

2017 IFIC Annual Report

IFIC
International
Food
Information
Council



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Letter from Our CEO

It has been a busy year at IFIC. Our investment in media, social and digital communications delivered unique science-based content to a larger audience than at any time in the history of this organization. Our investment in consumer research generated new partnerships and unprecedented visibility for the IFIC Foundation's signature Food & Health survey, delivering actionable insights into the food values and attitudes of baby boomers, millennials, generation Z and today's "foodies." Finally, our investment this year in the IFIC staff itself has created a stronger, deeper and more diverse professional team committed to elevating our organization on behalf of our members.

IFIC's increased visibility and capabilities have helped drive our 2017 accomplishments. This report is designed to provide you, as an IFIC member and supporter, with a brief rundown of these accomplishments. It includes our work on critical issues management and rapid media response, proactive science communications, a more impactful and diversified research agenda and the critical work of IFIC's Long Standing Issue Groups (LSIs). Your input and participation in the LSIs continue to be the backbone of our ingredient, nutrition, food safety, and modern agricultural production expertise and programming.

Thank you for your commitment to IFIC and the IFIC Foundation.



Joseph Clayton
Chief Executive Officer



IFIC Communications

Annual Report

2017 | INTERNATIONAL FOOD INFORMATION COUNCIL

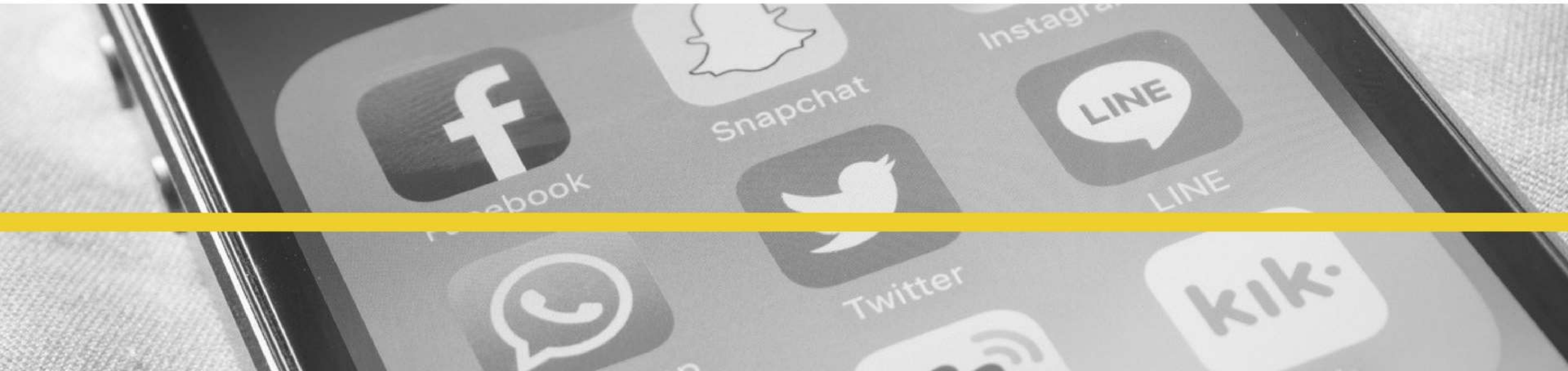
Communications

2017 has been a year of positive change at IFIC. We placed more focus and resources into our communications capabilities resulting in rapid growth in our social influence as well as earned media. Our in-house experts balanced the science communication dialogue by serving as resources to numerous mainstream media outlets. We look forward to continue growing our channels and influencer networks in 2018.

STAFF

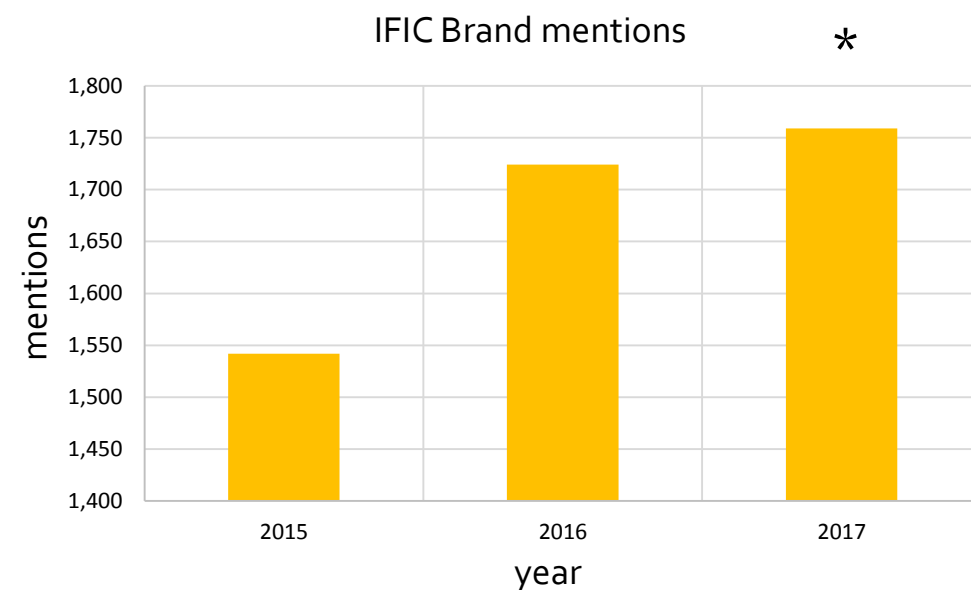
Silvia Dumitrescu, MBA, VP Communications
Kami Guiden, Manager, Digital Communications

Megan Meyer, PhD, Director Science Communications
Alyssa Ardolino, RD, Coordinator, Nutrition Communications



Digital Media

- Garnered over **1.25B** impressions in 2017
- Expanded the number of media placements, resulting in increased overall IFIC mentions (see chart)
- Conducted **17** desk side meetings and calls with top-tier journalists, resulting in **15** IFIC in-house expert placements



* Does not include half of Nov and all of Dec 2017

Earned Media: Desk Side Outcomes

martha stewart

FOOD DIY HOLIDAYS ENTERTAINING HOME LIFE & ST

May 16, 2017

Why Do Almonds Get All the Glory? It's Time for Walnuts to Shine

Packed with good fats and a whole bunch of flavor, they're a health nut's dream!

May 24, 2017

Why You Should be Eating More Yogurt

New research confirms the status of this dairy superfood.

July 26, 2017

Good News: Chocolate May Help Improve Cognition!

This report from Italian researchers has made us very happy.

August 29, 2017

Here's What You Need to Know About Expiration Dates

4 articles
in *Martha
Stewart*



SHAPE

Healthy Eating / Diet Tips & Nutrition

These Benefits of Fiber Make It the Most Important Nutrient In Your Diet

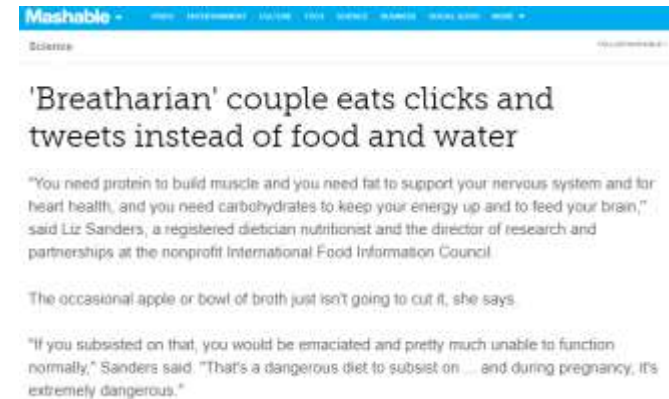
What All Those Fad Diets Are Actually Doing to Your Health

2 articles
in *Shape*

Desk side meetings and outreach to top-tier lifestyle outlets, such as *Martha Stewart* and *Shape*, have rapidly resulted in IFIC expert placements. IFT's *Food Technology Magazine* will feature IFIC research data in the prominent Food Snapshot section by the end of the year.

Earned Media: Fad Diets & Food Safety

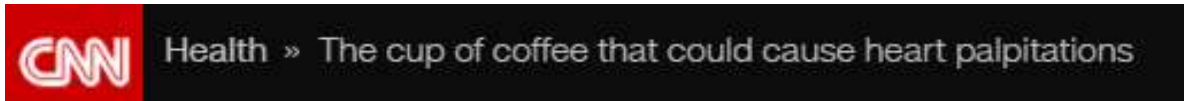
Fad diets and food safety are of constant interest in the media. As a result of our outreach to journalists, IFIC is now a go-to source for reporters to gain credible information on the science behind these popular topics.



Earned Media: Caffeine

In March 2017, a new type of coffee called “Black Insomnia,” labeled as the “world’s strongest cup of coffee” was featured in the news with specific caffeine recommendations.

IFIC was placed alongside the FDA as a resource for daily caffeine recommendations.



The FDA and the International Food Information Council recommend 400 mg of caffeine for daily consumption.



How much caffeine is too much?

The U.S. Food and Drug Administration (FDA) and the International Food Information Council recommend healthy adults have no more than [400 milligrams of caffeine a day](#), which is about four cups of (regular) brewed coffee. Kristafor says one of his 12-ounce cups could add



IFIC Authored Content

For the first time, IFIC secured an op-ed in **Wired** discussing reproducibility in science.

IFIC serves as an on-going contributor to the **Huffington Post**. We authored **9** articles on topics such as food science, food production, food waste and mindful eating as well as IFIC's consumer research.



HUFFPOST

Foodies Sacrifice Cost and Convenience for Quality

05/06/2017 03:30 am ET

The Top 5 Food and Nutrition Trends for 2017

05/06/2017 10:03 am ET

Even Though Nutrition Information Abounds, Many Doubt Food Choices

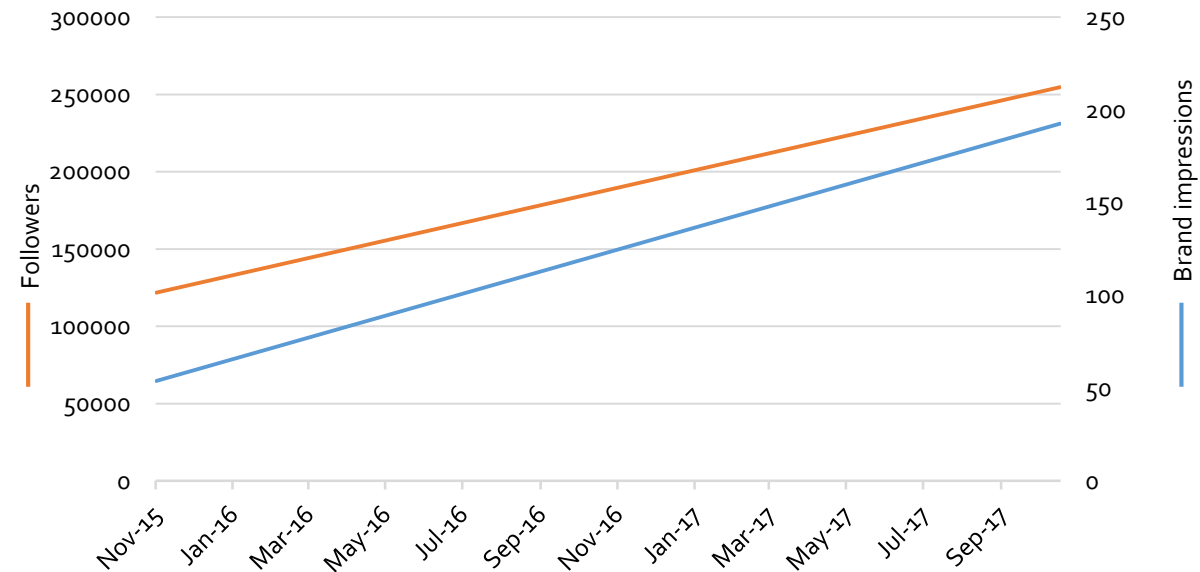
05/06/2017 10:35 am ET | Updated May 16, 2017

Processed Foods: Elimination or Illumination?

05/25/2017 03:33 pm ET

Social Media

- Grew social media channels to over **250K followers**
 - 115% growth in one year
- Achieved over **200M** social media impressions in 2017
 - 81% growth in one year
- Strengthened relationships with key social influencers to broaden IFIC's reach



2017 Food & Health Survey



The Washington Post

HUFFPOST

CNN

Forbes

U.S. News

Men's Health

FOOD & WINE

The CHRISTIAN SCIENCE
MONITOR

Women's Health

Los Angeles Times

2.7X placements of the 2016 Food & Health Survey



Media Experts

- We are constantly updating IFIC's expert database of several hundred independent scientists, nutritionists and healthcare professionals.
- In 2017 we have added new experts with backgrounds in:
 - Agricultural practices
 - Animal welfare
 - Birth to 24 nutrition
 - Dietary guidance
 - Dietary patterns
 - Food allergens
 - Food ingredients
 - Food safety
 - Food science
 - Macronutrients and micronutrients
 - Weight management



Issues Management & Rapid Response

Using a streamlined issues management strategy, we monitor the media environment daily for member specific issues. Our communications team works 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 in the new structure, reducing turn-around time from 48 hours to less than 24 hours from the time crisis management thresholds are reached.

2017 Highlights:

- 19** rapid responses to studies, reports, books & documentaries

- 6** proactive responses promoting new science and research

- Over **3.4M** social media impressions and over **20K** social engagements

Issues Management Highlights

January 2017: Pascual et al.



January 2017: Furman et al.



March 2017: Karl et al.



March 2017: Dirty Dozen



March 2017: Micha et al.



April 2017: Pase et al.



May 2017: Heyman MB, Abrams SA



June 2017: Michael Ruhlman



July 2017: KleanUpKraft Report



July 2017: Estruch et al.



July 2017: Azad et al.



Aug 2017: What the Health



Aug 2017: Tang et al.



Oct 2017: Peeters et al.



Oct 2017: Reuters Report



Oct 2017: Clean Label Project





IFIC Research

Annual Report

2017 | INTERNATIONAL FOOD INFORMATION COUNCIL

Research

MISSION

Conduct consumer research that elevates IFIC/IFIC Foundation as a consumer insights leader, generates media coverage, expands partnerships and drives strategy for communications programs.

STAFF

Alexandra Lewin-Zwerdling, PhD, MPA, VP Research and Partnerships
Liz Sanders, RDN, MPH, Director, Research and Partnerships



Leveraging Member & Partner Research Needs

The IFIC research team is implementing an action-oriented approach to fully leverage member and partner research needs.

Explore

Hold exploratory meetings with IFIC members, LSI groups and stakeholders to determine priority issues and information gaps



Engage

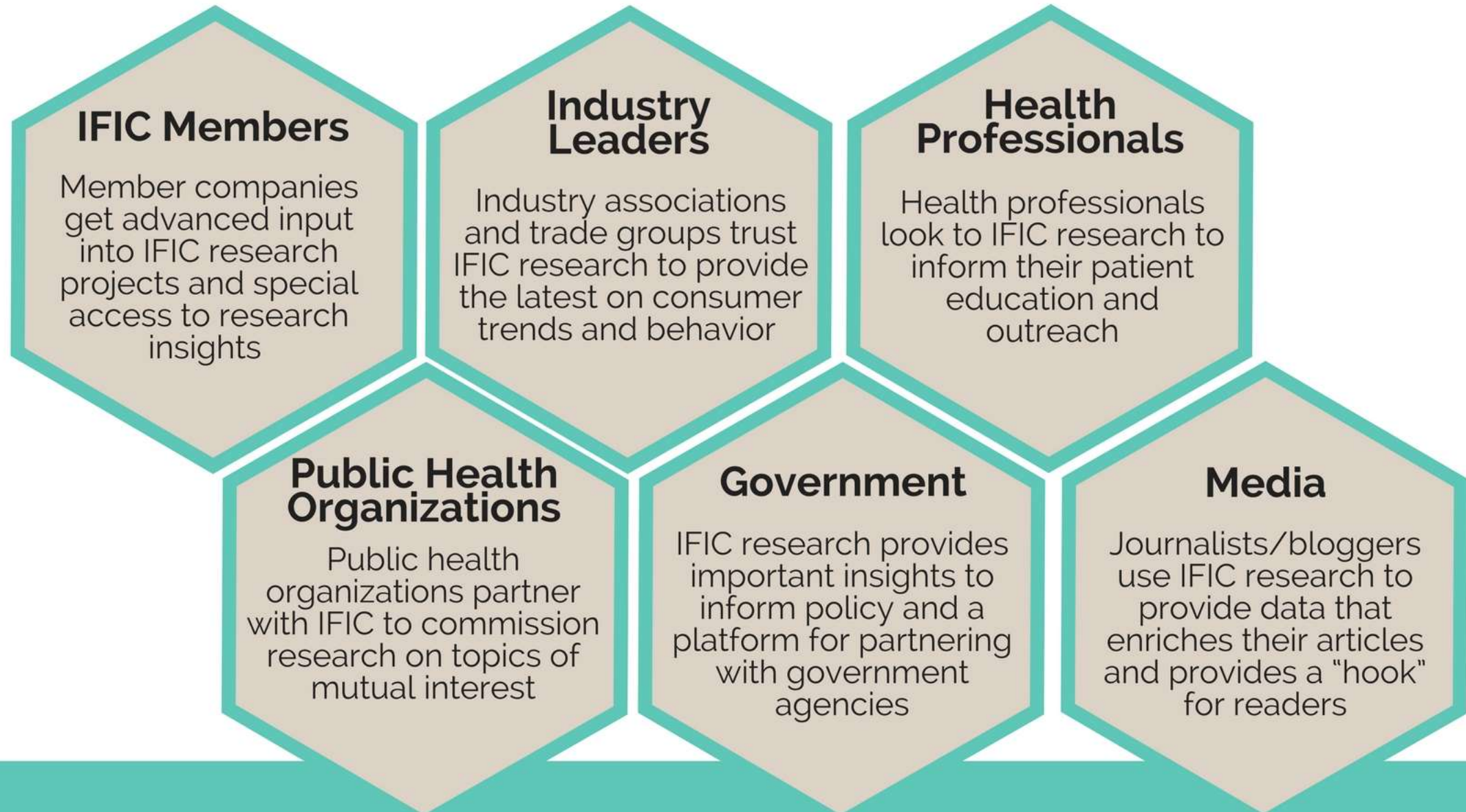
Engage strategic public health partners on topics areas of mutual interest



Activate

Conduct study and translate insights for stakeholders

Providing Value for Diverse Audiences



2017 Food & Health Survey

- 12th annual investigation into American's beliefs, perceptions and behaviors on a variety of food and nutrition topics
 - Surveyed 1,002 Americans ages 18-80
 - Fielded March 10th -29th, 2017
 - Took approximately 22 min to complete
 - Results weighted to reflect general population
- Garnered over 275 media placements, including CNN and Washington Post

See IFIC Communications Annual Report for more details

- Investigated food habits and trends, as well as important issues regarding **consumer confusion, perceptions of healthfulness, food values and other key topics**



2017 Food & Health Survey

AARP Foundation Oversample

- IFIC Foundation collaborated with AARP Foundation to commission an oversample that included over 700 Americans between ages 50 and 80
- Uncovered differences in nutrition knowledge and purchasing behaviors between older adults and other subgroups
- Resulted in a ongoing relationship with large, respected public health organization



2017 Food & Health Survey

Sub-Analyses

Commissioned two additional analyses of the 2017 Food & Health Survey data:

- Special analysis of **foodies**, based on a consumer profile analysis of purchase drivers
- Released content series with a special focus on the nutrition knowledge and purchasing behaviors of **low-income older adults**



2017 Food & Health Survey

External Presentations

Agricultural Utilization Research Institute
American Bakers Association
BASF Regulatory Conference
BPIA Sustainability Conference
Calorie Control Council Annual Meeting
Coca Cola LNCS Strategic Partner Workshop
FDA Center for Food Safety and Applied Nutrition
Global Food Forum: Protein Trends & Technologies Seminar
Goodstone Communications Group
Grocery Manufacturers Association
Institute for Shortening and Edible Oils
Institute of Food Technologists
International Association for Food Protection



2017 Food & Health Survey

External Presentations

Mars North American Food Policy Group
National Association of Science and Technology Centers
National Grocers Association
Purdue University Department of Nutrition Science
Root Cause Coalition Summit
SNAC International
Society for Nutrition Education and Behavior
Tufts Friedman School of Nutrition
USDA My Plate Partners
World Pork Expo
... and several additional member briefings throughout 2017



Clean Label

- Working with the **Food Ingredient Safety LSI**, we conducted **two focus groups** with **millennial** and **generation z** consumers
- Discussion centered on perceptions of clean label, acceptable trade-offs in food attributes, and purchasing behaviors
- Initial findings, proprietary to the Food Ingredient LSI, will serve as a springboard for a nationally representative survey of millennial and generation z consumers



Additional 2017 Research

Understanding Health Coaches Forum

- Hosted a forum for IFIC members and stakeholders on understanding the influence of health coaches on food and nutrition decisions
- Served as a springboard for a qualitative study of health coaches as nutrition messengers

Forecasting Food Values

- Included questions in recent, nationally representative consumer survey on purchasing drivers and future food trends
- Findings will be published in IFT magazine



Forecasting Food Values

Importance of Food labels in Purchasing Decisions

- Nearly two thirds (60%) of consumers felt that purchasing clean, no artificial ingredient labeled foods was very important
 - Less than half (39%) felt this way about foods labeled organic
- Over half of consumers felt that natural, clean, raised without antibiotics and statements about nutrition benefits were very important food labels when grocery shopping

Future Consumer Priorities

- Over half of consumers felt that natural, clean, and raised without antibiotics would become more important to them personally in the next five years
- About one in seven (15%) of consumers felt that foods labeled as organic and foods labeled as no sugar added would become less important to them personally in the next five years



Public Affairs Engagement

- Invited to present Food & Health Survey insights on consumer perceptions of “healthy” at an FDA public forum on use of the term “healthy” in food labeling
- Submitted public comments to government agencies based on findings from the Food & Health Survey and other IFIC Foundation research. These comments addressed:
 - Use of the Term “Healthy” in Food Labeling (FDA)
 - Draft HHS Strategic Plan 2018-2022
 - FDA’s Biotechnology Education and Outreach Initiative
 - USDA AMS National Bioengineered Food Disclosure Standard



Emerging Partnerships

- The IFIC research team is actively pursuing partnerships with a variety of public health stakeholders, such as:
 - **AARP Foundation**
 - Chamber of Commerce Foundation
 - American Diabetes Association
 - Feeding America
 - National Consumers League
- IFIC Foundation will be collaborating with **AARP Foundation** in 2018 on two research projects focused on 50+ shopping habits and dietary perceptions
- Held invite-only Food & Health Survey briefing for prospective and current **public health partners**





IFIC Agricultural Technology & Safe Food Production LSI

Annual Report

About Ag Tech

MISSION

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

STAFF

Tamika D. Sims, PhD | Silvia Dumitrescu, MBA

MEMBERS

Mars	Abbott Nutrition	Subway
Cargill	Bayer CropScience	Zoetis
Coca-Cola	Dow AgroSciences	

CO-CHAIRS

Elinore White, Zoetis
Joseph Kelsay, Dow AgroSciences



Animal Welfare

This year's trilogy series focused on farm animal welfare and meat production was among one of the most successful campaigns for the Ag Tech LSI

Our Animal Welfare resources gained 16,000 social media engagements

5 Million Social Media Impressions can be attributed to Animal Welfare

This year we more than doubled our content focused on animal welfare.

Our "Animal Welfare" Trilogy specifically helped us garner top tier social media impressions and engagements

This year, we produced a variety of resource pages, infographics and articles focused on farm animal care, animal antibiotic use, antibiotic resistance, and animal processing for meat and poultry products.



Animal Welfare

Our infographics and memes gained us a tectonic amount of engagement this year

Five Freedoms of Animal Welfare

Freedom from hunger and thirst - by ready access to fresh water and diet to maintain health and vigor

Freedom from discomfort - by providing an appropriate environment including shelter and a comfortable resting area

Freedom from pain, injury, or disease - by prevention or rapid diagnosis and treatment

Freedom to express normal behavior - by providing sufficient space, proper facilities and company of the animal's own kind

Freedom from fear and distress - by ensuring conditions that avoid mental suffering

A Cluck Cluck Here and A Cluck Cluck There

Proper poultry production starts with precise pampering on the farm. But what does this mean?

Life on the Farm
Not all chicken farms are the same. Some chickens are raised to lay eggs (layers); while others are raised to be used for their meat (broilers); some farms produce both.

Housing
Chickens are raised in farms with room to move about and are kept safe from disease and predators.

Breeding
After years of active selection by farmers, chickens have been bred to grow better and produce higher quality meat and eggs.

Feeding
Farmers assure chickens are fed adequately and given clean water.

Healthcare
Antibiotics are given to chickens under the guidance of a veterinarian if they become sick.

Safe production = Safe food supply

Protein Plate
Good farming and good food start with providing safety, sustainability, sanitation and sanctuary for farm animals and their surroundings. Farmers that raise chickens put multiple actions into play to ensure these fundamental aspects.

USDA Meat Grading Basics

BEEF
Highest grade of quality and is generally sold in **hotels/restaurants**. Tends to have abundant marbling (or streaks of fat in meat).
High quality, but less marbling than Prime. Steaks from the **loin or rib**. Typically seen in the **grocery store**.
Very **uniform in quality** and leaner than higher grades. Lack of marbling.

POULTRY
Highest quality and seen at retail level. Free from feathers, bruising, and discoloration.
Generally used for **chopped or cut up poultry**. Not usually grade identified. No grades for necks, wing tips, tails, ground meat, or giblets.

PORK
No USDA grading system has been established for pork because it is **uniformly tender**. Look for pork that is **firm, has little fat, and is a pink color**.

LAMB
Five grades include **prime, choice, good, standard, and utility**. Prime and choice tend to have more juiciness and flavor than lower grades.

VEAL

@FoodInsight
www.foodinsight.org

ANIMAL ANTIBIOTICS AND ANTIBIOTIC RESISTANCE

How animal treatment supports a reliable and safe food supply

U.S. FOOD AND DRUG ADMINISTRATION (FDA) REGULATIONS
Antibiotics are only prescribed by veterinarians to animals when they are sick. Veterinarians and farmers follow FDA guidelines to administer these medications.

WITHDRAWAL PERIODS
To ensure we do not consume meat or animal products that contain antibiotics, farmers and poultry must wait through a withdrawal period after receiving antibiotics. The guidelines must leave the animal a given before it goes to processing to produce any food products.

ANTIBIOTIC-RESISTANT BACTERIA
Antibiotic growth is limited, but all drug resistance, but sometimes resistant bacteria can survive and multiply. When animals are processed to food, these bacteria can contribute to the meat, other animal products or the environment.

CAN ANTIBIOTIC-RESISTANT BACTERIA MAKE ME SICK?
Animals can be exposed to antibiotic-resistant bacteria that survive by handling, eating, use of animal-derived food, contact with animal waste or manure, or contact with other animals.

FOOD SAFETY ALL THE WAY
Safe food handling at retail, poultry and produce is a key step in reducing contact with bacteria. Antibiotic resistance is not food safety. Food safety is key.

@foodinsight
www.foodinsight.org

Agricultural Inputs

Ag Input
themed pieces
gained 2.5
Million media
impressions

The majority of our Issues
Management focus is linked to
Agricultural Inputs.

Our focus on Ag Inputs has
garnered prime opportunities to
be a "loud voice" on social
channels about Ag Input safety
and science.

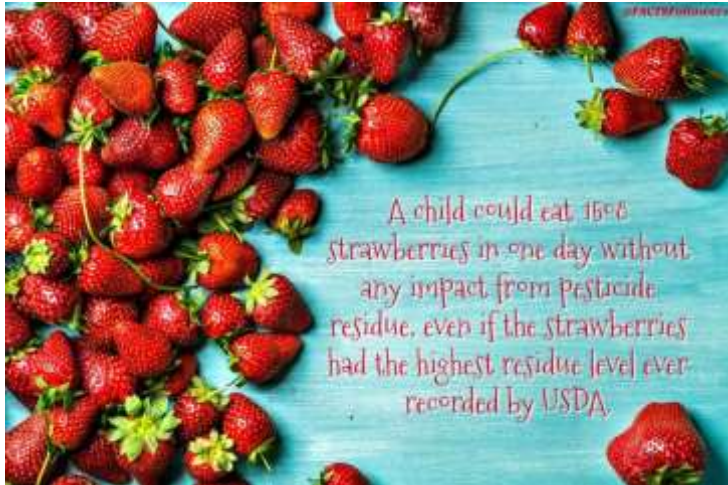
~40% of Ag
Tech Resource
page views
come from Ag
Input pieces

We focused on a variety of topics linked to agricultural inputs including pollinator populations, precision agriculture, conventional versus organic produce consumption, and IARC Monograph Reports.



Ag Tech Issues Management

Ag Input issues
management
pieces collected
~1 Million media
impressions in
2017



March 2017: Dirty Dozen



Oct 2017: Reuters Report



Our focus on
precision
agriculture and
farmers markets
were also among
top viewed
pages in 2017

GMOs & Sustainability

Our data shows, that more than 50% of consumers want to make sustainable food/bev purchases.

Thus, in addition to focusing on the science and safety of GMOs, we strategized to link GMOs to sustainability more often in our resources.

5 Million Social Media Impressions can be attributed to GMO science and sustainability

Our GMO and Sustainability resources gained 16,000 social media engagements

Our focus on GMOs and Sustainability gained the Ag Tech LSI top social media impressions and engagements for more than ~60% of the year

To highlight the use of biotechnology for food production, we produced resources that outlined the fundamentals of genetic modification. Additionally, we described how this technology could be used to thwart pests and contribute to a sustainable food supply.

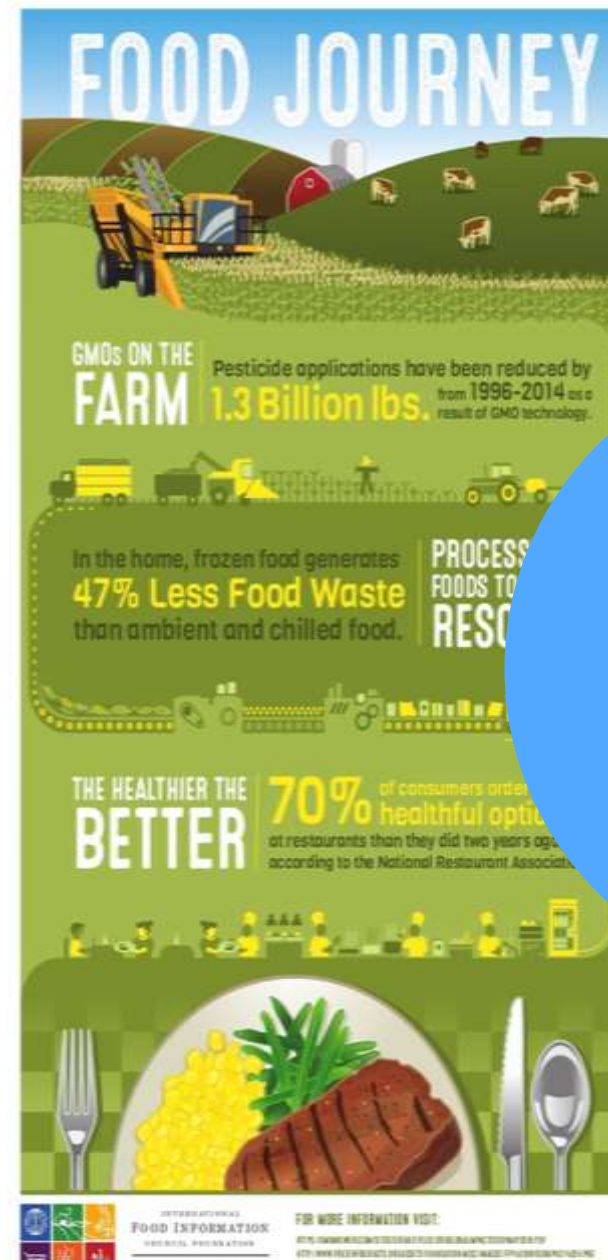


Ag Tech Issues Management

June 2017: Food Evolution



In March 2017, before the movie launched, we had an exclusive interview with the director of "Food Evolution," Scott Hamilton Kennedy. The video we created helped us to further promote our GMO education resources and debunk inaccurate media coverage.



The "Food Journey" infographic, ag technology article in honor of "International Women and Girls In Science Day," and our GMOs Guide Resource Page exceptionally elevated our engagement numbers this year.

Food Safety

~6 Million
Social Media
Impressions can
be attributed to
our food safety
resources

This year's "Food Safety
Month" was honored by
IFIC with a new resource
page and infographic "Spin
the Sphere of Safety."

These resources aided in
making September a
premier month in AgTech
social engagements and
impressions.

Almost 50% of
our resource
development
was dedicated
to food safety

To aid in consumer understanding of food safety, we developed several resources that addressed safe food handling, foodborne illness and safety measures used by farmers and food processors.



Food Safety Resources

Food safety is a chief focus for this LSI. We educate consumers about safe food handling, food processing, foodborne illness, and the safety of modern agricultural practices.



FOODBORNE ILLNESSES 101

WHAT ARE THEY, HOW DO YOU GET THEM, AND WHAT TO DO IF YOU THINK YOU HAVE ONE

WHAT ARE THEY?
Foodborne illnesses are infections caused by a variety of bacteria, viruses, parasites, and toxins found on or in foods and beverages.

HOW DO YOU GET ONE?
Foodborne illnesses are caused by consuming contaminated food and beverages (including recreational and drinking water), or coming in contact with a person who is infected.

WHICH FOODS CAUSE THEM?
Any food can be contaminated, but it is most common in raw meat, eggs, and shellfish; unpasteurized milk and juice; and fresh fruits and vegetables.

WHAT ARE THE SYMPTOMS?
The most common symptoms include diarrhea and/or vomiting, as well as abdominal cramps and pain, nausea, fever, and fatigue.

SHOULD YOU GO TO THE DOCTOR?
If you suspect that you have a foodborne illness, go to the doctor and contact your local public health department so that they are able to identify potential foodborne illness outbreaks.

For more info go to www.FoodInsight.org

2017 Farm Tour Event

1.7M Social Impressions

315 Social Engagements

For our 2017 Farm Tour, we garnered triple the social impressions in comparison to our 2015 event that only hosted Registered Dietitians

A list of IFIC Foundation Firsts:

1. First time hosting parent, lifestyle and foodie bloggers
2. First time getting reporters from major news outlets to come on our farm tour
3. First time our event was held at Fair Oaks, where we met the farm's co-founder, Sue McCloskey

Our top project this year was the 2017 Farm Tour. IFIC Foundation hosted bloggers from around the country to focus on issues related to parenting, cooking, specialty diets and lifestyles. We were also joined by two reporters, including one from Thomson Reuters.



2017 Farm Tour Event

Laura Fuentes liked

FoodInsight.org @FoodInsight · Sep 12

Thank you @familyfoodie @CeliacBeast @LauraSFuentes @LifeAnchored for joining us on our farm tour! We hope you enjoyed it! #FarmInsight17



Whitney Wright MS, RD and 33 others follow

Lani Derrick @LifeAnchored · Sep 12

Ready for the pig adventure at @fairoaksfarms with @FoodInsight #FarmInsight17 #hosted #Ag



Family Foodie added 6 photos on September 12 at 9:45am · 📍

I have wanted to try Chef Rick Bayless's Sunday night's meal to kick off Food Insight's #farm world!! I loved it all but the Short Rib Ravioli



Bloggers posted extensively about #farminsight17 over 1.5 days on various social media channels.



CELIAC AND THE BEAST
The best place to get your celiac disease diagnosis



Life Anchored

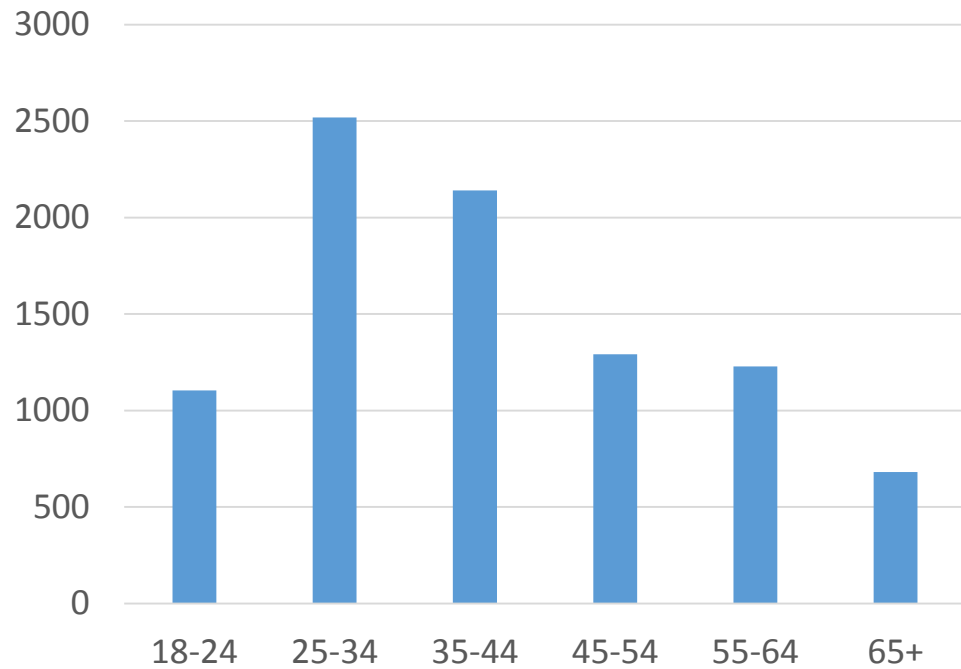


THOMSON
REUTERS

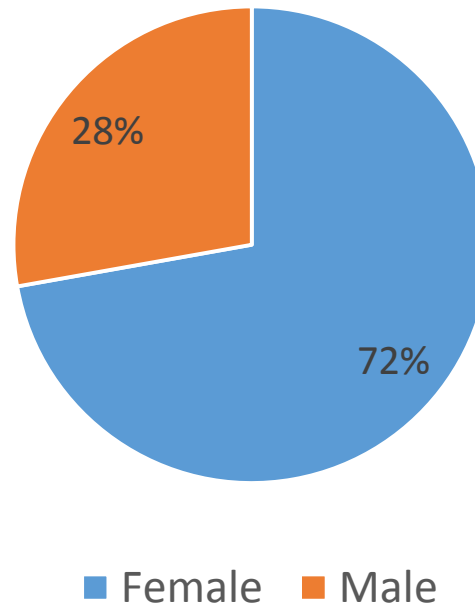
The Farmer's Exchange
Online Edition

Ag Tech by the Numbers: Web

Age



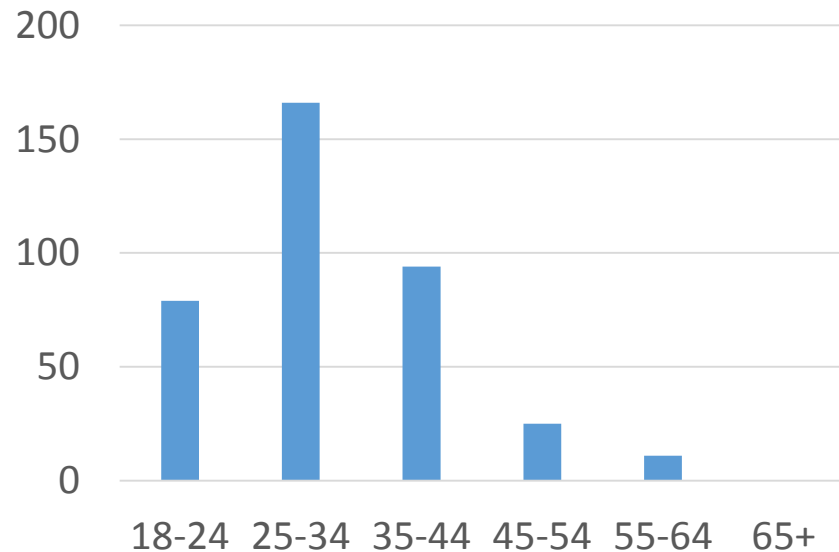
Gender



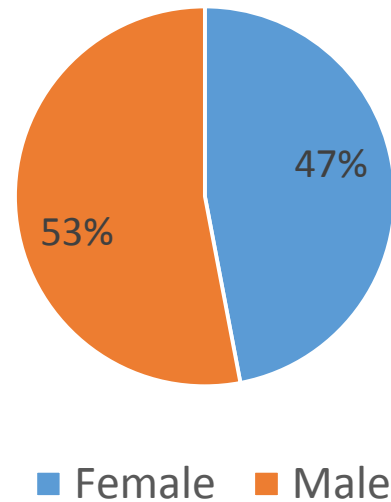
Similar to last year, our readers are primarily **female**.
We have a notable number of **millennial** readers for our Ag Tech content.

Ag Tech by the Numbers: Social

Age



Gender



Our readers on social media are almost an even split between male and female. **Millennials** engage with our Ag Tech content most frequently on social media.

2017 Ag Tech Forums

In the spring, Ag Tech LSI and Forum members had the opportunity to learn more about consumers' desire for "Clean Labels"- simple ingredients, fewer ingredients listed/used in products, and more information on where food comes from and how it is produced.

Our fall Forum session gave attendees the opportunity to hear from a USDA/FSIS official and a leading genomics academic about the scientific technology of whole genome sequencing as it is used for food safety measures.

This year, Ag Tech forums focused on food production and labels with our "Clean Label: Industry Insights and Opportunities" Forum and food safety technology with our "Whole Genome Sequencing Applications: Industry and Food Safety Insights" Forum.



Ag Tech Media Placements



healthline



The Pig Site



With the help of our IFIC communications team, we gained placement in a variety of media outlets focused on animal health, food safety, and lifestyle.

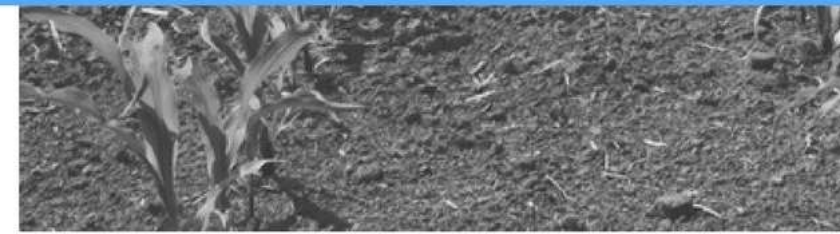


Regulatory Comment Submissions



Using data from our *2016 and 2017 Food and Health Surveys*, we submitted comments to the [USDA](#) as they worked to develop a proposed rule for bioengineered disclosure requirements. We also submitted comments to the [FDA](#) regarding an education initiative about GMOs.

Conference Exposure



This year we had the opportunity to attend and present at a number of industry conferences giving us **visibility** as a trusted resource on consumer perceptions about food safety, sustainability, agricultural inputs and animal welfare.

Partnerships



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

Biotechnology Communicators Guide ...Now in Turkish

IFIC Foundation's
"Food
Biotechnology: A
Communicator's
Guide to Improving
Understanding" is
now available in 9
languages



Arabic
Bahasa Indonesia
English
French
Mandarin Chinese
Russian
Spanish
Vietnamese
Turkish



This year we were able to get the *Food Biotechnology: A Communicator's Guide* translated into **Turkish**, making the Guide available in 9 different languages.



Eating Patterns Across the Lifespan LSI

Annual Report

2017 | INTERNATIONAL FOOD INFORMATION COUNCIL

About EPAL

MISSION

Impact consumers with effective, science-based messages on how to build lifelong eating patterns that are both healthy and sustainable.

STAFF

Liz Sanders, MPH, RD | Alyssa Ardolino, RD

MEMBERS

Compass Group
DannonWave
Mars, Inc
Mondelez International
PepsiCo

CHAIR

Deb Kalisher, RD
Mars, Inc



EPAL by the numbers

30 + pieces of content

156 k video views

304 k engagements

29 + Million impressions



Mindful Eating

2017 Content Deliverables

- **6 Tips to Eat More Mindfully Video**
 - Evergreen [video](#) sharing basic tips on mindful eating
- **“Tune in” with Intuitive Eating Video**
 - [Video](#) explaining how to use the hunger scale
- **Mindful Eating Infographics**
 - *Mindful Eating [Checklist](#)*
 - *Tips for [Mindful Snacking](#)*
 - *Mindful Eating [Away from Home](#)*
- **Mindful Eating Week**
 - Social media campaign to promote mindful and intuitive eating [content](#)



Mindful Eating

9.6 k social engagements

73 k video views

892 k social impressions



Food Waste

2017 Content Deliverables

- **Makeover Your Leftovers**
 - 3 video [recipe series](#) on reusing Thanksgiving leftovers to reduce food waste.
- **Spring Clean Your Pantry**
 - 3 video recipe series with tips on how to cut food waste by using canned/frozen foods along with leftovers.
- **Food Waste 101**
 - [Video](#) explaining the basics on food waste and tips to prevent it.
- **Infographic**
 - Recipes for [Sustainable Eating](#)



Food Waste



7 videos

84 k video views

7.6 k social engagements

714 k social impressions

B to 24 Nutrition

2017 Content Deliverables and Partnerships

- **Infographics**

- Developed infographics to help promote resources developed in 2016, including: [4 Steps to Build Healthy Eating Habits](#), and [5 Pregnancy Myths](#).

- **The Bump Partnership**

- Served as expert for Real Answers page on [The Bump](#). Answered over 35 user questions on nutrition during the first 1,000 days.

- **Media Outreach**

- Contributed to 2 articles on The Bump [blog](#).
- Interviewed for [Newsweek](#) and [Mashable](#) for stories on nutrition during pregnancy and complementary feeding.



B to 24 Nutrition

13 k social engagements

127 k social impressions

1.2k page views

Over 40k views for EPAL-
authored answers on The Bump



5 PREGNANCY MYTHS



EATING FOR TWO

For the first trimester, no extra calories are required to feed a growing baby. Calorie needs increase in the 2nd trimester, but only by about 340 calories per day. In the 3rd trimester, aim for about 500 extra calories per day.



NO CAFFEINE

While it's important to know how much caffeine you're consuming, you don't need to pass on the latte during pregnancy. Health organizations agree that up to 200 mg/day is safe during pregnancy. That is equal to about two 8-ounce cups of coffee or four cups of tea per day.



GOODBYE SEAFOOD

Only four types of fish should be avoided during pregnancy due to their mercury content (shark, swordfish, and king mackerel). The 2015 Dietary Guidelines encourages pregnant and breastfeeding women to eat a 2-3 meals (8-12 ounces) of seafood each week.



EATING OUT IS TRICKY

You can balance your food safety and nutrition needs, even when eating away from home. Stick to made-to-order food. Also, if you're craving deli meat, ask the server to heat it up until it is steaming. This will help make sure the food is safe for you and your baby.



CARNIVORES ONLY

Vegetarians can meet their protein, vitamin, and mineral needs from a variety of sources during pregnancy... no meat required. Yogurt, soy products, nuts, and eggs are just a few of the vegetarian protein sources available.

Follow us on [Twitter](#) @FoodInsight and @FACTISF@fipmms
Learn more at www.FoodInsight.org

4 Steps to Build Healthy Eating Habits



Help your baby or toddler learn to love a variety of new foods, and build lifelong healthy eating habits.

1 Start Early

Mom's diet during pregnancy is crucial for priming taste preferences for healthy foods. Studies show that moms who consume more fruits and vegetables during pregnancy and lactation had babies that were more willing to accept these foods.

2 Mix It Up

New textures are also important when building healthy eating habits. Around 8 months most babies are ready to begin soft foods like pureed vegetables and whole-milk yogurt. Gradually introduce new textures of complementary foods. Around 8-10 months, babies may be ready for soft, finger foods. By two, most toddlers eat a variety of different textures and can eat most table foods.

3 Slow and Steady Wins the Race

Remain patient and be consistent. It may take many tries to get your child on board with new tastes.

4 Monkey See, Monkey Do

Model healthy eating for your child. Sit down together to make mealtime an experience for the whole family. If you're feeding your child bananas, try some too. Kids are more likely to try a food when they see an adult eating it too.

Learn more at foodinsight.org
[Twitter](#) @foodinsight [Facebook](#) Food Insight [Pinterest](#) @foodinsight

EPAL Media Placements

5 major media placements

Provided quotes for EPAL-related stories on several high-profile media outlets.

martha stewart

FOOD DIY HOLIDAYS ENTERTAINING HOME

August 29, 2017

Here's What You Need to Know About Expiration Dates

And how you can help prevent more food from ending up in the trash.



By [Alexandra Lim-Chua Wee](#)

Mashable

VIDEO ENTERTAINMENT CULTURE TECH SCIENCE BUSINESS SOCIAL GOOD MORE

Science

FOLLOW MASHABLE

'Breatharian' couple eats clicks and tweets instead of food and water

the BUMP



EPAL on External Platforms

4 EPAL articles on external platforms

- **Huffington Post:** [Makeover Your Leftover Videos](#), [Panty Hack Videos](#) and [6 Tips for Mindful Eating](#)
- **The Bump:** [Don't Fall for These 5 Pregnancy Nutrition Myths](#)

HUFFPOST



EPAL Issues Management

20% of issues management platform
from 2017 incorporated EPAL messages.

554.8k impressions

905 engagements

March 2017: Micha et al.



May 2017: AAP report



July 2017: Estruch et al.



Aug 2017: What the Health



Aug 2017: Dehghan et al.





IFIC Food Ingredient Safety LSI

Annual Report



2017 | INTERNATIONAL FOOD INFORMATION COUNCIL

About Food Ingredients

MISSION

Effectively communicate science-based information about the function and safety of ingredients and chemical compounds in food, as well as provide food allergen management.

STAFF

Tony Flood | Silvia Dumitrescu, MBA

MEMBERS

Abbott Nutrition
Atkins Nutritionals
Ajinomoto
Cargill
Coca-Cola
Mars

Mondelez
McCormick & Co.
McKee Foods
Nestle
Red Bull
YUM! Brands / Taco Bell

CHAIR

Don Jones,
Atkins Nutritionals



Contaminants in Food: Emerging Issues

- LSI Members discussed emerging contaminant issues and revised internal the “Priority Issue Matrix” document.
- We created new internal and public resources in advance of emerging issues such as:
 - 3-MCPDs
 - Lead in food
 - Titanium dioxide
 - Furfuryl alcohol
 - Prop 65, IARC

FOR INTERNAL USE ONLY

International Food Information Council (IFIC)
Food Ingredient Safety (FIS) LSI: Priority Matrix for Contaminants in Food

Note: Those listed below reflect past, current (recurring) and emerging priority issues

	Who / What is Currently "Driving the Issue"	Regulatory Statements and Activities (US and Global)	Stakeholder Engagement and Publicly Available Materials (US and Global)	IFIC Resources Currently Available	Top 3 Third Party Experts
• Acrylamide	• UK FDA activity • UK study with varying levels in products	• US FDA Guidance for Industry • Health Canada • EFSA Opinion	• IFIC (search Acrylamide) • GMA "Acrylamide Facts"	• IFIC: Acrylamide Resources • Fact Sheet (PDF)	• Jones, Coughlin, Winter, Lineback, etc.



Contaminants in Food: Issues Management

January 2017: Pascual et al.



3-MCPDs / GEs

July 2017: KleanUpKraft Report



Phthalates

June 2017: EDF Report on Lead



Lead

IFIC Food Ingredient LSI accounted for approximately **1/3** of overall IFIC issues management.

33%

October 2017: Clean Label Project



Arsenic

These issues represent U.S. and Global regulatory **priorities**.



Food Additives & Ingredients: The “Science of”

- LSI identified top priority issues: preservatives, emulsifiers, anti-caking agents, colors, flavors and sweeteners.
- New proactive public outreach efforts focused on the tangible attributes of the ingredients.
- We created the “Science of” public outreach effort that connects unfamiliar ingredients to a familiar attribute in favorite foods.

Connecting an Unfamiliar Ingredient to a Familiar Attribute

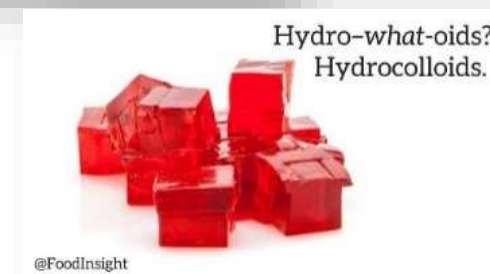
Preservatives	Fresh
Anti-Caking	Flow
Emulsifiers	Smooth
Colors	Pretty
Flavors	Tasty



Food Additives & Ingredients: The “Science of” Examples



A \$50 hydrocolloid promotion resulted in over **890K** social impressions and over **4,000** social engagements



890K

Food Ingredient Safety LSI: Caffeine

CNN and other traditional media outlets placed IFIC alongside FDA in published articles about caffeine, which **increased IFIC's visibility and credibility.**



Reader's
digest

TECH TIMES

Traditional Media Reach

- 89M media impressions
- 4.7K social engagements

Caffeine: one of the top 3 ingredient topics discussed in social media.

Social Media Reach

- 907.2K social media impressions
- 23.2K social media engagements



Food Ingredient Safety LSI: Reach

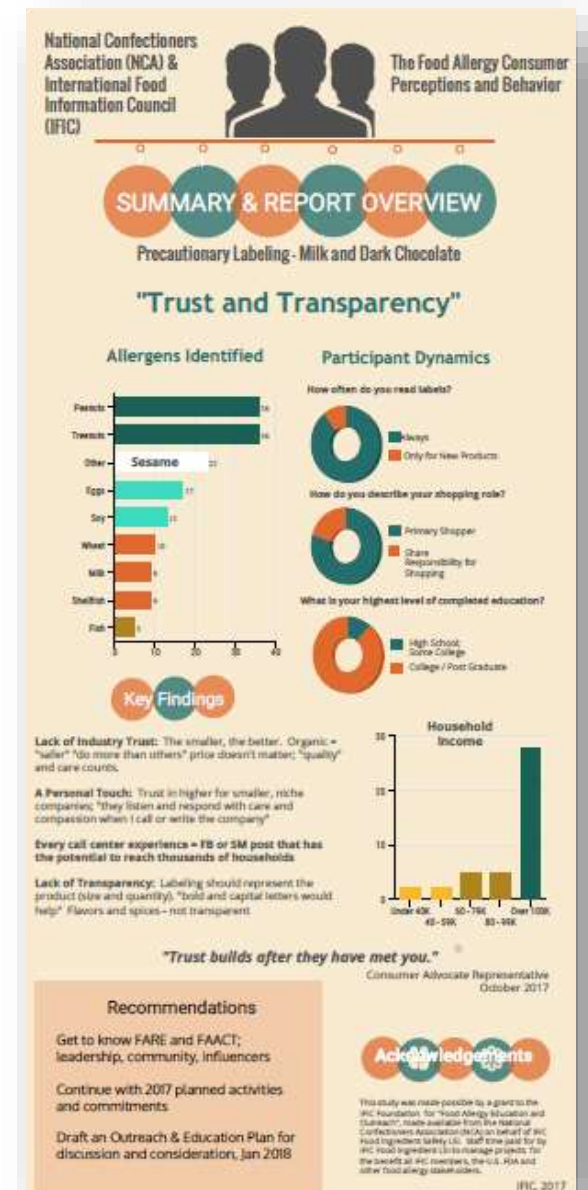
- **6.7M impressions** with +/- **22 pieces** of food ingredient content gives us an average of **300,000 impressions** per piece of content.
- **6X increase** compared to 2016.
- We are now achieving **more impressions** and reaching **more consumers** with food ingredient content relevant to LSI outreach:
 - Allergens
 - Food additives and ingredients
 - Contaminants in food

6.7M



Food Allergens

- Convened consumer focus group on precautionary labeling
- Key findings
 - Diminishing trust for the food industry drives confusion and negative perceptions about “may contain” statements
- Recommendation
 - Build trust first to educate in the future
 - Based on the findings presented to key food allergy industry stakeholders , we now see:
 - Increased interest by industry stakeholders to build trust
 - Cross industry collaboration to leverage resources better
 - Greater interest by food allergy advocacy leaders to work together



Funding for this study was made available by the National Confectioners Association (NCA)

Food Allergens

- Promoted articles and other materials to increase allergen awareness
- Participated in local food allergy events to engage with consumers
- Networked with influential consumers to identify knowledge gaps
- Shared insights from group discussions with stakeholders
 - Featured as part of 2017 IAFP session on allergen recalls

Our efforts in 2017 provided a framework for next year's food allergen outreach plan to implement programs that build trust with consumers.



Industry / Regulatory
Education at IAFP



Consumer / Leadership Outreach



Clean Label Strategies

- Provided strategic input to 2017 Food & Health Survey
- Hosted two communication forums on clean label
- Collaborated with stakeholders on submissions for two 2018 FNCE sessions about clean label
- Conducted Phase I Focus Groups, which provided insights on attitudes and behaviors among target audiences
 - Gen Z
 - Millennials
- Proposed Phase II Quantitative Study currently under consideration by LSI members

CONSUMER INSIGHTS "Clean Label Values"



"Clean" is a concept; most are familiar with "clean food" and "clean eating."

The term "clean label" is not top of mind for consumer's

Taste remains primary driver for food purchases

"In my mind, if it's healthier, it's not going to taste good."

Taste is not an acceptable trade-off for familiar foods



Meal occasion and type of food matters

The type of meal and when it's eaten factors into which foods consumer's actually purchase; convenience is also a factor



The need for ingredient education will be critical to improve acceptance

"Just because you can't pronounce it, doesn't mean it's bad for you."



GEN Z & MILLENNIALS

Quantitative Consumer Data can effectively manage the future of clean



IFIC Nutrients for Health LSI

Annual Report



2017 | INTERNATIONAL FOOD INFORMATION COUNCIL

About N4H

MISSION

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

STAFF

Kris Sollid, RD | Allison Webster, PhD, RD | Alyssa Ardolino, RD

MEMBERS

Barilla Group	DuPont Nutrition & Health
Cargill	General Mills
DannonWave	Mars
Dow AgroSciences	PepsiCo
	DSM Nutritionals

CO-CHAIRS

Michelle Braun, PhD, DuPont Nutrition & Health
Tristin Brisbois, PhD, PepsiCo *2018



N4H by the Numbers

39

pieces of N4H content

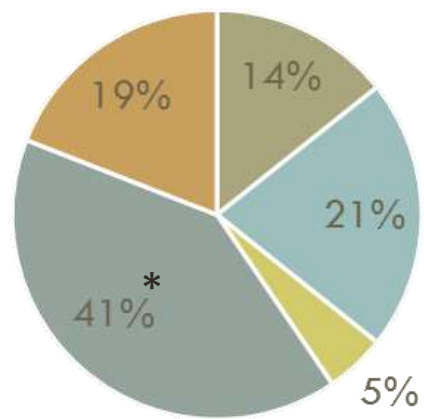
13.5M

social impressions

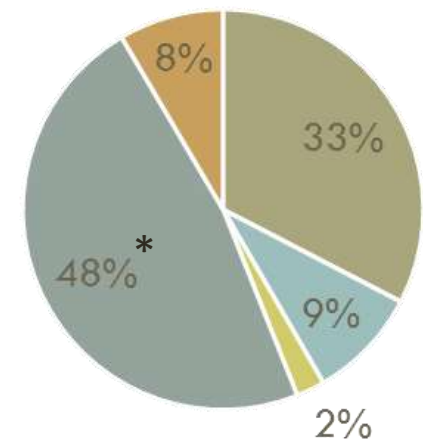
44K

social engagements

Content Pieces by Theme



Content Pieces by Pageviews



■ All ■ Carbs ■ Fats ■*Functional Foods ■ Protein

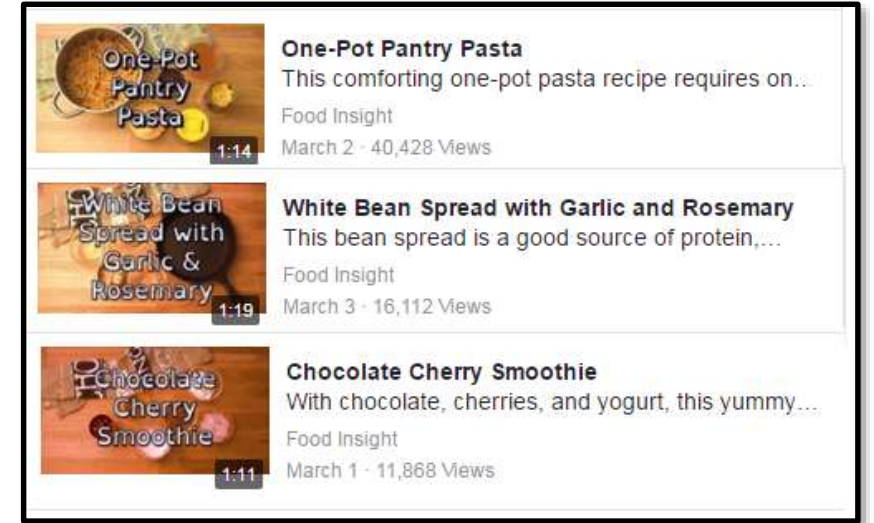
**Includes dairy, hydration, micronutrients, antioxidants, fortification*

Recipe Video Series: "Pantry Hacks"

68,000
video views

516,000
social
impressions

56,000
social
engagements



3 videos produced for the "Pantry Hacks" series. All three videos were distributed/published to [Huffington Post](https://www.huffpost.com), Foodinsight.org and IFIC Foundation's YouTube channel

Educational Whiteboard Video Series

IFIC is partnering with Osmosis, a company that makes whiteboard videos for medical students and health professionals. The second video production of this new partnership is on dietary fats and the expected release is Fall 2017. More IFIC-Osmosis videos may be developed in 2018 and beyond!

Why is IFIC partnering with Osmosis?

- Medical students receive inadequate nutrition education, yet the 2017 Food & Health Survey shows that doctors are a sought after source of nutrition information and a high degree of trust is placed in them.

Why is Osmosis partnering with IFIC?

- According to Osmosis, they receive many questions and interest in nutrition topics (e.g., their [Celiac Disease](#) video has high engagement), but have never found the right partner to develop nutrition content, until now. IFIC is filling that void!



350,000+
subscribers

25,000
new
subscribers
per month

21+ million
total views

Issues Management

32% of IFIC's issues management in 2017 incorporated N4H LSI messaging

689K social impressions for N4H LSI issues management content

5.2K social engagements for N4H LSI issues management content

January 2017: [Pascual, et al.](#)



March 2017: [Karl et al.](#) + [Vanegas et al.](#)



March 2017: [Micha et al.](#)



April 2017: [Veronese et al.](#)



June 2017: [Michael Ruhlman](#)



July 2017: [Estruch et al.](#)



Aug 2017: [What the Health](#)



Aug 2017: [Dehghan et al.](#)



Spotlight: Microbiome

2 professional education sessions

- *"Understanding How The Evolving Microbiome Can Be Impacted By Foods To Support A Healthy Lifestyle"*
 - **75+** attendees at the IFT annual meeting
- *"The Mighty Microbiome: What We Know And What We Need To Learn"*
 - **300+** Academy of Nutrition and Dietetics members via webinar

1 Foodinsight.org article

- *"The Microbiome: A Mega-Field That's Just Getting Started"*
- More to come on the microbiome in 2018



Infographics

11
new
infographics

205,000
social
impressions

9,700
social
engagements

- 2** new sets of themed infographics
- “Eat This For Health” – Spring 2017/Fall 2017
 - “Build Your Own Benefits” – Coming soon!



Media Placements

13 major media outlets in which IFIC staff was quoted with N4H LSI messaging in 2017

HUFFPOST

Newsweek

Mashable

BuzzFeed

Medical
Daily

GH



FamilyCircle

WASHINGTONIAN

RACHAELRAY

SHAPE



Parents





IFIC Sweeteners LSI

Annual Report

2017 | INTERNATIONAL FOOD INFORMATION COUNCIL

About Sweeteners

MISSION

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.

STAFF

Kris Sollid, RD | Allison Webster, PhD, RD | Alyssa Ardolino, RD

MEMBERS

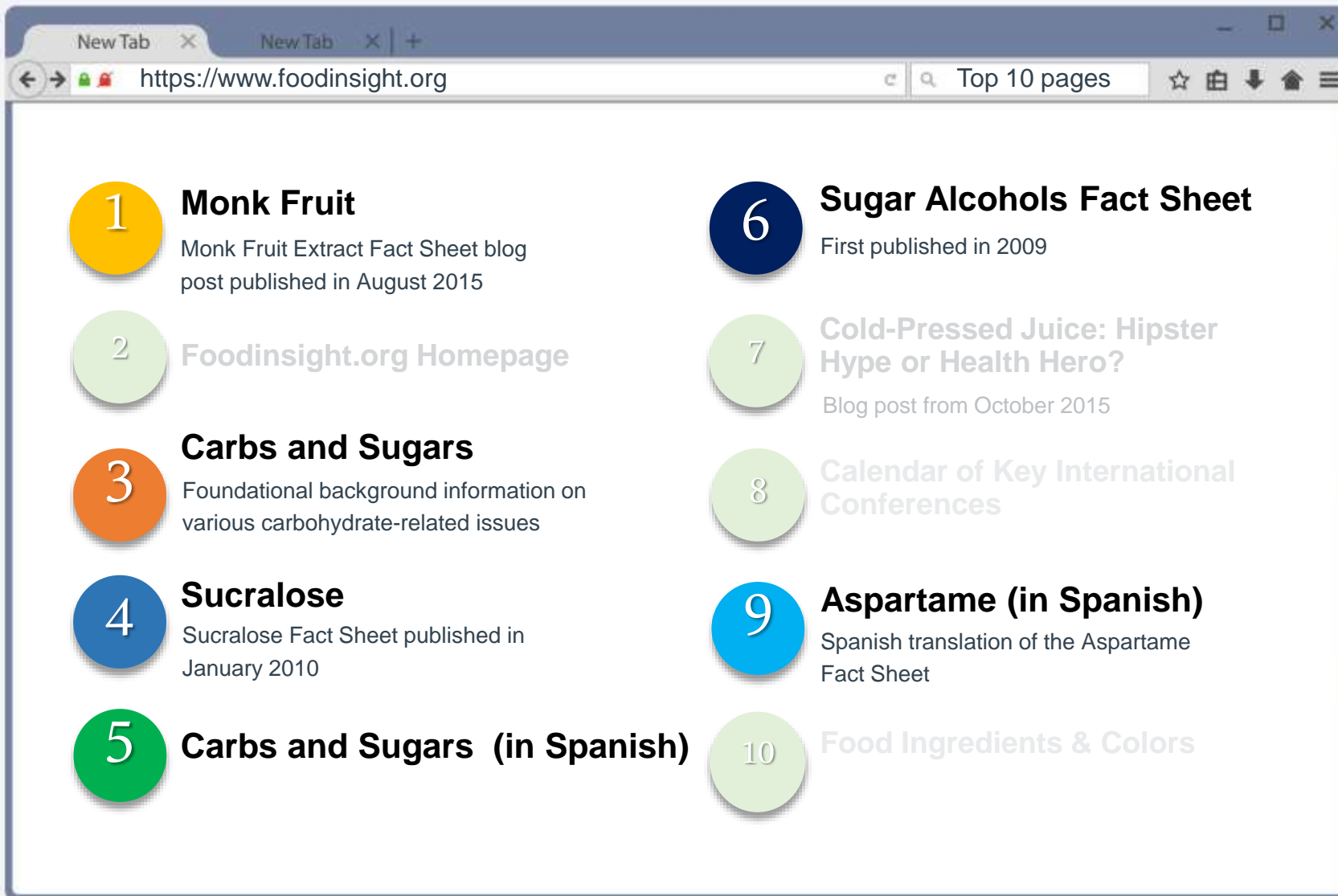
Ajinomoto	Ferraro	Hershey	Mondelez
Cargill	General Mills	HYET Sweet	PepsiCo
Coca-Cola	Heartland	Mars	

CO-CHAIRS

Debra Miller, PhD, The Hershey Company
Susan Zaripheh, PhD, The Coca-Cola Company



Foodinsight.org Content



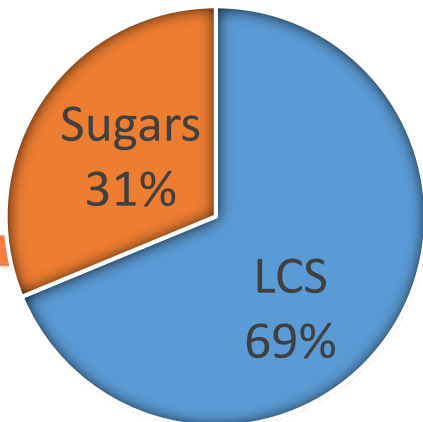
Sweeteners by the Numbers

19 pieces of Sweeteners content

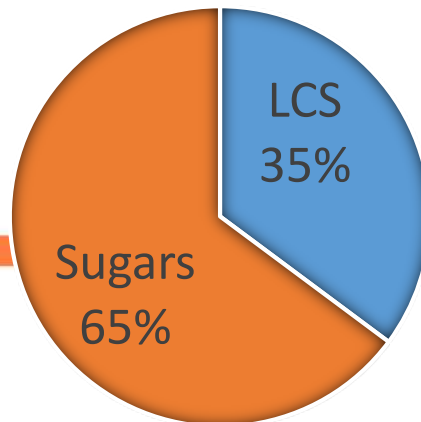
11.2M social impressions

20.6K social engagements

Content Pieces by Theme



Content Pieces by Page Views



Animated Video

"Aspartame: Satisfy Your Sweet Tooth" Video



**740,000
Views**

**80%
Positive
Feedback**

**Translated
into
Spanish**

This [animated video](#) was produced by a third-party vendor in collaboration with IFIC staff through a grant made to the IFIC Foundation from Ajinomoto, and IFIC member company and Sweeteners LSI member.

To date, the video has received more than 740K total online views via Facebook, Twitter and [YouTube](#). The video has also been translated with Spanish subtitles.

Educational Whiteboard Video Series

IFIC is partnering with Osmosis, a company that makes whiteboard videos for medical students and health professionals. The first video production of this new partnership is on carbohydrates and sugars and the expected release is Fall 2017. More IFIC-Osmosis videos may be developed in 2018 and beyond!

Why is IFIC partnering with Osmosis?

- Medical students receive inadequate nutrition education, yet the 2017 Food & Health Survey shows that doctors are a sought after source of nutrition information and a high degree of trust is placed in them.

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350,000+
subscribers

25,000
new
subscribers
per month

21+ million
total views

Issues Management

Because nutritive and non-nutritive sweeteners are some of the most studied (and scrutinized) components in our food supply, and these studies often garner significant media attention, IFIC's "Fast Take" rapid response issues management platform is a focus of the Sweeteners LSI.

9 of IFIC's **25** rapid responses in 2017 are on sweeteners

36% of IFIC issues management included sweeteners messaging

2.3M social impressions

7.7K social engagements

January 2017: [Borges et al.](#)May 2017: [Heyman MB, Abrams SA](#)January 2017: [Sylvetsky et al.](#)October 2017: [Peeters et al.](#)March 2017: [Micha et al.](#)July 2017: [Azad et al.](#)April 2017: [Pase et al.](#)May 2017: [EFSA on Soffritti et al.](#)

Spotlight: Low-Calorie Sweeteners

6 Low-Calorie Sweetener Infographics

New infographic series including Ace-K, Aspartame, Stevia, Sucralose, Monk Fruit and Saccharin. A November Facebook campaign is underway that will assess the interest in specific sweeteners among various demographics.

56,000+ November impressions



1 Health Professional Webinar

The Sweeteners LSI sponsored an IFIC-moderated low-calorie sweetener webinar featuring Dr. Berna Magnuson on February 16, 2017 for **100** members of the Academy of Nutrition and Dietetics.

eat right. Academy of Nutrition and Dietetics
The world's largest organization of food and nutrition professionals.
Formerly the American Dietetic Association.

Professional Presentations

3 sweeteners-focused professional presentations

300+ health professionals and industry leaders reached

- Academy of Nutrition and Dietetics
- Canadian Nutrition Society
- Calorie Control Council Annual Meeting



Media Placements

2 secured placements for interviews with IFIC staff on Sweeteners in:

- New Hope Network heavily quoting IFIC staff on sweeteners consumer research insights in [Sweeteners 2017 \[Deep Dive\]](#)
- Rachel Ray Magazine article in the November issue discussing the new Nutrition Facts label and added sugars labeling



New Hope.
NETWORK™

RACHAELRAY™



External Platforms

- 2 IFIC-authored articles on sweeteners topics posted to external websites



[Science replication case study: Sucralose](#)



[The Telephone Game, Sugars Edition](#)



IFIC Staff

Alyssa Ardolino, RD

Coordinator, Nutrition Communications

Ruth Ayres

Manager, Board Relations

Joseph Clayton

Chief Executive Officer

Silvia Dumitrescu, MBA

VP Communications

Stephanie Ferguson

Senior Manager, Operations & Meetings

Anthony Flood

Director, Food Ingredient Safety Communications

Kamilah Guiden

Manager, Digital Media

Alexandra Lewin-Zwerdling, PhD, MPA

VP Research & Partnerships

Geraldine McCann

SVP Finance and Administration

Megan Meyer, PhD

Director, Science Communications

Matt Raymond

Senior Director, Editorial Services

Liz Sanders, MPH, RD

Director, Research & Partnerships

Tamika Sims, PhD

Director, Food Technology Communications

Kris Sollid, RD

Senior Director, Nutrition Communications

Allison Webster, PhD, RD

Associate Director, Nutrition Communications

Thank you from all of us at IFIC!



Back row, left to right: Liz Sanders, Stephanie Ferguson, Joseph Clayton, Ruth Ayres, Megan Meyer, Kris Sollid, Matt Raymond, Tamika Sims
Front row, left to right: Geraldine McCann, Anthony Flood, Alexandra Lewin-Zwerdling, Silvia Dumitrescu, Alyssa Ardolino, Allison Webster, Kamilah Guiden