



International Food Information Council 2018 ANNUAL REPORT

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A Letter from Our CEO

I am pleased to share the 2018 Annual Report of the International Food Information Council and Foundation. This year, our investments in communications programs and consumer research generated unprecedented IFIC visibility and yielded measurable results on behalf of our unique, cross-cutting industry membership. As misinformation about nutrition and ingredient safety creates more confusion, and less consumer trust, these investments are critical to the fulfillment of IFIC's mission as a science communications and issues management platform. Today, IFIC enjoys more media, influencer and consumer visibility than at any time in our history.

And we're just getting started.

IFIC reached our 2018 target of 1.5 billion media impressions barely five months into the year and are on track to exceed 2.4 billion. Visits to *foodinsight.org* broke records, and our social media following has expanded significantly, surpassing many organizations who vie for influence and share of voice in a crowded food safety and nutrition environment. This year, IFIC experts fielded 111 media inquiries, with outlets including *The Washington Post*, Associated Press and *The New York Times*.

The IFIC Foundation's consumer research agenda and partnerships have grown and developed in substance and diversity. And our research has been leveraged by a greater number, and broader cross-section, of stakeholders. In particular, we saw success in our 2018 research that seeks to understand consumer insights related to timely public affairs topics, including GMO labeling, where our survey findings were cited widely by NGOs and companies in public comments to USDA. In announcing the FDA's Nutrition Innovation Strategy this spring, Commissioner Scott Gottlieb singled out IFIC Foundation research in his public remarks, a welcome validation of the role our research agenda can play in informing policy.

IFIC's Long Standing Issue groups (LSIs) remain the cornerstones of our issues management and proactive content development across a wide range of challenges facing the food, beverage and agriculture industries. As you'll read in this annual report, each LSI developed and executed creative projects to advance member priorities and reach influencers, journalists and consumers with science-based messages about our food. This year, our LSIs have also undertaken major initiatives like our first-ever Food Innovation

Summit, the forthcoming launch of a major caffeine education project, specialized outreach to nutrition influencers in health care and a comprehensive update of IFIC resources on low calorie sweeteners.

Like few other industry organizations, our work and output at IFIC reflects a strategy on behalf of the entire food supply chain, from ingredient suppliers and agricultural producers to their CPG customers, working together on common challenges. Thank you for supporting our unique association and platform.



Joseph Clayton
Chief Executive Officer

COMMUNICATIONS

Overview

2018 has been a record-breaking year for target performance metrics across all channels and platforms. IFIC's media relations, social channels and digital platforms have grown exponentially as detailed further in this section. This year, we balanced audience growth with increased engagement for both digital and social channels. Our goals this year focused on:

- Reaching new audiences
- Generating higher content engagement
- Converting website readers into repeat visitors



2.4B media impressions



2.4M web visits



359K social media followers

Staff

Silvia Dumitrescu, MBA, VP Communications

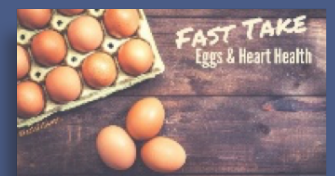
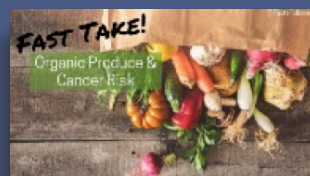
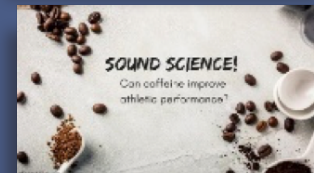
Megan Meyer, PhD, Director Science
Communications

Kami Guiden, Manager Digital Communications

Alyssa Ardolino, RD, Coordinator Nutrition
Communications

Issues Management and Rapid Response

Using a streamlined issues management strategy, we monitored the media environment daily for member-specific issues. Our communications team worked closely with LSI directors to issue custom notifications, produce crisis management resources, deploy social content and connect journalists to experts. Our rapid response capabilities have become stronger, with a turn-around time of less than 24 hours from the time crisis management thresholds are reached. In addition to monitoring mediagenic stories, we helped our member companies monitor and respond to critical issues. We encourage all IFIC members to reach out to our team on emerging issues if you think we can help you.



Social Media

This year, our social media strategy was designed to reach a larger audience and to be relevant to trending nutrition and food production topics of the day. Our goals revolved around:

Growing Audiences

We grew the number of followers for both @FoodInsight and @FACTSFollowers channels. Additionally, we increased the number of influencers working with us to amplify our messages across platforms.



Building Engagement

We constantly monitored the effectiveness of our social messages and gauged sentiment to understand how audiences are interacting with our content.

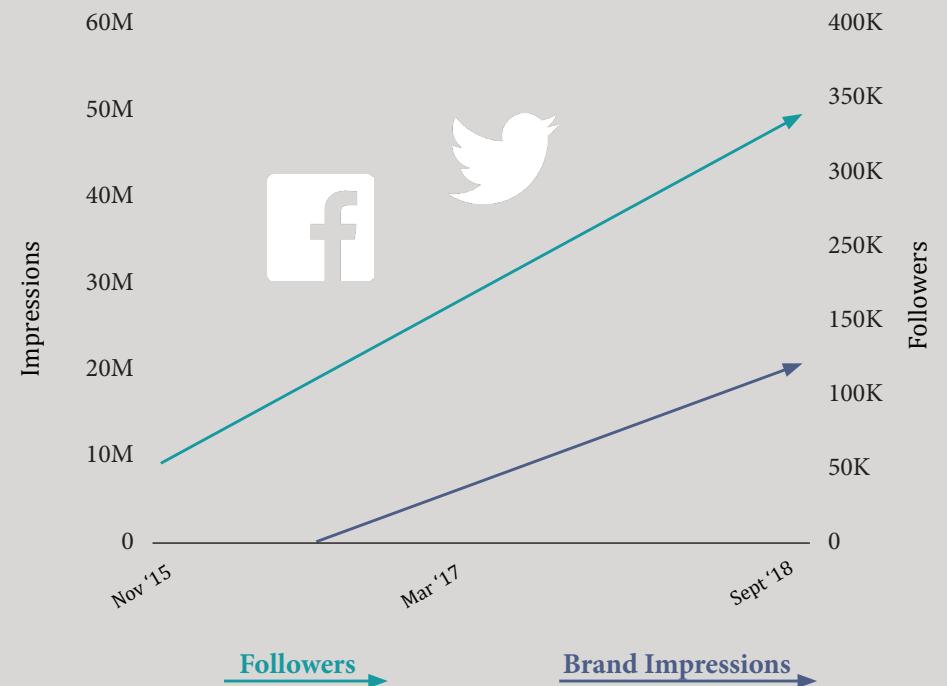


Boosting Conversions

Social messages drive traffic to our website. This year we focused on keeping readers on our pages longer and encouraging them to come back and visit often.

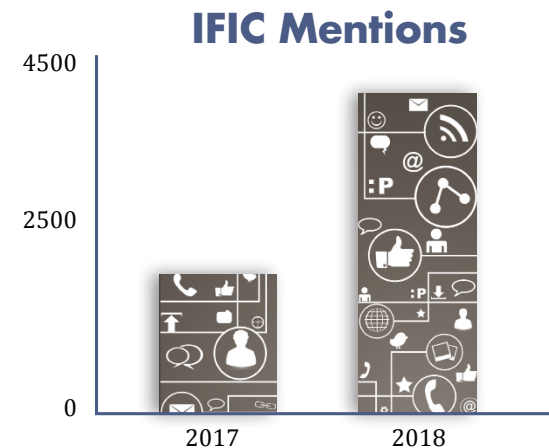


IFIC expanded its social media community to over **350K followers**, a **43% growth** in one year. We achieved **200M** social media impressions, which is a **824% growth** compared to 2017. In addition, IFIC established its presence on Instagram. Follow us @foodinsight.

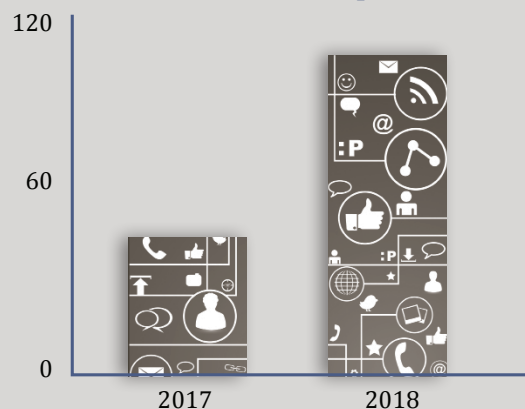


Digital Media

This year, we continued to grow IFIC mentions based on last year's desk sides in Chicago and New York where the IFIC team met with nearly a dozen influential outlets. As a result, IFIC was mentioned in over 4,000 articles in the media, a **128% growth** compared to 2017. From these placements, IFIC earned **2.4B impressions** in 2018, which is nearly **2x the impressions** from 2017.



Media Inquiries



The relationships that were built in 2017 continued to develop and expand in 2018, with IFIC fielding 111 media inquiries, **192%** more than 2017.

Engaging with Media

IFIC has now developed relationships with outlets including:



Earned Media: Food Production



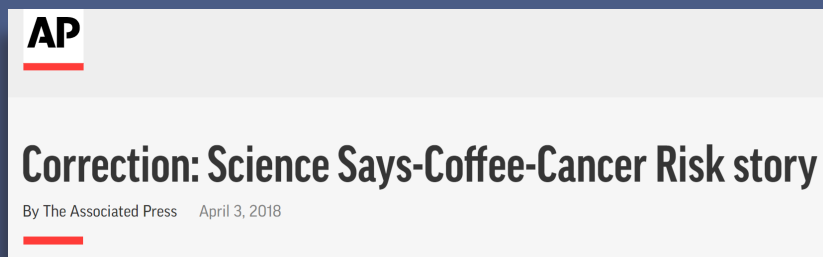
Food recalls and foodborne illness outbreaks were widely covered in 2018, and our in-house experts were quoted in [New York Magazine](#), as well as being distributed on [Yahoo](#).



IFIC experts addressed myths around specific **food ingredients and additives**, such as MSG, drawing on IFIC consumer research in stories like this [Washington Post](#) article.

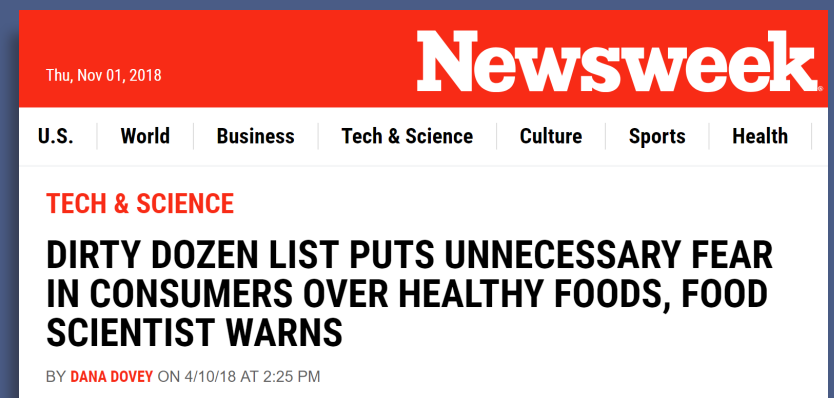
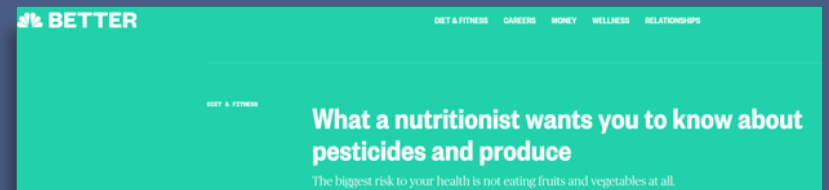


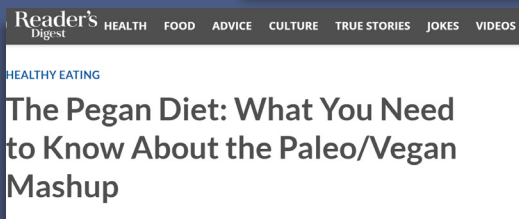
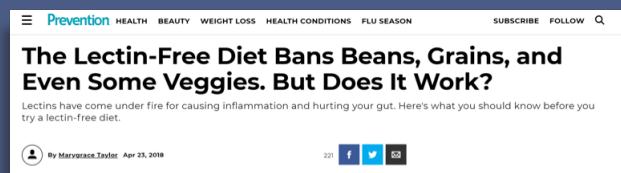
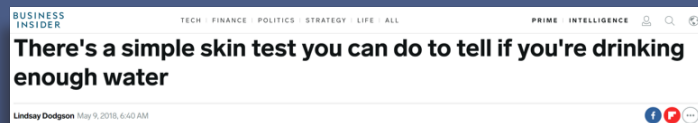
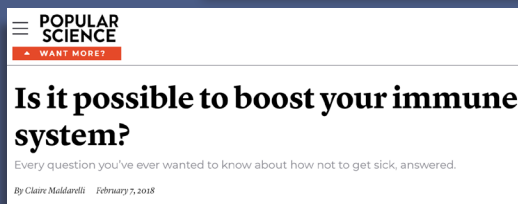
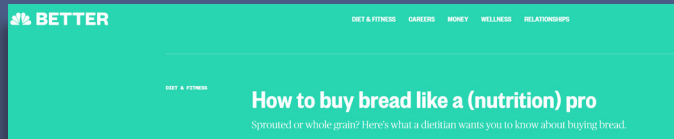
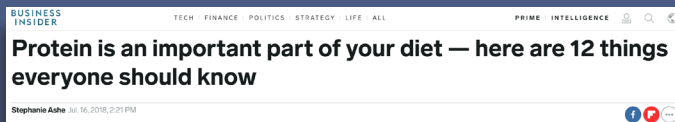
Prop 65 showed up again in the news cycle due to California's Prop 65 ruling on coffee labeling. IFIC resources on relative risk and coffee recommendations were featured in a wire AP story. The story was also picked up in the [Daily Mail](#), [ABC](#) and [CBS](#).



Dirty Dozen

We worked with influential media outlets to provide balance to EWG's annual Dirty Dozen report. We were able to work ahead based on embargoed reports and publish IFIC's response 2 hours after EWG's report went live. Additionally, we placed our in-house expert, Tamika Sims, and external experts in CBS, NBC and *Newsweek*.





Earned Media: Nutrition



Media were interested in specific **macro- and micronutrients** and IFIC staff were quoted in Business Insider, Reader's Digest, NBC, Bustle and Popular Science.



Hydration was also a focus for the media, which was especially timely, as IFIC produced — in partnership with Osmosis — a whiteboard video on the topic. IFIC staff also were mentioned in hydration-related stories in Men's Health, Reader's Digest and Business Insider.



Different **dietary patterns** such as fad diets and mindful/intuitive eating were top of mind for many outlets, with IFIC staff commenting in 8 articles on these topics in outlets like Business Insider, Healthline, Reader's Digest, the Kitchn and Prevention.

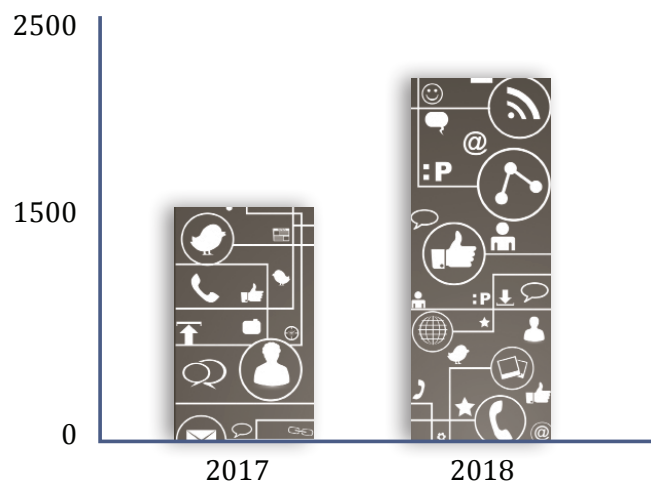
Consumer Research

in the News

The 13th annual Food & Health Survey was released in May and IFIC secured an exclusive with the [Washington Post](#) that was published online and in print. Coverage of the survey included nearly **1,000 mentions** with top mentions in the [Daily Mail](#), the [New York Times](#), [USA Today](#), [Chicago Tribune](#), [NBC](#) and [Fortune](#).

In addition, this year we had a record-breaking number of consumer research projects, resulting in **400% growth** in media mentions of IFIC studies. Our research was featured in [The Washington Post](#), [Newsweek](#), [Politico](#) and [Forbes](#).

IFIC Research Mentions



Food

Paleo, keto, fasting, Whole 30: Why food tribes are on the rise



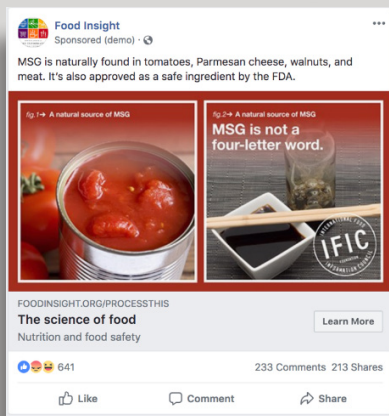
The Paleo diet, including these foods, was the second most popular in a recent survey. (iStock)

By **Sophie Egan**
May 16

Does it seem like suddenly everyone you know is identifying as Paleo, giving keto a whirl, or suffering through Whole 30? Well, it's not your imagination. Compared with this time last year, the percentage of American adults following a specific diet protocol more than doubled, from 14 percent to 36 percent. In other words: Food tribes are on the rise. That's one of the most surprising findings of the annual [Food & Health Survey released today](#) by the International Food Information Council Foundation.





Understanding our Food: *Process This* Initiative

Leveraging the learnings from our 2017 campaign, *Process This* 2018 focused on food waste, clean label, sustainability, ingredients and food technology. This year, we targeted new audiences, including young and mature active hobbyists on Facebook, testing which creatives and messages resonated most within this group.



Results

The campaign garnered more than **6.7 million impressions** and was **21% more efficient** than the platform benchmarks. A full report will be available to this year's supporters in January 2019.

COST PER LINK CLICK	LINK CLICKS	NON-LINK CLICK ENGAGEMENTS	PAGE LIKES	POST SHARES
				
\$1.18	50,708	59,474	1,114	2,042

Thank You to Our Supporters

Abbott, Ajinomoto, Atkins, Bayer, Coca-Cola, Danone North America, Dow/DuPont, DSM, Ferrero, Hershey, Mars, Red Bull and Zoetis

IFIC FOUNDATION CONSUMER RESEARCH



2018 marked a significant growth year for IFIC Foundation's consumer research

Staff

Alexandra Lewin-Zwerdling, PhD, MPA
VP Research & Partnerships

-  Undertook nearly a dozen studies, several of which added to the foundation's revenue and growth
-  Partnered with a number of external organizations, including the American Heart Association
-  Used and shared research findings for public comments submitted to both the USDA and FDA
-  Held several briefings and research updates with relevant stakeholders, including NGOs, academics, government agencies and companies
-  Presented research findings throughout the year at various conferences to IFIC member companies and others
-  Drove media visibility, relationships with reporters and targeted a range of outlets
-  Informed members' and partners' internal strategy and external engagement
-  Helped shape the IFIC Foundation's engagement and outreach strategy across communications channels

*"The Food and Health Survey is my bible."
- KIND employee*

Studies Conducted in 2018



Food & Health Survey. Released the 13th annual Food & Health Survey, tracking food trends, diets, label reading, food values and much more. Partnered with the Root Cause Coalition on a separate Medicaid-specific report.



GMO Disclosure, Labeling Attitudes and Perceptions. Survey examining how USDA's proposed disclosure symbols, text and other language impacts GMO/BE attitudes and perceptions. Used as part of IFIC Foundation's and other organizations and company comment submissions to USDA.



Online Shopping Habits. In partnership with the AARP Foundation, a dive into how older adults use technology, and why, to shop for food.



Shifting Dietary Perceptions and Attitudes as we Age. Two studies, one supported by Abbott Nutrition and one supported by the AARP Foundation, that look at how adults over 50 think about their health, aging, diet and more.



Birth to 24 Months: Parent Feeding Behaviors, Knowledge, Attitudes. A study focused on how and why parents make decisions about feeding children 0-2 years old. Funded by the National Yogurt Association.

Studies Conducted in 2018



Milk Nomenclature. A short survey examining consumer beliefs about ingredients in both dairy and plant-based milk products. Funded by Danone North America PBC.



Understanding Health Coaches. 1:1 interviews with health coaches to better understand how they work, where they turn to for information, how they get credentialed, share information and more.



Clean Label Attitudes. Two focus groups of Gen Z and Millennials that assessed perceptions, desire for and understanding of clean labels.



Front of Package Label Assessments and Tradeoffs. Survey to understand what front-of-pack labels are important to consumers, and what labels consumers see becoming more important over the next five years.



Seeking Healthy. In partnership with the American Heart Association, a study that examines how consumers use labels, icons and other information on food packages to understand the healthfulness of foods. To be released towards the end of 2018.



Consumer Research: A Look Ahead

Primary consumer research is central to the mission of the IFIC Foundation. But it's also a very strong basis to enhance IFIC Foundation partnerships with NGOs in the public health space as well as industry organizations and food and agriculture companies that have an interest in our research agenda. Our research has been cited by a range of organizations, including by FDA Commissioner Scott Gottlieb in public remarks at the National Food Policy Conference in March 2018. Other organizations, like Center for Science in the Public Interest, have used our research findings in public forums throughout the year.

Our research has also been used by numerous companies and organizations as data for public comments. A prime example is the Bionengineered Foods labeling research conducted by the IFIC Foundation in Spring 2018. Nearly 10 organizations integrated findings from this study into their public comments while multiple media outlets reported on the results.

Moving ahead, the IFIC Foundation will continue to focus on timely, relevant consumer insights that can also serve to inform current public affairs and ongoing policy conversations in the food, agriculture and nutrition space.

AGRICULTURAL TECHNOLOGY AND SAFE FOOD PRODUCTION LSI



Mission

Raise awareness and clarify misperceptions regarding the safety and benefits of modern agricultural technology and sustainable food systems.

Objectives

- Remain a credible and widely sought out resource on agricultural technology and food safety
- Effectively communicate about both traditional and innovative food production practices in crop and animal agriculture
- Produce engaging resources that support the education of consumers and influencers on agriculture, food safety, sustainability and biotechnology

IFIC Staff

Tamika Sims, PhD - Director Food
Technology Communications

Silvia Dumitrescu - VP
Communications

Member Companies

Danone North America

Mars

Cargill

Coca-Cola

Abbott Nutrition

Bayer CropScience

Corteva

Zoetis

Co-Chairs

Elinore White, Zoetis

Joe Kelsay, Corteva

Resource Development:

Crop and Animal Agriculture



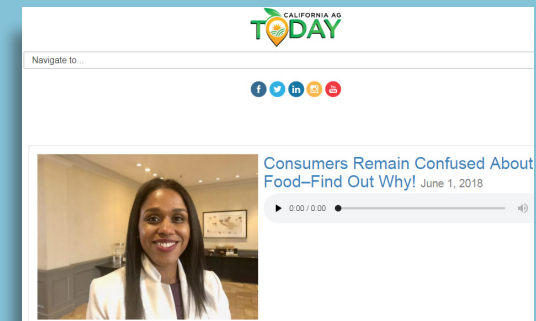
In 2018, the Agricultural Technology and Safe Food Production LSI produced **over 40 pieces** of content. With a focus on agriculture, sustainability, biotechnology and food safety, the Ag Tech LSI effectively communicated to and engaged a wide variety of readers.



Our crop and animal agriculture resources focused on innovative methods of producing food including the use of biopesticides, integrated pest management, vertical farming and a focus on “One Health” practices to combat antimicrobial resistance.



Animal and crop agricultural resources helped IFIC gain more than **9 million** social impressions and **15,000** social engagements in 2018.



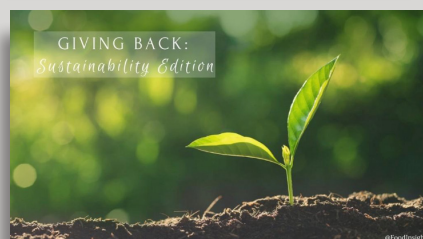
Resource Development: Food Safety

🌿 We developed a successful video series on foodborne illness and bacteria, featuring *E. coli*, *Salmonella* and *Listeria*. The series garnered **6 million** social impressions and **9,000** social engagements over a two-month time frame.

🌿 These videos were the first of their kind for IFIC and were designed to be consumer, teacher and student friendly. While they educated viewers on some of the basics about infection risks from these bacteria, they also provided steadfast guidelines on safe food handling practices.

🌿 Drawing on trending data from our 2018 Food and Health Survey, we developed a video highlighting consumer concerns and perceptions about the reliability of our food system. These insights showed that consumers often proactively change their food-safety habits, but they remain concerned about foodborne illness from bacteria, as well as chemicals and carcinogens in food.

🌿 Over **40%** of Ag Tech resource development for 2018 was dedicated to food safety issues.



Resource Development: Sustainability

🌿 For the third year in a row, the Ag Tech LSI focused on developing a significant number of communications resources focused on sustainability.



🌿 We educated readers on “sustainability labels,” water management in food production, composting and reforestation.

🌿 Our sustainability resources helped IFIC gain over **3 million** social impressions and **8,000** social engagements in 2018.

Resource Development: Biotechnology



Biotechnology in food production has been a popular topic of discussion in both traditional and social media in 2018. IFIC produced a number of articles focused on GMOs, CRISPR and related gene-editing techniques.

 GENETICS GLOSSARY  Scientific Terms and Definitions	
Cell	<ul style="list-style-type: none"> All living things are made of cells. Cells contain DNA, RNA and proteins. Cell DNA is typically located in the nucleus of the cell.
DNA (deoxyribonucleic acid)	<ul style="list-style-type: none"> The "word" made up of nucleotides. DNA gives living things their identity or characteristics.
Gene	<ul style="list-style-type: none"> The fundamental unit of heredity for living organisms. A segment of DNA that encodes for a protein or RNA production.
Nucleotide	<ul style="list-style-type: none"> The "letters" to make the "DNA words." To form DNA, the different nucleotides-adenine, guanine, thymine, and cytosine are arranged in a specified sequence.
Protein	<ul style="list-style-type: none"> The "sentence" made from DNA. Proteins perform various tasks within a cell to keep the cell thriving and active.
RNA (ribonucleic acid)	<ul style="list-style-type: none"> Produced from DNA, RNA functions as an intermediate product as DNA is used to produce proteins.
www.foodinsight.org @foodinsight	



Raid Response/Issues

Management



As we have done in past years, we were poised to proactively address this year's Dirty Dozen report from the Environmental Working Group. Our 2018 article garnered over **550,000** social impressions, almost **3,500** social engagements and over **2,000** page views- a top performer among IFIC issue management resources and blog pages.



Another notable issues management article was developed in response to a French study that indicated that the consumption of organic foods could be a means for cancer prevention. In just one month, this resource gained over **100,000** social impressions, close to **1,500** social engagements and close to **1,500** page views.

Special Project: Food Innovation Summit

The Ag Tech LSI partnered with the Food Ingredient LSI to produce the IFIC Food Innovation Summit. The event featured panelists that represented multiple food industry practices including, crop and animal farming, CRISPR biotechnology, cultured meat development, plant-based food production, ingredient development and blockchain technology.

The keynote speaker, Max Elder from the Institute for the Future's Food Futures Lab, encouraged our audience to think of consumers as "engaged eaters" that are seeking transparency and want to connect with their food in new ways.

In addition to industry panelists, we also included journalists from NBCNews.com, Forbes and Food Dive who write about food production, nutrition, technology and consumer perceptions.

The Food Innovation Summit gained **955,000** social impressions and **1,300** social engagements.



The Food Innovation Summit was the highest-grossing event in social engagements hosted by IFIC **in the past three years.**



Attendees included a host of academic, federal government, agricultural and related food industry stakeholders.



INSTITUTE FOR THE FUTURE



Bayer CropScience



Special Project: GMO Labeling Research

In 2016 the United States Department of Agriculture (USDA) Agricultural Marketing Service (AMS) was tasked with developing a national mandatory system for disclosing and labeling of bioengineered food.

In preparation to comment on the proposed National Bioengineered Food Disclosure Law (released in May, 2018) by July 3, 2018, the International Food Information Council (IFIC) Foundation conducted consumer research.

The IFIC Foundation submitted comments based on this data to AMS. Also drawing on our findings were several IFIC member and non-member companies that represent a substantial portion of the food industry, including:

- Mars
- Danone North America
- American Frozen Foods Institute
- International Dairy Foods Association
- National Confectioners Association
- American Herbal Products Association
- Unilever
- U.S. Beet Sugar Association
- Nestle
- Campbell's

The IFIC BE label research was featured in **10 online articles** by various reporters and five additional times in non-government organization (NGO) articles.



Special Projects:

Build Up Dietitians

Meet-Up at 2018 FNCE

IFIC Sponsored the 2018 **Build Up Dietitians Meet-Up** at FNCE. Other sponsors included the National Peanut Board, Animal Ag Alliance, Croplife America and Merck.

This event allowed dietitians and industry to openly interact and discuss the safety of GMO foods. Our Ag Tech communication resources gained visibility with a new audience, and we were able to establish relationships with new influencers.



Forums: Blockchain and Nanotechnology


This year we co-hosted two informative webinars with the Food Ingredient Safety LSI:

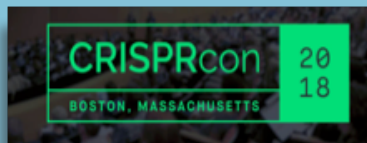
- **Blockchain Technology and Food Traceability**
- **Nanotechnology: Food Production and Safety Considerations**

The forums, available to members only, helped attendees learn more about emerging technological advances that have the potential to greatly impact food traceability and food safety practices of the industry.




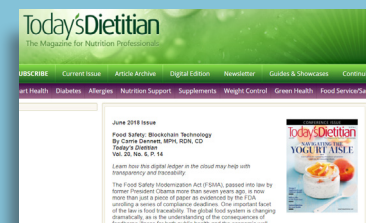
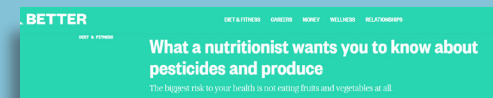
Conference Exposure

 This year we traveled all over the country to participate in and give presentations at various meetings — the California Specialty Crops MRL workshop, CRISPRCon, Florida Academy of Dietetics and Nutrition and the One Health Congress.



Media Requests and Placements

 With the help of our IFIC communications team, we gained placements in a variety of articles focused on pesticides, food safety, and food traceability.

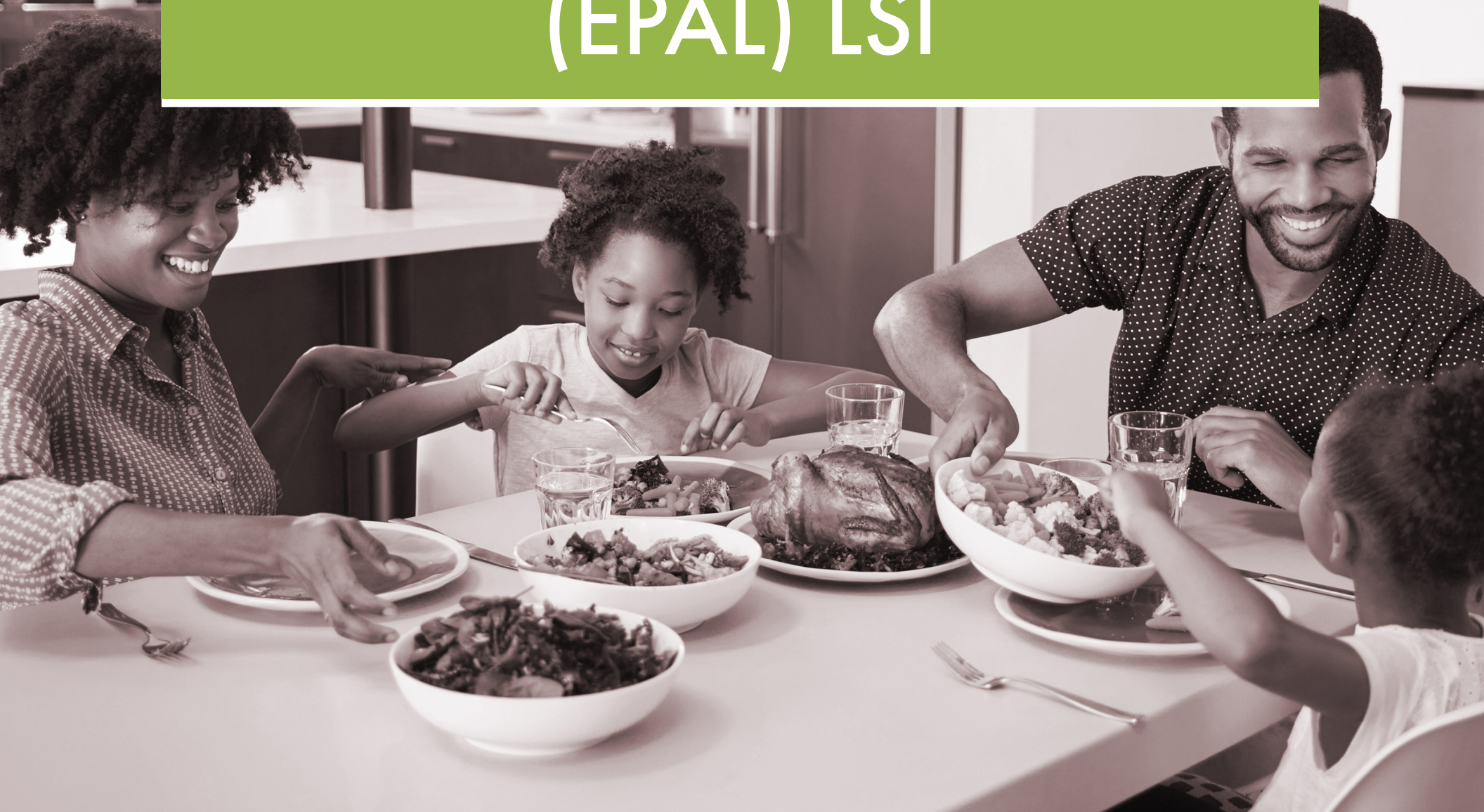


Partnerships

We continue to convene quarterly with a number of groups to strategically share messages on food safety, agricultural inputs, GMOs, animal welfare and sustainability.



EATING PATTERNS ACROSS THE LIFESPAN (EPAL) LSI



About the EPAL LSI

Mission

Impact consumers (directly and through influencers) with effective, science-based communications on how to build lifelong eating behaviors that are both healthful and sustainable.

Objectives

- Educate health professionals and influencers on EPAL topics (B24, Dietary Guidelines, Food Waste, Mindful/Intuitive Eating, Snacking)
- Use research to develop deeper understanding of nutrition knowledge and behavior
- Proactively build relationships with media
- Reach consumers with engaging, science-based materials on EPAL topics

Members

Compass Group

Danone North America

Mars Inc.

Mondelez

PepsiCo

Nutrition Team Staff

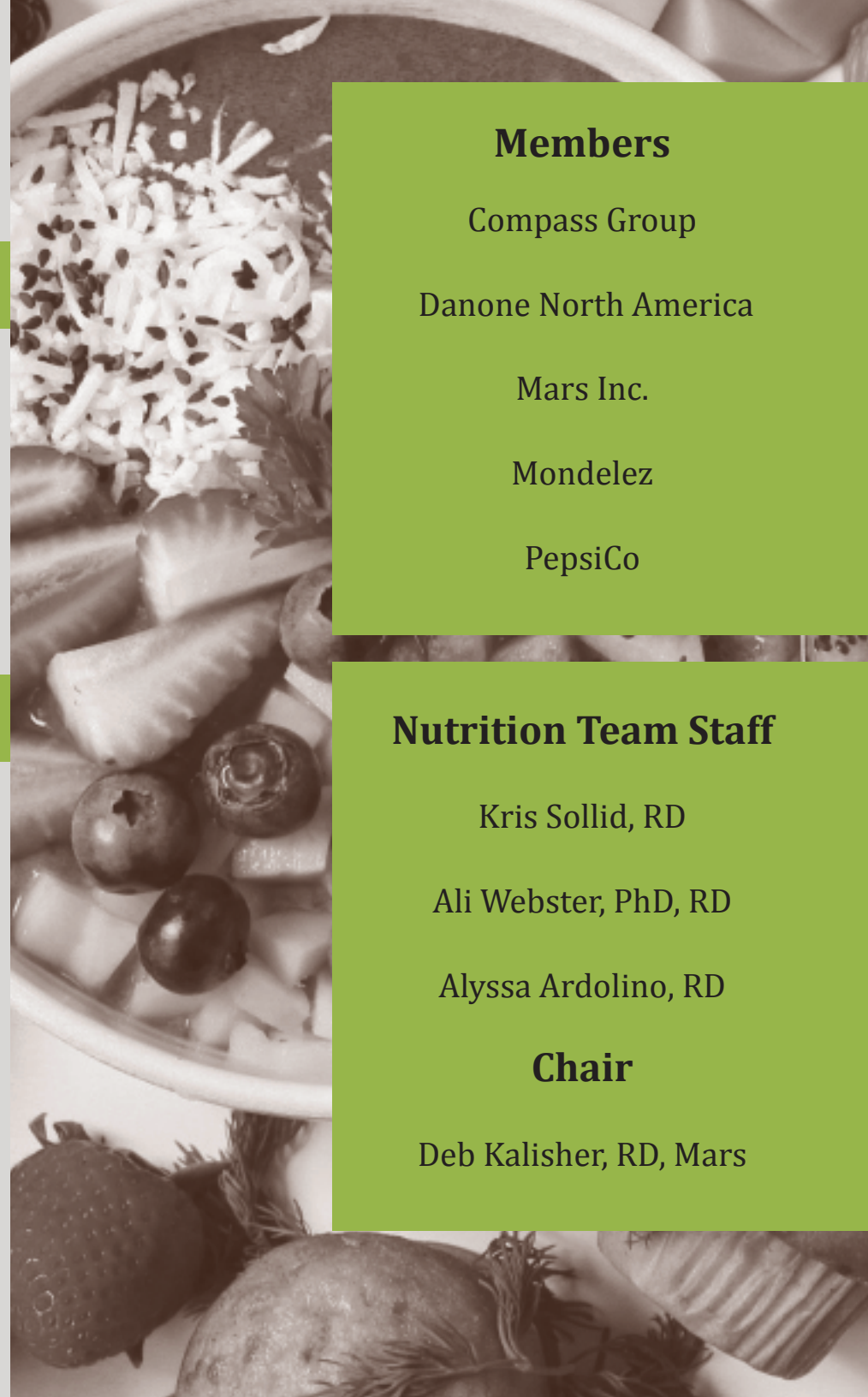
Kris Sollid, RD

Ali Webster, PhD, RD

Alyssa Ardolino, RD

Chair

Deb Kalisher, RD, Mars



Content by the Numbers

🍃 **30+** pieces of content, including **5** infographics, **5** podcasts and **1** video

🍃 **23K+** engagements

🍃 **8M+** impressions






Content Spotlight: Chef Video on Food Waste

We partnered with local DC chef, Kwame Onwuachi, to learn more about the problem of food waste and how we can all pitch in to help prevent it. A paid social campaign in January 2018 promoted the video, which resulted in:

 **419K social impressions**

 **15K social engagements**

 **43K+ video views**

Content Spotlight: Intuitive Eating



Intuitive Eating is gaining popularity — our 2018 Food & Health Survey found that despite not knowing much about the topic, consumers are interested in learning more. Consequently, we developed diverse content, including four articles (the most popular being the [10 Principles of Intuitive Eating](#)), one infographic and one podcast.

In the Media

IFIC is significantly growing its credibility within an expanding network of media outlets that regularly turn to our staff for nutrition science expertise, consumer insights, educational resources and referrals to external academic experts. Thus far in 2018, IFIC has received 111 media inquiries, 84 of which have been nutrition-related. Of those 84, 32 (or about 38%) have been specific to EPAL LSI topics. This has resulted in several IFIC staff members being quoted in popular media outlets, including Eating Well, Inc., Extra Crispy, Bustle, Brit + Co, Reader's Digest, Business Insider, MSN, The Kitchn and Healthline.

BUSINESS
INSIDER

Reader's
Digest WELL + GOOD

BRIT + CO

BUSTLE the kitchn

healthline®



CACFP

IFIC Foundation has established a formal partnership with the USDA Child and Adult Care Food Program (CACFP). As one of their National Allies, several of our resources on child nutrition are now featured on their website, which serves as a go-to information resource for organizations that administer the CACFP to their communities.

the BUMP

The Bump

In 2018, IFIC continued its partnership with The Bump by authoring three articles for the popular pregnancy and parenting website.

Partnerships

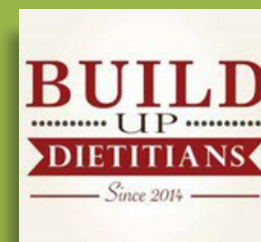
Special Projects: 2018 FNCE Conference

Educational Session

IFIC presented in a FNCE session, “Clean Eating: Clearing up the Confusion” which was attended by more than 400 members of the Academy of Nutrition and Dietetics.

Build Up Dietitians Meet-Up

Along with organizations such as the National Peanut Board, Arctic Apples, North American Meat Institute, Croplife America and Merck, IFIC Foundation sponsored the 2018 Build Up Dietitians Meet-Up. This event allowed registered dietitians and industry groups to discuss nutrition, food safety and how GMO foods help support our food system. Along with other sponsors, IFIC Foundation was given a designated table to showcase our communication resources and to openly interact with more than 150 influential and emerging leaders in the dietetic community.



What's Ahead in 2019?

New Videos

Based on the success of [previous videos](#), two new chalkboard-style videos will be produced in late 2018 and early 2019. The first will be on infant feeding, focusing on birth to twelve months. This video will highlight breastfeeding, infant formula and complementary feeding. Our second video on snacking will be produced in the first quarter of 2019.

2020-2025 Dietary Guidelines Forums

IFIC is planning to host a series of engaging stakeholder forums throughout 2019 during the deliberations of the 2020 Dietary Guidelines Advisory Committee.



FOOD INGREDIENT SAFETY LSI



LSI Goals and Objectives

- To be a credible public resource on ingredient communications
- To help increase public understanding about priority issues
- To effectively manage public perceptions about additives and ingredients



Managing Priority Issues + Public Reach = Enhanced Member Value

Member Companies

Atkins Nutritionals; Don Jones, co-chair

Abbott Nutrition; Chad Weida, co-chair

Ajinomoto, USA

Cargill

The Coca-Cola Company

Danone USA

Hershey

Mars

McCormick & Co.

Mondelez

Red Bull

YUM! Brands

IFIC Staff

Tony Flood, Director
Ingredient Communications

Silvia Dumitrescu, VP
Communications

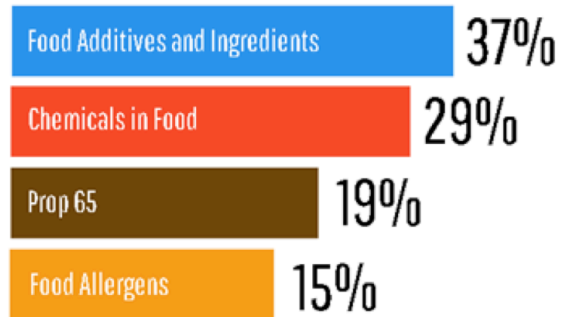
Defining LSI Priorities

The Food Ingredient Safety LSI defines its priority issues within 4 areas that continue to be challenging for the food and beverage industries. In order to better address these topics of interest, we have created dedicated working groups.

Working Groups = Enhanced Member Engagement

The LSI working groups were strategically designed to increase member engagement and the overall value of the LSI.

LSI Member Survey: Results and Priority Issues



Caffeine Task Force

- Responsible for the development of the newly created caffeine website



Prop 65 Study Group

- Leads the LSI's effort for Prop 65 communications and monitors future listings



Food Ingredient Working Group

- Oversees clean label efforts and proactive food ingredient outreach



Food Allergen Working Group

- Coordinates with FDA, industry alliances and consumer advocacy groups to help communicate allergen risk more clearly to the public



Emerging Issues Group

- Gives input into the Priority Issues Matrix

Defining LSI Priorities

The LSI's working groups serve as incubators where forward-thinking projects are created and implemented.

IFIC's Food Ingredient Safety LSI is currently engaged in the following action-oriented projects that were initiated this year and will continue in 2019:

- Enhanced dialogue with AAP and pediatric professionals regarding perceptions about the safety of food additives.
- RDN Survey on food additives and clean eating.
- Revising the *Understanding Food Allergy* brochure.
- Internal, food and beverage industry resources on Prop 65 to be used as the basis for a more comprehensive *Prop 65 Communications and Response Plan*.



2018 Food Ingredient Safety

LSI Metrics

IFIC's statement on CA Prop 65's proposed listing for coffee was picked up by the Associated Press, resulting in

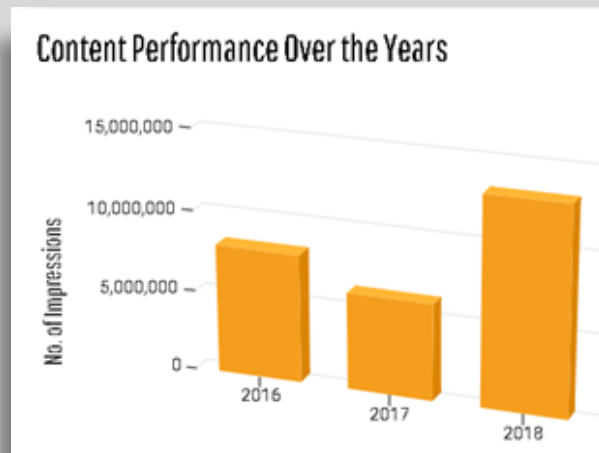
- 450M media impressions
- Over 500 articles.

Other notable media successes included

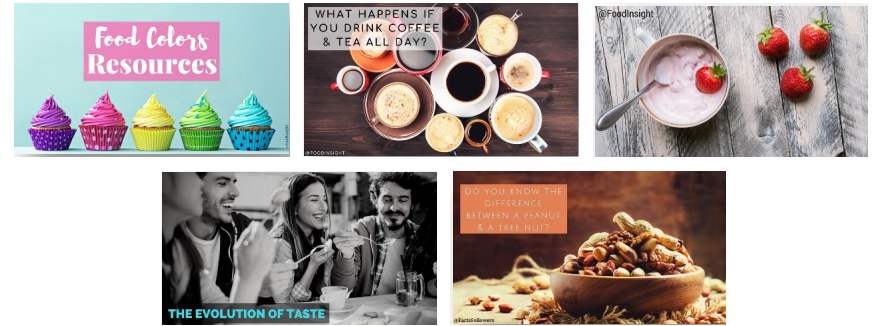
- IFIC's response to MSG posted in the Washington Post
- Business Insider article on caffeine featuring IFIC staff expert.

IFIC Food Ingredient LSI resources were proactively positioned to key target audiences and generated over **13.5M impressions** and more than **8,000 engagements** thus far in 2018.

- *Current year impressions are more than double the entire number of impressions for 2017!*



Top 5 Posts for Food Ingredient in 2018



#5: Food Colors Resource Page

#4: What Drinking Coffee and Tea Only Does to Your Body

#3: Natural vs Artificial Flavors

#2: The Science of Taste

#1: Peanut vs Tree Nut and Why it Matters

Food Safety Risk Communication Symposium

The Food Ingredient Safety LSI helped organize a global Food Safety Risk Communication Symposium on infant formula with the China Food Information Council. Invited guests learned about the U.S. food regulatory process and included representatives from various food safety agencies of the Chinese government, as well as USDA and FDA.

Featured topics included infant formula, food additive safety review, GRAS, consumer food safety education and risk communication.



IFIC provided the necessary platform for CFIC and Chinese government guests to learn how food ingredients and infant formula are regulated in the U.S.

- U.S. government officials from USDA and FDA populated the day's agenda by providing helpful presentations on FSMA, Crisis Communications and regulating infant formula in the U.S.
- Dr. Chen and various Chinese representatives provided presentation on their approach to food safety regulations as well as the newly revised Chinese Food Safety government structure.



2018 Innovation Summit

IFIC's AgTech LSI and Food Ingredient LSI came together to plan and produce a one-day event focusing on food innovation to address consumer demand, technology in food and food of the future. Summit panelists ranged from startups to large multinational companies. For more information about the summit, please visit page 23 of this report.



Communication Forums

Forums are created to help generate industry wide communication discussions about cross-cutting and emerging issues.

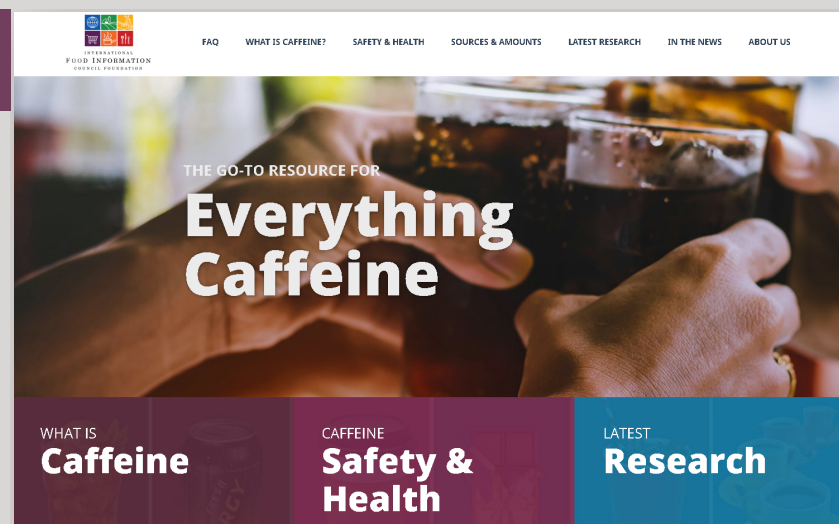
In 2018, the Food Ingredient LSI co-hosted two Communication Forums highlighting emerging technologies and their overall impact on consumer perceptions about food safety:

- Blockchain Technology and Food Safety
- Nanotechnology: Regulation, Safety and Use

Special Project: Caffeine Website

A New Source of Information on Caffeine

Envisioned and created as a consumer-friendly, one-stop resource, the website is positioned to provide comprehensive information about caffeine: safety, global regulation, research, and more.



Communicating Member Value

Via Strategic Issues Management



EU proposed ban on the use of titanium dioxide in food

- IFIC shared insights from stakeholder calls hosted by the European titanium dioxide industry.
- IFIC was ultimately positioned as the go-to U.S. public resource for information about TiO₂ in food by the Titanium Dioxide Industry Organization.



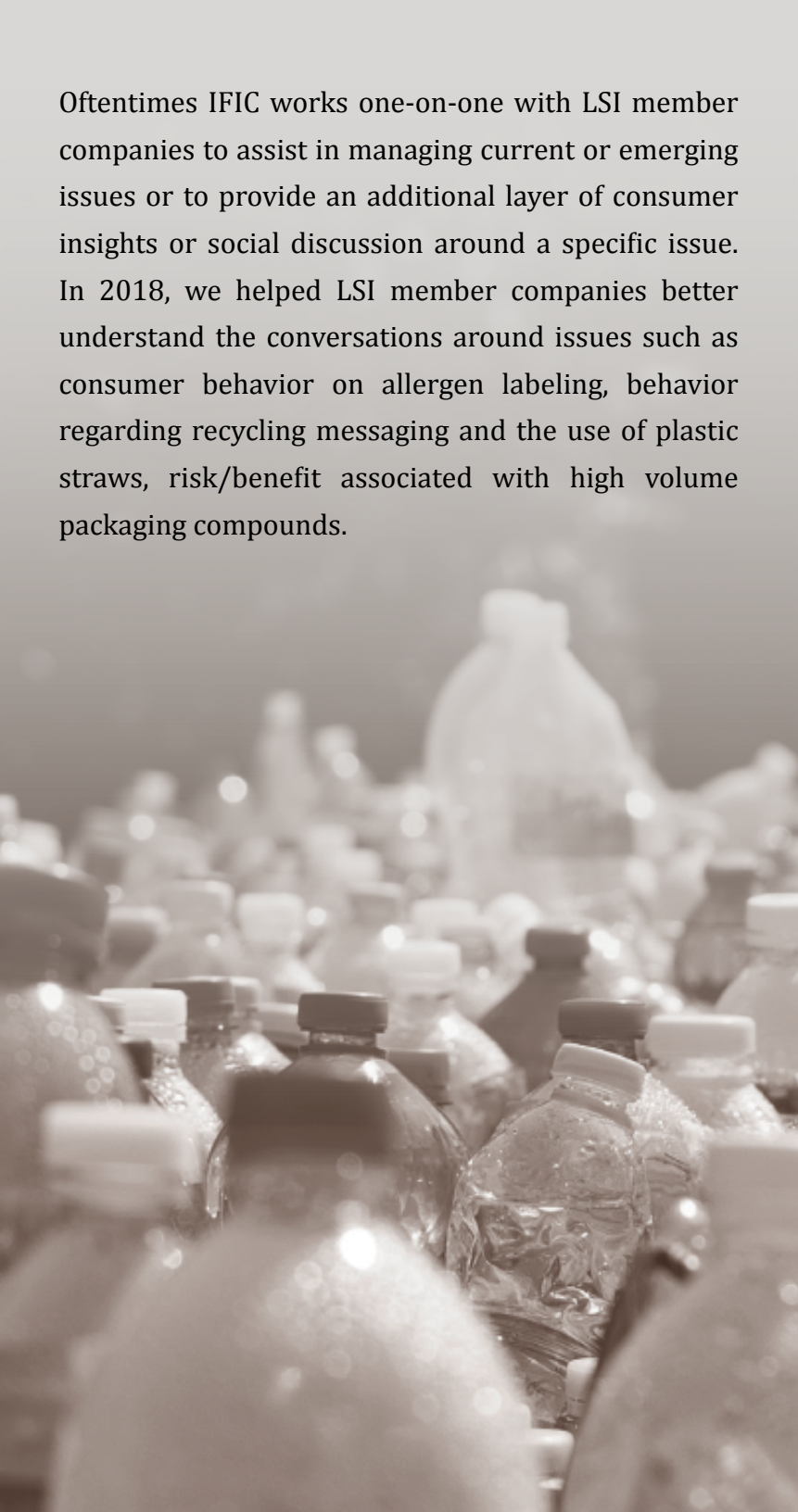
CA Prop 65 proposed listing for acrylamide in coffee

- Collaborated with the National Coffee Association (NCA) as the industry lead.
- Coordinated NCA updates and insights to LSI members regarding communications and public outreach.
- NCA's CEO, Bill Murray, spoke at the November LSI meeting.



FDA and sesame

- The Food Ingredient Safety LSI contributed to this timely conversation by promoting allergen management content.
- Sesame allowed the Food Allergen Working Group to reassess and strongly consider health professional outreach activities for 2019 and beyond.



Oftentimes IFIC works one-on-one with LSI member companies to assist in managing current or emerging issues or to provide an additional layer of consumer insights or social discussion around a specific issue. In 2018, we helped LSI member companies better understand the conversations around issues such as consumer behavior on allergen labeling, behavior regarding recycling messaging and the use of plastic straws, risk/benefit associated with high volume packaging compounds.

Partnerships and External Collaborations

IFIC staff maintains collaborative relationships with organizations that address, support or discuss similar topics. IFIC brings the risk communication lens and perspective to the discussion and uses consumer insights to enhance the conversation. Additionally, we strategically leverage government, academic and industry partner involvement in each of the following:

Partnership for Food Safety Education (PFSE)

- Opportunities exist to enhance consumer behavior regarding allergens and ingredient safety
- Key USDA government alliances

Consumer Federation of America, National Food Policy Conference

- IFIC serves on the conference steering committee and has successfully placed topics and speakers relevant to the LSI's priority issues
- Key federal policy and consumer advocacy involvement

JIFSAN Advisory Council

- IFIC is one of the few non-profit organizations invited to serve in this capacity
- JIFSAN serves as a bridge to FDA and CFSAN research and other activities such as FDA's Chemical Screening Program and Risk Communication initiatives
- Key FDA regulatory and industry engagement

Looking Ahead in 2019

The Food Ingredient LSI will remain focused on addressing the current priority issues. In addition, we anticipate more conversations around the following:

- Increased attention to “food toxicity” whereby the presence of naturally occurring compounds detected in food make them safe or unsafe
- Going beyond clean label to open the discussion around “clean” production technologies and public perceptions
- Sesame driving the public discussion regarding allergen management
- Enhanced attention toward effective risk communication to manage misinformation and increasing food chemical concerns

NUTRIENTS FOR HEALTH LSI



About the Nutrients for Health LSI

Mission

To impact consumers (directly and through influencers) with effective, science-based communications on the benefits of nutrients and healthful components in packaged foods including dietary fats, functional foods (including fortified foods), protein, and enriched and whole grains.

Objectives

- Engage and continue to foster positive and trusting relationships with health influencers
- Leverage partnerships and consumer insights
- Increase awareness and acceptance of individual nutrients and healthful components in packaged foods
- Respond rapidly to media inquiries and address priority issues with timely IFIC content and expertise

Members

Barilla Group

General Mills

Cargill

Mars

Danone North America

PepsiCo

DuPont Nutrition &
Health

DSM Nutritionals

Nutrition Team Staff

Kris Sollid, RD

Ali Webster, PhD, RD

Alyssa Ardolino, RD

Co-Chairs

Michelle Braun, PhD, DuPont Nutrition &
Health

Tristin Brisbois, PhD, PepsiCo

IFIC Nutrients for Health

Content by the Numbers

🍃 45+ pieces of content, including 9 infographics, 5 podcasts and 2 videos

🍃 187K social engagements

🍃 14M social impressions



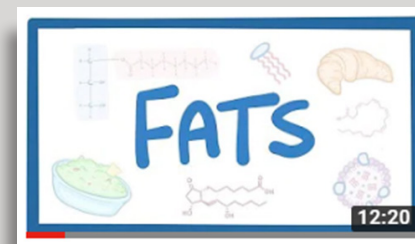
Educating Future Doctors on Nutrition



In 2018, IFIC continued its partnership with Osmosis, a group that produces study materials, including whiteboard videos on YouTube, for future clinicians. This partnership brings us an incredibly effective outlet for reaching health professionals, one of the key target audiences for this LSI. In turn, the next generation of health care providers receives foundational nutrition information consistent with IFIC's science-based messaging.

Prior to our partnership, Osmosis had no nutrition content to offer. As a result of this collaboration, three videos were produced in early 2018: Dietary Fats, Hydration and Carbohydrates & Sugars. Each of these videos far surpassed our pre-established benchmarks of success (number of views, like to dislike ratio, and number of comments) and continued to be highly viewed.

A fourth video in the series, Low-Calorie Sweeteners, is expected to be released in December 2018. The N4H LSI supported the Dietary Fats video as well as the upcoming videos in late 2018 (Protein) and early 2019 (Gut Health: Prebiotics and Probiotics).



Quick Stats

- ▶ The Dietary Fats video was released on February 14th and has received more than 47,000 views, averaging about 160 views per day.
- ▶ Osmosis has more than 818,000 subscribers to their YouTube channel accounting for more than 40 million total views.
- ▶ IFIC identified and continues to collaborate with a rapidly growing partner to reach a new and influential audience. The number of subscribers to the Osmosis YouTube channel has more than doubled since the IFIC partnership.

Footnote: The Carbohydrates and Sugars and Low-Calorie Sweeteners videos were supported by the IFIC Sweeteners LSI. The Hydration video was partially supported by a grant from PepsiCo Inc., Nutrition R&D.

In the Media

IFIC is significantly growing its credibility within an expanding network of media outlets that regularly turn to our staff for nutrition science expertise, consumer insights, educational resources and referrals to external academic experts. Thus far in 2018, IFIC has received 111 media inquiries, 84 of which have been nutrition-related. Of those 84, 48 (or about 57%) have been specific to Nutrients for Health LSI topics. This has resulted in several IFIC staff members being quoted in popular media outlets, including CNN, NBC, Business Insider, Men's Health, Women's Health and Prevention.



Prevention

BUSINESS
INSIDER

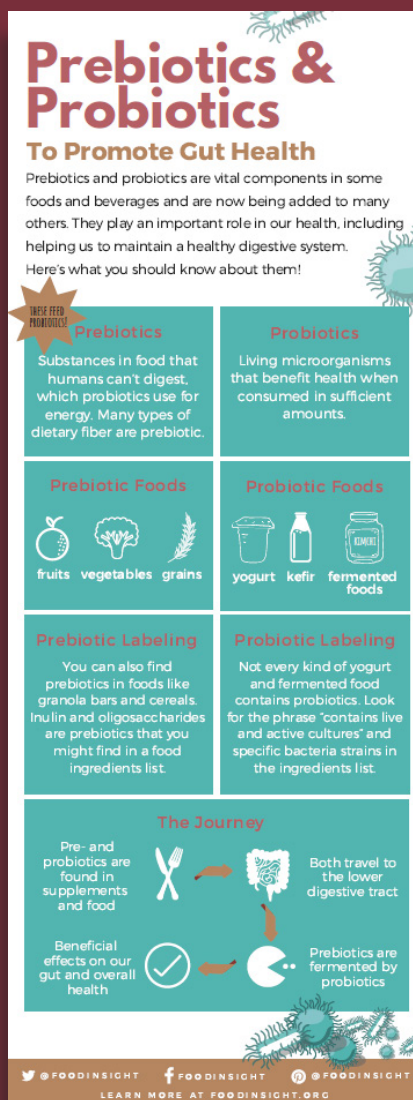
Women'sHealth

Men'sHealth

Content Spotlight: Gut Microbiome

The microbiome is an emerging issue identified by the IFIC Nutrients for Health and Sweeteners LSIs. The 2018 strategy was to lay a foundation of content on the gut microbiome and its relationship with food and nutrition, including several N4H-related topics. This was accomplished in our year-long “[Gut Check](#)” series, where eight articles and one infographic examine the interaction of various foods/food groups with the gut microbiome and highlights new and existing research while maintaining a cautious approach to interpretation. To date, the “Gut Check” series has received more than 10,000 page views.

Additionally, IFIC staff organized and presented in an Academy of Nutrition and Dietetics webinar, “[The Gut Microbiome: Hype vs. Health](#)”, on November 13th, 2018, which had more than 240 attendees. The webinar highlighted public understanding and consumer insights related to the gut microbiome and nutrition and discussed the current state of the evidence on the connection between the microbiome, food and health. The webinar was well attended (60% above average), had an engaged audience and received excellent initial feedback. According to Academy staff, “We felt this was one of our stronger recent webinars.”



Content Spotlight: Health

Benefits of Yogurt

A February social media campaign featured a newly developed infographic, “[Four Reasons to Fall in Love with Yogurt](#),” which highlights yogurt’s nutrients, health benefits and culinary applications. Paid promotions took place across three social platforms (Facebook, Pinterest, LinkedIn) and one paid search marketing platform (Google Adwords). In total, the campaign resulted in:

- 792K social impressions
- 1.2K social engagements

Footnote: This content and campaign was supported by a grant to the IFIC Foundation from the National Yogurt Association

Content Spotlight: National Nutrition Month

Every March the Academy of Nutrition and Dietetics launches a nutrition education and information campaign, reminding us all about the importance of our food choices, eating behaviors and physical activity habits. This year's theme was "Go Further with Food." To join this important conversation among health influencers, the Nutrients for Health LSI developed and promoted creative content that included a four-part blog series and infographic that focused on nutrient density and important updates to the new Nutrition Facts label. The "Go Further with Food" campaign resulted in:

 **535.3K social impressions**

 **1.1K+ social engagements**



Special Projects: Build Up Dietitians Meet-Up at 2018 FNCE Conference

Along with organizations such as the National Peanut Board, Arctic Apples, North American Meat Institute, Croplife America and Merck, IFIC Foundation sponsored the 2018 Build Up Dietitians MeetUp. This event allowed registered dietitians and industry

groups to discuss nutrition, food safety and how GMO foods help support our food system. Along with other sponsors, IFIC Foundation was given a designated table to showcase our communication resources and to openly interact with more than 150 influential and emerging leaders in the dietetic community.





What's Ahead in 2019?

Key Resource Updates

An important strategy for the IFIC Nutrients for Health LSI is to ensure our content is relevant during periods of anticipated media attention, such as what may result from the 2020 Dietary Guidelines deliberations and FDA Nutrition Innovation Strategy output. IFIC will begin updates to several foundational Nutrients for Health LSI resources in late 2018 and into 2019, starting with our popular fact sheets, which are tailored toward a health and fitness professional audience and also serve as the scientific underpinning for our consumer-friendly messaging. Fact sheet update prioritization is as follows:

1. Fiber
2. Whole Grains
3. Omega-3 Fatty Acids
4. Plant Stanols and Sterols

Osmosis Partnership

Two additional videos will be produced in partnership with Osmosis:

- Dietary Protein (expected in late 2018)
- Gut Health: Prebiotics and Probiotics (anticipated early 2019)

2020-2025 Dietary Guidelines Forums

IFIC is planning to host a series of engaging stakeholder forums throughout 2019 during the deliberations of the 2020 Dietary Guidelines Advisory Committee.

SWEETENERS LSI



About the Sweeteners LSI

Mission

To create an environment where the best available science on sweeteners (caloric and non-caloric) is more widely disseminated and discussed in a constructive and transparent manner.

Objectives

- Facilitate opinion leaders' understanding of LCS/ sugars science
- Develop strategic programming to address consumer research trends
- Balance the public dialogue on LCS benefits, safety and functionality
- Rapidly respond to emerging issues
- Increase exposure for scientific voices

Members

Ajinomoto	The Hershey Company
Cargill	HYET Sweet
Coca-Cola	Mars
Ferrero	Mondelez
General Mills	PepsiCo
Heartland	

IFIC Nutrition Team Staff

Kris Sollid, RD

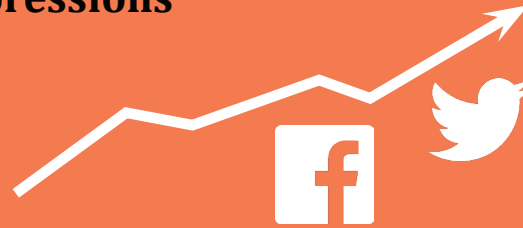
Ali Webster, PhD, RD

Alyssa Ardolino, RD

IFIC Sweeteners

Content by the Numbers

- 🍃 **18+** pieces of content, including **4** fact sheets, **2** podcasts and **2** videos
- 🍃 **13K+** social engagements
- 🍃 **12M+** social impressions



Content Spotlight: Low-Calorie Sweetener Fact Sheets

A key strategy for the IFIC Sweeteners LSI is to ensure our content is up to date for maximum relevance during periods of anticipated media attention. With that in mind, four low-calorie sweetener fact sheets were updated in 2018 to enhance their visual appeal and scientific rigor. Translation of the new fact sheets into Brazilian Portuguese and Spanish is underway and consumer-friendly versions are in the plans for 2019.

- Aspartame published in August 2018
- Sucralose published in September 2018
- Stevia sweeteners published in October 2018
- Monk Fruit published in December 2018.



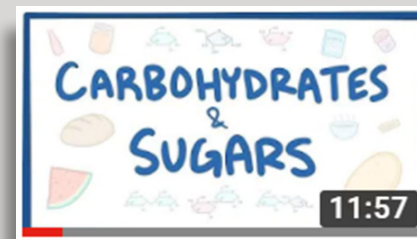
Content Spotlight: Gut Microbiome

The microbiome is an emerging issue identified by IFIC's Nutrients for Health and Sweeteners LSIs. The 2018 strategy was to lay a foundation of content on the gut microbiome and its relationship with food and nutrition, including several sweeteners-related topics. This was accomplished in our year-long "Gut Check" series, where eight articles and one infographic examine the interaction of various foods/food groups with the gut microbiome and highlights new and existing research while maintaining a cautious approach to interpretation. To date, the "Gut Check" series has received more than 10,000 page views with the most viewed being, "Low-Calorie Sweeteners and the Microbiome."





Additionally, IFIC staff organized and presented in an Academy of Nutrition and Dietetics webinar, "The Gut Microbiome: Hype vs. Health", on November 13th, 2018, which had more than 240 attendees. The webinar highlighted public understanding and consumer insights related to the gut microbiome and nutrition and discussed the current state of the evidence on the connection between the microbiome, food and health. The webinar was well attended (60% above average), had an engaged audience and received excellent initial feedback. According to Academy staff, "We felt this was one of our stronger recent webinars."

Educating Future Doctors on Nutrition

In 2018, IFIC continued its partnership with Osmosis, a group that produces study materials, including whiteboard videos on YouTube, for future clinicians. This partnership brings us an incredibly effective outlet for reaching health professionals, one of the key target audiences for this LSI. In turn, the next generation of health care providers receives foundational nutrition information consistent with IFIC's science-based messaging. Prior to our partnership, Osmosis had no nutrition content to offer. As a result of this collaboration, three videos were produced in early 2018: Dietary Fats, Hydration and Carbohydrates & Sugars. Each of these videos far surpassed our pre-established benchmarks of success (number of views, like to dislike ratio, and number of comments) and continued to be highly viewed. A fourth video in the series, Low-Calorie Sweeteners, is expected to be released in December 2018. The Sweeteners LSI supported the Carbohydrates and Sugars and Low-Calorie Sweetener videos.



Quick Stats as of November 2018

-  The Carbohydrates and Sugars video was released on April 4th and has more than 45,000 views, averaging about 200 views per day.
-  The low-calorie sweetener video will be released in December 2018.
-  Osmosis has more than 818,000 subscribers to their YouTube channel accounting for more than 40 million total views.
-  IFIC identified and continues to collaborate with a rapidly growing partner to reach a new and influential audience. The number of subscribers to the Osmosis YouTube channel has more than doubled since the IFIC partnership.

Footnote: The Dietary Fats video and the upcoming videos in late 2018 (Protein) and early 2019 (Gut Health: Prebiotics and Probiotics) were supported by the Nutrients for Health LSI. The Hydration video was partially supported by a grant from PepsiCo Inc., Nutrition R&D.

Issues Management: WHO and Low-Calorie Sweeteners

In late 2016 the World Health Organization (WHO) called for public comments to begin the development of a guidance report on the intake of non-sugar sweeteners in adults and children. Results of the public comments were published in 2017. Evidence reviews are now complete and deliberation on the draft guideline on non-sugar sweetener intake is being finalized. A public consultation is planned for December 2018.



We anticipate this WHO report to receive significant media attention and have been preparing for its release in 2018. In addition to the nearly completed Low-Calorie Sweetener fact sheet updates, multiple communications strategies are in place to address:

- Stakeholder and IFIC member engagement
- Fielding of media inquiries
- IFIC-authored rapid response review of the WHO report
- Promotion of IFIC low-calorie sweetener resources, including in-depth IFIC-authored articles such as, Sound Science: A High-Level View of Low-Calorie Sweeteners, and our podcast on Low-Calorie Sweeteners and Body Weight with Dr. Rick Mattes.



Leveraging our Consumer Research

Highlighting unique ways that IFIC leverages its consumer research results, IFIC staff was invited to author an article in the May/June issue of *Cereal Foods World*, a publication from the American Association of Cereal Chemists International. Titled, “Is Everyone Really on a Low-Carbohydrate Diet? Consumer Perceptions of Carbohydrates and Sugars”, the article explores the evolving public perceptions of carbohydrates and sugars, correlates these perceptions with evidence (or lack thereof) behind corresponding behavior changes, and discusses new food and diet trends, including low-carbohydrate diets like the ketogenic and Paleo diets.

According to the editors, “The May-June issue of *Cereal Foods World* is published and is receiving kudos and plaudits from all corners.”



Build Up Dietitians Meet-Up at 2018 FNCE Conference

Along with organizations such as the National Peanut Board, Arctic Apples, North American Meat Institute, Croplife America and Merck, IFIC Foundation sponsored the 2018 Build Up Dietitians MeetUp. This event allowed registered dietitians and industry groups to discuss nutrition, food safety and how GMO foods help support our food system. Along with other sponsors, IFIC Foundation was given a designated table to showcase our communication resources and to openly interact with more than 150 influential and emerging leaders in the dietetic community.



What's Ahead in 2019?

“Science of Sugars: Part 5”

In 2012 the IFIC Foundation published its “Science of Sugars”, a four-part series that appeared in consecutive editions of Nutrition Today. The science around sugars and health has evolved since that time. Given the upcoming 2020-2025 Dietary Guidelines (DGA), the Sweeteners LSI is considering ways to communicate scientific advancements and understanding of sugars topics that will emerge during DGA deliberations.

Nutrition Facts Sugars Labeling Research 2.0

In 2014 the IFIC Foundation conducted time-sensitive research on consumer comprehension of FDA’s proposed updates to the Nutrition Facts label. The research project yielded an open-access peer-reviewed article in the Journal of the Academy of Nutrition and Dietetics and was cited by the FDA in their final rule as supporting evidence for its conclusion that the “Sugars” line on the previous Nutrition Facts label will be updated to “Total Sugars”.

Updated Nutrition Facts labels are now common in the marketplace. The Sweeteners LSI is considering a follow-up study to get a “baseline” on current knowledge level, prior to the FDA’s proposed education campaign.

2020-2025 Dietary Guidelines Forums

IFIC is planning to host a series of engaging stakeholder forums throughout the deliberations of the 2020 Dietary Guidelines Advisory Committee.



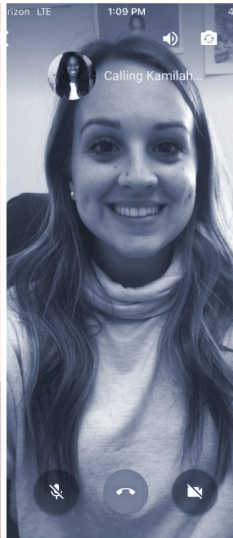
Joseph Clayton
Chief Executive Officer



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Senior Director
Nutrition
Communications



Alyssa Ardolino,
RD, Coordinator
Nutrition
Communications



Tamika Sims,
PhD, Director Food
Technology
Communications



Allison Webster,
PhD, RD,
Associate Director
Nutrition
Communications



Anthony Flood
Director Food
Ingredient
Communications



**Stephanie
Ferguson**
Senior Manager
Operations &
Meetings



**Alexandra Lewin-
Zwerdling,**
PhD, MPA
VP Research &
Partnerships



Silvia Dumitrescu,
MBA
VP Communications



Kamilah Guiden
Manager Digital
Media



Megan Meyer, PhD
Director Science
Communications





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