



We promote science-based information on nutrition, food safety and agriculture.

**MEDIA KIT**

# ABOUT US

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**Founded in 1985, the International Food Information Council (IFIC) is a 501(c)(3) nonprofit educational organization with a mission to effectively communicate science-based information about health, nutrition, food safety and agriculture.**

IFIC's resources found at [foodinsight.org](http://foodinsight.org) are derived from peer-reviewed science and the work of authoritative bodies, including the U.S. Food and Drug Administration, the U.S. Department of Agriculture, the National Academies of Sciences, Engineering, and Medicine, the European Food Safety Authority and others.

IFIC is staffed primarily by nutrition, food safety and communications experts, and governed by a Board of Trustees, the majority of whom are public academic researchers and experts in food science, nutrition and agriculture. Remaining trustees represent IFIC corporate members.

IFIC is supported primarily by the broad-based food, beverage and agricultural industries. IFIC is non-partisan and do not endorse any political party, elected official or candidate for elective office. Also, IFIC does not lobby and does not represent any company, industry or product.

# FREQUENTLY ASKED QUESTIONS

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## Who is the International Food Information Council (IFIC)?

We are a nonprofit 501(c)(3) education and consumer research organization, staffed by nutrition, food safety and communications professionals.

## Who is Food Insight?

Food Insight is the content hub created and curated by IFIC's staff of experts.

## What is IFIC's mission?

Our mission is to effectively communicate science-based information on health, nutrition and food safety.

## Who are the experts associated with IFIC?

Our network of credentialed experts includes IFIC staff professionals and outside independent academics in the fields of nutrition, food safety, agriculture, communications and related disciplines.

We rely on independent experts to help us understand emerging issues and to create educational materials.

## How is IFIC funded?

Our research and education programs are supported by::

- Food, beverage and agriculture companies that support IFIC's mission
- Contributions from other foundations and nonprofit organizations
- Grants from government agencies
- Review our list of [partners and supporters here](#) and [review our 990 Tax Forms here](#).

## Does IFIC speak for the food, beverage or agricultural industries, or any other industry?

No. We do not speak for any industry or company, nor do we endorse any brands or products. IFIC is non-partisan. Other than advocating for the role of science and evidence in food, nutrition and agriculture, we do not lobby on public policy and regulatory matters.

## Does IFIC engage in political activities?

No.

# RECENT INTERVIEW QUOTES

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## Reuters

How Americans have shifted shopping and cooking habits during this pandemic, citing IFIC's 2020 Food & Health Survey

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IFIC Staff

## Health

Information on a recent salmonella outbreak and the importance of food traceability techniques and ways of preventing foodborne illnesses.

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Staff Expert: **Tamika Sims, PhD**

## CNN

IFIC's nutrition expert on grocery rules to adhere to during the coronavirus lockdown.

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Staff Expert: **Alyssa Pike, RD**

## Business Insider

How to safely clean produce during a pandemic, clearing up myths about using soap or disinfectants.

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Staff Expert: **Tamika Sims, PhD**

## CNBC

IFIC staff on how to maintain a nutritional diet during a pandemic, including the merits of frozen fruits and vegetables, and shelf-stable goods.

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Staff Expert: **Kris Sollid, RD**

## WebMD

IFIC's food safety expert spoke about how to handle food—including how to properly wash produce—during the COVID-19 outbreak.

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Staff Expert: **Tamika Sims, PhD**

## Healthline

How Americans shop, eat and cook food, and how habits have changed from April to May of 2020 during a pandemic, citing IFIC research.

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Staff Expert: **Ali Webster, PhD, RD**

## Forbes

2020 Food & Health Survey data, looking at how Americans have changed what they eat or how they prepare food due to COVID-19.

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Staff Expert: **Ali Webster, PhD, RD**

## HuffPost

Caffeine levels and nutritional benefits of different styles of coffee.

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Staff Expert: **Megan Meyer, PhD**

# PRESS RELEASES

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**June 9, 2020**

2020 Food and Health Survey



**January 30, 2020**

Plant Alternatives to Meat Survey



**January 6, 2020**

2020 Food Trends



**October 15, 2019**

Generation-X Survey



**September 17, 2019**

Sustainable Eating and Food Waste Survey



**September 11, 2019**

Potassium Chloride Alternative Names Survey



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