

Welcome to the
International Food Information Council
**“Consumer Perceptions of
Food Technology & Sustainability”**
Webcast for Food and Health Professionals

Thursday, May 10, 2012
2:00 – 3:30 pm EDT

Please dial in to the audio
portion of the Webcast:

Dial-in #: (800) 658-3095
Access code: 964856914 #

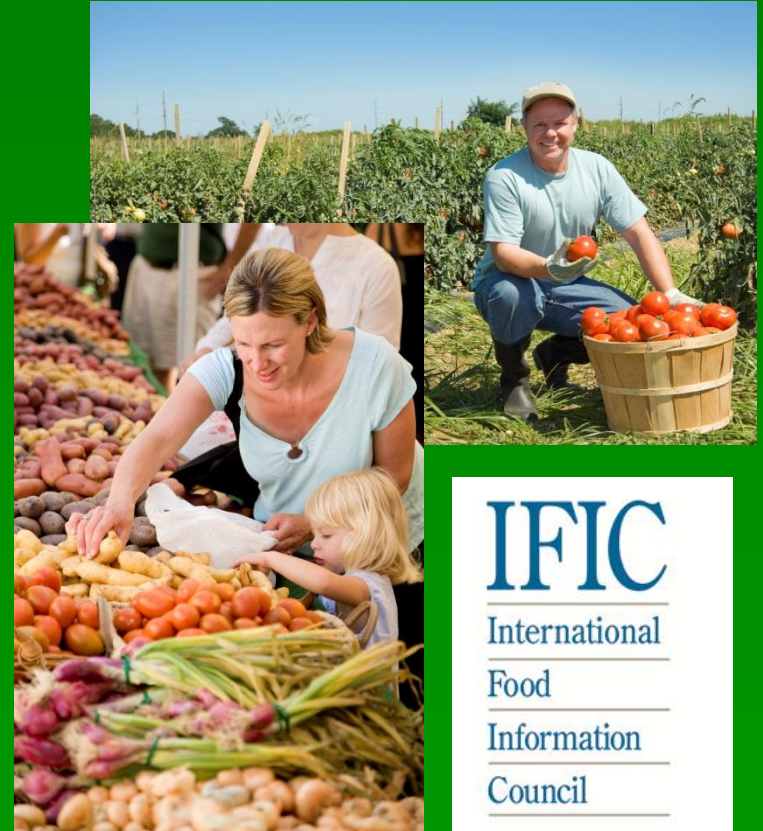


International Food Information Council

2012

***Consumer Perceptions
of Food Technology
Survey***

15th Edition



Welcome

Marianne Smith Edge,
MS, RD, LD, FADA

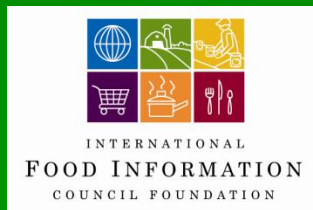
Senior Vice President,
Nutrition and Food Safety,
International Food Information Council



International Food Information Council (IFIC) and The Foundation



Mission: *To effectively communicate science-based information on food safety and nutrition issues to health professionals, journalists, educators and government officials.*



Mission: *To effectively communicate science-based information on health, nutrition, and food safety for the public good.*

Primarily supported by the broad-based food, beverage, and agricultural industries.

<http://www.foodinsight.org>

Today's Speakers

- **Lindsey Loving**

Senior Director,
Food Ingredient &
Technology Communications,
International Food Information Council



- **Sarah Romotsky, RD**

Manager,
Food Ingredients & Technology,
International Food Information Council



How to Submit a Question

- Email foodandhealth@ific.org with questions or post questions on Twitter [@FoodInsight](https://twitter.com/FoodInsight)
- Send questions throughout webcast- we will answer all questions at the end
- Follow us on Twitter and on Facebook!



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Today's Presentation

- Learning objectives
- Presentation of key findings from IFIC Food Technology Survey
 - Sustainability
 - Confidence in Safety & Labeling
 - Plant & Animal Biotechnology
- Communication insights for food and health professionals
- Question and Answer Session



Webcast Objectives

1. Communicate the key takeaways and trends from the 2012 IFIC Survey regarding consumer perceptions of food technology and sustainability.
2. Identify gaps in awareness and opportunities for communication with consumers regarding food technology and sustainability issues.
3. Apply understanding of consumer perceptions in communications with consumers about food technology to build awareness and understanding.





Objectives and Methodology



Survey Objectives

The purpose of this survey is to:

- **Track** awareness and perceptions of food technology
- **Reveal** concerns, gaps in information, etc. related to food biotechnology and new/emerging technologies
- **Measure** the extent to which consumers' views of food technology change over time
- **Identify** benefits of food biotechnology that resonate with consumers

This study was conducted annually from 1997 to 2007 (with the exception of 1998, when no survey was conducted, and in 1999 and 2001, when two surveys were conducted per year) and has been conducted every other year since 2008.

METHODOLOGY

	<u>2012</u>	<u>2010</u>	<u>2008</u>
Population:	U.S. adults (18+)	U.S. adults (18+)	U.S. adults (18+)
Methodology:	100% web	100% web	100% web
Data collection period:	March 7-19	April 5 – 26	July 29 – August 18
Sample Size (error):	n= 750 (± 3.58 pp)	n=750 (± 3.6 pp)	n=1,000 (± 3.1 pp)
Weighting:	Data weighted on gender, age, race, education, marital status, region, and income to be nationally representative	Data weighted on gender, age, race, education, marital status, and region to be nationally representative	

** Research conducted by Cogent Research of Cambridge, Massachusetts*

**Use of the term significant throughout the report refers to the statistical significance – meaning we are 95% confident that the change indicated in the sample exists in the total universe.*

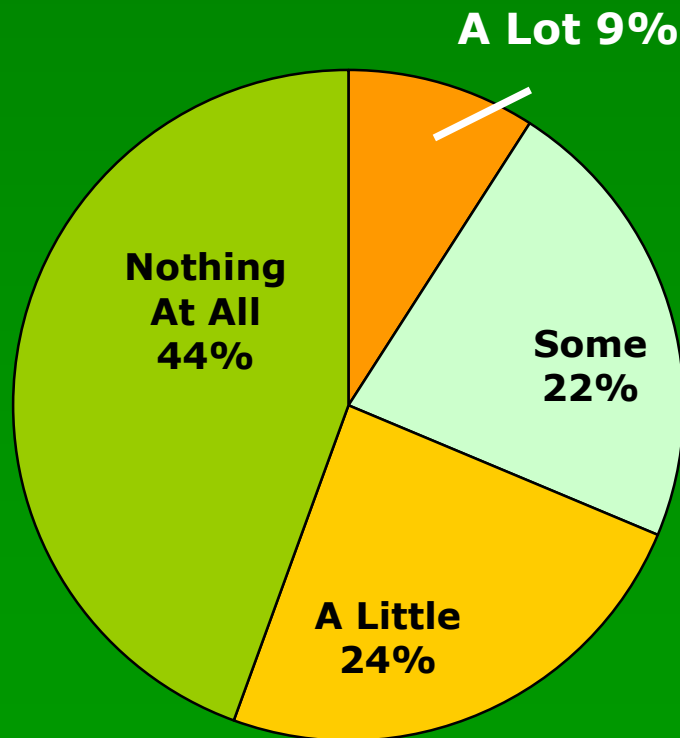


Sustainability

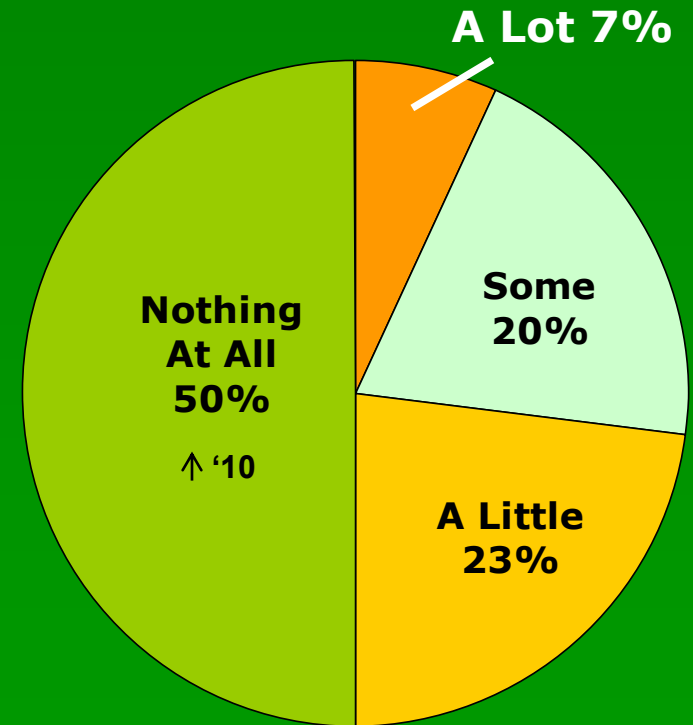


Awareness of Sustainable Food Production

2012



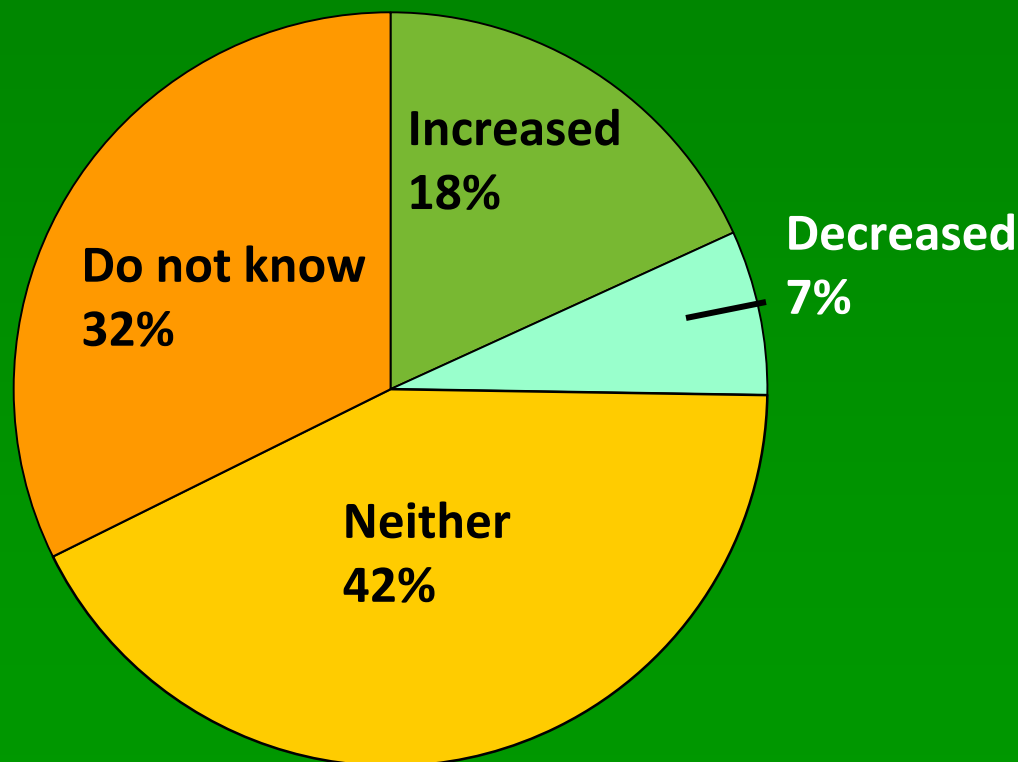
2010



Q41 How much have you read or heard about the concept of sustainable food production?

Change in Purchasing of Sustainable Products

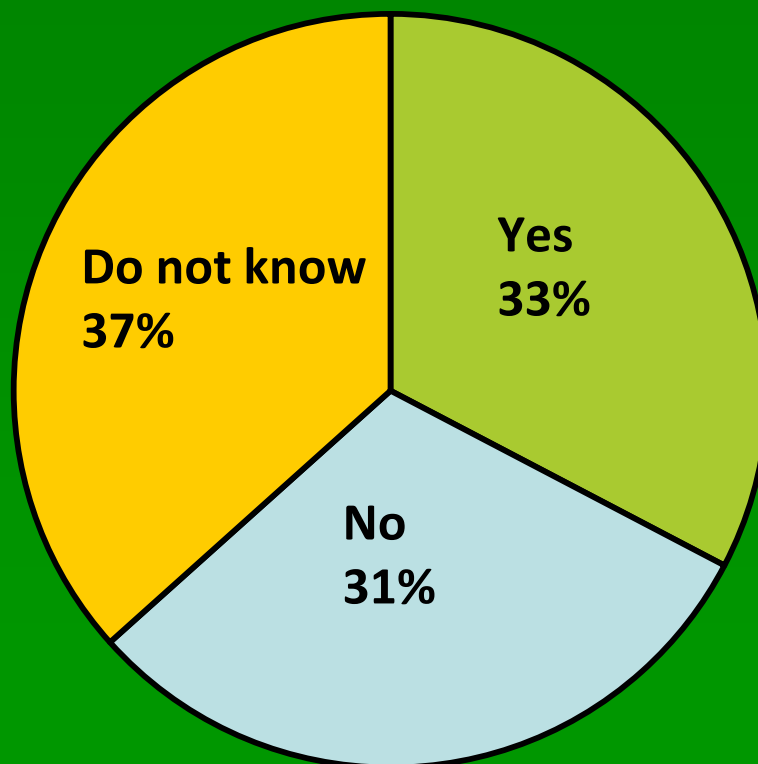
2012



Q41B. In the past year, how, if at all, have you changed your purchasing of food and beverage products that fit your definition of sustainability?

Willingness to Pay More for “Sustainable” Products

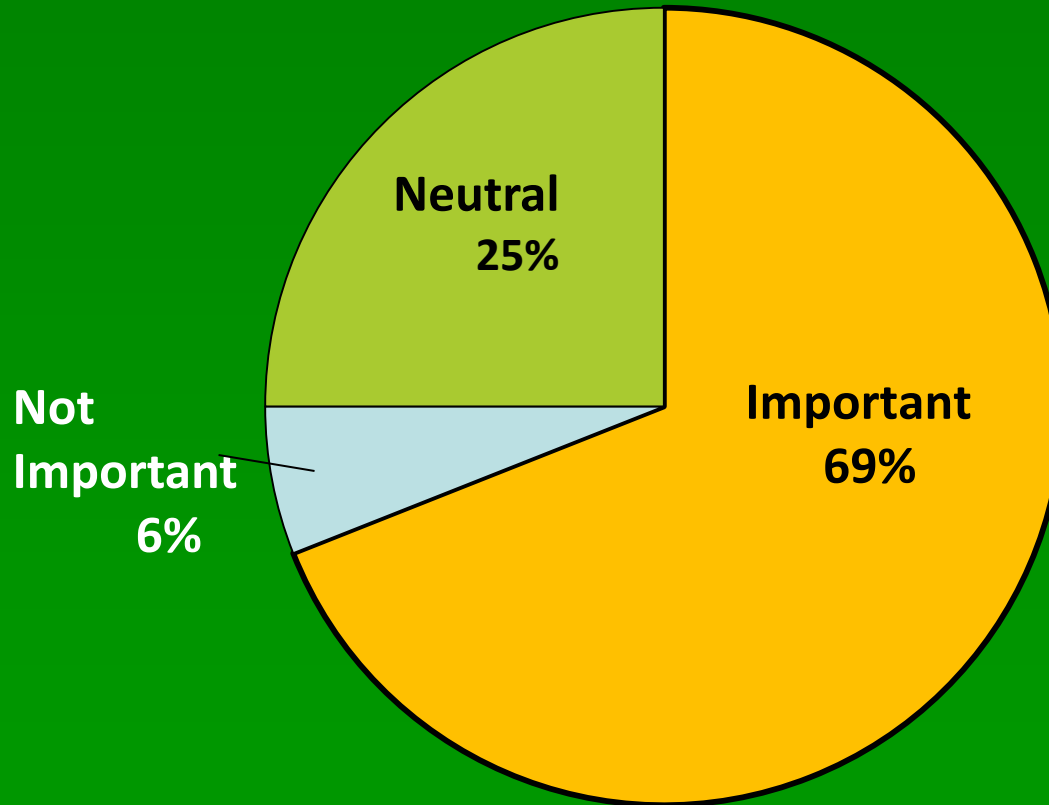
2012



Q41C. Are you willing to pay more for food and beverage products that fit your definition of sustainability?

Importance That Foods are Produced in a Sustainable Way

2012

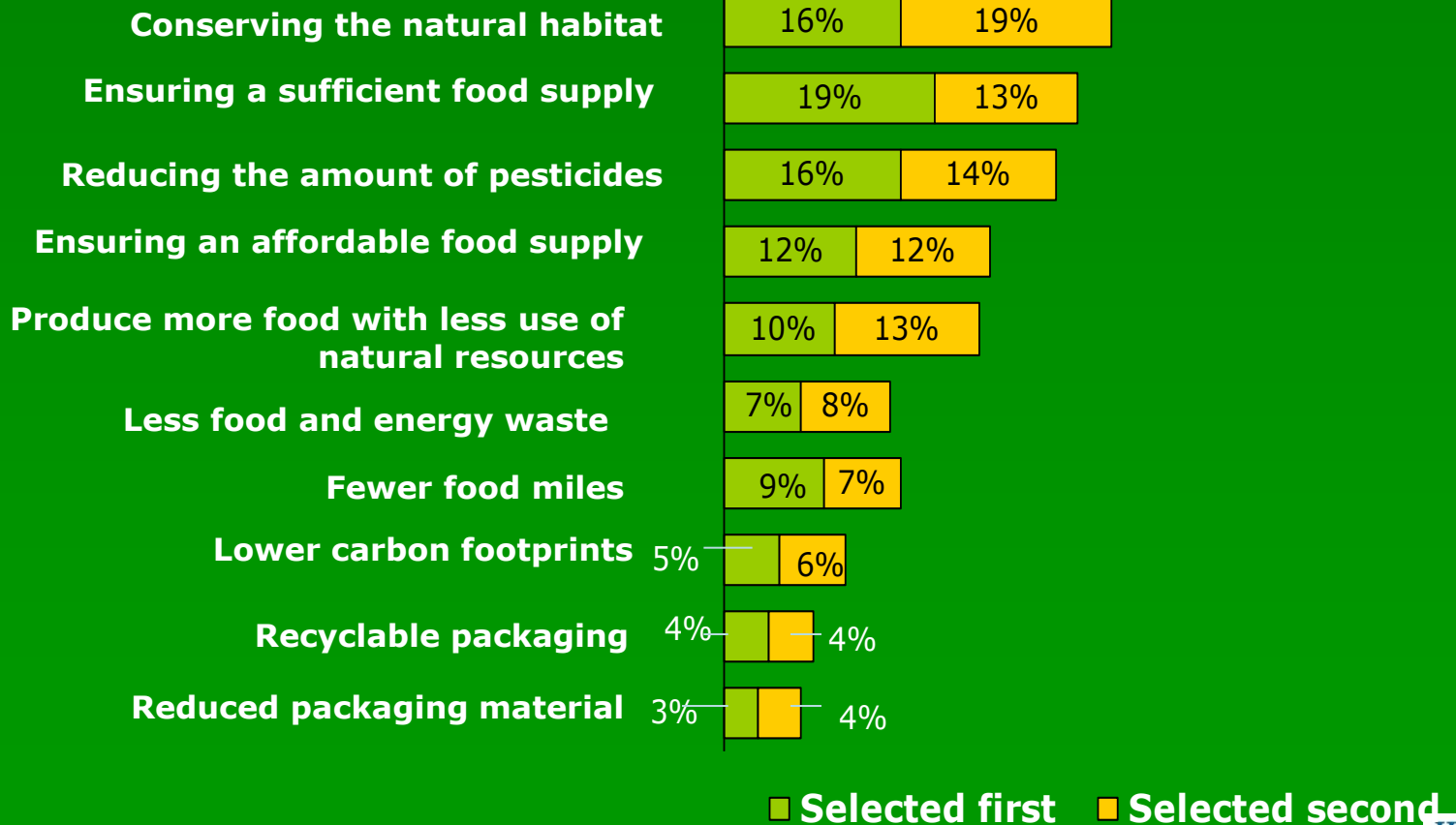


Q41D. How important is it to you that the food products you purchase or consume are produced in a sustainable way?

Importance of Aspects of Sustainability

2012

Percent that ranked each aspect first or second:

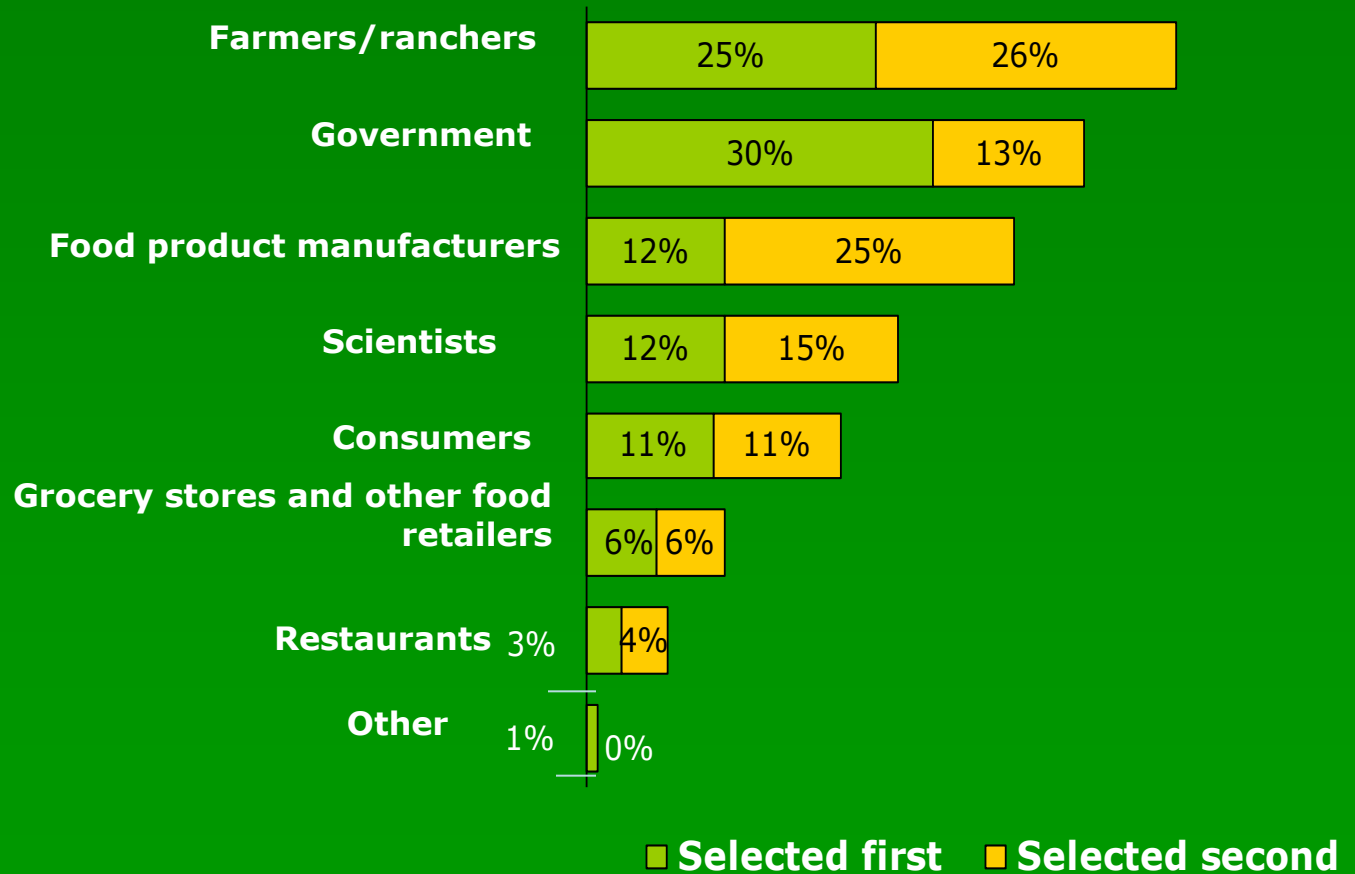


Q42A. Please rank the following aspects of "sustainability" in order of importance to you.

Responsibility to Meet Increased Food Demand

2012

Percent that ranked each aspect first or second:



Q42B With the population estimated to grow to more than 9 billion people by 2050, there will be significant demand placed on our agriculture system to produce more food more efficiently. Who do you believe is primarily responsible for ensuring continued access to a safe, affordable, abundant food supply? Please rank in order of responsibility.



Food Safety



Confidence in the Food Supply



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

Food Safety Concerns

Percent concerned with each food safety issue (unaided):

	2012	2010
Disease/contamination	29%	29%
Handling/preparation	21%	23%
Preservatives/Chemicals	13%*	8%
Health/nutrition	8%	7%
Agricultural production	7%	6%
Food sources	7%	8%
Packaging/labeling	5%	4%
Biotech	2%	2%
Processed foods	1%	1%
Other	1%	1%

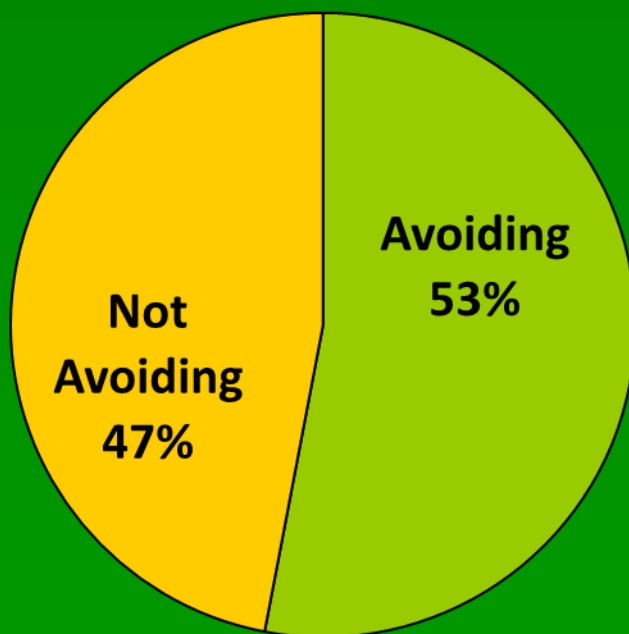
* Denotes
statistical
significance
from 2010

Q12. What, if anything, are you concerned about when it comes to food safety? [OPEN END]

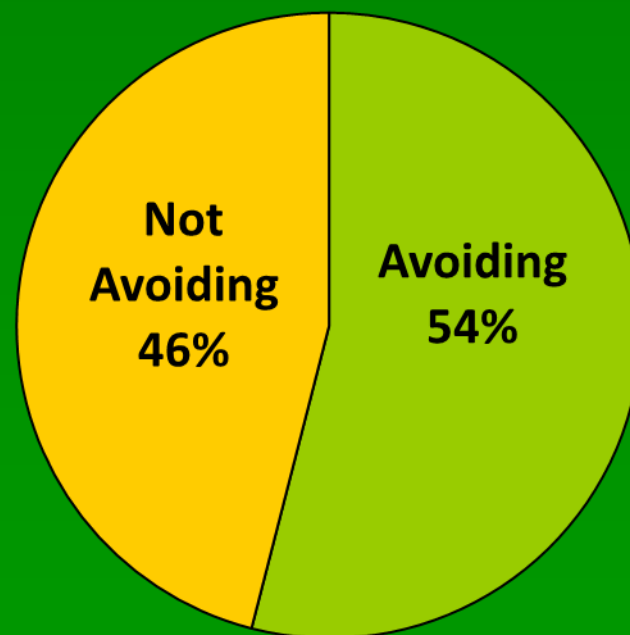
Americans Avoiding Certain Foods

Avoidance of foods remains unchanged among consumers.

2012



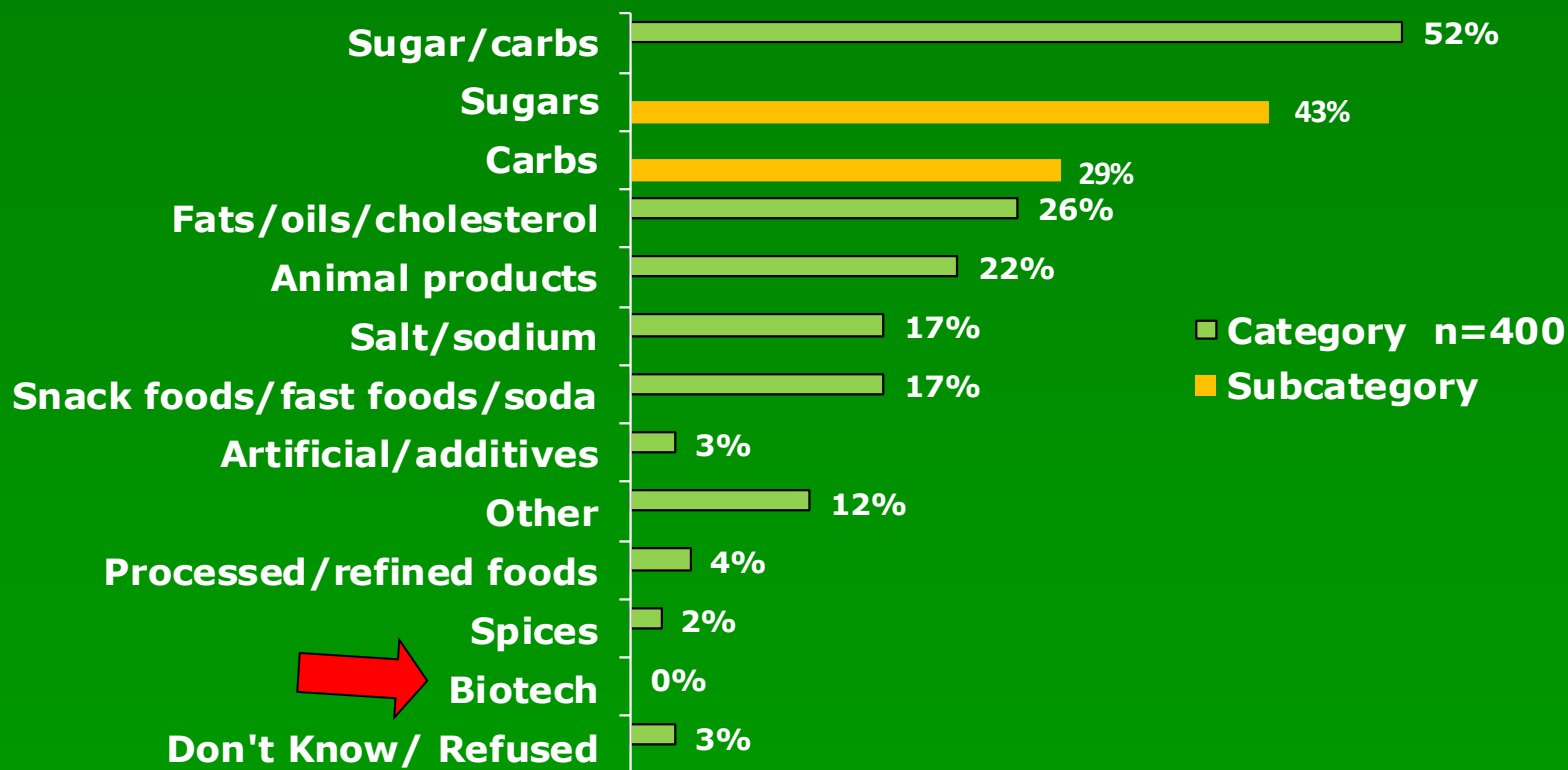
2010



Q7. Thinking about your diet over the past few months, are there any foods or ingredients that you have avoided or eaten less of?

Types of Food Avoiding

Biotech foods do not make the list of items Americans are avoiding.



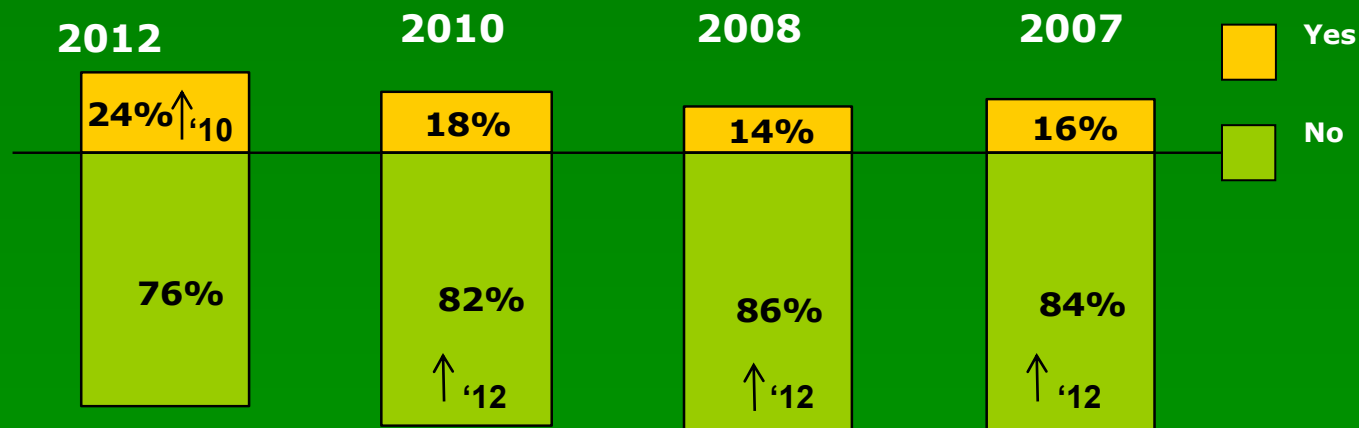


Food Labeling



Interest in Adding Information to Current Food Labels

Most Americans do not wish to see any additional information on food labels



Q9. Can you think of any information that is not currently included on food labels that you would like to see on food labels?

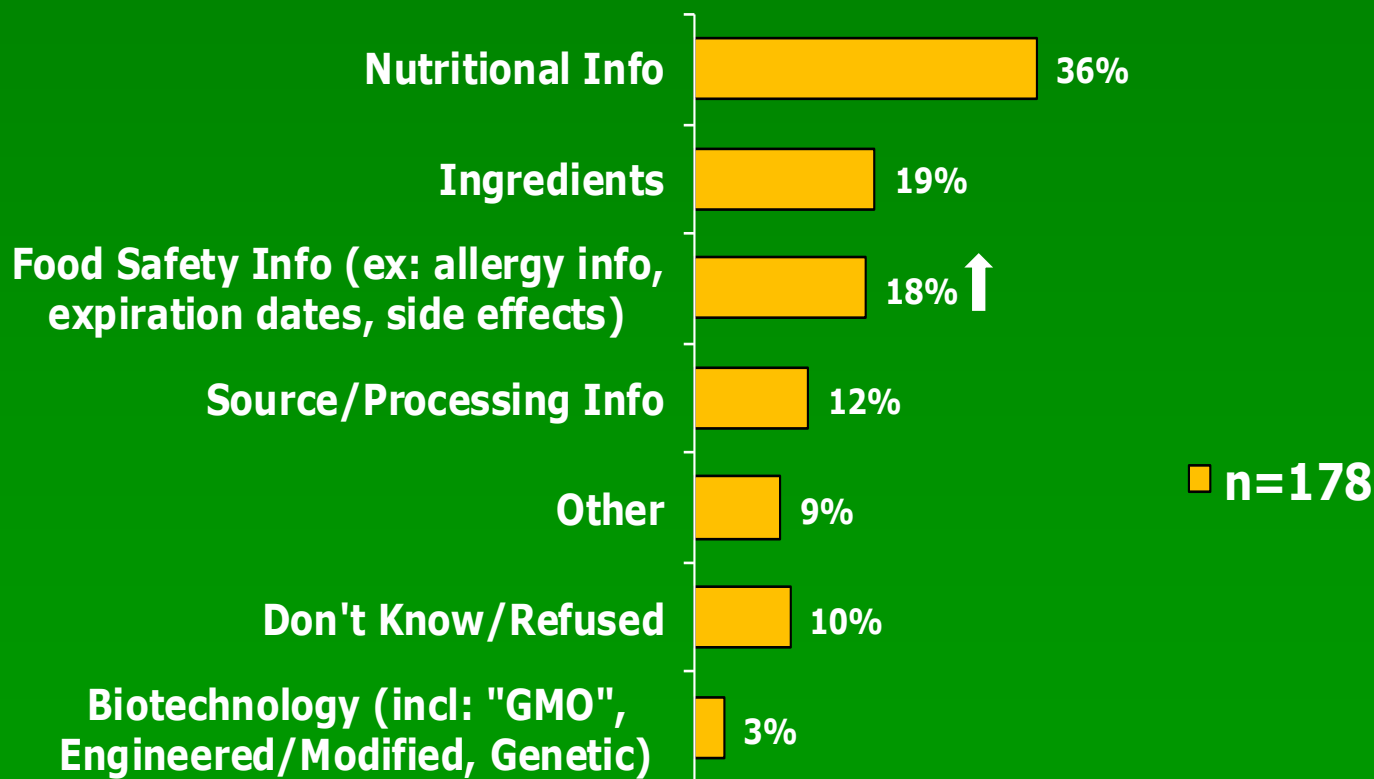
Q 10. [IF YES] What types of information would that be? [OPEN END]

**Those who said "Nothing" or "Don't know" to Q10 were recoded as "No" answers in Q2.*

More Label Information Desired

Biotechnology is not top of mind when it comes to additional information consumers want on the label.

(Less than 30% of total sample would like to see additional info on the label)

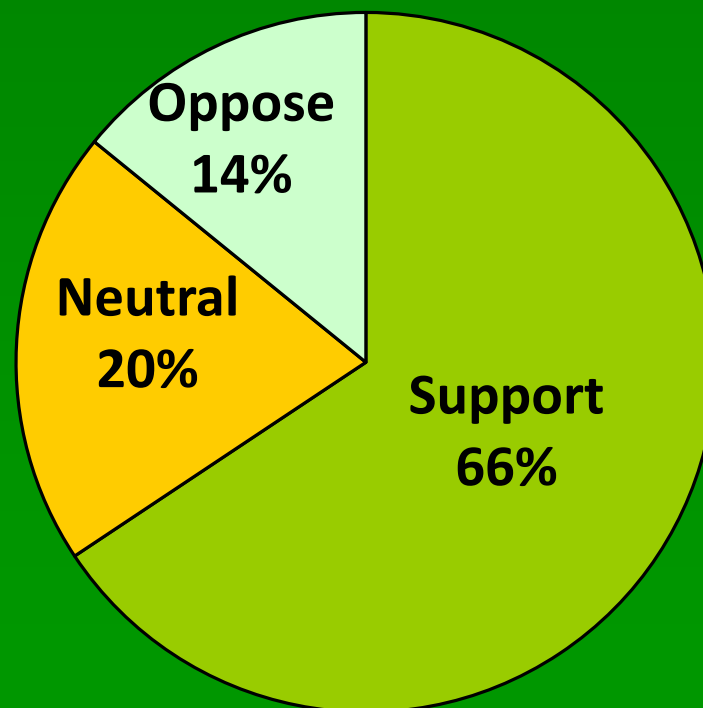


Q 9 . Can you think of any information that is not currently included in food labels that you would like to see on food labels?

Q10. [If yes . . .] What types of information would that be? [OPEN-END]

The Majority of Americans Support the FDA Labeling Policy

2012



Q24. The U.S. Food and Drug Administration (FDA) requires special labeling when a food is produced under certain conditions: When biotechnology's use substantially changes the food's nutritional content, like vitamins or fat, or its composition; or when a potential safety issue is identified. Otherwise, special labeling is not required. Would you say that you strongly support, somewhat support, neither support nor oppose, somewhat oppose or strongly oppose this FDA policy?



Submit Your Questions to:

foodandhealth@ific.org

or post to Twitter:

[@FoodInsight](https://twitter.com/FoodInsight)



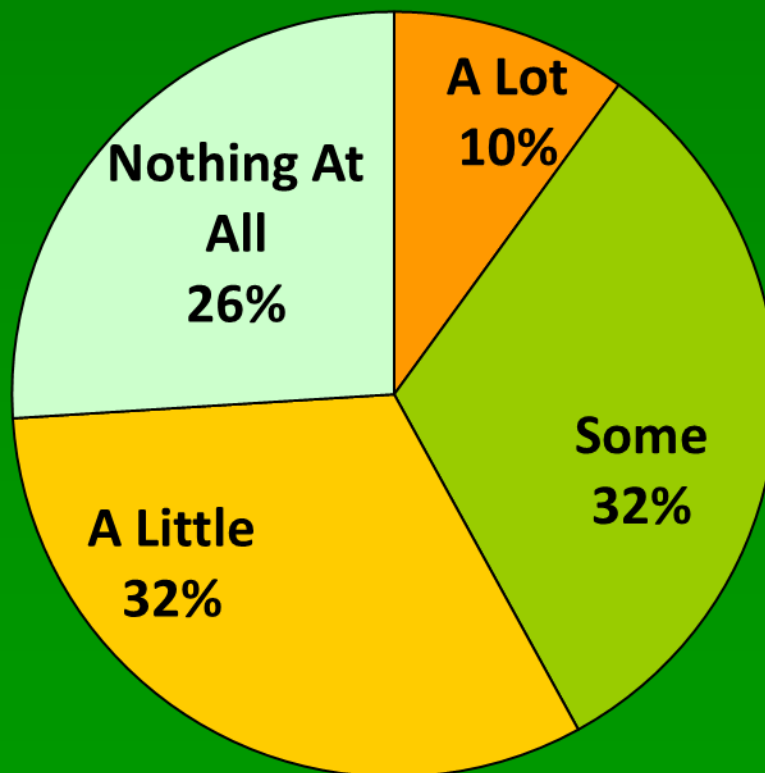
Plant Biotechnology



Awareness of Plant Biotechnology

The majority of Americans have some awareness of plant biotechnology.

2012



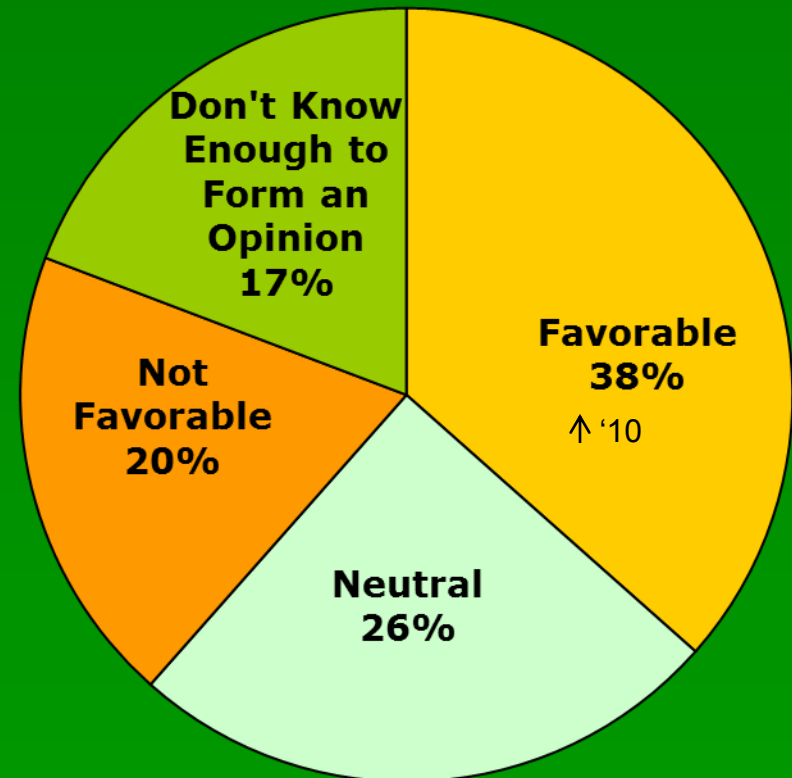
Q13. As you may know, some food products and medicines are being developed with the help of [OLD: new] scientific techniques. The general area is called "biotechnology" and includes tools such as genetic engineering. Biotechnology is also being used to improve crop plants. How much have you heard or read about biotechnology? Would you say you have read or heard...?

Impressions of Food Biotechnology

2012

Nearly 40% of consumers are favorable toward the use of biotechnology in food production, consistent with previous years.

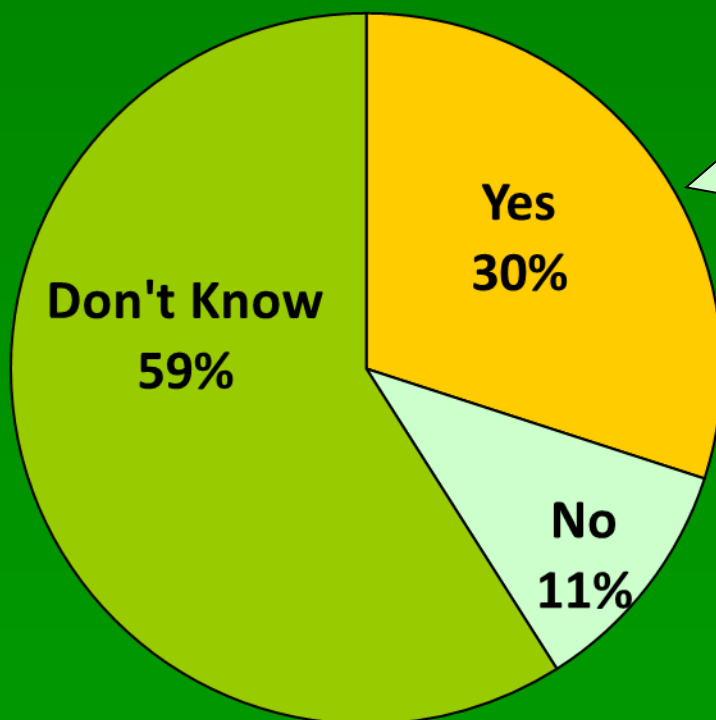
Those who have an opinion are nearly twice as likely to have a favorable impression as opposed to unfavorable.



Q14. What is your overall impression of using biotechnology with plants that produce food products? Would you say you are...?

Awareness of Availability of Biotech Foods

2012



(Among those who said "yes")
Biotech Foods Believed to Be Available in the Supermarket:

Vegetables	31%
Fruits	24%
Corn/Corn products	19%
Meats/Eggs/Fish	18%
Cereals/Grains	13%*
Processed Foods	11%*
Tomatoes	10%
Milk/Dairy	6%
Soy	4%
Other	0%*
Missing/Refused	6%
Nothing	3%
Don't Know	9%

*** Denotes statistical significance from 2010**

Q 15. As far as you know, are there any foods produced through biotechnology in the supermarket now?

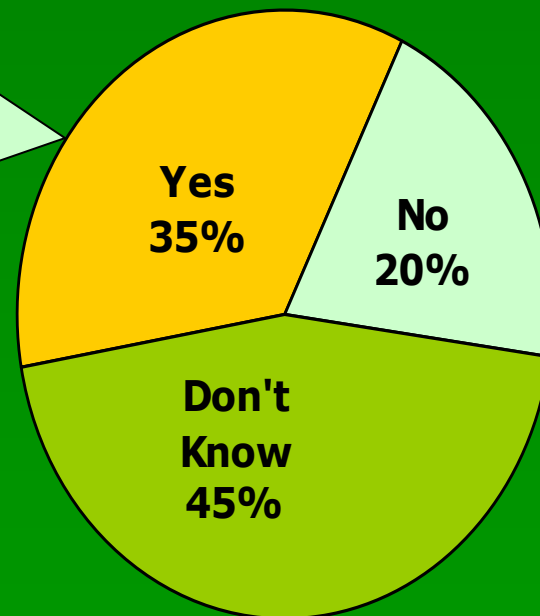
Q 16. If yes, which foods would those be? [OPEN END]

Perception of Benefits of Biotechnology

2012

(Among those who say "yes")
Benefits of Biotechnology in Next 5 Years:

Nutrition/health benefits	35%
Improved quality/taste/variety	22%
Price/economic benefits	21%
Improved crops/agricultural production	13%
Safer foods	11%
Reduced pesticides/chemicals	3%
Other	13%
Don't know	3%
Nothing	2%
Missing/Refused	8%

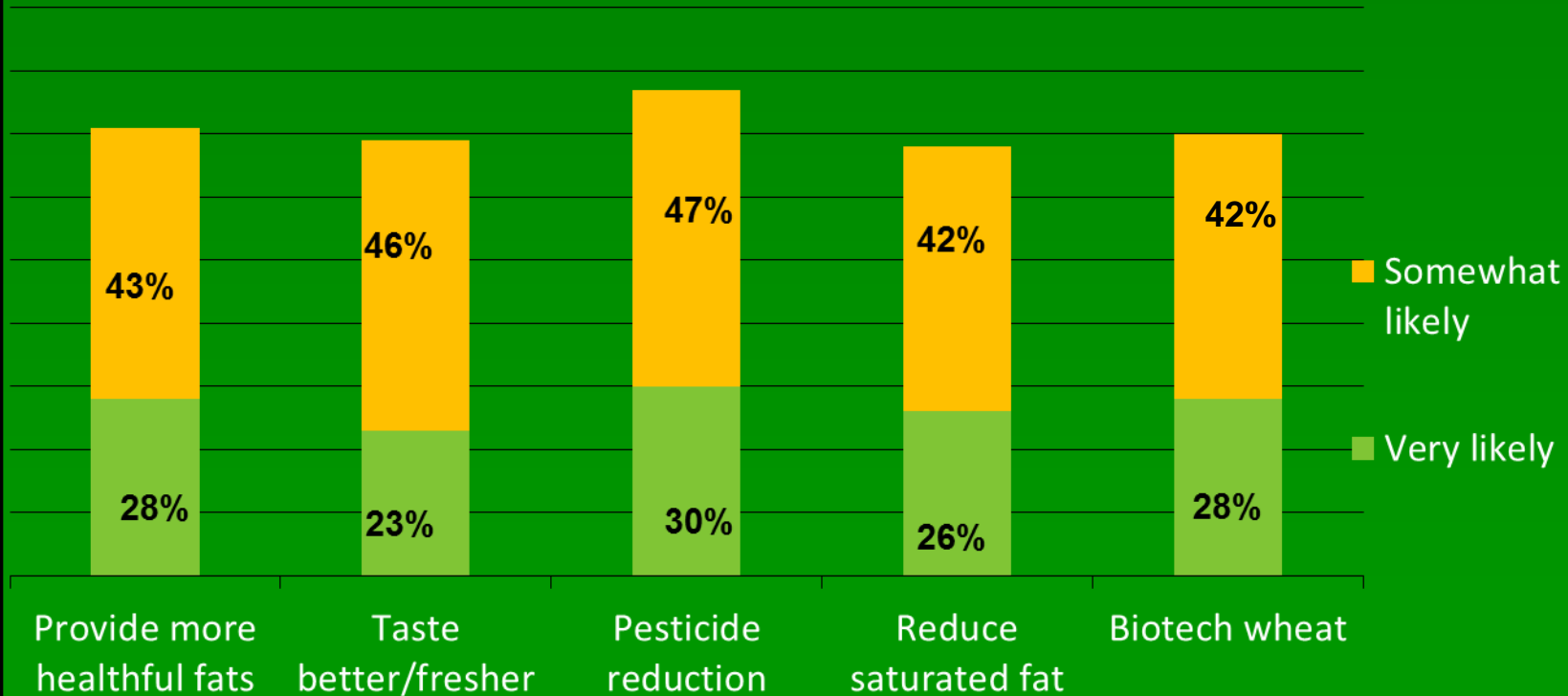


- Q 17. Do you feel that biotechnology will provide benefits for you or your family within the next five years?
 Q 18. What benefits do you expect? [OPEN END]

Likelihood to Purchase Biotech Foods

The majority of Americans continue to be likely to purchase biotech foods for specific benefits. Across the board, awareness of these benefits drives favorability.

2012

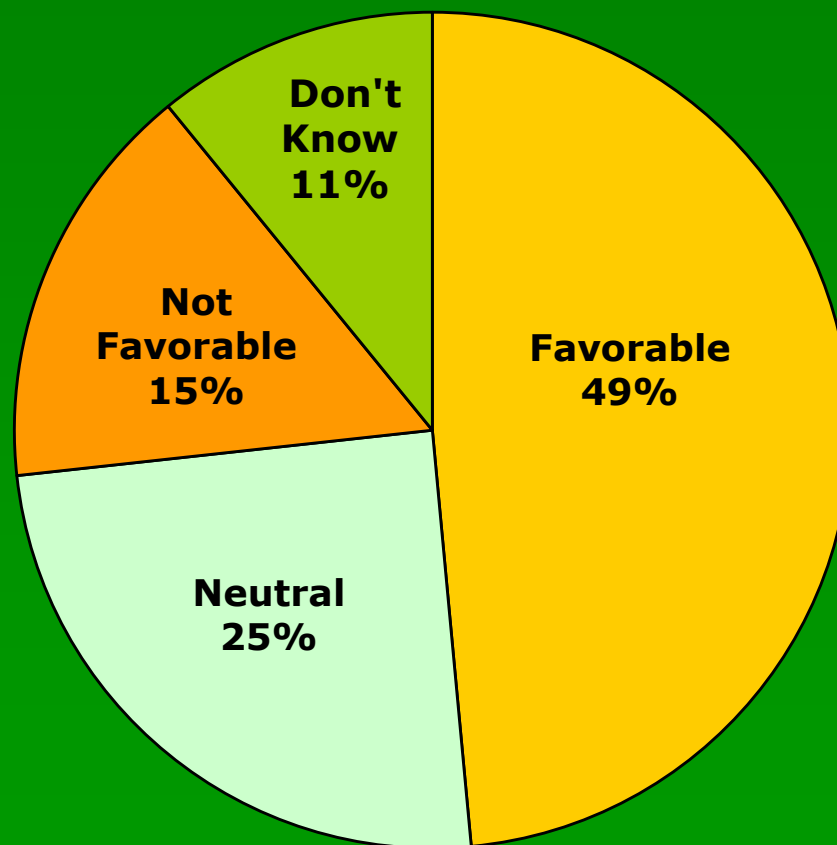


Q19-20A All things being equal, how likely would you be to buy a variety of produce, like corn, lettuce, tomatoes or potatoes, if it had been modified by biotechnology to (Q19A=taste better or fresher, Q20A=be protected from insect damage and required fewer pesticide applications)

Q21-23B All things being equal, how likely would you be to buy a food product (Q21= made with oils that had been modified by biotechnology to reduce the saturated fat content in the food, Q23=provide more healthful fats, like Omega-3, in the food, Q23B=food products made from biotech wheat to use less land, water, and/or pesticides)?

Impressions of Farmers Using Biotechnology to Help Meet Food Demand

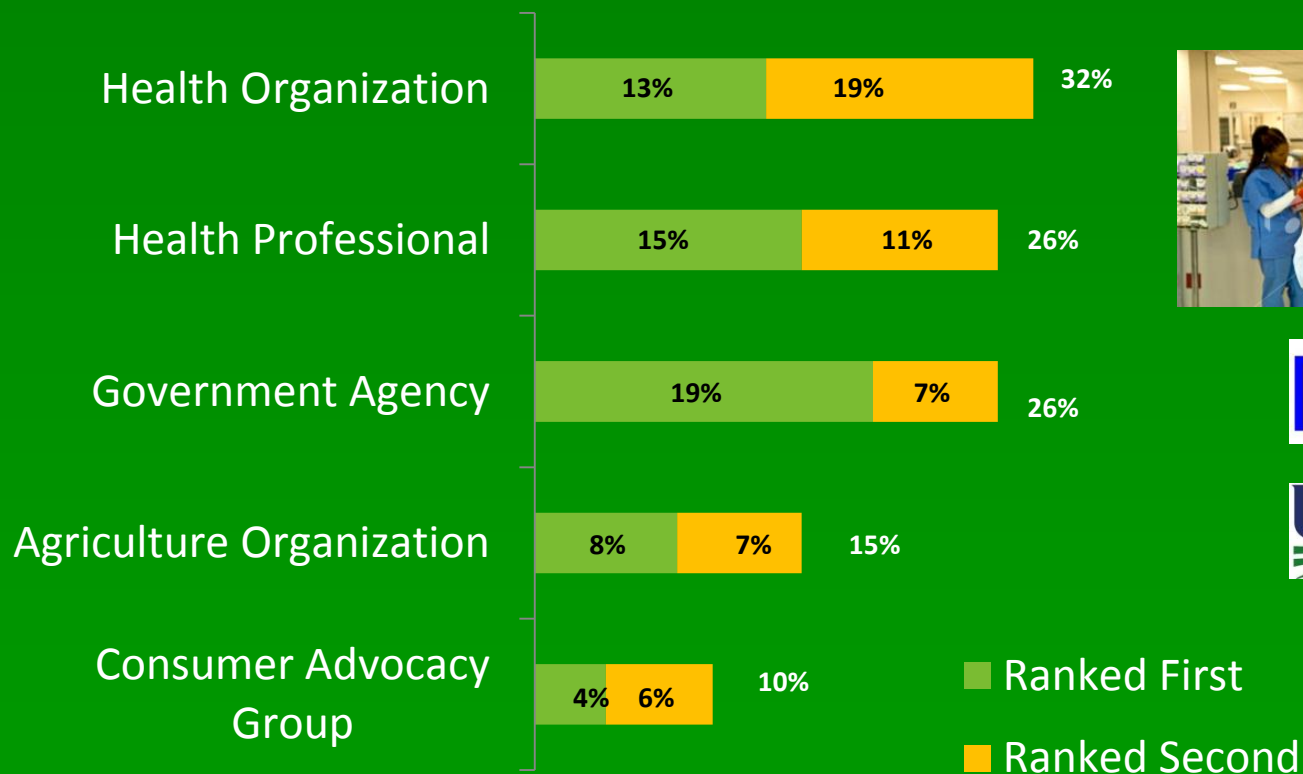
2012



Q23C. What is your overall impression of farmers using biotechnology to grow more crops that would help meet food demand? Would you say you are...?

Trusted Sources For Information on Biotechnology

Percent that ranked each aspect first or second:



18A. Which of the following sources, if any, do you or would you trust for information on biotechnology? Rank your top five

Trusted Sources For Information on Biotechnology

Source	Total Ranked 1 st – 5 th	Ranked 1 st	Ranked 2 nd	Ranked 3 rd
Health organization (e.g., American Medical Association, AHA, etc.)	57%	13%	19%	9%
Health professional (e.g., doctor, , nurse, pharmacist, dietitian, etc)	56%	15%	11%	12%
Government agency (e.g., USDA, FDA, CDC, etc.)	50%	19%	7%	10%
Agriculture organization (e.g., Farm Bureau, Future Farmers of America, etc.)	47%	8%	7%	11%
Consumer advocacy group	34%	4%	6%	8%
Product manufacturer (e.g., website, advertising, etc)	30%	2%	6%	6%
Food label	29%	4%	5%	4%
Universities or colleges	25%	5%	6%	6%
Website	20%	2%	5%	3%
TV or radio news program	18%	1%	4%	6%
TV or radio ad	13%	4%	2%	2%
Friends/family	18%	3%	4%	4%
Grocery store, drug store, or specialty store	18%	3%	3%	4%
Newspaper or magazine	16%	3%	1%	7%
Cooking show	15%	4%	2%	2%
Blog or social networking site (e.g., Twitter, Facebook, etc)	14%	2%	4%	1%
Church/faith-based group	12%	4%	3%	0%
Public official (e.g., Senator, governor, mayor, etc.)	10%	0%	2%	1%
Talk show	9%	1%	3%	2%
School	9%	1%	1%	0%
Other (specify) (KEEP LAST)	1%	0%	0%	0%



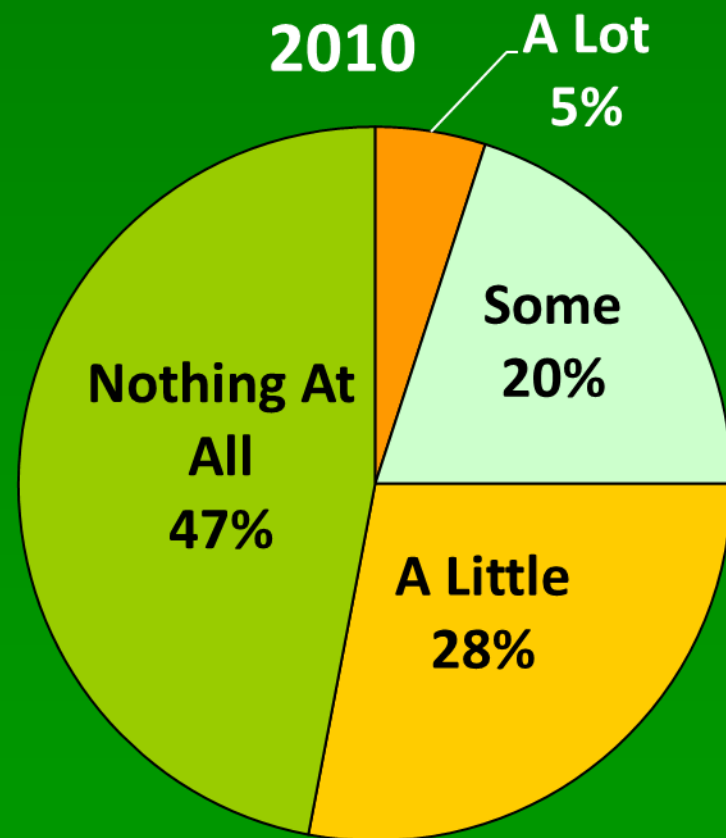
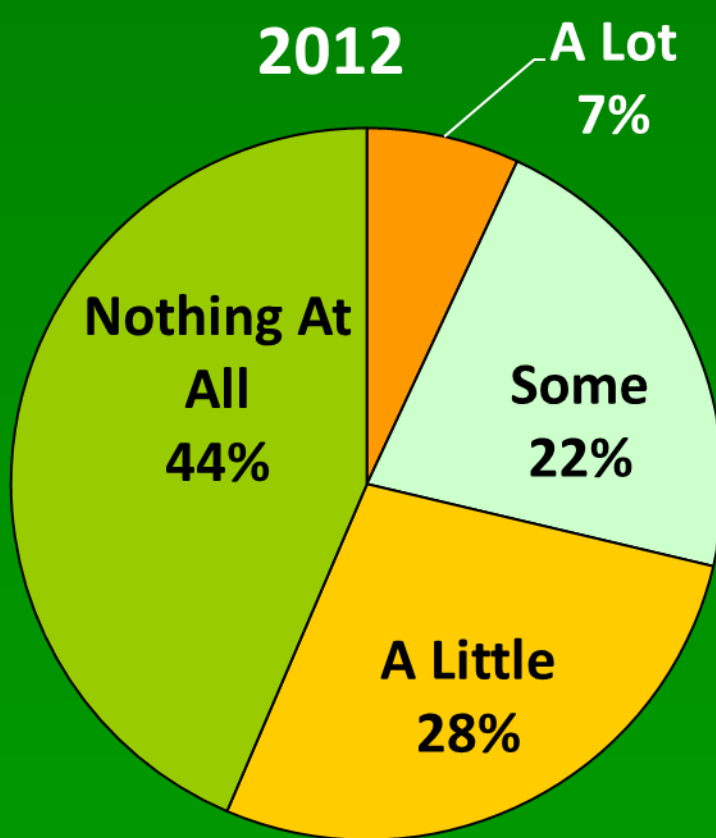


Animal Biotechnology



Awareness of Animal Biotechnology

Consumers' awareness of animal biotechnology is consistent, with just over half reporting some awareness.







Q28. First of all, how much have you read or heard about applying the science of biotechnology to animals? Would you say you have heard...?

Impressions of Animal Biotech

Almost half of Americans are favorable towards animal biotechnology

2012

 Very favorable
 Somewhat favorable
 Not very favorable
 Not at all favorable

Favorable

Not favorable

Neutral

**Don't know enough
to form an opinion**

10%

23%

13%

13%

25%

16%

n=381

(Among those who were "not favorable"): Why are you not favorable toward using biotechnology with animals that produce food products:

I don't have enough information **55%**

I don't understand the benefits of using biotechnology with animals **42%**

I don't eat milk or dairy products **5%**

Other **16%**

Q29. What is your overall impression of using animal biotechnology with animals that produce food products such as meat, milk, and eggs? Would you say you are...?

Q29A. Why are you not favorable toward using biotechnology with animals that produce food products? Check all that apply.



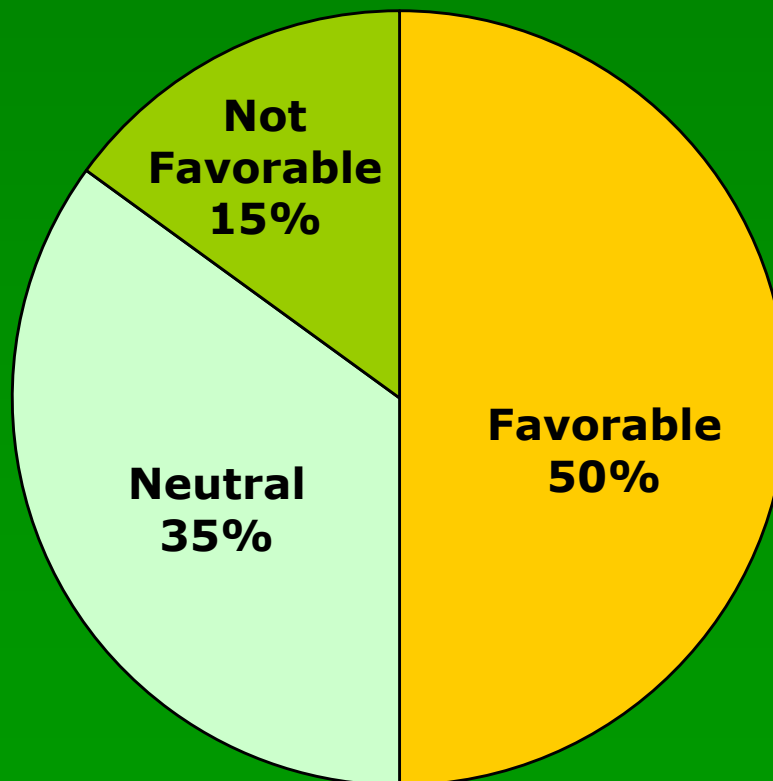
Genomics and Genetic Engineering



Impressions of Animal Genomics

Half of Americans are favorable towards animal genomics

2012



Q33A. Genomics is a way of evaluating the genetic makeup of farm animals to help make breeding decisions that will result in producing better offspring for improved meat, milk, and egg quality. What is your overall impression of animal genomics?

Impressions of Genetic Engineering

Almost half of Americans are favorable towards genetic engineering

2012

Favorable

15%

29%

Not favorable

15%

8%

- Very favorable**
- Somewhat favorable**
- Not very favorable**
- Not at all favorable**

Q34A. Genetic engineering. Genetic engineering is a form of animal biotechnology that allows for the transfer of beneficial traits from one animal to another in a precise way that allows for improved nutritional content or less environmental impact. What is your overall impression of genetic engineering in animals?

Likelihood to Purchase Genetically Engineered Fish

Two-thirds of Americans would likely buy GE fish if FDA found it to be safe.

2012



Likely

21%

46%

Unlikely

22%

11%

- Very likely
- Somewhat likely
- Not too likely
- Not at all likely

Q35A If the U.S. Food and Drug Administration (FDA) were to determine that fish enhanced through genetic engineering was safe, how likely would you to be to buy it?

Key Communication Takeaways

1. Americans' support of biotechnology is strongest when considering its potential benefits, such as:
 - Reducing impact on the environment
 - Improved nutrition and taste
2. Putting food technologies into overall safety context is important in improving consumer understanding.
 - Ex: Extensive research to establish safety is conducted prior to a biotech food's approval.
3. Putting a "human face," such as a farmer, with the technology helps bridge the gap between science and real life scenarios.
4. Place consumer preferences regarding food sourcing, food production methods and sustainability in the context of an overall healthful diet.
 - Ex: The food production method does not affect the nutrition of the food, in most cases; should follow dietary guidance
 - Ex: "Sustainable" foods can be conventional, large-scale, organic or local





Communicating
with
Consumers
about
Food Technology

Factors Affecting Consumer Attitudes Toward Food Technology

- Awareness
- Information Sources
- Education
- Trust
- Perceptions on Food Safety
- Terminology
 - “Biotechnology” – not “GMO”





Question & Answer Session

Send questions to:

foodandhealth@ific.org

or post on Twitter:

FoodInsight



IFIC 2012

“Consumer Perceptions of Food Technology” Survey Resources

The Executive Summary, slides, and topline data can be viewed at:

<http://www.foodinsight.org/Resources/Detail.aspx?topic=2012ConsumerPerceptionsOfTechnologySurvey>

Save the Date!

- 2012 *Food & Health Survey* release on June 7!
- With new insights on:
 - Sustainability, Modern food production
 - Diet & Weight, Calories
 - Physical Activity
 - Nutrients
 - Food Ingredients
 - Food Safety





Obtaining Your CPE Certificate

At the conclusion of this Webcast, Registered Dietitians may download a Certificate of Completion for 1 CDR Continuing Professional Education credit at:

<http://www.foodinsight.org/Resources/Detail.aspx?topic=2012ConsumerPerceptionsofTechnologySurvey>

Learning Needs Codes:

2040: Food science, genetically modified food

8018: Environmental, agricultural, technologic influences on food systems

**We will email you after the webcast
with a link!**





Related Foundation Resources

- **Questions and Answers About Food Biotechnology**

<http://www.foodinsight.org/Resources/Detail.aspx?topic=Questions and Answers About Food Biotechnology>

- **Celebrating the Achievements of Modern Food Production and Technology**

- <http://www.foodinsight.org/Resources/Detail.aspx?topic=Fact Sheet Celebrating the Achievements of Modern Food Production and Technology>

- **Common Food Production Practices and Their Unique Contributions to the Food Supply**

- <http://www.foodinsight.org/Resources/Detail.aspx?topic=Fact Sheet Common Food Production Practices and Their Unique Contributions to the Food Supply>

- **From Farm to Fork: Questions and Answers About Modern Food Production**

<http://www.foodinsight.org/Resources/Detail.aspx?topic=FROM FARM TO FORK QUESTIONS AND ANSWERS ABOUT MODERN FOOD PRODUCTION%201>



Thank You!

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