A Place on the Plate for Functional Foods:
Helping Consumers Achieve Optimal Health with Diet
Thursday, August 4, 2011

Planned with the International Food Information Council (IFIC)
Presenters

Marianne Smith Edge, MS, RD, LD, FADA
Senior Vice President, Nutrition and Food Safety, IFIC
Former American Dietetic Association (ADA) President

Elizabeth Rahavi, RD
Associate Director, Health and Wellness, IFIC
Learning Objectives

• Define “functional foods” and give examples of foods/food components and their associated health benefits.

• Identify consumers who are most aware and likely to consume foods for their top health concerns such as heart health, weight management and cancer, among others.

• Identify consumers’ perceived barriers to consuming foods for health.

• Develop communication strategies to motivate consumers to overcome barriers and make food choices to achieve optimal health.
Webinar Overview

- 2011 IFIC Functional Foods/ Foods for Health Consumer Trending Survey
  - Research Findings

- A Dietitian’s Insights
  - How to motivate consumers to overcome barriers and make food choices to achieve optimal health

- Questions and Answers
“Functional Foods”

Foods or food components that may provide benefits beyond basic nutrition

WORKING DEFINITION
International Food Information Council (IFIC)

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

Primarily supported by the broad-based food, beverage and agricultural industries.
2011 IFIC
Functional Foods/
Foods for Health
Consumer Trending Survey
Overview

- Research Objectives and Methodology

- Findings
  - General Attitudes toward Health and Nutrition
  - Awareness of and Interest in Functional Foods/Foods for Health
  - Perceptions of Specific Benefits Provided by Foods and Beverages
  - Awareness and Consumption of Food Component/Health Benefit Pairs
  - Perceived Barriers to Consuming Functional Foods
  - Food and Health Information Sources

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


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

• Completed interviews/sample size: 1,000
2011 Research Objectives

The primary goals of the study:

• Measure and track changes in consumer awareness of and interest in functional foods over time

• Explore how awareness levels and maturity of food and health benefit pairs impact behavior and perceptions

• Measure consumers’ perceived barriers to consuming functional foods
## 2011 Methodology

<table>
<thead>
<tr>
<th>Methodology</th>
<th>Web Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>Sample Representative of U.S. Census; Americans Aged 18+ years</td>
</tr>
<tr>
<td>Data Collection Period</td>
<td>March 28 – April 11, 2011</td>
</tr>
<tr>
<td>Sample Size (Error)</td>
<td>n=1,000 (± 3.0% for 2011 at 95% confidence level) (± 4.4% among years at 95% confidence level)</td>
</tr>
<tr>
<td>Data Weighting*</td>
<td>Data Weighted by Education</td>
</tr>
</tbody>
</table>

*Weighting is a widely accepted statistical technique that is used to ensure that the distribution of the sample reflects that of the population on key demographics. With any data collection method, even when the outgoing sample is balanced to the Census, some populations are more likely than others to respond.

**NOTES:**
1) Statistically significant differences from 2009 are noted in the report with up or down arrow keys.
2) Top 2 refers to the top two answers, 4 or 5 on a 5-point scale; Bottom 2 refers to the bottom two answers, 1 or 2 on a 5-point scale.
3) Rounding: Due to rounding conventions, please note that Top 2 and Bottom 2 may not add to 100% or respective composite score. In addition, statistical comparisons and totals on charts may not add to 100%. The discrepancy should be no more than +/- 1%.
General Attitudes Toward Health and Nutrition
Attitudes Toward Health

The majority of U.S. consumers are confident that they have a “great amount” or “moderate amount” of control over their own health, reaching the highest level since the survey began.

How much control would you say you have over your own health? (n=1,000)

- Great amount: 67%
- Moderate amount: 28%
- No control: 1%
- Small amount: 3%
- Don't know: 2%

▲ / ▼ Significant increase/decrease from 2009
95% ▲ '09 have at least a moderate amount of control over health
Top Health Concerns

Cardiovascular disease remains the top overall health concern of Americans, followed by weight. Cancer, physical activity, sleep, diet and healthy aging are vying for the third spot.

What are your top three health concerns? Please select your top three in order of importance to you, with “1” being the most concerning.† (aided, select 3) (n=1,000)

†Question changed in 2011, replaced open-end.
Consumers overwhelmingly believe that food and nutrition play “a great role” in maintaining and improving overall health. Still, the majority feel that all three factors play some role in health.

To what extent do you think each factor plays a role in maintaining or improving overall health? (n=1,000)
Awareness of and Interest In Functional Foods/ Foods For Health
Belief in Foods with Health Benefits

Similar to previous years, the majority of Americans continue to agree that certain foods have health benefits beyond basic nutrition.

87% believe that certain foods have health benefits

Strongly agree 50%
Somewhat agree 37%
Strongly disagree 8%
Somewhat disagree 4%
Don't know/refused 2%

Now a few questions about food. Each time we use the word “food,” we are referring to everything people eat, including fruits, vegetables, grains, meats, dairy, as well as beverages, herbs, spices and dietary supplements. Do you disagree or agree that certain foods have health benefits that go beyond basic nutrition? (n=1,000)
Identifying Foods and Benefits

90% of Americans in 2011 can name a food and its associated benefit, stable compared to recent years and significantly higher than 1998, 2000 and 2002.

Name At Least One Food and Associated Benefit

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=1,000)

And, what type of health benefit (beyond basic nutrition) is that food component good for? (n=897)
Top Ten “Functional Foods” Named by Consumers

When asked, unaided, consumers are more likely to name foods or food groups more generally rather than specific food components.

1. Fruits/Vegetables 70%
2. Fish/Fish Oil 18%
3. Dairy 16%
4. Herbs/Spices 10%
5. Whole Grains 10%
6. Fiber 7%
7. Meat and Poultry 7% ▼ ‘09
8. Tea/Green tea 5%
9. Nuts 4%
10. Vitamins/Supplements 3%

▲ / ▼ Significant increase/decrease from 2009

What is the (first/second/third) food or food component that comes to mind that is thought to have health benefits beyond basic nutrition? (unaided) (n=1,000)
The Majority of Consumers Agree that Foods and Beverages Can Provide A Wide Array of Benefits

- Improve health, including heart (79%); bone (81%); eye (66%); circulatory (74%); immune (79%) and digestive health (78%)

- Contribute to a healthy body weight (79%) or provide you with a feeling of fullness for a longer period of time (71%)

- Maintain overall health and wellness (80%)

- Improve physical energy or stamina (77%); mental performance (69%); overall appearance (68%)

- Contribute to healthy growth and development in children (82%)

To what extent do you agree or disagree that some specific foods or beverages can provide the following benefits? (split sample)*
Awareness and Consumption of Food Component/Health Benefit Pairs

by Health Conditions

• Heart Health
• Overall Health and Weight Management
• Cancer
• Digestive Health
• Diabetes
Between 85% and 43% of Americans are aware of specific food components and their associated heart health benefits.

For each of the following food components or nutrients, please tell us whether you are aware that that food component or nutrient is thought to provide each of the following health benefits. (split sample) Fiber and Whole grains pairings asked separately (n=1,000).

†Added in 2011

2011 IFIC Functional Foods/Foods for Health Consumer Trending Survey
Of those who are aware, between 28% and 62% of consumers are already consuming these food components for their associated heart health benefits.

**Consumption of Food Component/Health Pairs**

**HEART HEALTH**

- For reduced risk of heart disease
  - Omega-3 fatty acids (n=418): Already eating 48%, Very/somewhat likely 44%, Not at all/not very likely 6%
  - Monounsaturated fats (n=383): Already eating 48%, Very/somewhat likely 44%, Not at all/not very likely 3%
  - Folate or Folic acid (n=345): Already eating 37%, '09 52%, ▲ '09 4%
  - Soy protein/soy (n=318): Already eating 28%, Very/somewhat likely 47%, Not at all/not very likely 21%
  - Plant sterols (n=248): Already eating 40%, Very/somewhat likely 51%, Not at all/not very likely 5%
  - Fiber (n=434): Already eating 62%, Very/somewhat likely 34%, Not at all/not very likely 1%
  - Whole grains (n=479): Already eating 57%, Very/somewhat likely 39%, Not at all/not very likely 3%

- For reduced risk of high BP and stroke
  - Potassium (n=392): Already eating 45%, Very/somewhat likely 47%, Not at all/not very likely 3%

- For helping to support blood flow/circulation
  - Flavanols (n=254): Already eating 44%, Very/somewhat likely 50%, Not at all/not very likely 3%

▲ / ▼ Significant increase/decrease from 2009

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. (split sample)

†Added in 2011
Between 87% and 58% of Americans are aware of specific food components and their associated health and weight management benefits.

For each of the following food components or nutrients, please tell us whether you are aware that that food component or nutrient is thought to provide each of the following health benefits. (split sample)

Fiber and Whole grains pairings asked separately (n=1,000).

For weight management and to provide a feeling of fullness

- Protein (n=495) 87%
- B Vitamins (n=505) 86%
- Protein (n=495) 86% ▲ ’09
- Fiber (n=1,000) 64%
- Whole grains (n=1,000) 58%

▲ / ▼ Significant increase/decrease from 2009

† Added in 2011
Consumption of Food Component/Health Pairs

HEALTH & WEIGHT MANAGEMENT

Of those who are aware, over half of consumers are already consuming these food components for their associated benefits, and over one-third are likely to begin consuming them.

To support overall health and well-being

- **Protein (n=440)**
  - Already eating: 57%
  - Very/somewhat likely: 37%
  - Not at all/not very likely: 2%

- **B Vitamins (n=436)**
  - Already eating: 49%
  - Very/somewhat likely: 44%
  - Not at all/not very likely: 3%

- **Protein (n=427)**
  - Already eating: 56%
  - Very/somewhat likely: 38%
  - Not at all/not very likely: 4%

For weight management and to provide a feeling of fullness

- **Fiber (n=638)**
  - Already eating: 60%
  - Very/somewhat likely: 36%
  - Not at all/not very likely: 3%

- **Whole grains (n=578)**
  - Already eating: 59%
  - Very/somewhat likely: 36%
  - Not at all/not very likely: 3%

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. (split sample)

†Added in 2011

*2011 IFIC Functional Foods/Foods for Health Consumer Trending Survey*
Between one-half and one-third of Americans are aware of the benefits of specific food components for reduced risk of cancer.

<table>
<thead>
<tr>
<th>Food Component</th>
<th>Percent Aware</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soy protein/soy</td>
<td>53%</td>
</tr>
<tr>
<td>Fiber</td>
<td>39%</td>
</tr>
<tr>
<td>Whole grains</td>
<td>30%</td>
</tr>
</tbody>
</table>

For each of the following food components or nutrients, please tell us whether you are aware that that food component or nutrient is thought to provide each of the following health benefits. (split sample) Fiber and Whole grains pairings asked separately (n=1,000).

†Added in 2011
Of those who are aware, about 60% of consumers are already consuming whole grains and fiber for reduced risk of cancer. Fewer consumers are already eating soy. While nearly half of consumers are likely to begin consuming soy, nearly 20% say they are not likely to begin consuming it.

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. (split sample)

†Added in 2011
Between 81% and 58% of Americans are aware of specific food components and their associated digestive health benefits. Awareness of the benefits of probiotics and prebiotic fiber has significantly increased since 2009.

For each of the following food components or nutrients, please tell us whether you are aware that that food component or nutrient is thought to provide each of the following health benefits. (split sample) Fiber and Whole grains pairings asked separately (n=1,000).

†Added in 2011
Consumption of Food Component/Health Pairs

DIGESTIVE HEALTH

Of those who are aware, between 60% and 37% of consumers are already consuming these food components for their associated digestive health benefits. While awareness of the health benefits of probiotics and prebiotic fiber increased since 2009, consumption remained the same.

For a healthy digestive system

- **Probiotics (n=403)**
  - Already eating: 43%
  - Very/somewhat likely: 45%
  - Not at all/not very likely: 10%

- **Fiber (n=790)**
  - Already eating: 60%
  - Very/somewhat likely: 37%
  - Not at all/not very likely: 3%

- **Prebiotic fiber (n=359)**
  - Already eating: 37%
  - Very/somewhat likely: 54%
  - Not at all/not very likely: 5%

- **Whole grains (n=580)**
  - Already eating: 60%
  - Very/somewhat likely: 36%
  - Not at all/not very likely: 3%

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. (split sample)

†Added in 2011
Over one-third of all consumers are aware that whole grains and fiber promote healthy blood sugars.

For promoting healthy blood sugar levels

- Whole grains (n=1,000): 41%
- Fiber (n=1,000): 36%

For each of the following food components or nutrients, please tell us whether you are aware that that food component or nutrient is thought to provide each of the following health benefits. (split sample) Fiber and Whole grains pairings asked separately (n=1,000).

†Added in 2011
Consumption of Food Component/Health Pairs

HEALTHY BLOOD SUGARS

Of those who are aware, nearly two-thirds are already eating whole grains and fiber while an additional one-third are likely to begin eating them to promote healthy blood sugars.

Fiber (n=361)†

- Already eating: 62%
- Very/somewhat likely: 34%
- Not at all/not very likely: 3%

Whole grains (n=408)†

- Already eating: 60%
- Very/somewhat likely: 34%
- Not at all/not very likely: 4%

For promoting healthy blood sugar levels

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. (split sample)

†Added in 2011
Awareness and Consumption of Food Component/Health Benefit Pairs by Life Stage

• Healthy Growth and Development
• Healthy Aging
90% or more of Americans are aware of the benefits of calcium and vitamin D for the promotion of bone health while nearly three-quarters are aware of the cognitive benefits of omega-3 fatty acids. Over 60% are aware of the benefits of folic acid in growth and development.

For each of the following food components or nutrients, please tell us whether you are aware that that food component or nutrient is thought to provide each of the following health benefits. (split sample)
Consumption of Food Component/Health Pairs

GROWTH & DEVELOPMENT

Of those who are aware, between 58% and 34% of consumers are already consuming these food components for their associated benefits.

For the promotion of bone health and reduced risk of osteoporosis

- Calcium (n=463)
  - Already eating: 58%
  - Very/somewhat likely: 37%
  - Not at all/not very likely: 3%

- Vitamin D (n=445)
  - Already eating: 55%
  - Very/somewhat likely: 41%
  - Not at all/not very likely: 2%

For cognitive development, especially in children

- Omega-3 fatty acids (n=367)
  - Already eating: 45%
  - Very/somewhat likely: 39%
  - Not at all/not very likely: 8%

For reduced risk of neural tube birth defects

- Folate or Folic acid (n=311)
  - Already eating: 34%
  - Very/somewhat likely: 44%
  - Not at all/not very likely: 15%

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. (split sample)
For each of the following food components or nutrients, please tell us whether you are aware that that food component or nutrient is thought to provide each of the following health benefits. (split sample)

†Added in 2011
Consumption of Food Component/Health Pairs

**HEALTHY AGING**

Of those who are aware, between 58% and 34% of consumers are already consuming these food components for their age-related health benefits.

<table>
<thead>
<tr>
<th>Health Benefit</th>
<th>Component</th>
<th>Already eating</th>
<th>Very/somewhat likely</th>
<th>Not at all/not very likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>For the promotion of bone health and reduced risk of osteoporosis</td>
<td>Calcium (n=463)</td>
<td>58%</td>
<td>37%</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>Vitamin D (n=445)</td>
<td>55%</td>
<td>41%</td>
<td>2%</td>
</tr>
<tr>
<td>For protection against free radical damage</td>
<td>Antioxidants (n=415)</td>
<td>57%</td>
<td>39%</td>
<td>1%</td>
</tr>
<tr>
<td>For maintaining eye health</td>
<td>Lutein and zeaxanthin (n=288)</td>
<td>34% ▼ '09</td>
<td>52%</td>
<td>8%</td>
</tr>
</tbody>
</table>

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. (split sample)
Perceived Barriers to Consuming Functional Foods
## Agreement with Statements about Functional Foods

While nearly three-quarters of consumers agree that these foods can have a meaningful impact on health and added benefits are a compelling reason to consume them, fewer Americans agree with statements regarding knowledge of these foods and implementation.  

<table>
<thead>
<tr>
<th>Statement</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>These foods can make a meaningful impact on my health when I consume them</td>
<td>3%</td>
<td>19%</td>
<td>78%</td>
</tr>
<tr>
<td>Added health benefits of these foods provide a compelling reason to consume them more often</td>
<td>4%</td>
<td>20%</td>
<td>76%</td>
</tr>
<tr>
<td>It would take little effort to include more of these foods in my diet</td>
<td>13%</td>
<td>25%</td>
<td>62%</td>
</tr>
<tr>
<td>I have enough information to understand which foods provide an added benefit</td>
<td>16%</td>
<td>27%</td>
<td>57%</td>
</tr>
<tr>
<td>I would consume more of these foods if my physician or another health professional told me I would benefit</td>
<td>11%</td>
<td>36%</td>
<td>54%</td>
</tr>
</tbody>
</table>

How much do you agree with the following statements regarding foods that have health benefits beyond basic nutrition?† (n=1,000)

†Question added in 2011
Perceived Barriers to Consumption of Functional Foods

Expense and taste are Americans’ top two perceived barriers; availability and convenience closely follow. Lack of knowledge regarding these foods, how much to consume, and how to prepare them are among other barriers. Confidence in the science is also cited.

<table>
<thead>
<tr>
<th>Perceived Barriers</th>
<th>Average Point Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expense</td>
<td>16.1</td>
</tr>
<tr>
<td>Taste</td>
<td>15.4</td>
</tr>
<tr>
<td>Availability/Convenience</td>
<td>10.8</td>
</tr>
<tr>
<td>Knowledge of foods/desired health benefits</td>
<td>9.2</td>
</tr>
<tr>
<td>Confusion over conflicting information</td>
<td>9.1</td>
</tr>
<tr>
<td>Confidence in the science</td>
<td>9.0</td>
</tr>
<tr>
<td>Knowledge of how much to consume</td>
<td>8.6</td>
</tr>
<tr>
<td>Uncertainty in how to prepare foods</td>
<td>8.2</td>
</tr>
<tr>
<td>Desire to try new foods</td>
<td>7.5</td>
</tr>
<tr>
<td>Time it takes learn about these foods</td>
<td>6.1</td>
</tr>
</tbody>
</table>

*Adds to 100*

Please distribute 100 points among the following 10 issues in terms of how much each would prevent you from consuming any or more foods and beverages that have health benefits beyond basic nutrition. More points means it is more of a barrier.† (n=1,000)

†Question added in 2011
Similar to 2009, a majority of Americans (87%) are interested in learning more about foods with benefits. While a significant increase from 2005 and 2007, interest levels are consistent with those from 2000 and 2002.

In general, how interested are you in learning more about foods that have health benefits beyond basic nutrition? (n=1,000)
Most Believable Sources of Information on Health Benefits of Functional Foods

Similar to 2009, consumers are most likely to name medical professionals as believable sources. Interestingly, consumers are much less likely to name media sources in 2011 compared with 2009 and 2007. Slightly more believe researchers, FDA and food labels.

Who or what would you say is the most believable source for information on the health benefits of food or food components? (unaided) (n=1,000)

- Net: Medical Professionals: 38%
- Net: Media: 15% (↓’09)
- Net: Friends/Family/Self: 6%
- Researcher/Scientist: 6% (↑’09)
- FDA: 6% (↑’09)
- Labels on products: 5% (↑’09)
- Government agency/ US Surgeon General: 3%
- None: 6%
- Don't Know: 9% (↑’09)
- Refused: 7%

“Net Media” includes: Internet or Website, Magazine, TV talk show, TV news story, University or other health newsletter, Article in newspapers, Radio talk show, Radio news story, Athletes, celebrated fitness experts

▲ / ▼ Significant increase/decrease from 2009
Sources of Health and Nutrition Information Influential in Decision Making

Medical professionals and Registered Dietitians are the most influential when it comes to trying a new food or food component. When combined, Media sources are quite influential as well.

Please select all of the sources of information that might influence your decision to try a new food or food component.† (select all that apply) (n=1,000)

2011 IFIC Functional Foods/Foods for Health Consumer Trending Survey

†Question added in 2011; replaced questions rated on scale
• Americans believe they have some control over their health and that food and nutrition play the most important role in maintaining and improving their overall health.

• Heart health and weight control are the top health concerns of Americans.

• Consumers are most aware of food/health benefit associations related to their top two health concerns as well as long-held diet and health relationships.

• Despite increases in awareness, the number of Americans actually consuming these foods for their associated health benefits has generally not changed since 2005.

• Americans cite price, taste, availability, and convenience, among others, as barriers to consuming functional foods.

• Consumers look most frequently to medical and nutrition professionals to help them make decisions around foods and beverages.
A Dietitian’s Insights

How to motivate consumers to overcome barriers and make food choices to achieve optimal health

Marianne Smith Edge, MS, RD, LD, FADA
Senior Vice President, Nutrition and Food Safety, IFIC
Former American Dietetic Association (ADA) President
Factors that Will Drive the Demand of Functional Foods in the U.S.

- Increased consumer interest in controlling their health
- Certain sub-populations: baby boomers and children
- Evidence-base science linking diet to chronic disease risk reduction
- Opportunities to reach niche markets
- Advances in technology (e.g., biotechnology, nutrigenomics)
- Changes in food regulations
- Escalating health care costs

2009 American Dietetic Association Position Paper on Functional Foods
THE HEAVY TOLL OF DIET-RELATED CHRONIC DISEASES

Cardiovascular Disease
- 81.1 million Americans—37 percent of the population—have cardiovascular disease. Major risk factors include high levels of blood cholesterol and other lipids, type 2 diabetes, hypertension (high blood pressure), metabolic syndrome, overweight and obesity, physical inactivity, and tobacco use.
- 16 percent of the U.S. adult population has high total blood cholesterol.

Hypertension
- 74.5 million Americans—34 percent of U.S. adults—have hypertension.
- Hypertension is a major risk factor for heart disease, stroke, congestive heart failure, and kidney disease.
- Dietary factors that increase blood pressure include excessive sodium and insufficient potassium intake, overweight and obesity, and excess alcohol consumption.
- 36 percent of American adults have prehypertension—blood pressure numbers that are higher than normal, but not yet in the hypertension range.

Diabetes
- Nearly 24 million people—almost 11 percent of the population—ages 20 years and older have diabetes. The vast majority of cases are type 2 diabetes, which is heavily influenced by diet and physical activity.
- About 78 million Americans—35 percent of the U.S. adult population ages 20 years or older—have pre-diabetes. Pre-diabetes (also called impaired glucose tolerance or impaired fasting glucose) means that blood glucose levels are higher than normal, but not high enough to be called diabetes.

Cancer
- Almost one in two men and women—approximately 41 percent of the population—will be diagnosed with cancer during their lifetime.
- Dietary factors are associated with risk of some types of cancer, including breast (post-menopausal), endometrial, colon, kidney, mouth, pharynx, larynx, and esophagus.

Osteoporosis
- One out of every two women and one in four men ages 50 years and older will have an osteoporosis-related fracture in their lifetime.
- About 85 to 90 percent of adult bone mass is acquired by the age of 18 in girls and the age of 20 in boys. Adequate nutrition and regular participation in physical activity are important factors in achieving and maintaining optimal bone mass.

Source: 2010 Dietary Guidelines for Americans
Top sources influencing a person’s decision to try a new food or food component

- Medical: 73%
- Media: 66%
- Label: 48%
Meeting Consumers... Where They’re At
“In order to get functional foods on the plate we have to connect taste with health.”
Implications

• The *Dietary Guidelines for Americans 2010* focus strategies on the prevention of chronic disease and weight control.

• There are a variety of sources that may influence a person's decision to try a new food or foods component.

• Medical and nutrition professionals have been identified as critical to consumers’ success in building healthful diets and lifestyles.

• Understanding consumer insights toward functional foods can help us tailor messages that are motivating.

• Advice should be focused on the individual, helping them to bridge their knowledge-behavior gap.
Questions?

For more information:
International Food Information Council
1100 Connecticut Avenue NW, Suite 430
Washington, DC 20036
Phone: (202) 296-6540
Web: www.foodinsight.org