



# 2013 IFIC Functional Foods Consumer Survey

## Media Webcast October 2, 2013



**IFIC**  
International  
Food  
Information  
Council





## Presenters

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# International Food Information Council (IFIC) and The Foundation



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

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

# Today's Discussion

- **Functional Foods landscape**
- **2013 IFIC Functional Foods Consumer Survey**
- **Summary**
- **Questions and Answers**





# “FUNCTIONAL FOODS”

*Foods or food components that may provide benefits beyond basic nutrition*

*WORKING DEFINITION*



# Today's Functional Food Landscape

## Media Headlines

- [Best Superfoods: Which Are The Healthiest Choices?](#) (Huffington Post, 9/14)
- [15 Best Superfoods for Fall](#) (ABC News, 9/7)

## Academy of Nutrition and Dietetics Position Paper

- Reaffirms its position “that although all foods provide some level of physiological function, the term functional foods is defined as whole foods along with fortified, enriched, or enhanced foods that have a potentially beneficial effect on health when consumed as part of a varied diet on a regular basis at effective levels based on significant standards of evidence.”
- Outlines definition of functional foods, their role in health care, categories of functional foods and regulation, and scientific substantiation.

## Dietary Guidelines

- *From 2010 DGA: Dietary supplements or fortification of certain foods may be advantageous in specific situations to increase intake of a specific vitamin or mineral. In some cases, fortification can provide a food-based means for increasing intake of particular nutrients or providing nutrients in highly bioavailable forms.*
- 2015 DGA: Opportunity to greater emphasize benefits of functional foods

## FDA Consumer Study on Nutrient Content Claims on Fortified Foods

- The FDA has announced an information collection with opportunity to comment regarding a planned consumer study on nutrient content claims on fortified foods.



# 2013 FUNCTIONAL FOODS CONSUMER SURVEY

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# Methodology

- This report presents the results of an online survey of 1,005 Americans ages 18 to 80.
- Some of the questions have been asked in prior Functional Foods/Foods for Health Surveys, allowing for trend analysis. However, this year's survey includes many new topics as well.
- Fielding took place from July 9 to July 22, 2013.
- The duration of the survey was 20 minutes, on average.
- The results were weighted to ensure that they are reflective of the American population ages 18 to 80, as seen in the 2012 Current Population survey. Specifically, they were weighted by age, education, gender, and race/ethnicity.
- The survey was conducted by Mathew Greenwald & Associates, using Luth Research's SurveySavvy panel.

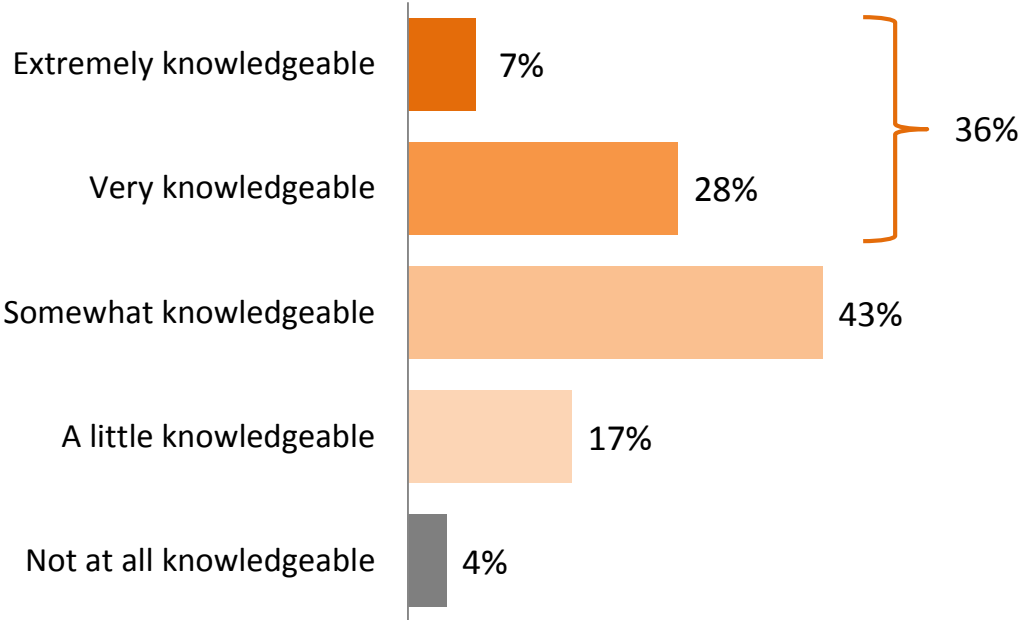
Notes: Respondents who failed a series of attention checks or who completed the survey in less than one-third of the median completion time were not included in the final sample.

Percentages may not add to 100% or to totals shown due to rounding.

Percentages less than 4% may not appear with statistic on graphs.

# Over one-third of consumers state that they are at least *very knowledgeable* about nutrition.

How knowledgeable do you consider yourself in the area of nutrition?  
(n=1,005)



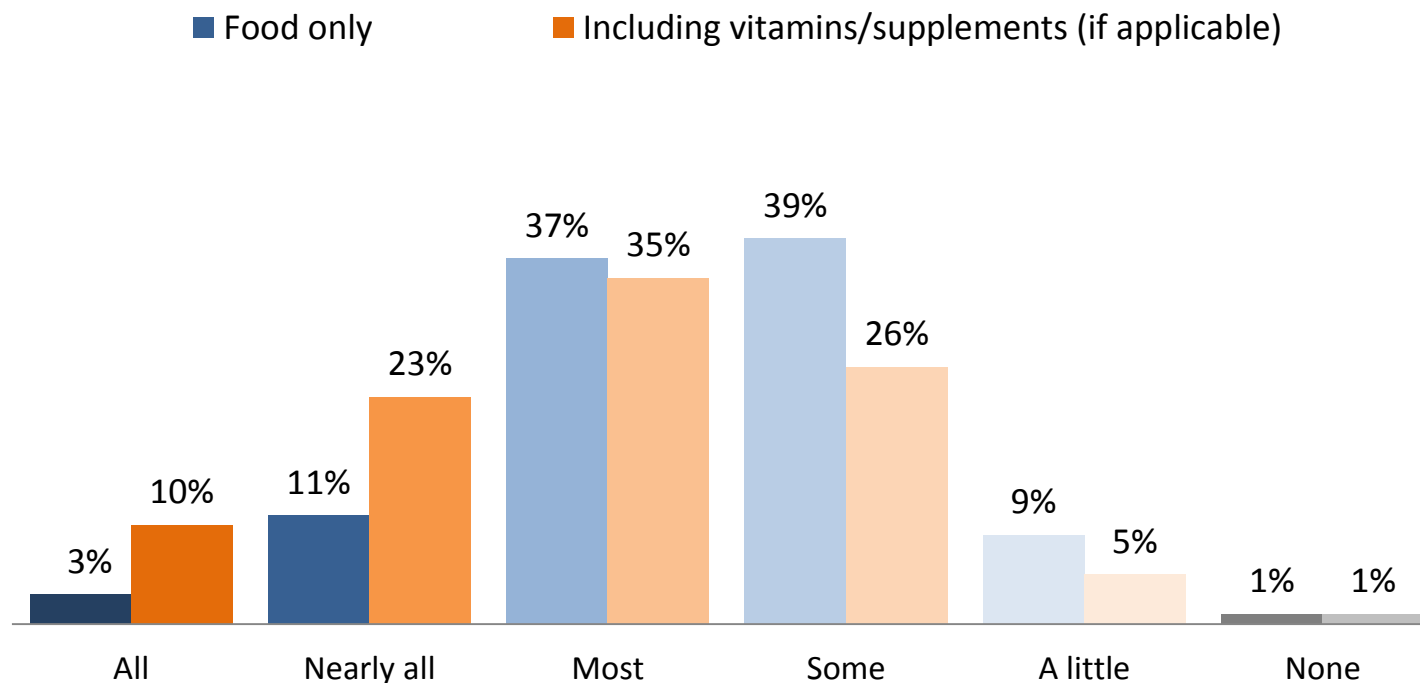
Consumers who are **younger** and those with **low to normal BMIs** are more likely to rate themselves as highly knowledgeable.

The same is true for consumers who **strongly agree that certain foods contain health benefits** beyond basic nutrition.

## About half of consumers believe they get at least most of the nutrients/food components they need for good health from food.

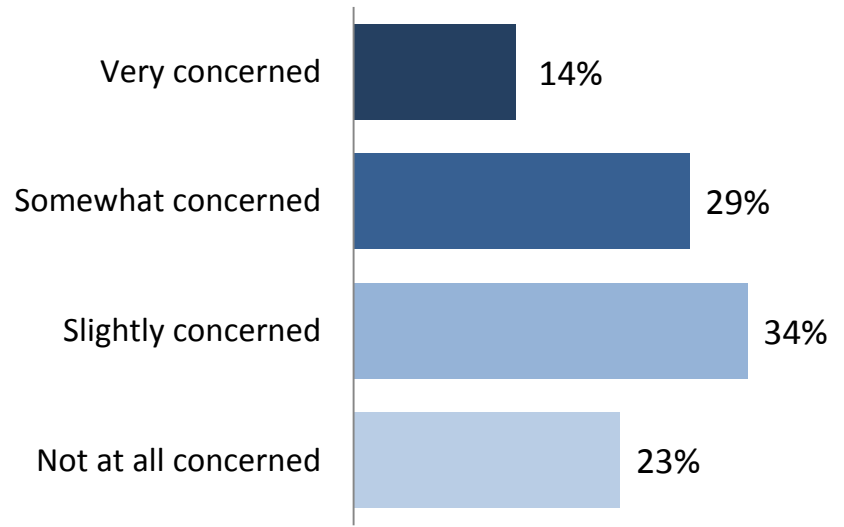
Thinking of the foods you currently consume, how much of the nutrients and food components that you need for good health would you say you get?

(n=1,005)



# Approximately 3 out of 4 consumers report concerns that they are not getting the nutrients and food components they need for good health.

How concerned are you by the possibility that you are not getting all of the nutrients and food components that are needed for good health?  
(n=1,005\*)



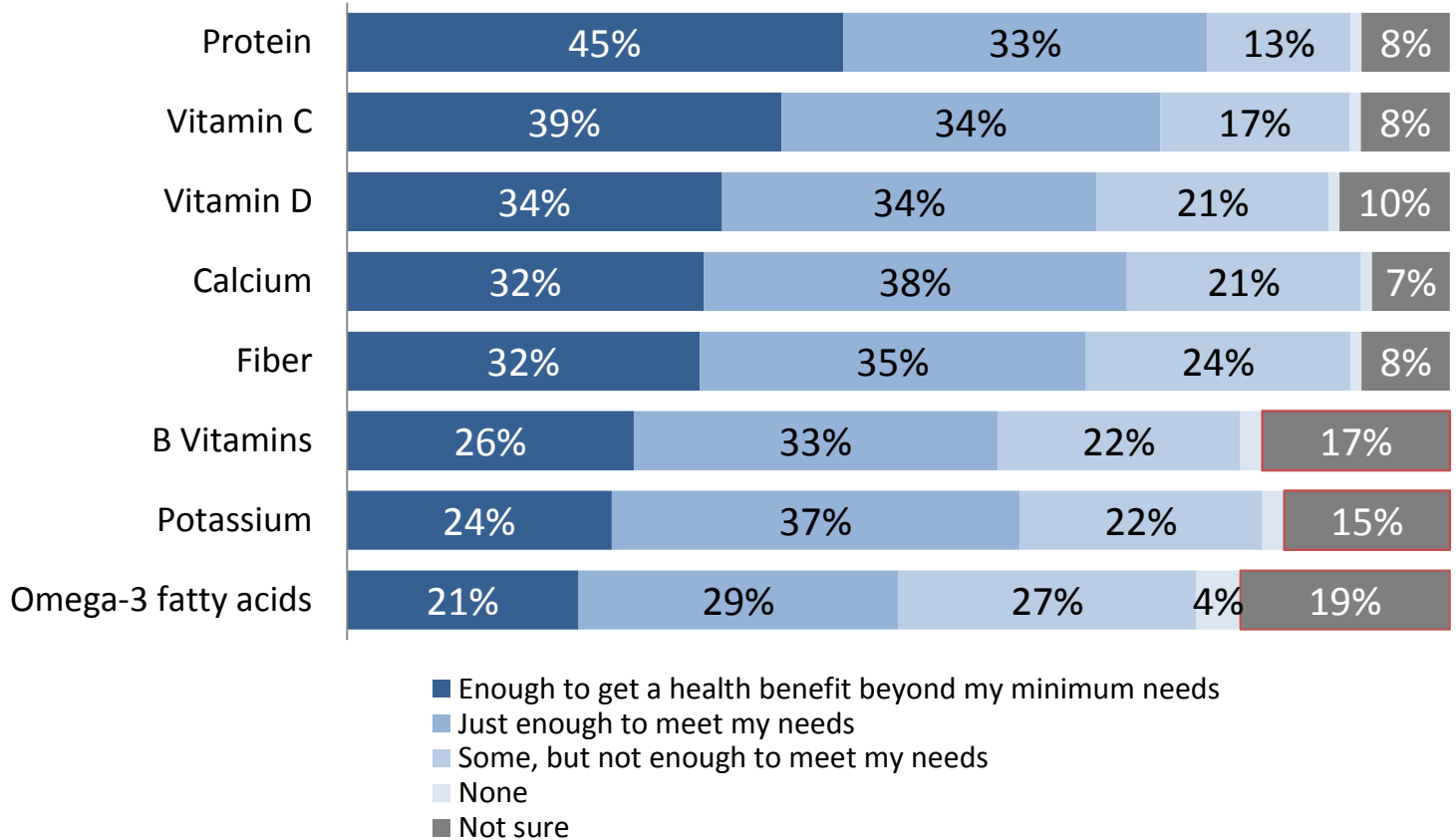
Consumers who **rate their health as poor or fair** are more likely to be *very* or *somewhat* concerned.  
**Women** are more likely than men to be *very* or *somewhat* concerned.

**Older** consumers, meanwhile, are more likely to be *not at all* concerned about not getting all of the nutrients and food components needed for good health. This difference holds even among those who take vitamins/supplements.

\*Those who indicated that they get all needed nutrients/food components were automatically coded as *not at all concerned*.

For nearly all of the nutrients or food components examined, at least six in ten consumers believe they get enough to meet their needs.

How much would you say you get of each of the following?  
(n=1,005)



**Men** as well as **older consumers** are more likely than their counterparts to say that they get enough of nearly all nutrients/food components examined to get a health benefit beyond their minimum needs.

A notable share of consumers show uncertainty regarding B vitamins, potassium, and omega-3 fatty acids

# Consumers' Perception vs. Reality

Nutrient	% Perceived Meeting Needs	% Actually Meeting Needs
<b>Vitamin D</b>	68%	32%
<b>Vitamin C</b>	73%	72%
<b>Calcium</b>	70%	64%
<b>Potassium</b>	61%	<3%
<b>Fiber*</b>	67%	Approx. 5%*
<b>B Vitamins</b>	59%	Approx. 90%

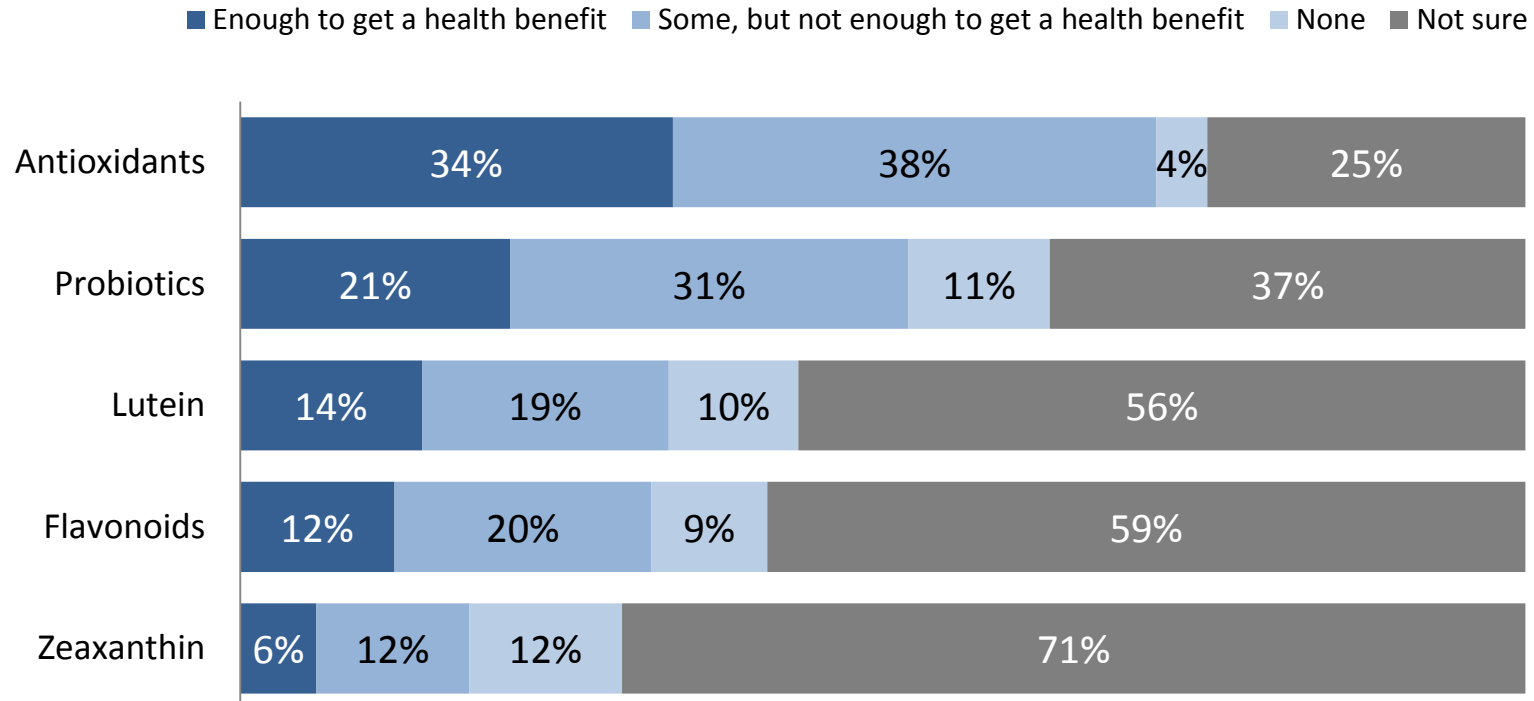
\*Data includes food and supplement intake. Values listed are for entire U.S. Population (≥ 2 years of age)

Fulgoni VL 3rd, DR Keast, RL Bailey, and J Dwyer. Foods, fortificants, and supplements: Where do Americans get their nutrients? The Journal of Nutrition. 2011;141(10):1847-54.

\* Clemens, R., S. Kranz, A. R. Mobley, T. A. Nicklas, M. P. Raimondi, J. C. Rodriguez, J. L. Slavin, and H. Warshaw. Filling America's Fiber Intake Gap: Summary of a Roundtable to Probe Realistic Solutions with a Focus on Grain-Based Foods. Journal of Nutrition. 2012;142(7):1390S-1401S.

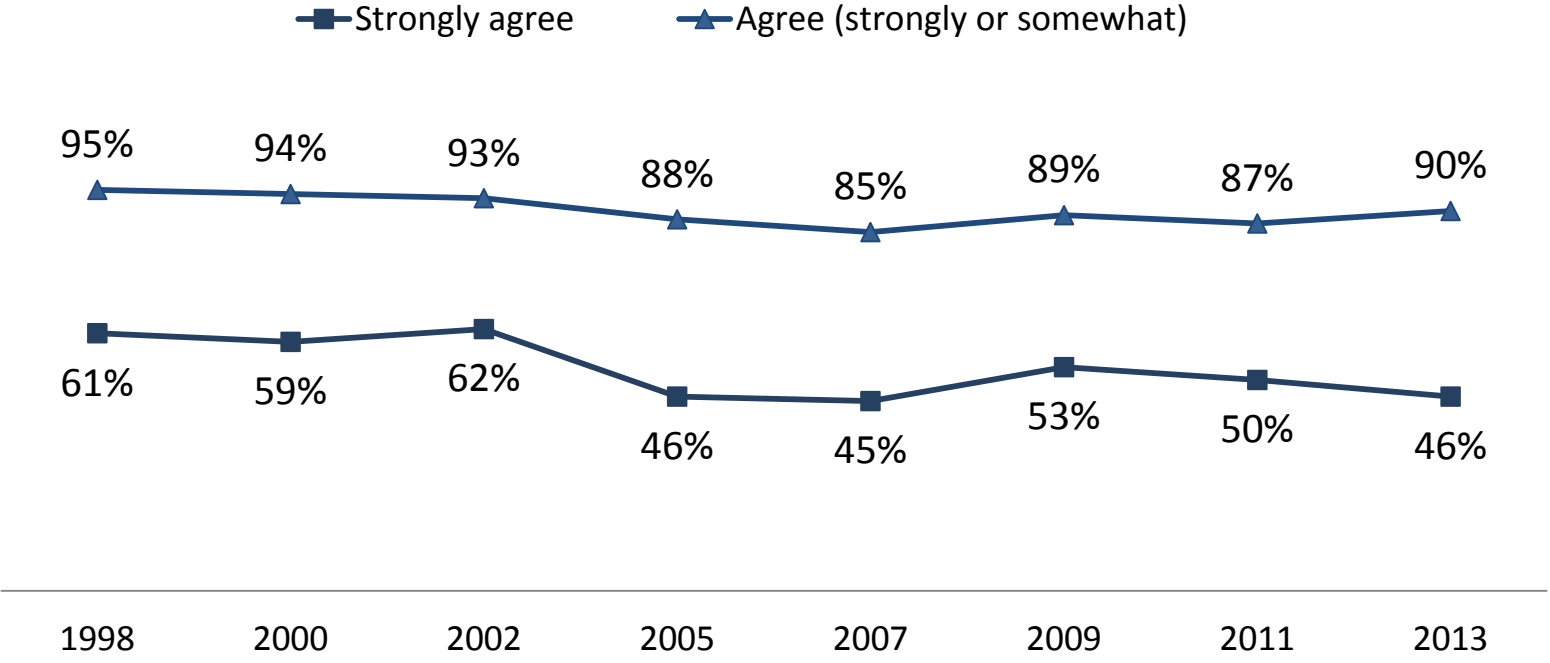
# Over half of consumers say they are getting at least some antioxidants and probiotics but many say they are not consuming enough to get a health benefit.

How much would you say you get of each of the following?  
(n=1,005)



# As in previous years, nearly all consumers agree that certain foods have health benefits beyond basic nutrition.

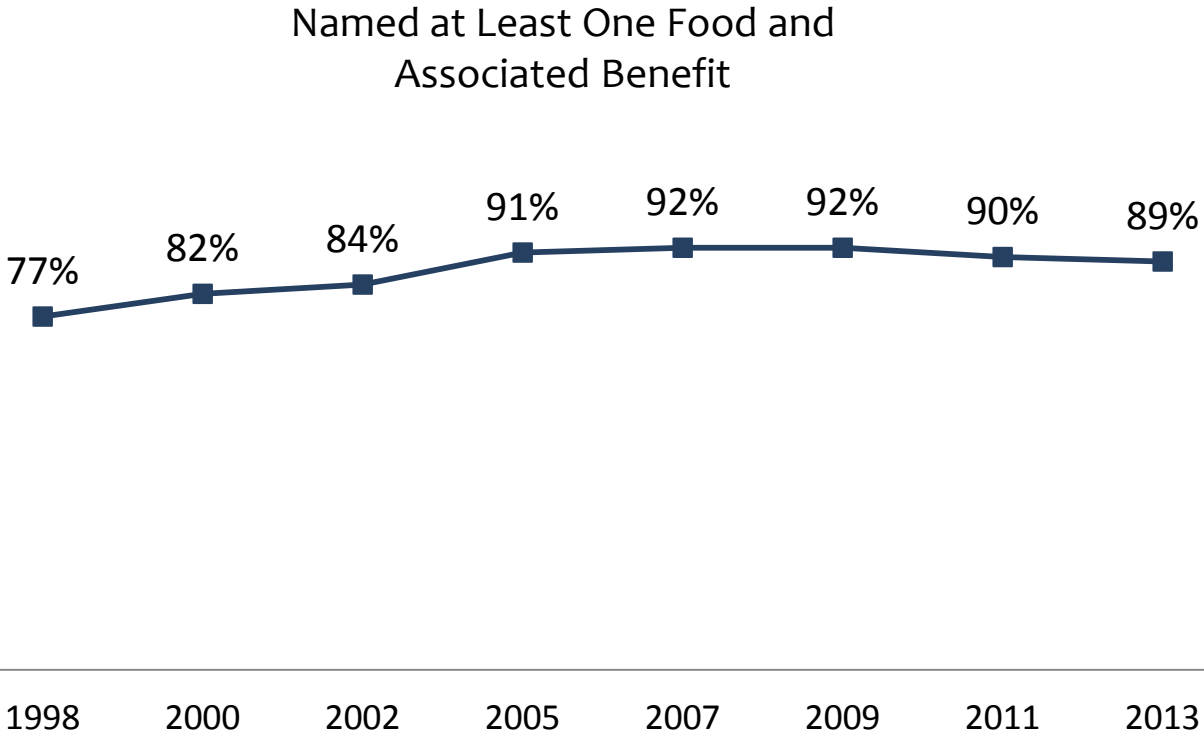
Please indicate your agreement or disagreement with this statement:  
“Certain foods have health benefits beyond basic nutrition.”  
(2013 n=1,005)



# Similar to prior years, nine in ten consumers can name at least one functional food and its associated health benefit.

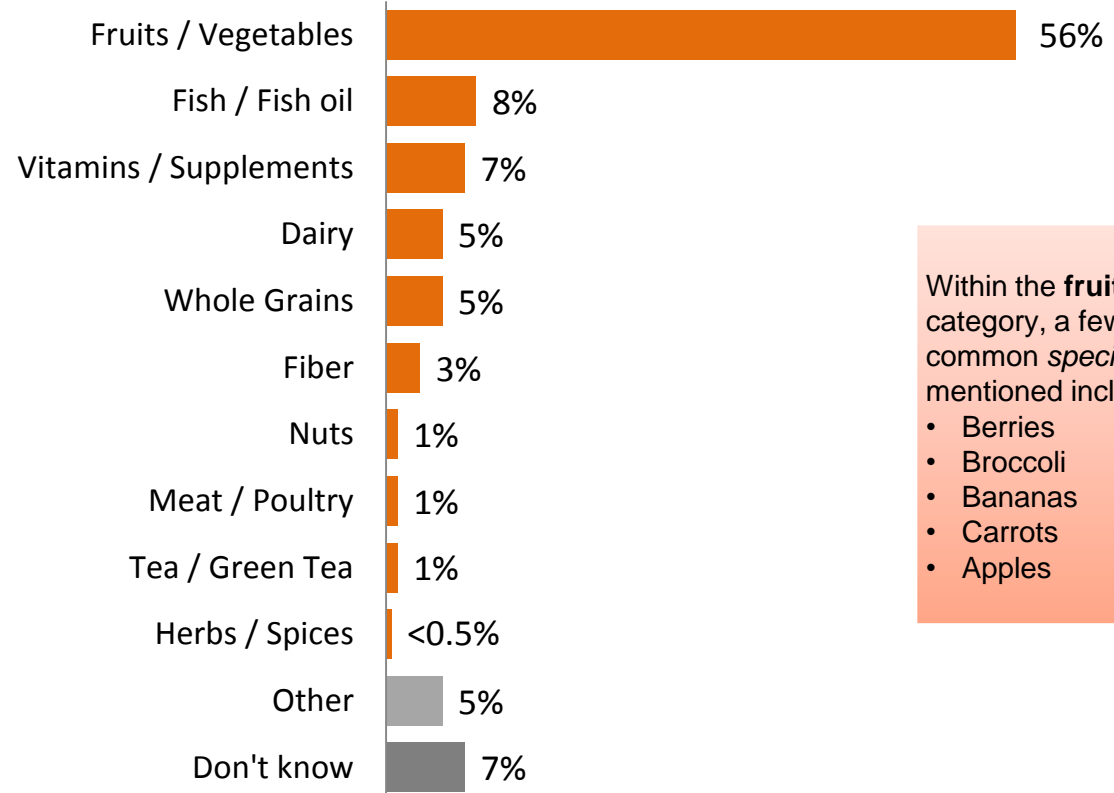
What is the **first** food or food component that comes to mind that is thought to have health benefits beyond basic nutrition?

And, what type of health benefit (beyond basic nutrition) is that food or food component good for?  
(2013 n=1,005)



# Fruits and vegetables are by far the most commonly mentioned functional food. The most common *specific* fruit or vegetable named is berries.

What is the **first** food or food component that comes to mind that is thought to have health benefits beyond basic nutrition?  
(n=1,005)

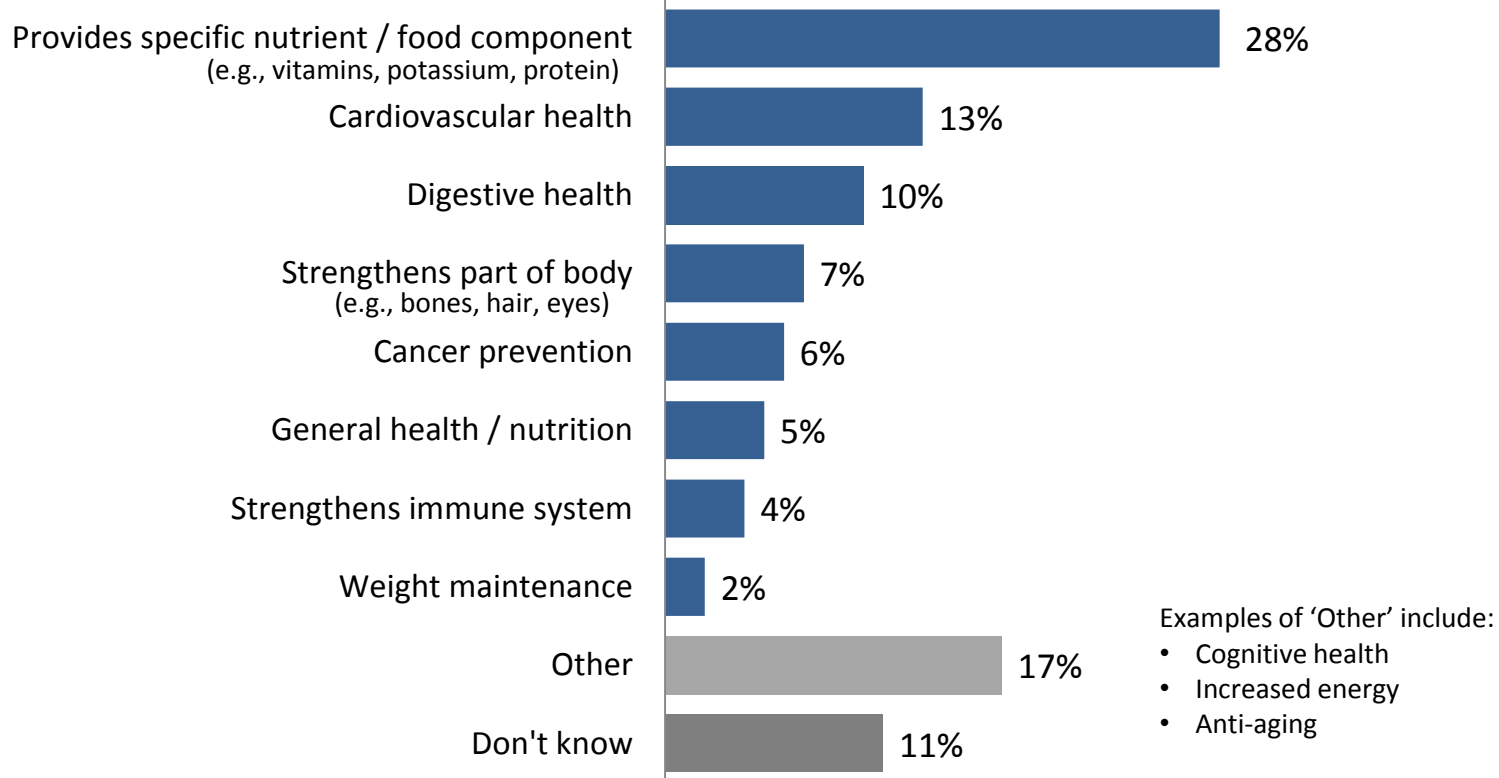


Within the **fruits / vegetables** category, a few of the most common *specific* foods mentioned include:

- Berries
- Broccoli
- Bananas
- Carrots
- Apples

The most common health benefit associated with the functional food consumers name is that it contains a particular nutrient or food component. Cardiovascular and digestive health are also benefits named.

And, what type of health benefit (beyond basic nutrition) is that food or food component good for?  
(2013 n=1,005)

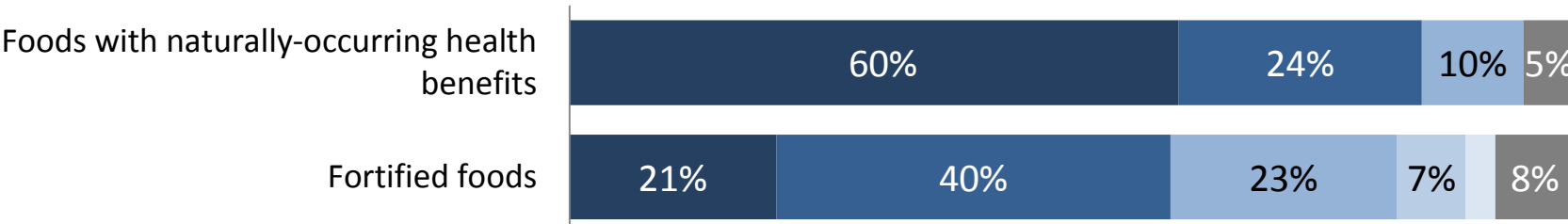


# Consumers like the idea of foods with naturally-occurring benefits more than in fortified foods, but nearly half don't have a preference.

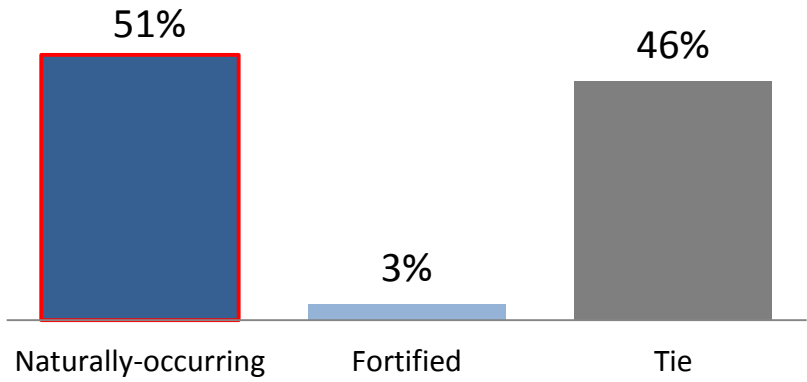
All other things being equal (such as cost and taste), how much would you like the idea of getting health promoting nutrients and food components from:  
(n=1,005)

### Preferences for themselves

■ Like strongly ■ Like somewhat ■ Neither like nor dislike ■ Dislike somewhat ■ Dislike strongly ■ Don't know



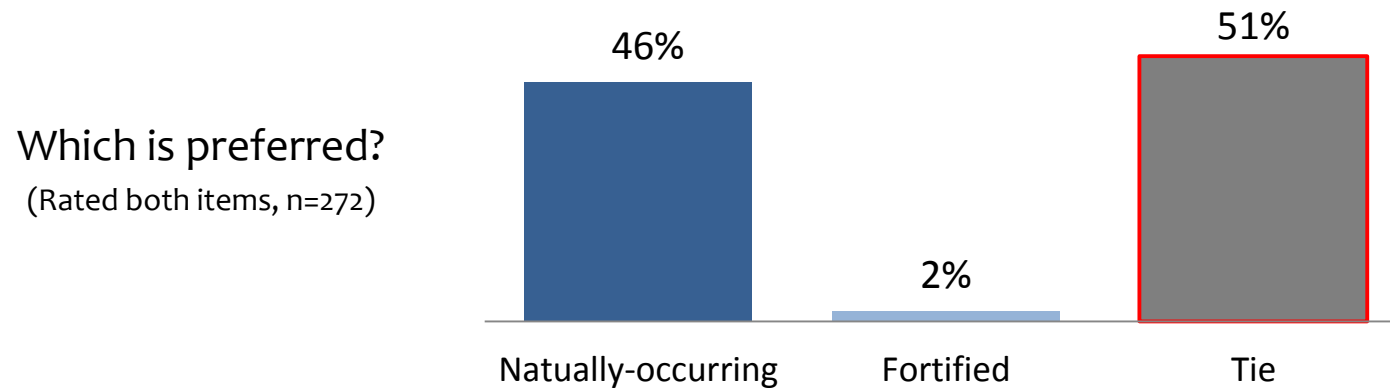
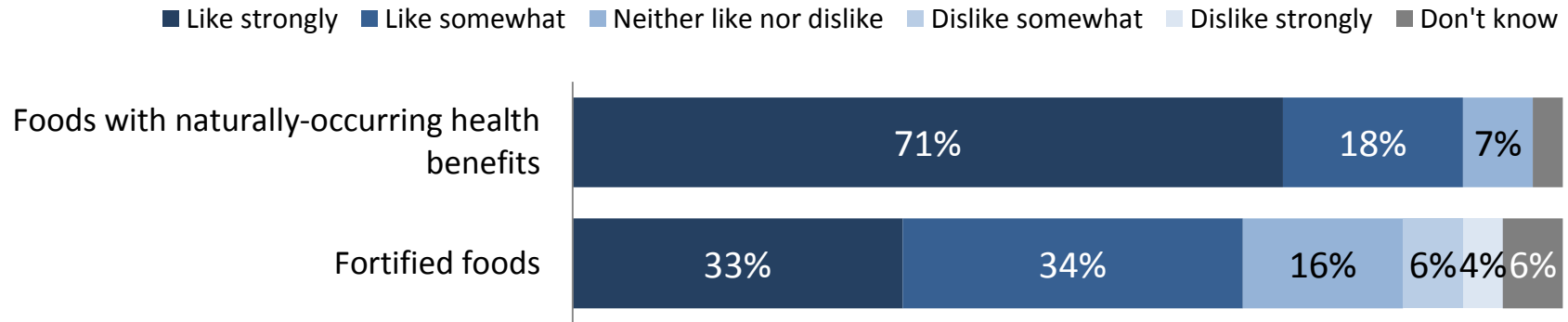
Which is preferred?  
(Rated both items, n=930)



# Interestingly, for their children, consumers tend to like the idea of each nutritional avenue more.

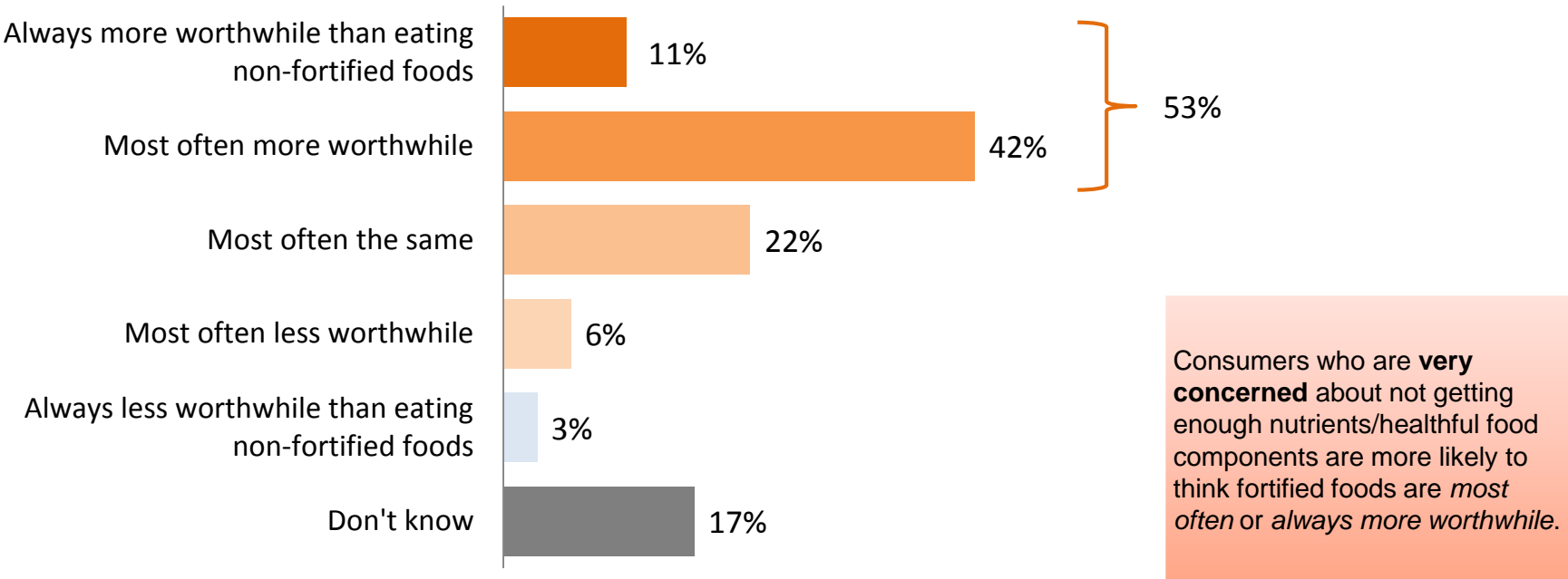
All other things being equal (such as cost and taste), how much would you like the idea of your children getting health promoting nutrients and food components from:  
(Have children under 18, n=289)

## Preferences for their children



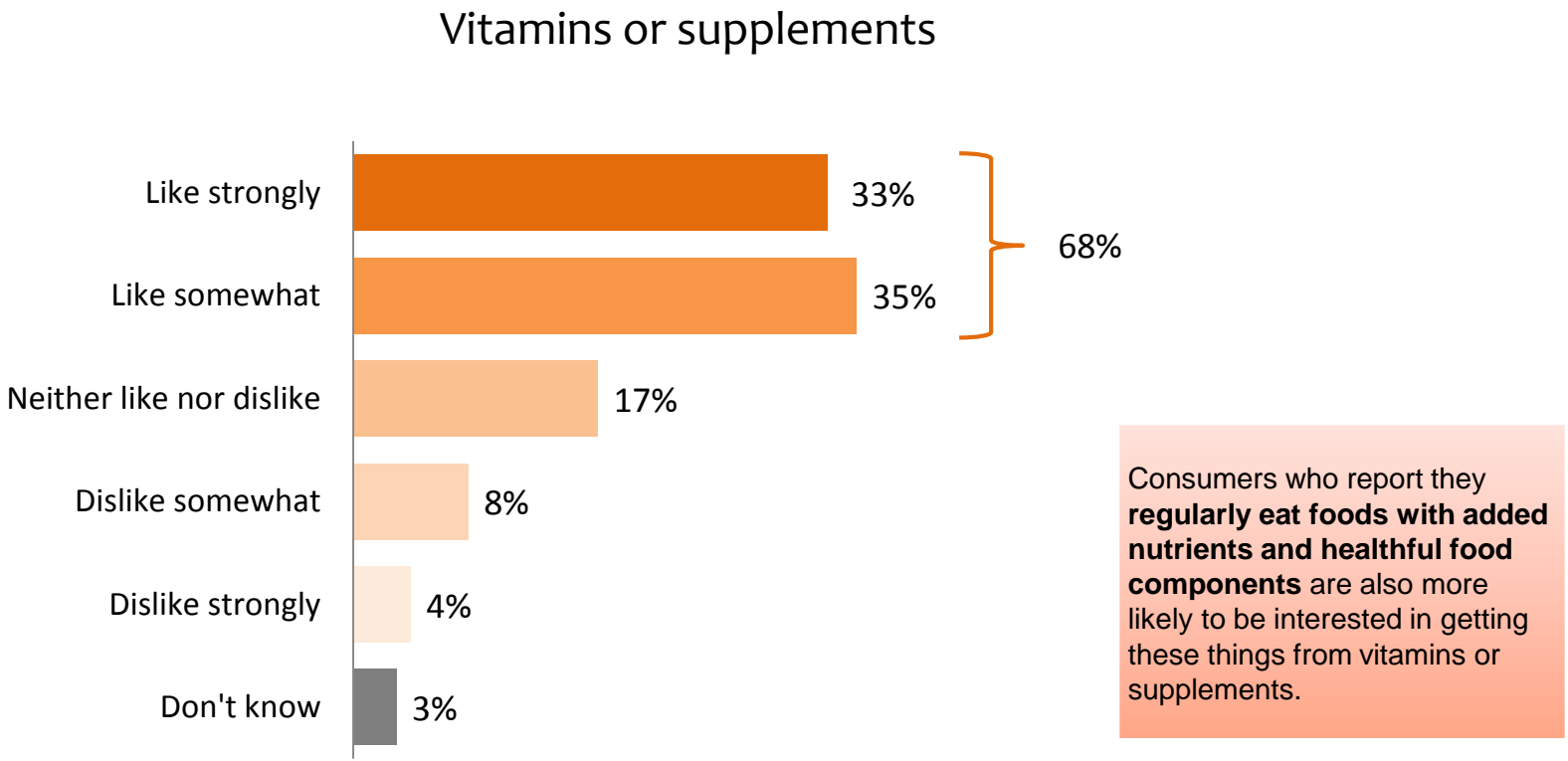
# Half of consumers think fortified foods are more worthwhile than non-fortified foods, while only one in ten feel they are less worthwhile.

How worthwhile is it to eat fortified foods compared to foods that are not? Is it...  
(n=1,005)



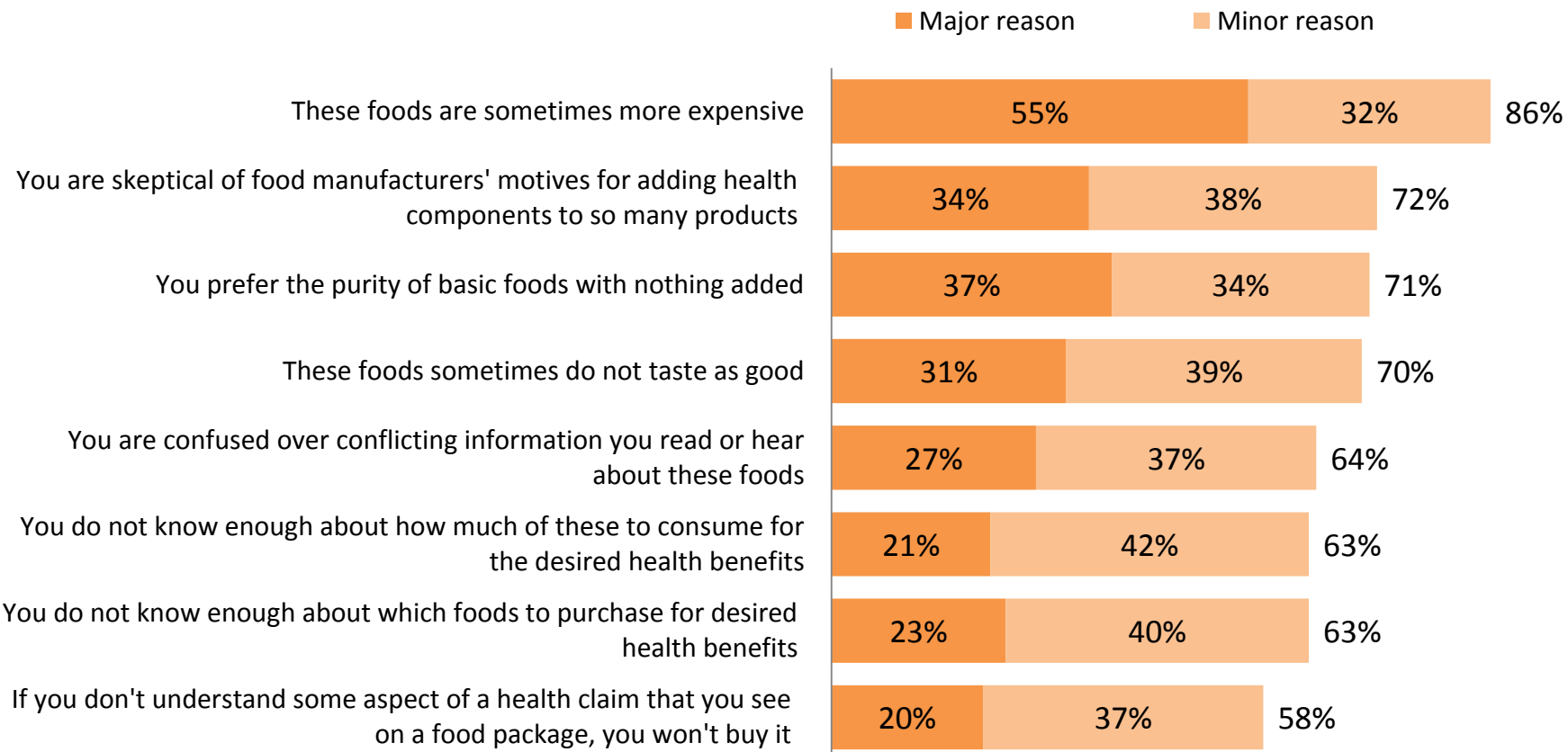
# More than two-thirds like the idea of getting health promoting nutrients and food components from vitamins or supplements.

How much would you like the idea of getting health promoting nutrients and food components from:  
(n=1,005)



# Cost is the most common barrier to more frequent consumption of health promoting foods and food components, with over half of consumers identifying this as a *major reason*.

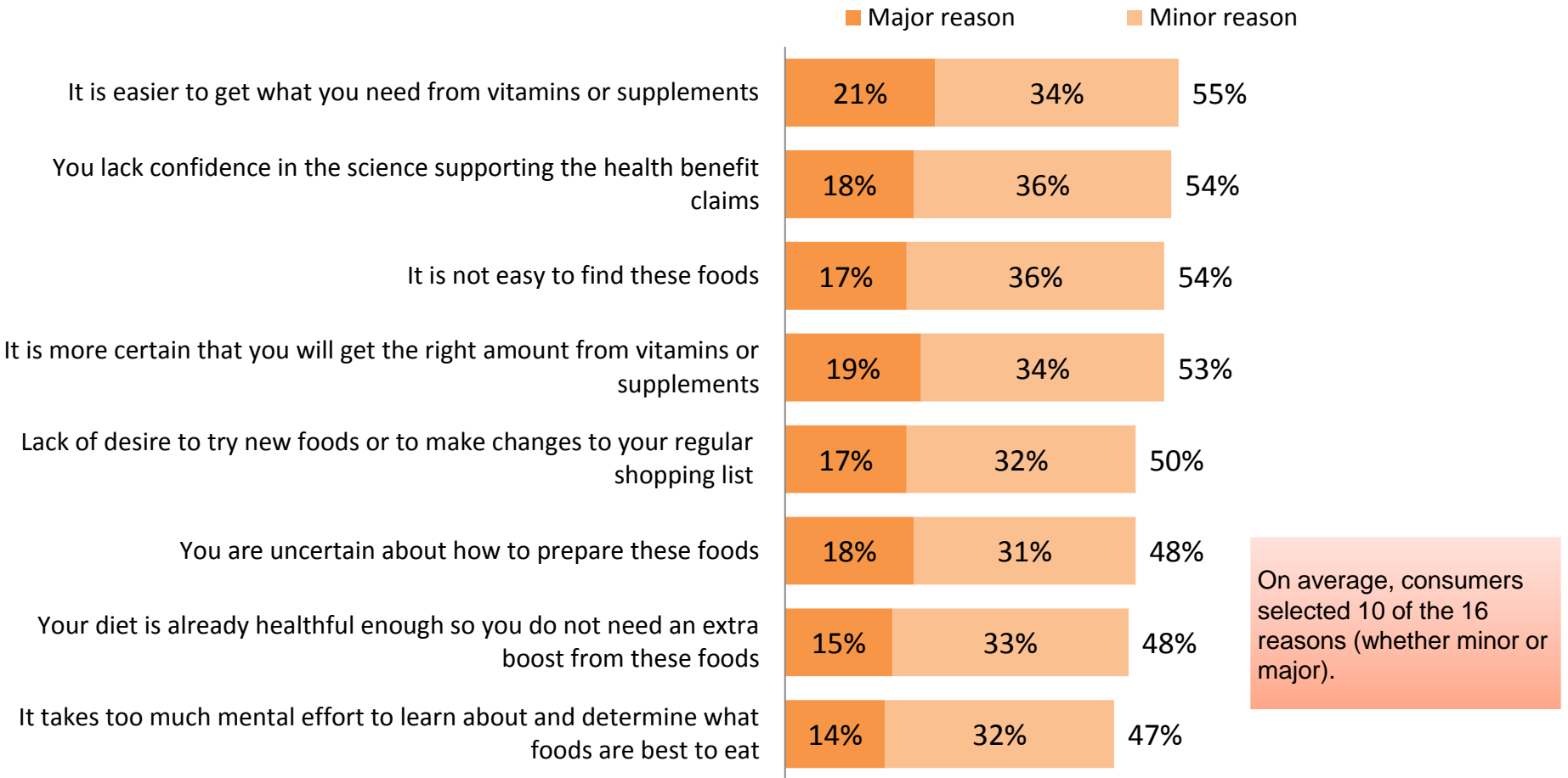
To what extent, if at all, are each of the following reasons why you do not consume more health promoting foods and food components?  
(n=1,005)



# Uncertainty about food preparation, getting enough already, and the mental effort required are among the least common barriers.

To what extent, if at all, are each of the following reasons why you do not consume more health promoting foods and food components?

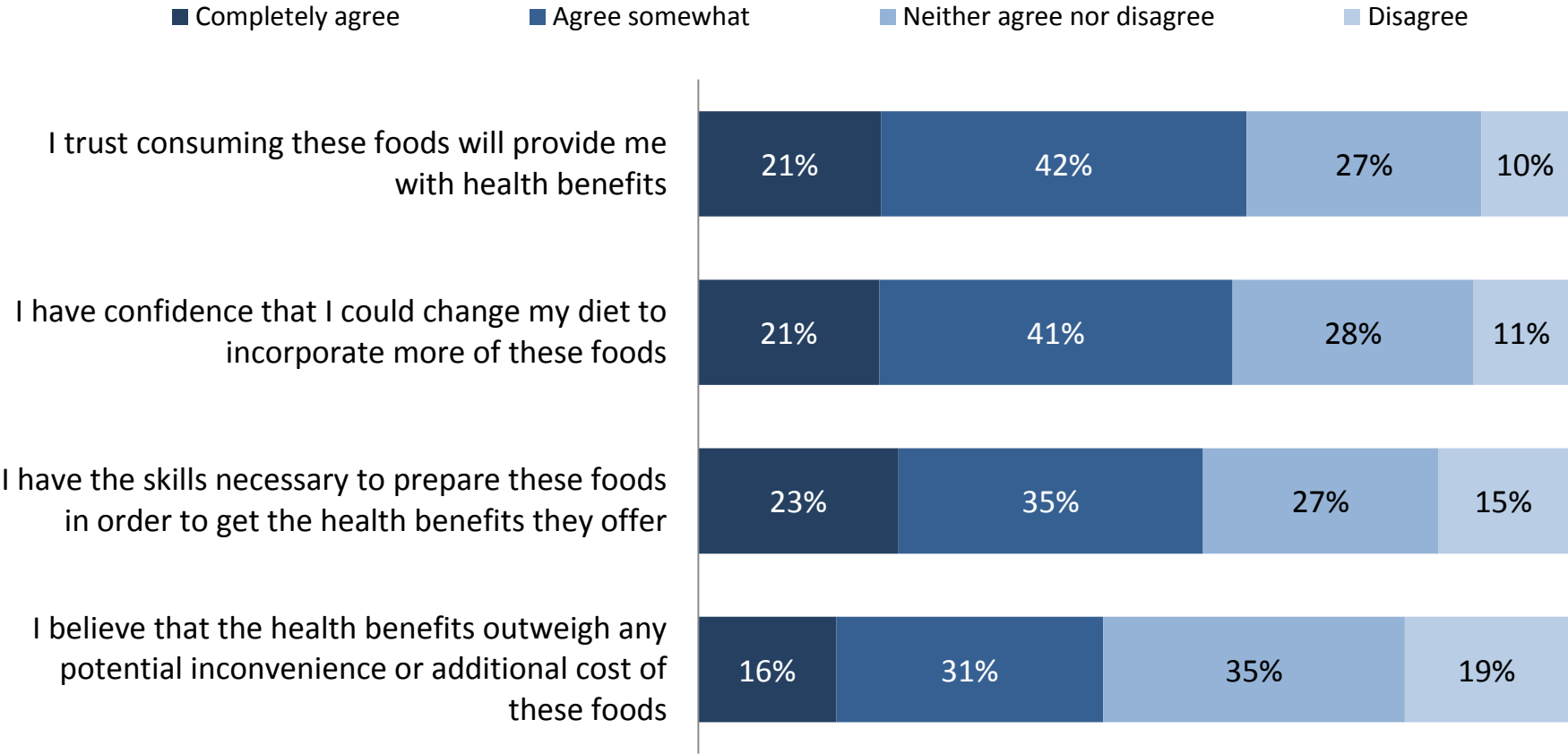
(n=1,005)



# Nearly two-thirds of consumers trust that functional foods will provide health benefits and have confidence that they could make the necessary changes to integrate these foods into their diet.

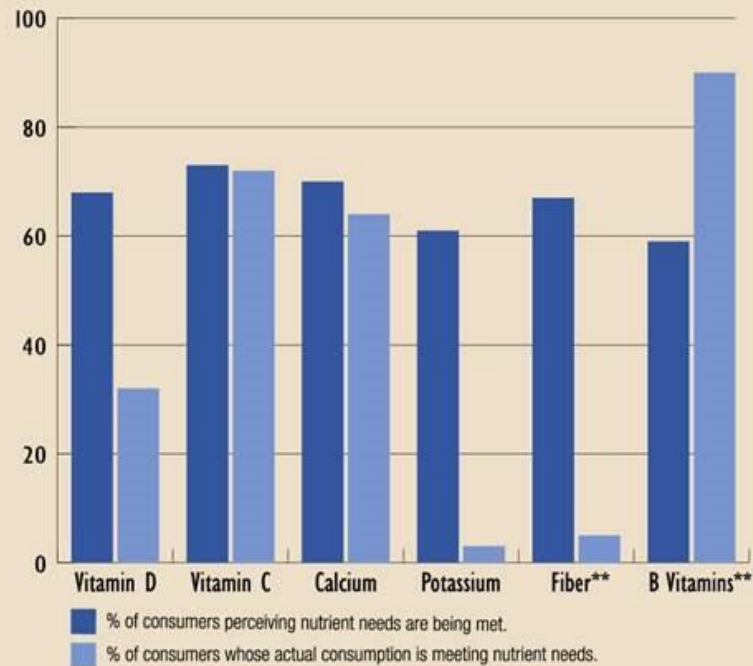
To what extent do you agree or disagree with the following statements regarding foods that have health benefits beyond basic nutrition?

(n=1,005)



# CONSUMERS' NUTRIENT NEEDS PERCEPTION vs. REALITY

Consumers recognize they may be nutrient-inadequate, but there is a disconnect on what nutrients they are missing. Perceived versus actual intake of **4 out of 6** nutrients surveyed show significant discrepancies.\*



\*Source: IFIC 2013 Functional Foods Survey and 2010's NHANES data. This data includes food and supplements.  
 \*\*Data surveyed is approximate.  
 For more information, please visit [www.foodinsight.org](http://www.foodinsight.org).

## A "FUNCTIONAL" FIX

Foods with health-promoting nutrients, *functional foods*, provide a way for Americans to meet nutrient needs and improve health.



# Summary

- Consumers remain interested in functional foods and recognize that some foods contain health-promoting benefits.
- The majority of consumers believe they are not getting all of the nutrients and food components needed for good health, even with vitamins and supplements.
- Concern about nutrient inadequacies is moderate, with consumers primarily concerned about negative health effects in general rather than a specific health problem.
- Half of consumers recognize the value of fortified foods when compared to non-fortified foods.
- Consumers generally believe foods with naturally occurring benefits are more worthwhile than fortified foods. However, they are more likely to be interested in fortified foods for their children than for themselves.
- Barriers which might prevent Americans from consuming foods with health benefits include price, purity of food, taste, and lack knowledge of which foods and how much provide benefits.
- Knowledge, skills, self-efficacy, perceived benefits and outcome expectations were identified as behavioral determinants of functional food consumption.



# QUESTIONS?

## Additional IFIC Functional Foods Resources:

### Functional Foods Backgrounder:

<http://www.foodinsight.org/Resources/Detail.aspx?topic=Background on Functional Foods>

### Foods for Health Video Series with Dave Grotto, RD:

<http://www.foodinsight.org/Resources/Detail.aspx?topic=Hot Topic Foods for Health Building Healthy Kids and Families>

**Functional Foods**

What are functional foods? Do they really work? Can they help you live longer and healthier? This infographic explores the science behind functional foods and how they can benefit your health.

**KEY TAKEAWAYS:**

- Functional foods are those that provide health benefits beyond basic nutrition.
- Examples include fruits, vegetables, whole grains, and fortified foods.
- They can help reduce the risk of chronic diseases like heart disease and diabetes.

**Foods for Health: Managing Your Weight**

Essentials of Weight Management

1. Calories In & Calories Out
2. Skip Wacky Weight Loss Plans
3. Keep Daily Food & Activity Journal

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Additional results from the 2013 Functional Foods Survey can be found at [foodinsight.org](http://foodinsight.org)

THANK YOU!

For additional information please contact:

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