

2019 ANNUAL REPORT

INTERNATIONAL FOOD INFORMATION COUNCIL



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A LETTER FROM OUR CEO

This year has been a very active one for the International Food Information Council (IFIC) and Foundation. We've been hard at work on an initiative to simplify the structure of our two organizations in a way that better enables IFIC to stand up for the science and evidence behind our food and food system.

Early in the year, we tabulated and shared with IFIC members the results of a survey on the value of our committees known as Long-Standing Issue Groups or LSIs. These results were very positive, offering good-to-great scores across all LSIs as well as valuable insights on how LSI programs can be improved to meet emerging issues. We also relocated IFIC offices to a dynamic new coworking environment that offers our team—and all of you as IFIC members—access to highly functional, flexible work and meeting spaces. All of this occurred while we implemented the first year of a reduction in IFIC member dues, which continues into 2020.

The actions above represent 2019's efforts at IFIC to recognize, understand and manage external and internal change. For any organization operating in the food sector—businesses, associations and NGOs—this change is a permanent part of our landscape. But it's not why we're here. IFIC and the IFIC Foundation are here because science and evidence in food, nutrition and agriculture decision-making are being challenged like never before in a media environment bursting with bad information. But rather than spend too much time on the "why" of these changes, I'd like to focus this year on

results. What have we done to advance consumer understanding of science and evidence in food? How has our research agenda driven outcomes that advance the role of science and evidence in federal regulatory decisions? When the worst research headlines erupt (often coinciding with the weakest research methodologies), do our expert responses help your organizations communicate on these issues?

In 2019, IFIC's influence in food conversations expanded significantly. Our media impressions surpassed 4.5 billion—far and away a record for this organization and very much aligned with a purposeful shift to a stronger consumer focus several years ago. Visitors to [FoodInsight.org](https://www.foodinsight.org) viewed more than 2.7 million pages, and our social media audience surged to 428,000 followers. For the first time, our monthly web visits surpassed the [Food Babe's monthly visits](#)!

IFIC also served as an increasingly impactful resource for journalists, building important relationships with an array of media. In less than 11 months, we fielded 133 media inquiries from outlets such as *Healthline*, *The Washington Post*, *USA Today*, *Business Insider*, *NPR* and *The Huffington Post*—an increase of about 20% over 2018.

We continued to diversify IFIC's body of consumer research, both in subject matter and in the partners who help extend our reach. Our flagship [Food and Health Survey](#), now in its 14th year, attracted substantially increased media attention, resulting



in more than 1,000 articles in outlets including *The Guardian*, *The Daily Mail*, *Forbes* and *The Wall Street Journal*—an increase of 71% over 2018.

The IFIC Foundation partnered with the American Heart Association on research into how information on food labels influences dietary choices, and with the American Institute for Cancer Research on Generation X and attitudes related to diet and cancer risk.

Under a new LSI-centric approach to maximize opportunities for relevant, actionable consumer insights that our members care about, we studied individual questions of interest that otherwise might not have been the subject of an extensive survey. This approach yielded insights on “Environmental Sustainability, Plant and Animal-Based Protein Behaviors, Attitudes and Drivers” for the Ag Tech LSI; “Consumers’ Consideration of Food Waste” for the Eating Patterns Across the Lifespan LSI; “Understanding Nutrient Density” for the Nutrients for Health LSI; and “Potassium Chloride Nomenclature” along with “Attitudes and Perceptions of Food Dyes and Additives,” both for the Food Ingredients LSI.

Other accomplishments specific to LSIs included the Future of Food Summit, a cross-collaboration project between the Ag Tech, EPAL, and N4H and Sweeteners LSIs, in partnership with Meredith Corp.’s *EatingWell*.

IFIC LSIs also conducted issues management efforts that included ten *Fast Takes* on topics including, but not limited to, ultra-processed foods, caffeine, low- and no-calorie sweeteners and the Dirty Dozen as well as new content under IFIC’s partnership with Osmosis to reach healthcare providers with evidence-based nutrition messages on key topics.

A revamped version of Understanding Our Food’s Process This campaign went live in October. Its creative direction focuses on several high-priority

“...SCIENCE AND EVIDENCE IN
FOOD, NUTRITION AND AGRICULTURE
DECISION-MAKING ARE BEING
CHALLENGED LIKE NEVER BEFORE IN A MEDIA
ENVIRONMENT BURSTING WITH
BAD INFORMATION.”

topics and was driven by focus group findings around processed and ultra-processed foods. We launched a microsite that serves as a consumer-friendly, go-to resource on caffeine. And the Spanish and Portuguese versions of FoodInsight.org attracted a record 875,000 combined unique visitors in less than 11 months, along with 6.8 million impressions.

In 2020, IFIC will continue to put science in the spotlight, channeling information to where consumers and influencers seek it out. We thank you for the support that made the accomplishments in this report possible, and for our work together in the years to come.

JOSEPH CLAYTON
CHIEF EXECUTIVE OFFICER

The background of the slide is a collage of fresh produce. In the top left, there are mushrooms and a root vegetable in a mesh bag. To the right is a bunch of leafy greens. In the bottom right, there are potatoes in a mesh bag. A green rectangular box with a thin white border is centered over the image, containing the text 'CONSUMER RESEARCH'.

CONSUMER RESEARCH

CONSUMER RESEARCH OVERVIEW

Our research agenda continues to provide new insights, data and strategic direction for IFIC and its members. 2019 marked another year of fruitful partnerships and a well-rounded set of issues that have helped generate continued conversation, content, media attention and enhanced credibility for the organization. IFIC continues to share its research findings with government agencies, food and agriculture experts and industries, beverage companies, academics and a broad range of NGOs.

2019 research included not only our signature *Food and Health Survey*, now heading into its 15th year, but also an increased emphasis on timely and relevant LSI issues. For the past several months, through an LSI-centric approach, additional timely and LSI-relevant surveys have been fielded. Additionally, we have focused consumer research on issues that inform and support government agency needs; this includes the Food and Drug Administration's (FDA) call for comments on names used for the salt substitute potassium chloride.



Staff

Alexandra Lewin-Zwerdling, PhD, MPA
Research Consultant

2019 RESEARCH PROJECTS

The 2019 Food and Health Survey

This year marked IFIC's 14th *Food and Health Survey*, tracking the latest food and diet trends, eating behaviors, attitudes and purchase drivers. New areas, like regenerative agriculture and plant-based protein consumption, were included among other trended questions.

Attitudes and Perceptions of Food Dyes and Additives

This proprietary research examined existing and proposed regulatory changes in California related to food additives and dyes. The survey included a representative sample of Californians to understand their attitudes towards a variety of ingredients found in packaged foods. To learn more about this project, please see the Food Ingredient Safety LSI section (page 28).

Food and Health: Special Report on the Gen X Population

IFIC partnered with the American Institute for Cancer Research on a special report focused on individuals ages 40–55. This report compared this population to the general consumer population and included additional questions specific to perceived links between dietary choices and reduced cancer risk.



Potassium Chloride Nomenclature

When the Food and Drug Administration issued a request for comments on allowable names for potassium chloride, we fielded a survey to garner unique insights on consumer understanding and attitudes towards salt, sodium and the salt substitute potassium chloride. Results were submitted to the FDA as part of IFIC's comments and were extensively cited by other companies and organizations in their public comments. To learn more about this project, please see the Food Ingredient Safety LSI section (page 28).

LSI-Centric Research Opportunities

In addition, through a new LSI-centric research opportunity, we conducted tailored research projects designed to bring additional member value on timely topics within the LSI structure. This year, we fielded three additional surveys. Please see below for more information on the different projects.

1

Behaviors, Drivers and Attitudes on Environmental Sustainability, Plant and Animal-Based Proteins

While the *Food and Health Survey* began to explore consumers' interest in plant-based protein, this survey dove deeper into protein consumption patterns as well as the perceived environmental sustainability and healthfulness of both plant and animal-based proteins.

2

Understanding Nutrient Density

This survey examined how consumers understand and identify nutrient-dense foods, seek them out and ultimately make purchase decisions.

3

Consumers' Consideration of Food Waste

Reducing food waste has been a topic of interest when it comes to making environmentally friendly decisions. This survey explored whether, how and why consumers consider food waste in the context of both their food purchases and their behaviors at home.

A top-down view of a workspace. In the upper left, a portion of a silver laptop is visible, showing a keyboard with Cyrillic characters and a trackpad. The background is a solid, bright yellow. In the lower right, there is a small white bowl filled with cashew nuts. To the left of the bowl, a green apple is sliced in half. In the lower center, a clear glass bowl is filled with green pumpkin seeds. To the right of the seeds, a banana is partially peeled. In the lower left, another whole green apple is visible. A large, semi-transparent red rectangle with a thin white border is positioned in the center, containing the word "COMMUNICATIONS" in white, bold, sans-serif capital letters.

COMMUNICATIONS

COMMUNICATIONS OVERVIEW

2019 has been another record-breaking year for key performance metrics across all channels and platforms.

While the following section will outline our strategies and successes, our broader goals for this year focused on:

- Expanding our issues management capabilities by offering tailored LSI reports as well as crisis communication efforts
- Strengthening our social engagements while continuing to grow social media followers
- Securing high-level media placements in key outlets
- Driving traffic to IFIC content and turning website readers into repeat visitors

KEY OUTCOMES

4.5 BILLION

media impressions

2.7 MILLION

web visits

428,000

social media followers



Staff

Silvia Dumitrescu, MBA
VP, Communications

Megan Meyer, PhD
Director, Science Communications

Jenny Phillips
Manager, Communications

ISSUES MANAGEMENT

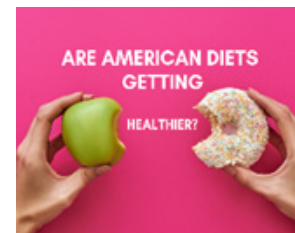
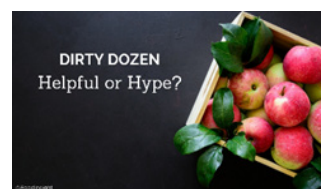
Issues management is part and parcel of our day-to-day work and is vital for the cross-collaboration that takes place between the communications department and the LSIs. Each day, we evaluate the media environment, scanning news articles, social media pages and forums for member-specific concerns. Based on this monitoring, we work closely with the LSIs to manage various issues, ranging from tailored media analyses to brand-new crisis response resources to targeted social media campaigns. In addition, we work with select journalists, connecting them with our experts.

This year, our issues management platform has continued to grow, covering topics such as the EAT-LANCET report, ingredients such as caffeine and low-calorie sweeteners, ultra-processed foods, eating patterns and health, the Dirty Dozen and red meat recommendations. We were able to secure IFIC experts in stories related to some of these issues in outlets such as *Shape*, *The Kitchn*, *Parents*, *Martha Stewart*, *Men's Health* and *Healthline*.

KEY OUTCOMES

2.7 MILLION
impressions

98,000
engagements



MSG Overview

MENTIONS OVER TIME



MENTIONS



ENGAGEMENT OVER TIME

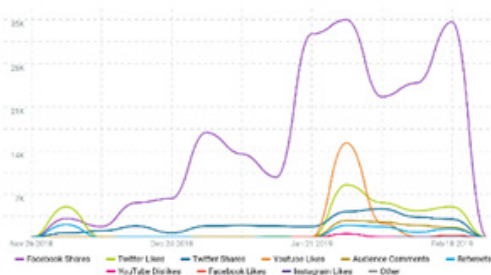


ENGAGEMENT



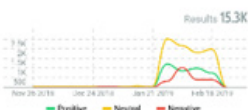
MSG Engagement Breakdown

ENGAGEMENT SPLIT



MSG Sentiment Breakdown

SENTIMENT OVER TIME



SHARE OF SENTIMENT

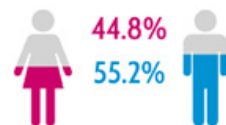


SENTIMENT KEY DRIVERS

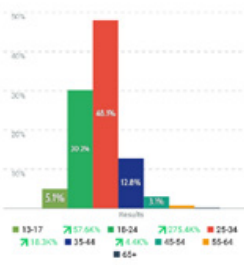


Demographics

GENDER



AGE



SOCIAL LISTENING REPORTS

Complementing our issues management capabilities, this year we developed issue-specific social media listening reports based on LSI priorities. These reports look at social media trends, topics and themes and can assist LSIs in developing social media campaigns, audience segmentation and future content.

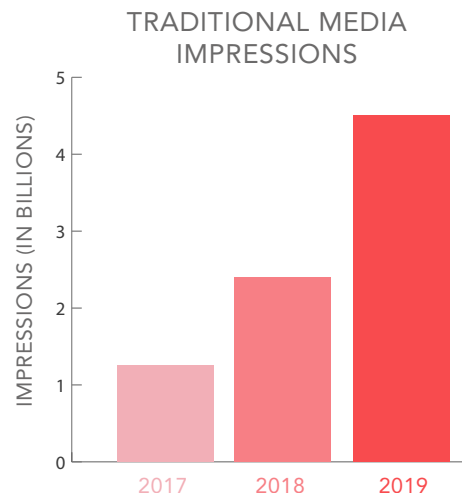
Reports focused on:

- Caffeine
- CBD
- Food colors
- Food packaging and recycling
- MSG
- Natural sugars and sugar alcohols
- Pesticides and the Dirty Dozen
- Ultra-processed foods

SOCIAL AND TRADITIONAL MEDIA

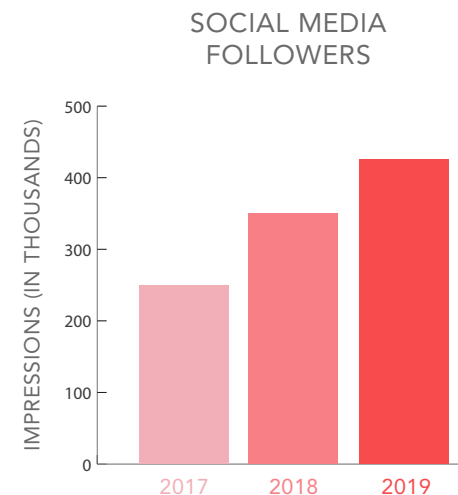
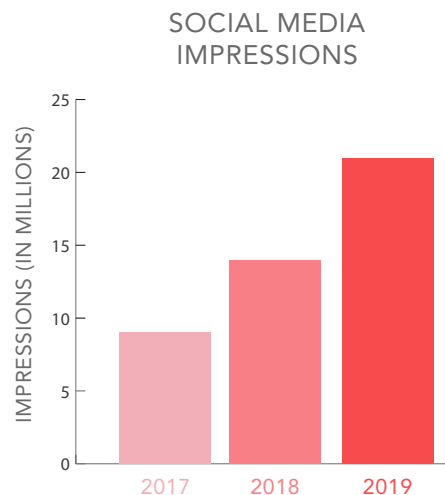
Traditional Media

We continued to grow IFIC traditional mentions based on the 2018 record-breaking number of impressions and media interviews. As such, 2019 shattered 2018's digital media metrics: IFIC earned 4.5 billion impressions, which is nearly two times the impressions from 2018.



Social Media

This year, we focused a large portion of our efforts on establishing and strengthening our Instagram profile. As such, our Instagram community and followers grew by more than 550%. In addition, our Instagram page garnered over 5.2 million impressions and nearly 60,000 engagements, an increase of 1,218% and 440%, respectively, compared with 2018.



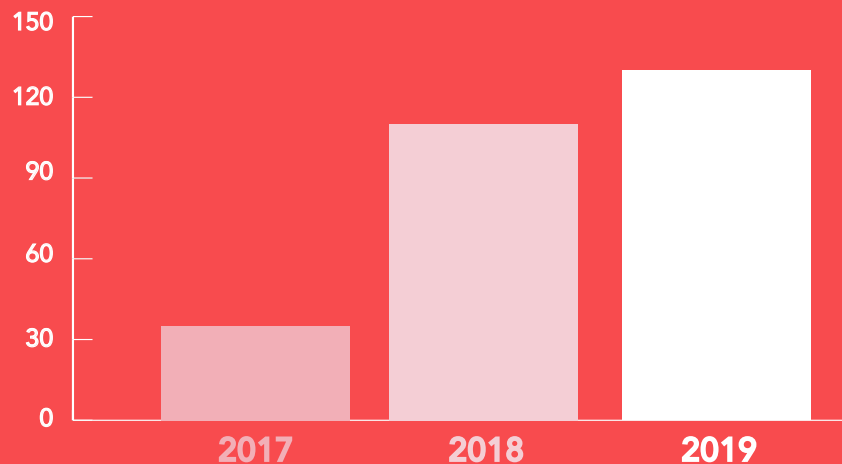
MEDIA ENGAGEMENT

Cultivating and strengthening relationships with media was also a key priority. For the third year in a row, we have met with journalists to discuss our consumer research and connect them with our experts. This summer, we completed six deskside meetings with journalists from *CNBC*, *Parents*, *Time*, *Popular Science*, *Business Insider* and *Healthline*. In addition, we reached out to our network of several hundred journalists—a network cultivated from in-person meetings and phone calls—to discuss upcoming stories and projects. This outreach has led to year-over-year increases in media interviews and placements. In less than 11 months, we have completed 133 media interviews, more than 20 additional interviews than in 2018.

IFIC has monthly contact with the following media outlets:



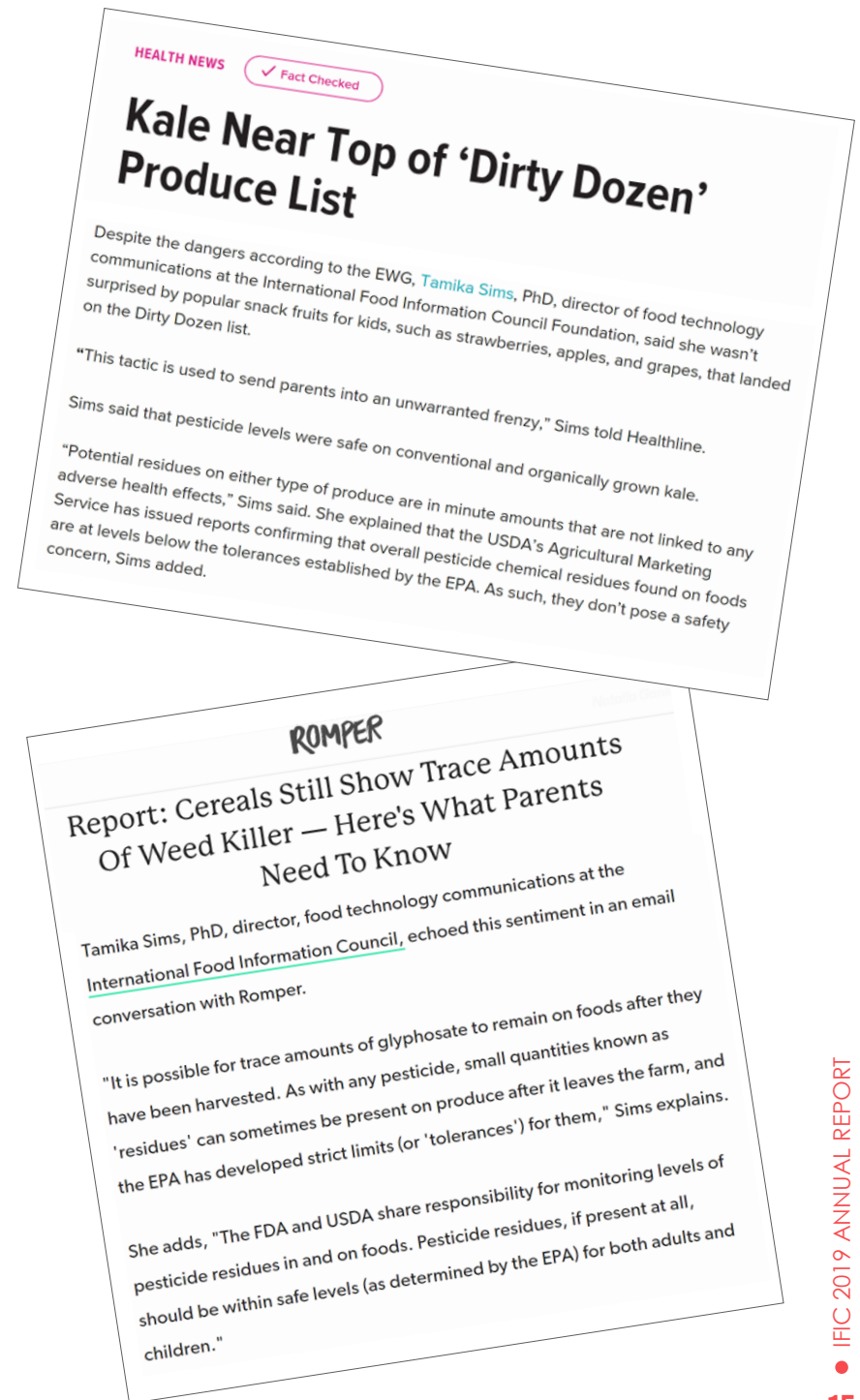
MEDIA INTERVIEWS



MEDIA ENGAGEMENT IN ACTION

Food Production

- * This year resulted in the most engagement and media placements to date on topics related to pesticides, especially in the context of the Dirty Dozen. When the 2019 Dirty Dozen report was published, IFIC connected with nearly a dozen journalists and was placed in seven articles in outlets such as [Healthline](#), [Martha Stewart](#), [Men's Health](#) and [Shape](#).
- * Another placement focusing on pesticides centered on a few recent Environmental Working Group reports that examined the levels of glyphosate in oat-based products such as breakfast cereals and granola bars. When the latest report surfaced from EWG, IFIC was able to secure a placement in [Romper](#), a popular outlet tailored to millennial moms that receives about 8.5 million visitors per month.



Food Safety

- ★ Food recalls and foodborne illness outbreaks continued to be widely covered this year, and our in-house experts were featured in *Martha Stewart* and *Livestrong*, which receive 7.5 million and 22 million monthly visitors, respectively.
- ★ Complementing IFIC's efforts with the launch of the caffeine microsite, outreach to reporters about caffeine was a focus for 2019. As such, IFIC secured a placement with *Reader's Digest*, which receives 10.3 million visitors per month, focusing on amounts of caffeine in different types of coffee.
- ★ MSG was another priority ingredient that IFIC focused on in 2019, with the development of the MSG Osmosis video (See page 55). Through proactive outreach, IFIC was able to secure a placement in *Better Homes & Gardens*, which receives 10.7 million visitors per month, speaking about the science, safety and misconceptions surrounding MSG.



Here's everything you need to know about the price and health benefits.

Here's what a registered dietitian thinks.

...ful thing, but it's not a cure-all:

...health stories ma

"With a few exceptions, the types of sugars we eat each provide about four calories per gram and are healthy. I am Kris Sollid, registered dietitian and senior director at the International Food Information Council.

"While [honey](#) does contain some vitamins, antioxidants such as flavonoids and phenols would have to consistently eat to realize components would be outweighed by the provided by that amount of honey."

Fortified Cereal

"Many cereals are iron-fortified, but it's best to aim for all-bran, complete, wheat flakes cereals because they generally contain whole ingredients and high fiber, in addition to iron," MaryKate O'Riordan, R.D., L.D.N. says. "Kellogg's All-Bran is a great option because it has 18 mg iron in a 1/3 cup serving, in addition to a low sugar count of only 5 grams."

in orange or other citrus
rich in vitamin C, which
tion," Ali Webster,
Director of Nutrition
ational Food
dation, sa

Marketing?

According to Kris Sollid, RD from the International Food Information Council, "for weight loss, research consistently shows us that the best diet is the one you can stick to for the long term. Aside from body weight, there are questions about the nutritional adequacy of Ketogenic and Paleo diets. Avoiding carbs completely means you may be missing out on important nutrients." Missing nutrients may include magnesium, fiber and vitamin B, all of which are important for long term health. Food producers often capitalize on fast moving food trends by touting lofty health claims with slim scientific backing, so the onus falls on consumers to research the diet that works best for them.

One common assumption people have about intuitive eating is that it's a lazy excuse for eating whatever you want — but it's way more nuanced than that. We know traditional diets that encourage restriction with an end-goal of weight loss are not sustainable long-term, so they

✳ Sweetener-related topics were also covered in the media, with outlets such as The Huffington Post, Muscle & Fitness and MSN publishing articles that featured IFIC experts focusing on topics such as added sugars and sugar alcohols. These outlets receive 96.5 million, 3.1 million and 722 million visitors each month, respectively.

- Macro- and micronutrients remained top-of-mind for reporters, and IFIC staff were quoted in USA Today and Woman's Day, which receive 123.3 million and 5.3 million visitors per month.

- ✳ Different dietary patterns such as fad diets and mindful and intuitive eating continued to be a focus for many outlets, with IFIC staff commenting in outlets such as [The Huffington Post](#), [Forbes](#), [USA Today](#) and [Refinery29](#).

'I. love. bread.': Why your love affair with carbs doesn't have to end

Why your love
 carbs doesn't have

Rasha Ali USA TODAY

Kris Sollid, a registered dietitian and the senior director of Nutrition Communications at the International Food Information Council Foundation, says that the emerging popularity of low-carb diets has given carbohydrates a reputation.

"Bread is shunned in low-carbohydrate eating plans, but carbohydrates are still Sollid said.



AGRICULTURAL TECHNOLOGY AND SAFE FOOD PRODUCTION LSI

ABOUT THE AG TECH LSI

The Ag Tech LSI works on issues related to the safety and benefits of food technology, including:

- Agricultural inputs
- Food security
- Food safety
- Sustainability
- Modern animal and crop agriculture

This LSI has spent a significant portion of 2019 focusing on advances in biotechnology, pesticide residues and safety, regenerative agriculture, impacts of climate change on food production, environmental sustainability, access to plant-based proteins and food packaging recycling and reliability.

In each of these focus areas, the LSI created new communication resources, developed new consumer research, delivered member-only webinars, engaged with journalists, and delivered IFIC communication insights to member companies and related stakeholder groups.



Members

| | |
|-----------------------|--------------------------|
| Abbott Nutrition | Corteva Agriscience |
| Bayer CropScience LP | Danone North America PBC |
| Cargil, Incorporated | Mars, Incorporated |
| The Coca-Cola Company | Zoetis |

Co-Chairs

Beth Ellikidis, Zoetis
Joe Kelsay, Corteva Agriscience

Staff

Tamika Sims, PhD
Silvia Dumitrescu, MBA

PROJECT HIGHLIGHTS

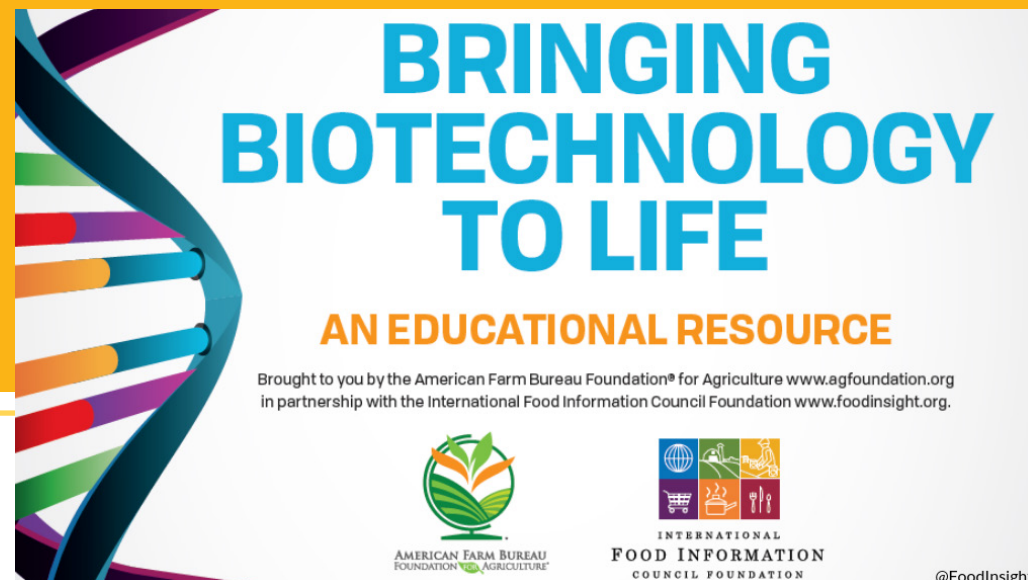
Environmentally Sustainable and Healthy Diets Research

The “Survey of Consumers’ Attitudes and Perceptions of Environmentally Sustainable and Healthy Diets” highlights where protein choices for consumers may be headed and how this overlaps with what consumers perceive as constituting a well-rounded and environmentally sustainable diet. The research was publicly released in September at the IFIC-*EatingWell* Future of Food Summit in New York City.

This research has provided insights to LSI members on how consumers’ sustainability concerns may impact protein choices. The insights have been used for IFIC-derived resources and will fuel future research opportunities.

Biotechnology Education Resource

IFIC collaborated with The American Farm Bureau Foundation for Agriculture to develop “Bringing Biotechnology to Life,” a guide for science educators focused on biotechnology and its role in food production. This unit of instruction addresses national learning standards for the 7th through 10th grades. In addition, sequential lessons guide the learner through the process of understanding DNA, selective breeding over time and agricultural biotechnology today, including foods produced through biotechnology.



2019 Future of Food Summit

In partnership with *EatingWell* Magazine, the Ag Tech LSI helped organize a one-day event in New York City that brought together academics, journalists, food industry leaders and dietitians to discuss the evolution of food production, consumer choices and nutrition. You can read more about this special event in the Special Projects section on page 50.

2019 Specialized Member-Only Webinars

- “Advances in Foodborne Pathogen Detection” (March 2019): Given by Dr. Renata Ivanek (Cornell University) and Dr. Lili He (University of Massachusetts–Amherst)
- “Insights on USDA/Agricultural Marketing Service (AMS) Bioengineered Food Labeling” (May 2019): Given by Trevor Findley, USDA Deputy Director of the Food Disclosure and Labeling Division and Denise Sylvester, USDA Branch Chief of the Food Disclosure and Labeling Division
- “Data Use for Transparency and Traceability” (November 2019): Given by Ann Lambrecht of Data Fastlane, formerly of IBM. Ann is a certified IBM project executive and blockchain architect.

Social Media Campaigns

The Ag Tech LSI ran four social media campaigns in 2019. These campaigns helped to promote educational resources, gauge social conversations surrounding these topics and offer insights for future social campaigns and digital resources. Topics included the Dirty Dozen and pesticide safety, biotechnology education resources for school-aged children, single-use packaging and recycling, and One Health Day.



HIGHLIGHTED RESOURCES

[IFIC Foundation Creates One Health Day Awareness](#)

[Growing Upwards: Q & A on Vertical Farming](#)

[What is Regenerative Agriculture?](#)

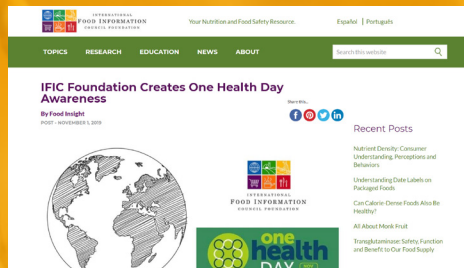
[Single-Use Plastic Packaging: A Rundown](#)

[What You Need To Know About Climate Change and Our Food](#)

[Earth Day 2019: Taking Some Time for Soil Appreciation](#)

[The Conventional vs. Organic Produce Boxing Ring: Round 2019](#)

[A Little Q&A on CRISPR Cows](#)



A photograph of a family sitting at a dining table. An older woman with short dark hair, wearing a dark blue top, is laughing heartily. Next to her, a young boy is also laughing, with his hand near his mouth. In the foreground, the back of a person's head with long brown hair is visible. To the left, a man with glasses is partially visible, looking towards the others. The table has a white tablecloth, a glass of water, and a plate. The background shows a modern kitchen with white cabinets.

EATING PATTERNS ACROSS THE LIFESPAN LSI

ABOUT THE EATING PATTERNS ACROSS THE LIFESPANS LSI

The EPAL LSI primarily addresses issues related to eating patterns, snacking, food waste, mindful and intuitive eating and feeding practices for the 0–24 months age group. This year, the EPAL LSI:

- Created two videos: one on the first year of life feeding practices and another on cultivating smarter snacking habits
- Introduced new questions on snacking into the *Food and Health Survey* related to frequency and motive
- Conducted consumer research on attitudes and perceptions of food waste
- Advanced sound, research-based content on eating patterns and mindful eating
- Ran several social media campaigns targeting audiences of member interest



Members

Danone North America PBC
Compass Group
Mars, Incorporated
Mondelez International

Chair

Deb Kalisher, RD
Mars, Incorporated

Staff

Kris Sollid, RD
Ali Webster, PhD, RD
Alyssa Pike, RD

PROJECT HIGHLIGHTS

Social Media Campaigns

The EPAL LSI ran four social media campaigns in 2019 on topics ranging from 0–24 months, food waste, snacking, and mindful and intuitive eating. These campaigns were promoted on several social media platforms in order to reach a wide array of audiences, including parents, millennials and boomers. Total metrics for these campaigns included over 1.1 million impressions and over 53,000 engagements. These insights have been used for IFIC-derived resources and will fuel future research opportunities.

Snacking

Interest in snacking continues to surge in today's media and food environments. Consequently, IFIC Foundation's 2019 *Food and Health Survey* introduced questions related to the frequency and motive of snacking. According to our research, almost everyone (97% of survey respondents) snacks at some point during the week. Close to one-third (31%) of respondents reported snacking a few days a week, while 33% reported snacking once per day and nearly one-quarter (24%) reported snacking multiple times per day.

Due to the prevalence of snacking illuminated in the *Food and Health Survey* and an increase in member interest around snacking, the EPAL LSI supported a [video](#) that highlighted three ways to snack smarter. This video, along with its accompanying blog post, garnered 13,400 unique page views, 710,000 impressions, and 15,500 video views through a social media campaign.



The Do's and Don'(u)ts of Mindful Eating



Mindful and Intuitive Eating

Mindful and intuitive eating are priorities for members of the EPAL LSI. For this reason, IFIC staff published an in-depth review of "[The Science Behind Mindful Eating](#)." Additionally, IFIC staff authored two other articles related to changing the negative language around the food we eat: "[Four Tips for Eating Healthy Without Going on a Diet](#)" and "[Let's Change the Way We Talk About Food](#)."

The 2019 Food and Health Survey found millennial women are most interested in learning more about mindful and intuitive eating. These findings informed two different social media campaigns on Instagram resulting in 122,500 impressions and 1,680 engagements.

Eating Patterns Series

Trendy diets are constantly touted in our media environment, which often leaves consumers confused about their own food choices. The EPAL LSI published seven explainer pieces for popular diets in 2019. These posts explain the basic premise of a given diet, what the research says about the diet's impact on health, and how consumers can use this information to guide their personal food choices. This year the article series has published on the [Pegan diet](#), the [Paleo diet](#), [intermittent fasting](#), the [Volumetrics diet](#), the [Flexitarian diet](#), the [vegan diet](#) and the [MIND diet](#). In 2020, this series will cover the diets reviewed and potentially recommended by the 2020 Dietary Guidelines Advisory Committee.

Birth to 24 months

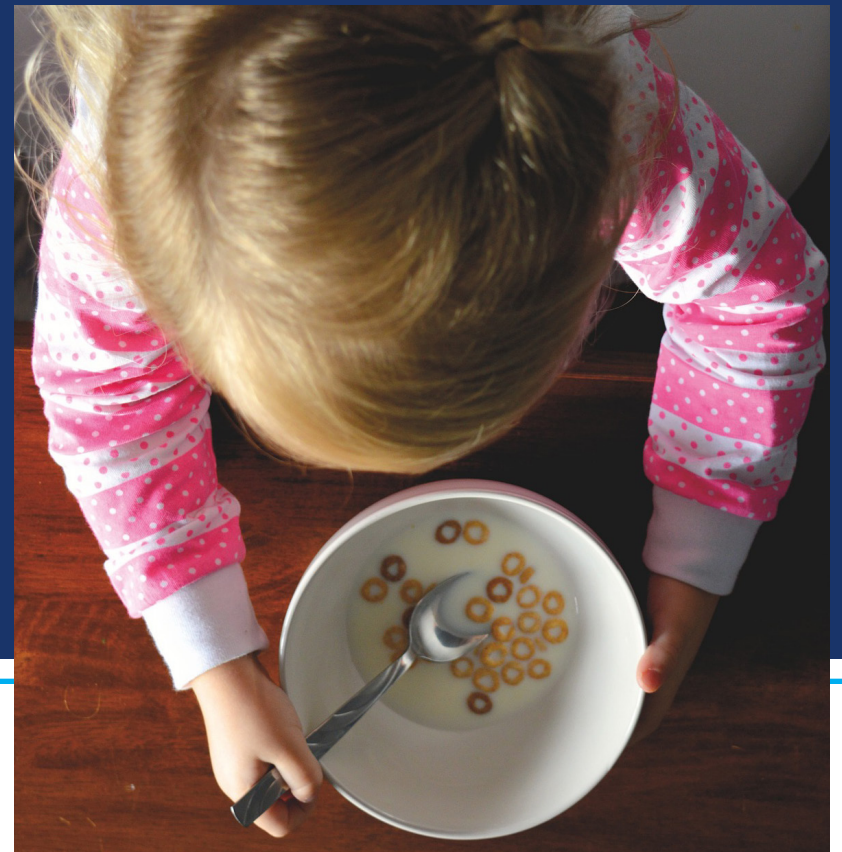
The 0–24 month age range is a priority for this LSI. As such, in 2019 IFIC developed relevant, diverse content related to caffeine during pregnancy, the introduction of foods to infants and picky eating. Content types included a printable PDF guide, a video, an infographic and an evidence-based blog post.

2019 Future of Food Summit

With support from the Eating Patterns Across the Lifespan LSI, the IFIC Foundation partnered with *EatingWell* magazine to host a one-day event in New York City bringing together academics, journalists, food industry leaders and dietitians to discuss the evolution of food production, consumer choices and nutrition. The 200 attendees had the opportunity to learn, network and discuss the above-mentioned topics at this one-of-a-kind event. You can read more about this special event in the Special Projects section on page 50.

CACFP Partnership

IFIC Foundation continued their 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.





FOOD INGREDIENT SAFETY LSI

ABOUT THE FOOD INGREDIENT SAFETY LSI

The Food Ingredient Safety LSI's primary focus areas are chemicals in food, additives and ingredients, food allergens and CA Prop 65. The LSI provides science-based issues management to clarify misperceptions related to ingredient safety.

In 2019, the LSI focused on content development for emerging issues and produced timely research related

to the OEHHA Risk Assessment on Synthetic Food Dyes as well as consumer understanding of the term "potassium chloride salt." Additionally, we produced special reports and resources on caffeine use, MSG in food and emerging food allergens.



Member Companies

Abbott Nutrition, Inc.
Ajinomoto Health & Nutrition
North America, Inc.
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The Hershey Company
Kerry Ingredients

Mars, Incorporated
McCormick & Company, Inc.
Mondelez International
PepsiCo
Red Bull North America
The Coca-Cola Company

Co-Chairs

Chad Weida, Abbott Nutrition, Inc.
Joseph Scimeca, PhD, Cargill, Incorporated

Staff

Tony Flood
Silvia Dumitrescu, MBA

PROJECT HIGHLIGHTS

Food Colors Study

The LSI received special funding to conduct a survey among 1,000 Californians as part of our overall issues management strategy addressing food colors. The goals of this study were to 1) assess consumer attitudes toward food additives and food colors and their perceived risks; and 2) determine if the ingredients list is an appropriate risk mitigation tool for shoppers who want to avoid food colors.

This research was conducted in response to a Risk Assessment on Synthetic Food Dyes being conducted by the Office of Environmental Health Hazard Assessment, a division of CalEPA. The results will be used to understand consumer attitudes and behavior regarding the presence of color additives in foods and beverages.

Partnering on Food Allergens

This year the Food Ingredient Safety LSI reconnected with past partners to address the critical topic of food allergies. In particular, we made great strides in engaging with Food Allergy Resource and Education (FARE). FARE became a contributor to our newly developed “[Food Allergy Facts](#)” resource along with the Food Allergy and Anaphylaxis Connection Team (FAACT), thus strengthening our relationship with the two leading consumer food allergy organizations in the U.S. In addition, IFIC was invited by FARE to become a collaborator alongside other domestic and international organizations interested in increasing awareness around food allergies. As a collaborator, we contribute food allergy resources and posts to the FARE monthly e-newsletter, which has a circulation of upwards of 500,000 individuals and organizations in the U.S. and across the globe. Notable additional collaborators include the American Society for Nutrition, Feeding America and the National PTA.



Special Projects

In 2019, the Food Ingredient LSI produced resources specific to caffeine and MSG. These projects are covered in detail on pages 53 and 55, respectively.

CAFFEINE WEBSITE

- * This microsite strategically leveraged paid campaigns via Facebook and Instagram. In less than one year, we had over 1.1 million impressions and more than 20,000 page views.

MSG VIDEO

- * Developed in partnership with Osmosis, a group that focuses on health science education, the MSG video is the seventh installment of IFIC's Nutrition 101 series.



Nutrition 101 Video Series: Monosodium glutamate (MSG)

By Kris Sollid, RD
POST - OCTOBER 9, 2019

Share this...



This is the seventh installment of our "Nutrition 101" video series, presented in partnership with Osmosis, a group that focuses on health science education, highlighting the basics of several nutrition topics. For a look back at what we've covered so far, watch our videos on fats, carbohydrates and sugars, hydration, low-calorie sweeteners, protein and gut health.



Food Allergens

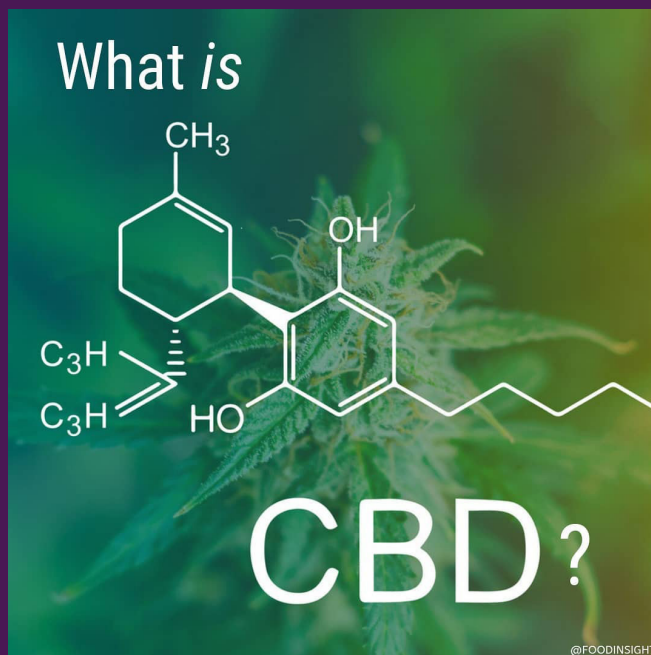
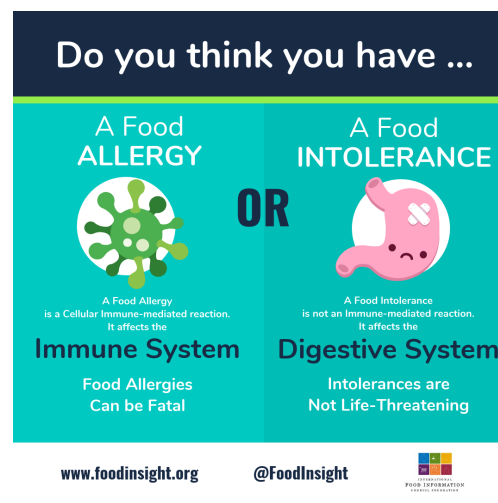
The IFIC Food Ingredient Safety LSI was instrumental in the addition of new food allergy questions to the 2019 Food and Health Survey. These new data points are a testament to our goal to increase public awareness of food allergens, and the responses to these new survey questions will help us grow relationships with the Food and Drug Administration (FDA) as well as researchers, industry leaders and health authorities across the globe. These data were presented at the third International Conference on Food Fraud and Food Allergen Management, which attracted food allergy stakeholders from the U.S. and abroad.

Potassium Chloride Research

The Food Ingredient Safety LSI conducted consumer research regarding “potassium chloride salt” nomenclature. This study was conducted in response to the FDA’s Open Comment period for use of this alternate ingredient name. The results indicated that consumers are not familiar with the proposed phrasing and that the use of the term “chloride” would not be received favorably by consumers. These data were made available to the FDA during the comment period.

Social Media Campaigns

In addition to its 10+ new resources on food allergens, the LSI completed a proactive social media campaign to increase allergen awareness via targeted consumer outreach. In just a week, the two creatives yielded 86,000 impressions and 1,289 page views, driving consumers to the revamped food allergy guide.



New Resources

- * [CBD vs. THC](#)
- * [Cannabinoids as Food Ingredients](#)
- * [Metals: Get the Lead Out](#)
- * [Food Allergy vs. Intolerance](#)
- * [Food Allergies Throughout the Lifespan](#)
- * [Sesame: The Next Major Food Allergen](#)



NUTRIENTS FOR HEALTH LSI

ABOUT THE NUTRIENTS FOR HEALTH LSI

The N4H LSI works on issues related to nutrients and healthful components in packaged foods, including dietary fats, functional foods (including fortified foods), protein and enriched and whole grains.

For this LSI, 2019 was dedicated to focusing on updating foundational resources, including new fact sheets on fiber and whole grains, and outreach to health professionals through educational videos on protein and pre- and probiotics. N4H also produced its first LSI-centric survey, which aimed to assess knowledge and applications of the concept of nutrient density.



Members

Barilla Group
Cargill, Incorporated
Danone North America PBC
Corteva Agriscience

General Mills, Inc.
Mars, Incorporated

Chair

Jessica Campbell, PhD
General Mills, Inc.

Staff

Kris Sollid, RD
Ali Webster, PhD, RD
Alyssa Pike, RD

PROJECT HIGHLIGHTS

Osmosis Partnership

In 2019, IFIC continued its collaboration with [Osmosis.org](https://osmosis.org). This partnership provides food and nutrition education to current and future health professionals in the form of whiteboard videos made publicly available on [FoodInsight.org](https://www.foodinsight.org) and the [Osmosis YouTube channel](https://www.youtube.com/channel/UCv8v8v8v8v8v8v8v8v8v8v8), which has 1.25 million subscribers. To date, our seven videos produced with Osmosis—three of which were supported by the N4H LSI—have surpassed 535,000 views, significantly expanding our exposure and reach into the health professionals' audience.

The N4H LSI supported two Osmosis videos in 2019 on the topics of protein and pre- and probiotics.

★ PROTEIN

Discussions around protein took center stage in 2019 due to the popularity of diets like keto and paleo as well as the important conversations about plant- and animal-based protein sources. This eight-minute [video](#) covered the basics of protein, its digestion and absorption, food sources and dietary recommendations. The topic has proved to be extremely popular, garnering nearly 90,000 views on the Osmosis YouTube channel since its release in February 2019.



★ PRE- AND PROBIOTICS

The gut microbiome remains an intensely studied and scrutinized area of research and consumers are hungry for information on how food and beverages impact their digestive health. We released a six-minute [video](#) on pre- and probiotics, which covered foundational information on the gut microbiome, descriptions of pre- and probiotics and their regulatory definitions, food sources of these food components and their impacts on human health. To date, this video has received over 26,000 views.

In conjunction with National Nutrition Month, IFIC's N4H and Sweeteners LSI ran a joint social media campaign targeted towards fitness professionals, one of this LSI's key audiences, and highlighted videos we've produced with Osmosis on three macronutrients: [Carbohydrates and Sugars](#), [Dietary Fats](#) (a 2018 LSI project) and [Protein](#). This campaign resulted in nearly 75,000 total views across the three videos.

Fiber and Whole Grains

An important strategy for the N4H LSI is to ensure that our content is up to date and relevant in relation to federal agency guidance and during periods of anticipated media attention, such as what may result from the 2020 Dietary Guidelines Advisory Committee deliberations and the FDA Nutrition Innovation Strategy output. As such, updates to the fiber and whole grains fact sheets were a key LSI priority for 2019. These resources were tailored toward a health professional audience and serve as the scientific underpinning for our consumer-friendly messaging. A fall 2019 social media campaign targeting young dietitians and medical students garnered over 188,000 impressions, nearly 2,000 page views and an average time-on-page of 3 minutes, 20 seconds—indicating that readers were engaged and interested in learning more about these topics.



LSI-Centric Survey

Consumer research is one of the key outputs of the IFIC Foundation, and the recent addition of regularly programmed, LSI-directed surveys further strengthens this pillar. The N4H LSI's first survey was focused on knowledge and purchasing behaviors around nutrient density. The results demonstrated that many people are familiar with the concept of nutrient density but are split on how confident they are in identifying nutrient-dense foods, among many other insights.

"What Is" Series

Articles in this series offer in-depth, evidence-based information on important nutrients that may be underappreciated by or unfamiliar to the public. These articles aim to reach a general public audience and clear up the confusion many consumers face when looking for information on these food components. Topics of this series have thus far included folate, chromium, calcium, potassium, zinc, lutein, lycopene and choline.

2019 Future of Food Summit

With support from the Nutrients for Health LSI, the IFIC Foundation partnered with *EatingWell* magazine to host a one-day event in New York City bringing together academics, journalists, food industry leaders and dietitians to discuss the evolution of food production, consumer choices and nutrition. The 200 attendees had the opportunity to learn, network and discuss the above-mentioned topics at this one-of-a-kind event. You can read more about this special event in the Special Projects section on page 50.



SWEETENERS LSI



ABOUT THE SWEETENERS LSI

The Sweeteners LSI covers caloric and non-caloric sweeteners, as well as sugar alcohols, with a mission to create an environment in which the best available science on sweeteners is more widely disseminated and discussed in a constructive and transparent manner. In 2019, the Sweeteners LSI focused on turning its scientifically dense resources into consumer-friendly content.



Members

Ajinomoto Health & Nutrition
North America, Inc.
Atkins Nutritionals, Inc.
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The Coca-Cola Company
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General Mills, Inc.
Heartland Food Products Group
The Hershey Company
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Mondelez International

Chair

Jessica Smith, PhD
General Mills, Inc.

Staff

Kris Sollid, RD
Ali Webster, PhD, RD
Alyssa Pike, RD

PROJECT HIGHLIGHTS

Nutrition 101 Video Series: The Lowdown on Low-Calorie Sweeteners

By Kris Solliid, RD

POST - DECEMBER 13, 2018

Share this...



This is the fourth installment of our video series in partnership with Osmosis, a great resource for continuing education, highlighting the basics of several nutrition topics. The Nutrition 101 series covers topics such as fats, carbohydrates, sugars and hydration.

Low-Calorie Sweeteners (LCS) Video

In 2019, IFIC continued its collaboration with [Osmosis.org](https://osmosis.org). This partnership provides food and nutrition education to current and future health professionals in the form of whiteboard videos made publicly available on [FoodInsight.org](https://foodinsight.org) and the [Osmosis YouTube channel](https://www.youtube.com/channel/UC8vXqLqLqLqLqLqLqLqLqLq), which has 1.25 million subscribers. The Sweeteners LSI supported the production of two videos in 2018, including the release of one focused on low-calorie sweeteners in December 2018.

The seven-and-half-minute [video](#) covers the origin, metabolism and safety of acesulfame potassium, aspartame, monk fruit, stevia and sucralose. In total, IFIC's Osmosis videos have surpassed 535,000 views, with the Sweeteners LSI-supported video on carbohydrates and sugars leading the way, accounting for 40% (about 212,000) of all video views in the series.

LSI-Centric Research

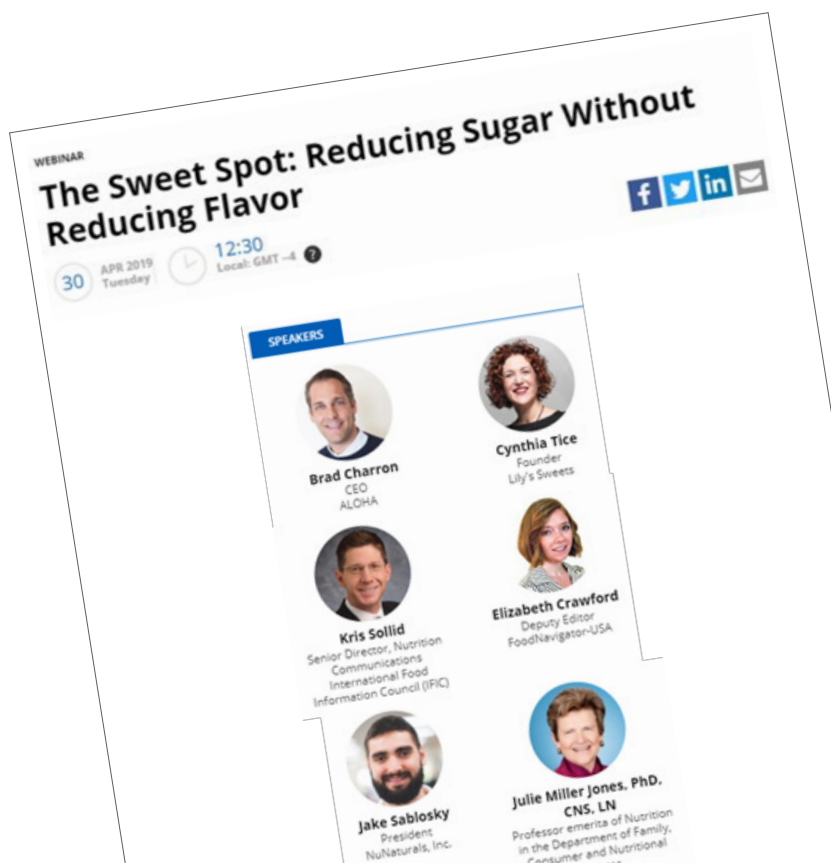
The Sweeteners LSI is currently considering developing consumer research questions for an upcoming survey.

Social Media Campaigns

In conjunction with National Nutrition Month, IFIC's Sweeteners and Nutrients for Health LSIs ran a joint social media campaign targeted toward fitness professionals, one of the Sweeteners LSI's key audiences, and highlighted the macronutrient videos produced with Osmosis: Carbohydrates and Sugars, Dietary Fats and Protein. The campaign resulted in nearly 75,000 total views across the three videos.

75,000

total views across 3 videos



Food Navigator Webinar

Sugar continues to be a hot topic in consumer conversations. The 2019 *Food and Health Survey* found that 80% of consumers are trying to limit or entirely avoid sugar in their diet. Additionally, reducing the amount of sugar in the diet was the top way people say their diet has changed in the last decade. With sugar reduction issues being top-of-mind for both consumers and food companies, Food Navigator-USA hosted an April 2019 webinar titled "The Sweet Spot: Reducing Sugar Without Reducing Flavor." IFIC was an invited panelist, sharing its consumer insights on sugars and low-calorie sweeteners.

LCS Consumer Fact Sheets

The safety and benefits of low- and no-calorie sweeteners are often questioned by the general public and health professionals. Additionally, global authoritative bodies such as the World Health Organization (WHO) are convening to review the scientific evidence on various aspects of the use of non-sugar sweeteners. To reflect the growing body of literature on the health impact of their use, in 2018 the Sweeteners LSI completed scientific and design updates to our [aspartame](#), [monk fruit](#), [stevia](#) and [sucralose](#) fact sheets for health professionals. The fact sheets were also translated into [Spanish](#) and [Brazilian Portuguese](#) for Latin American regions where sweeteners have come under increased scrutiny.

In 2019, the health professional fact sheets were simplified and shortened into one-page fact sheets for consumers. These consumer fact sheets were also translated into Spanish and Brazilian Portuguese. All eight of the fact sheets have been professionally designed to remain visually consistent with other newer IFIC fact sheets.



SUCRALOSE

WHY WOULD I USE A LOW-CALORIE SWEETENER?

Almost everyone has heard that, in fact, sweetening things is bad. Sweet foods and drinks can add extra calories to your diet, which can lead to weight gain. Choosing lower-calorie sweeteners can help you reduce your calorie intake and keep your weight steady.

HOW SHOULD I USE IT?

Many of your favorite foods and drinks come in sweetened versions. That might make it easier to choose a low-calorie sweetener. You can also use it to sweeten your coffee or tea. Just be sure to read the label to make sure you're getting the right amount.

IF I'M TRYING TO LOSE WEIGHT, WILL SUCRALOSE HELP?

If you're trying to lose weight, it's important to know that sweeteners can help you reduce your calorie intake. However, they don't replace the nutrients found in whole foods. So, while they can help with weight loss, they're not a magic solution.

WHAT IS SUCRALOSE?

Sucralose is a low-calorie sweetener that's made from sugar. It's about 600 times sweeter than sugar, so you only need a tiny bit to sweeten your food or drink.

THE BOTTOM LINE

While sweeteners can help you reduce your calorie intake, they're not a magic solution. It's important to eat a healthy diet and get regular exercise to lose weight.



MONK FRUIT SWEETENERS

WHY WOULD I USE A LOW-CALORIE SWEETENER?

Almost everyone has heard that, in fact, sweetening things is bad. Sweet foods and drinks can add extra calories to your diet, which can lead to weight gain. Choosing lower-calorie sweeteners can help you reduce your calorie intake and keep your weight steady.

HOW SHOULD I USE IT?

Many of your favorite foods and drinks come in sweetened versions. That might make it easier to choose a low-calorie sweetener. You can also use it to sweeten your coffee or tea. Just be sure to read the label to make sure you're getting the right amount.

IF I'M TRYING TO LOSE WEIGHT, WILL MONK FRUIT SWEETENERS HELP?

If you're trying to lose weight, it's important to know that sweeteners can help you reduce your calorie intake. However, they don't replace the nutrients found in whole foods. So, while they can help with weight loss, they're not a magic solution.

WHAT ARE MONK FRUIT SWEETENERS?

Monk fruit sweeteners are made from the monk fruit, a small, round fruit that's native to China. It's about 200 times sweeter than sugar, so you only need a tiny bit to sweeten your food or drink.

THE BOTTOM LINE

While sweeteners can help you reduce your calorie intake, they're not a magic solution. It's important to eat a healthy diet and get regular exercise to lose weight.



ASPARTAME

WHY WOULD I USE A LOW-CALORIE SWEETENER?

Almost everyone has heard that, in fact, sweetening things is bad. Sweet foods and drinks can add extra calories to your diet, which can lead to weight gain. Choosing lower-calorie sweeteners can help you reduce your calorie intake and keep your weight steady.

HOW SHOULD I USE IT?

Many of your favorite foods and drinks come in sweetened versions. That might make it easier to choose a low-calorie sweetener. You can also use it to sweeten your coffee or tea. Just be sure to read the label to make sure you're getting the right amount.

IF I'M TRYING TO LOSE WEIGHT, WILL ASPARTAME HELP?

If you're trying to lose weight, it's important to know that sweeteners can help you reduce your calorie intake. However, they don't replace the nutrients found in whole foods. So, while they can help with weight loss, they're not a magic solution.

WHAT IS ASPARTAME?

Aspartame is a low-calorie sweetener that's made from aspartic acid and phenylalanine. It's about 200 times sweeter than sugar, so you only need a tiny bit to sweeten your food or drink.

THE BOTTOM LINE

While sweeteners can help you reduce your calorie intake, they're not a magic solution. It's important to eat a healthy diet and get regular exercise to lose weight.



STEVIA SWEETENERS

WHY WOULD I USE A LOW-CALORIE SWEETENER?

Almost everyone has heard that, in fact, sweetening things is bad. Sweet foods and drinks can add extra calories to your diet, which can lead to weight gain. Choosing lower-calorie sweeteners can help you reduce your calorie intake and keep your weight steady.

HOW SHOULD I USE IT?

Many of your favorite foods and drinks come in sweetened versions. That might make it easier to choose a low-calorie sweetener. You can also use it to sweeten your coffee or tea. Just be sure to read the label to make sure you're getting the right amount.

IF I'M TRYING TO LOSE WEIGHT, WILL STEVIA HELP?

If you're trying to lose weight, it's important to know that sweeteners can help you reduce your calorie intake. However, they don't replace the nutrients found in whole foods. So, while they can help with weight loss, they're not a magic solution.

WHAT IS STEVIA?

Stevia is a low-calorie sweetener that's made from the stevia plant, a small, leafy plant that's native to South America. It's about 200 times sweeter than sugar, so you only need a tiny bit to sweeten your food or drink.

THE BOTTOM LINE

While sweeteners can help you reduce your calorie intake, they're not a magic solution. It's important to eat a healthy diet and get regular exercise to lose weight.

Sugar Alcohols Content

IFIC has developed a new series of content titled "What Is?," which focuses on providing straightforward, understandable and fact-based information on nutrients and food components. Updating IFIC's sugar alcohols content has been a focus of the Sweeteners LSI in 2019, with published posts on [erythritol](#), [mannitol](#), [sorbitol](#) and [xylitol](#).

What is Erythritol?

By Kris Sollid, RD
POST - JANUARY 30, 2019



WHAT IS ERYTHRITOL?

What is Xylitol?

By Kris Sollid, RD
POST - JANUARY 3, 2019



WHAT IS
XYLITOL?

What Is Mannitol?

By Kris Sollid, RD
POST - JUNE 19, 2019



@foodinsight

What is Sorbitol?

By Kris Sollid, RD
POST - APRIL 18, 2019



WHAT IS
SORBITOL?

2019 Future of Food Summit

With support from the Sweeteners LSI, the IFIC Foundation partnered with *EatingWell* magazine to host a one-day event in New York City bringing together academics, journalists, food industry leaders and dietitians to discuss the evolution of food production, consumer choices and nutrition. The 200 attendees had the opportunity to learn, network and discuss the above-mentioned topics at this one-of-a-kind event. You can read more about this special event in the Special Projects section on page 50.

SPECIAL PROJECTS

INTERNATIONAL PLATFORMS

Two international microsites were launched in 2017 for the Latin American markets. The microsites are updated with two to three new resources each week, following a schedule similar to the English platform, FoodInsight.org. This year, the microsites had a record-breaking number of impressions and web visits.

SPANISH MICROSITE



PORTUGUESE MICROSITE



INTERNATIONAL PLATFORMS

2019 Goals

- 1 Populate international websites with new, consumer-friendly content focusing on food ingredient safety, agricultural technology and sustainability.
- 2 Drive Spanish and Portuguese speakers to the microsites.

Strategy

- * Utilize tailored and language-specific Google Ads to drive web traffic.
- * Develop ads on a variety of topics such as food safety, caffeine, LNCS and GMOs to assess which topics resonated the best within these audiences.
- * Leverage influencer networks.

RESULTS

6.8 MILLION+
combined impressions

875,000+
combined unique visitors
to the two websites in
less than 11 months

12.3%
click-through rate, nearly
four times the industry
standard

\$0.04
cost per click, nearly
68 times the
industry standard

UNDERSTANDING OUR FOOD INITIATIVE/PROCESS THIS

Now in its third year, Understanding Our Food's *Process This* campaign went live on Oct 11th. This year, we conducted two focus groups to examine perceptions, opinions and behaviors around processed and ultra-processed foods in the current environment, which helped inform this year's creative direction. This year's initiative focuses on food technology, fortification, food waste, plant-based foods and ingredients such as sweeteners, caffeine and MSG.

The campaign ran on both Facebook and Instagram, targeting American, college-educated, food-inspired, balanced eaters ages 24–64. To access the full set of creatives, please visit FoodInsight.org/process-this.

Creatives



UNDERSTANDING OUR FOOD INITIATIVE/PROCESS THIS

RESULTS

3.6 MILLION
impressions

\$0.24
cost per click, nearly
4.4 times the
industry standard

4%
click-through rate,
nearly **5.5 times** the
industry standard

250,000
video views

78,000
page views

52,000
unique page views

A full report will be available to this year's supporters in January 2020.

Thank You
to Our 2019 Supporters



AJINOMOTO



MARS

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International



HERSHEY
THE HERSHEY COMPANY



FUTURE OF FOOD

In partnership with *EatingWell*, IFIC hosted the first-ever Future of Food Summit on September 18, 2019 at the Meredith Corporation Headquarters in New York City. Two hundred attendees joined for a day packed full of conversations led by academics, industry experts, scientists and farmers, discussing our ever-evolving food landscape and its implications for consumers with increasingly high expectations. This event was a joint project of four IFIC LSIs: Agricultural Technology, Sweeteners, Eating Patterns Across the Lifespan and Nutrients for Health.



FUTURE OF FOOD

Media Highlights

Awareness of the Future of Food Summit was driven by a joint press release sent in July 2019 as well as tailored media outreach to more than 500 journalists in the metro D.C., Philadelphia and New York City areas. Fifteen reporters were in attendance at the event.

The Future of Food event was mentioned 178 times in media articles. Articles were written in *BioTech Now* and the NCBA newsletter. Upcoming articles will be in *Parents*, *NPR*, *Health* and the Berkeley newsletter. Coverage of the summit was featured in the October and December issues of *EatingWell* magazine, resulting in 15.6 million impressions.

The summit was also covered on Cheddar TV, which receives 1.5 million unique monthly viewers. In addition, a documentary team from France 2 filmed at the event. The forthcoming documentary will focus on vertical farming and will air on France 2 in 2020.



FUTURE OF FOOD

Social Media Highlights

Event coverage:

8.5 MILLION+ **1,000+**
impressions engagements



4 MILLION

impressions

300+

tweets

75+

people



4.5 MILLION

impressions

20+

posts

15+

people



25,000

impressions

600+

post likes

3,200+

story views



100+

post likes

1,500+

video views

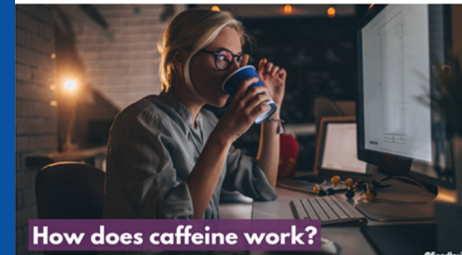
CAFFEINE RESOURCE

The caffeine microsite went live in mid-December 2018, with advanced promotion beginning in January 2019. This site gives consumers information on the safety, sources and amounts and health aspects of caffeine consumption.

With an active blog filled with new resources, the site gained 20,000 page views and over one million social media impressions in the first six months.

7 Things You Should Know About How Caffeine Works

AUGUST 5, 2019



Caffeine in Tea

JUNE 19, 2019



The Long and Short Stuff on Energy Shots Versus Energy Drinks

OCTOBER 22, 2019



CAFFEINE RESOURCE

In addition to active blog posting on the topic on our website, IFIC also developed an interactive caffeine information webpage. The page includes resources on safe, moderate caffeine consumption for adults, pregnant women and those who may experience caffeine sensitivities. It also features a caffeine calculator that allows users to tabulate their intake and determine if they've consumed too much caffeine according to what is recommended by the FDA.



How much caffeine are you consuming?

Safe amounts of caffeine vary per person. Click on an item to calculate your daily caffeine total.



Coffee ⓘ



Espresso ⓘ



Decaf Coffee ⓘ



Instant Coffee ⓘ



Black Tea ⓘ



Green Tea ⓘ



Herbal Tea ⓘ



Soda ⓘ



Energy Drink ⓘ



Energy Shot ⓘ



Chocolate Bar ⓘ

PARTNERSHIPS & IFIC VISIBILITY

Osmosis

In 2019, IFIC continued its collaboration with [Osmosis.org](https://osmosis.org). The partnership produced its first video in spring 2018 with a goal to provide food and nutrition education to current and future medical professionals in the form of whiteboard videos made publicly available on [FoodInsight.org](https://foodinsight.org) and the [Osmosis YouTube channel](https://osmosis.org), which has 1.25 million subscribers. When IFIC's collaboration with Osmosis began, Osmosis had fewer than 200,000 subscribers. In total, seven videos have been produced (covering dietary fats, hydration, carbohydrates and sugars, low-calorie sweeteners, protein, gut health and monosodium glutamate) resulting in more than 535,000 views on YouTube to date.

IFIC is helping to educate future MDs on nutrition.



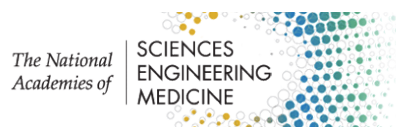
PARTNERSHIPS & IFIC VISIBILITY

New Video: Monosodium Glutamate

With funding support from Ajinomoto Health and Nutrition North America, Inc., the seventh video in the IFIC–Osmosis series focused on monosodium glutamate (MSG). It was released on October 9, 2019. The seven-and-half-minute video covers MSG's origin and metabolism and its associated myths. In its first month, the video received nearly 10,000 views.



NASEM Partnership



IFIC is sponsoring a National Academies of Science, Engineering and Medicine scoping review on infant and young child feeding guidelines, with support from General Mills and Abbott. This initiative aims to assess publicly available guidance on feeding practices for infants and children up to 2 years of age and to determine the feasibility of harmonizing guidelines across sources of advice

for what and how to feed infants and young children. The IFIC Foundation will be primarily involved in the communications and dissemination of the scoping review's results.

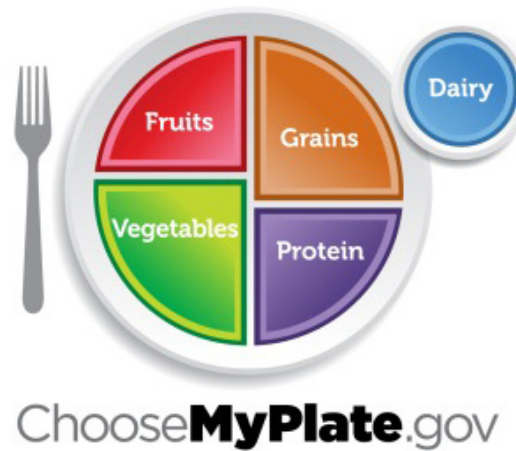
IFIC also made recommendations for committee members to serve on a separate NASEM initiative, Nutrition During Pregnancy and Lactation: Exploring New Evidence: A Workshop. We put forth a nomination for one of our Foundation trustees, Anna Maria Siega-Riz, and she was selected to chair the committee.

PARTNERSHIPS & IFIC VISIBILITY

Build Up Dietitians FNCE Event

IFIC was a sponsor for the 2019 Build Up Dietitians networking event at FNCE, which was attended by 125 registered dietitians. Other sponsors included the National Cattlemen's Beef Association, GMO Answers, Bayer CropScience LP, CommonGround, Corteva Agriscience and Croplife America. This event allowed dietitians and food industry representatives to openly interact and gave IFIC an excellent opportunity to gain visibility and establish relationships with new influencers.

MyPlate Strategic Partnership



IFIC has been a national strategic partner for the USDA's MyPlate initiative since 2011, a partnership that highlights our support towards translating federal nutrition policy into easily interpretable actions for consumers to improve their dietary choices. Along with other health-oriented organizations and food producers, we promote nutrition advice in the context of the Dietary Guidelines for Americans. Uniquely, IFIC also informs the USDA about consumer perceptions around MyPlate through our annual *Food and Health Survey*.

PARTNERSHIPS & IFIC VISIBILITY

Dietary Guidelines for Americans: 2020–2025 Initiatives

The Dietary Guidelines for Americans serve as the scientific foundation for nutrition recommendations, policies and programs in the United States. Updates to the guidelines occur every five years, with the 2020–2025 cycle being published in late 2020. IFIC's nutrition team has been closely tracking the progress of the Dietary Guidelines Advisory Committee (DGAC) and has prepared several informational documents for LSI members,

including a 2020 DGAC membership backgrounder and summaries of the DGAC meetings. In July, IFIC staff also delivered oral public comments to the DGAC, which emphasized that dietary guidance must reflect the motivations and attitudes of consumers and highlighted findings from our consumer research on such topics as plant-based diets, infant feeding practices, snacking habits and diet trends.



PARTNERSHIPS & IFIC VISIBILITY

IFIC Visibility

Attending various conferences allows us to spot trends in food and health, hear about hot topics and the latest research in the field, connect with members, and network with food science and nutrition professionals from across the country. In addition, presenting at these conferences highlights IFIC's consumer research portfolio and key resources related to specific LSI issues. This year, IFIC staff presented at over 20 conferences, reaching approximately 3,000 attendees to these sessions.

Conferences included International Association for Food Protection, National Food Policy Conference, PR News Media Relations Conference, ASTA

Regulatory Conference, University of Wisconsin Food Research Institute seminar series, Bayer Advocacy Forum, IFT19/IFTNext, Synbiobeta Biotechnology Workshop, Brazilian Society for Food and Nutrition Congress, Meridian Center Chinese Government Delegation, Global Women in STEM Summit and the International Conference on Food Science and Technology, the Cereals and Grains Association, the Maryland State Dietetic Association, and two events during the Academy of Nutrition and Dietetics' FNCE. Additionally, presentations were given at Zoetis' Medicated Feed Additives Expert Council, SupplySide West and Tufts University.

2019

20

of conferences
IFIC presented at

3,000+

attendees at the
sessions

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