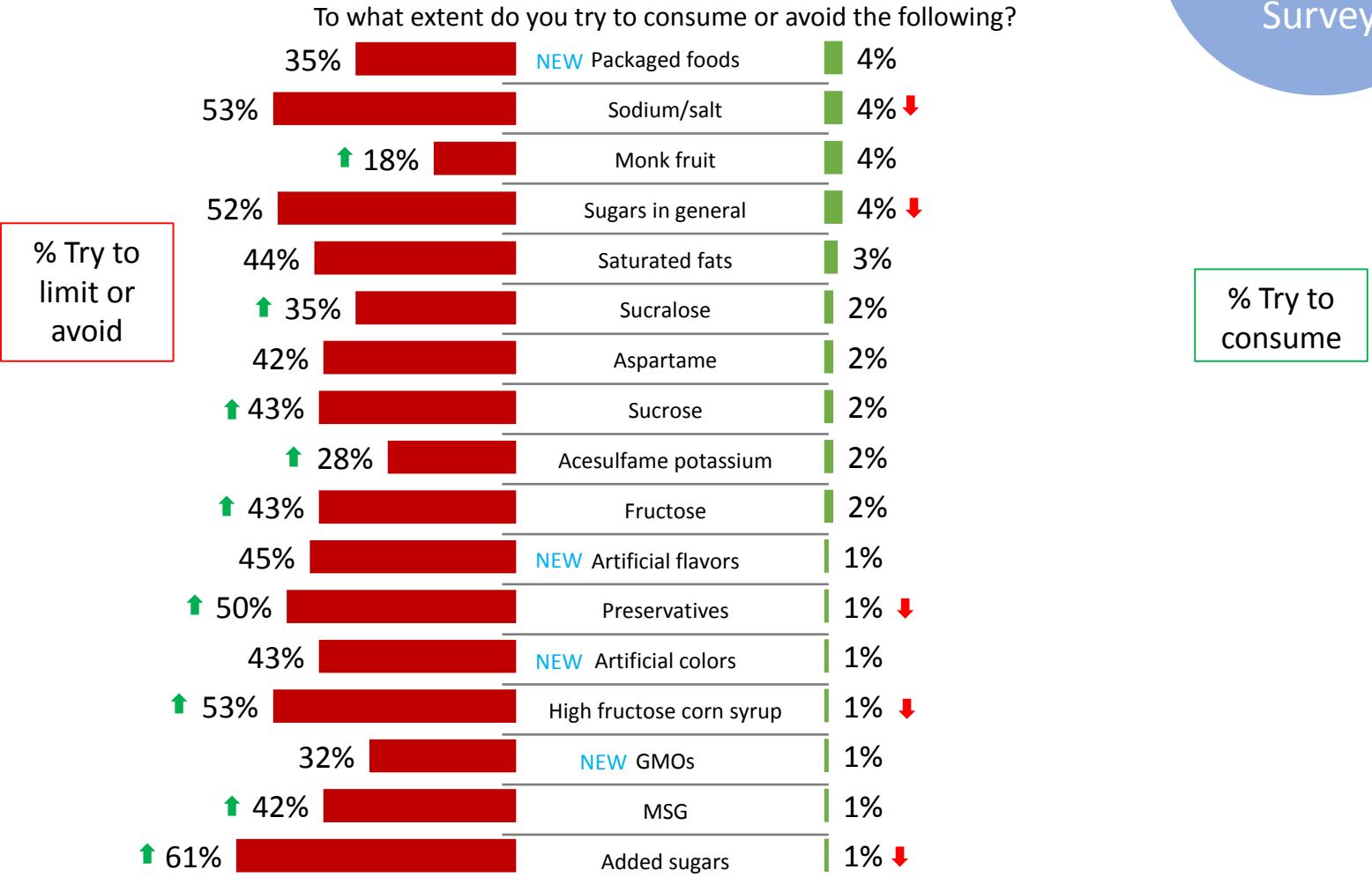
Most Important Food Safety Issues Today



Q: Overall, how confident are you in the safety of the U.S. food supply? (n=1,002)
Q: What in your opinion are the three most important food safety issues today? (n=1,002)

Consumers trying to limit or avoid added sugars and high fructose corn syrup

2016
IFIC Food
and Health
Survey



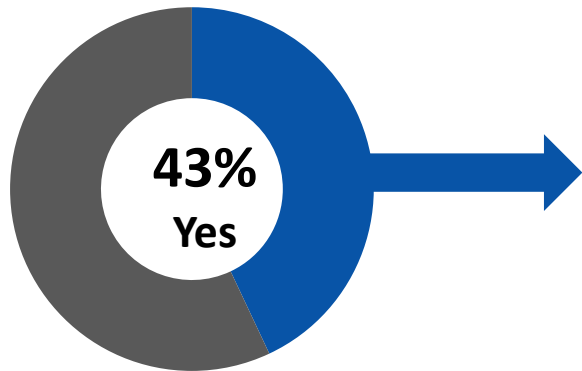
% Try to limit or avoid

% Try to consume

2016 n=1,003; Arrows indicate significant (.95 level) differences vs. 2015.

Foodborne illness and carcinogens driving changed eating habits

Changed Eating Habits Due to Concerns about Top Safety Issue



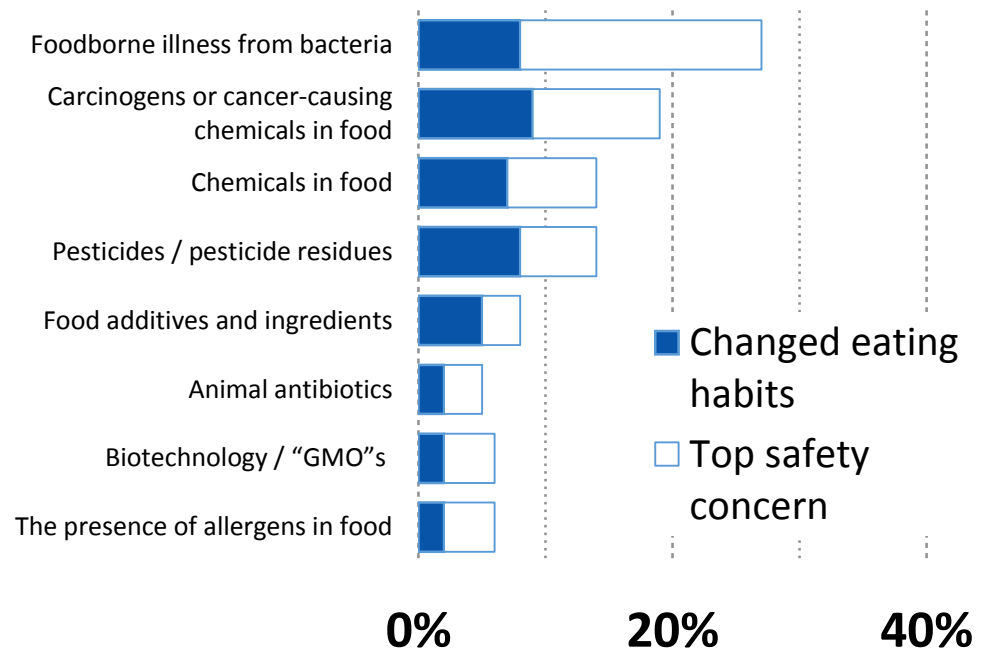
58%

Of those not confident in the food supply made a change because of a safety issue, vs. 38% of those who are confident

55%

Of those with a high level of trust in the news made a change because of a safety issue, vs. 36% of those with low trust

Changed Habits by the Concern Driving the Change



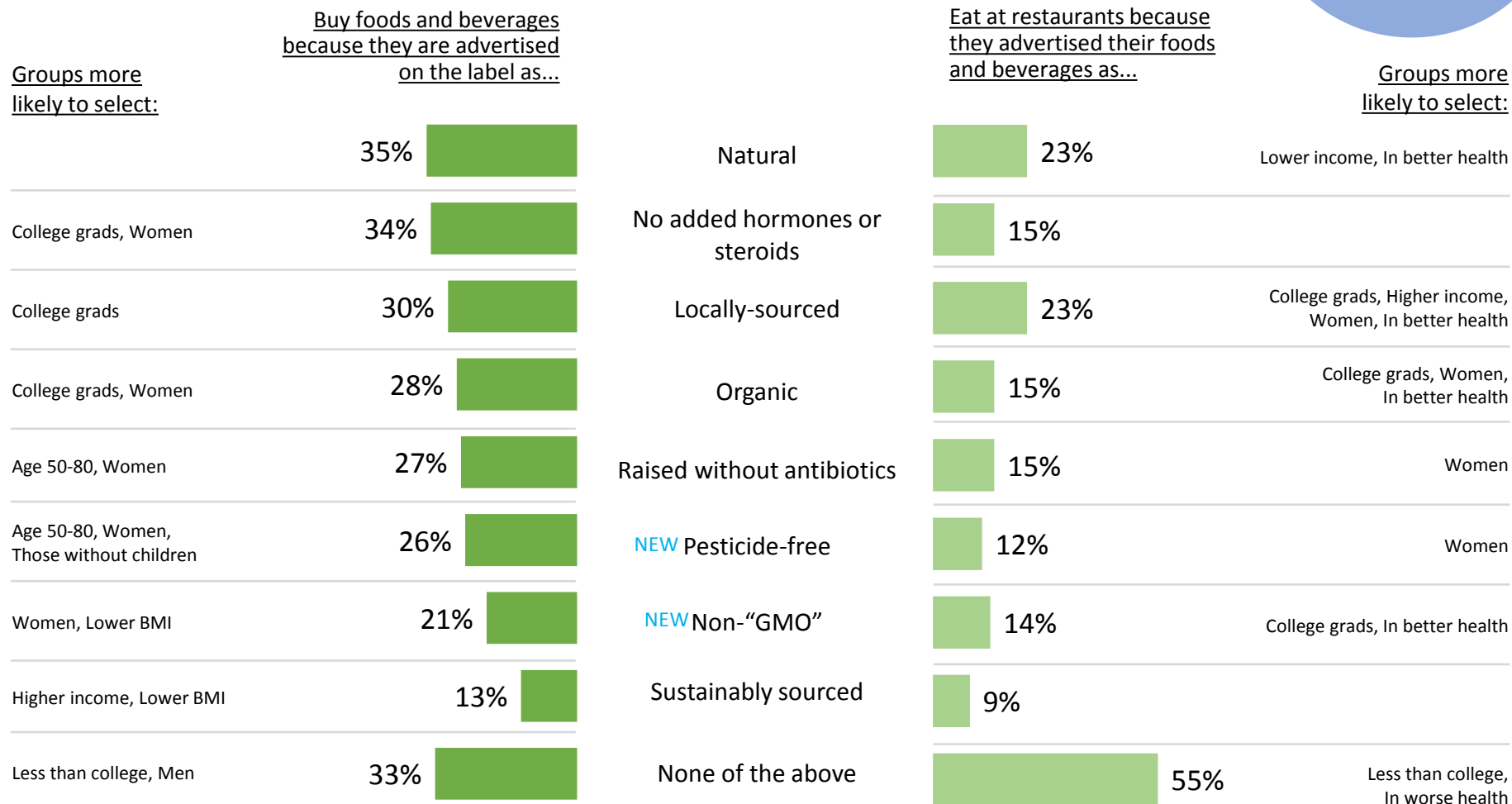
Q: Have you changed your eating habits due to concerns about [your top safety concern]? (n=1,002)



Consumers are primarily seeking out “Natural” and “No added hormones or steroids” labeling



Which of the following, if any, do you do on a regular basis? *(Select all that apply.)*

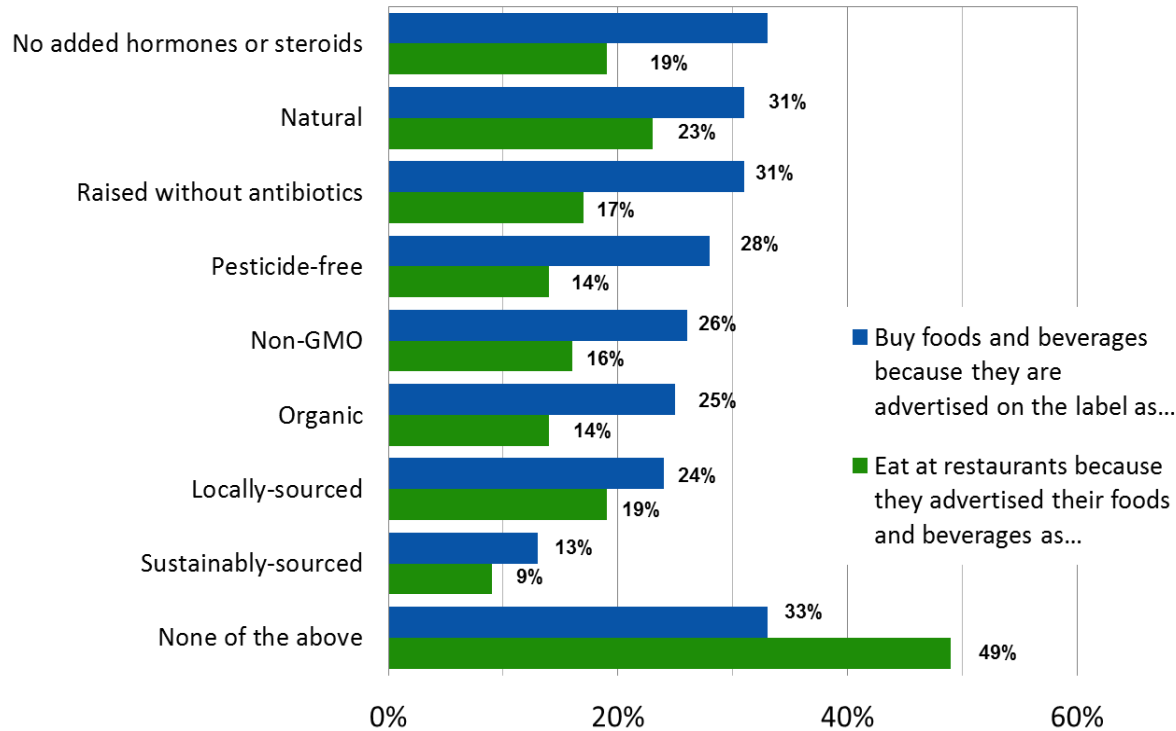


2016 Sample A n=502; Sample B n=501; There were no significant (.95 level) differences vs. 2015.

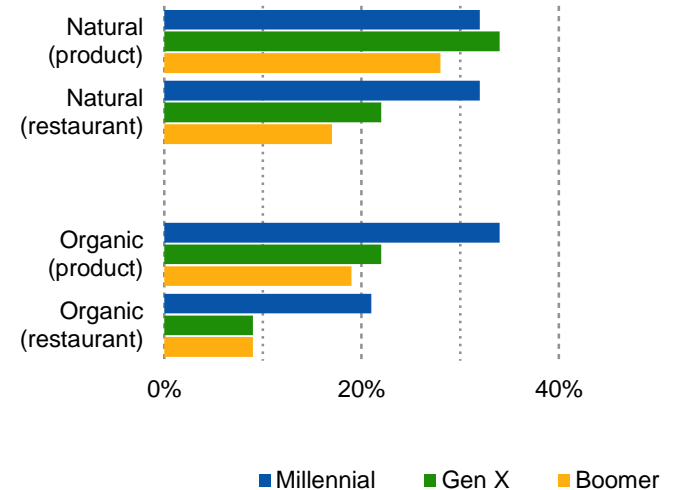
“No added hormones” most impactful for products; “Natural” most impactful for restaurant choice

2017
IFIC Food
and
Health
Survey

Labels Consumers Regularly Seek on Packages/at Restaurants



Natural/Organic Labels by Generation



Q: Which of the following, if any, do you do on a regular basis? Select all that apply.
Buy foods and beverages because they are advertised on the label as... (Split sample, n=501); Eat at restaurants because they advertised their foods and beverages as... (Split sample, n=501)



INTERNATIONAL
FOOD INFORMATION
COUNCIL FOUNDATION

2017 FOOD & HEALTH SURVEY

TABLE 5

A quarter support the FDA policy requiring special labeling for foods produced with biotechnology as it stands



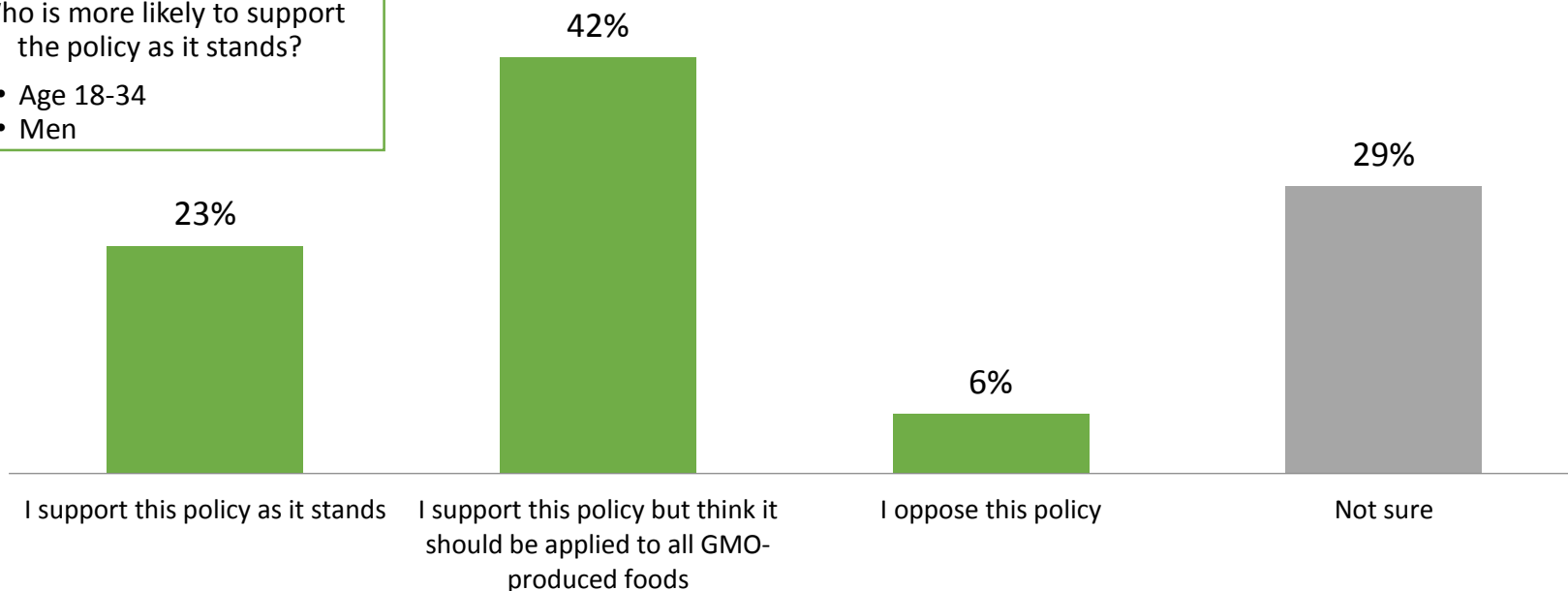
The U.S. Food and Drug Administration (FDA) requires special labeling for foods produced with biotechnology (“GMO”) only when the food produced by biotechnology is substantially different (for example, if the food has a different nutritional content). Would you say that you support or oppose this FDA policy?

23%

SUPPORT THIS POLICY AS IT STANDS

Who is more likely to support the policy as it stands?

- Age 18-34
- Men



2016 n=1,003



There is a diversity of opinions about the use of biotechnology to produce food products



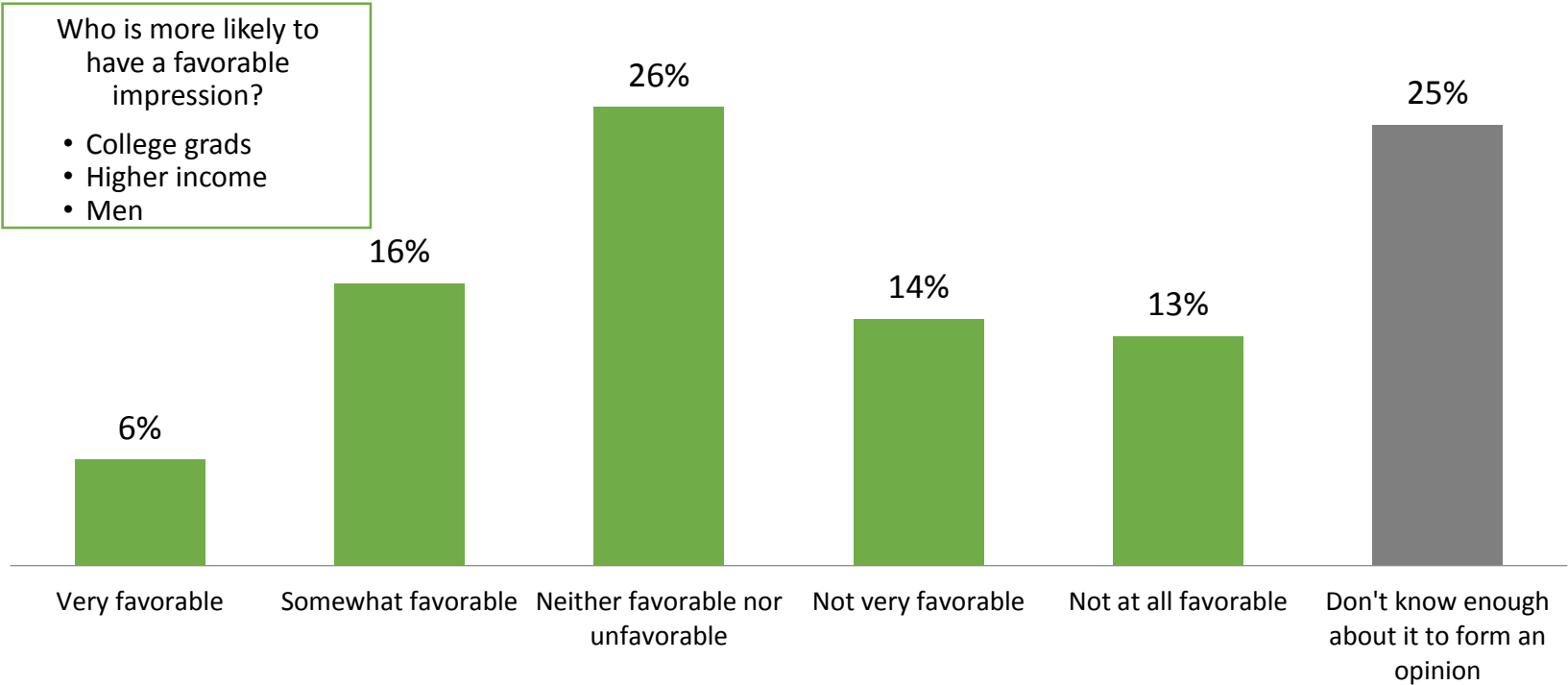
What is your overall impression of using biotechnology ("GMO") to produce food products? Would you say you are...?

22%

HAVE A FAVORABLE IMPRESSION

Who is more likely to have a favorable impression?

- College grads
- Higher income
- Men



2016 n=1,003

