



International
Food Information
Council

ANNUAL REPORT

2025



CONTENTS

MISSION & VISION	3
MEETING THE MOMENT	4
ELEVATING THE CONSUMER VOICE	5
PROMOTING SCIENCE COMMUNICATION	8
ADVANCING THE FOOD SYSTEMS DIALOGUE	11
IFIC STAFF	13
GOVERNANCE	14
SUPPORTERS	17
FINANCIALS	18



Established in 1985, the International Food Information Council (IFIC) is a 501(c)(3) nonprofit organization based in Washington, D.C.

OUR VISION

is a global environment where science informs food decisions.

OUR MISSION

is to effectively communicate science-based information about food safety, nutrition and sustainable food systems, serving the public good.



LETTER FROM THE CEO

Positioned for Impact. Meeting the Moment.

This past year's rapidly evolving and highly visible food and nutrition communications landscape reinforced IFIC's increasingly vital mission and thought leadership.



Wendy Reinhardt Kapsak, MS, RDN
IFIC President & CEO

As consumers, health professionals, policymakers, and communicators navigate an increasingly complex information environment, IFIC's commitment to best-in-class research and consumer insights, science communication, and convening leading voices across sectors has never been more critical. Through strategic transformation efforts, IFIC's ability to effectively communicate science-based information about food safety, nutrition, and sustainable food systems in service of the public good has been strengthened — positioning the organization to meet this moment with clarity, credibility, and impact.

This year, IFIC has meaningfully expanded its engagement with audiences shaping food and nutrition discourse and decision-making — including healthcare professionals, educators, communicators, policymakers, media, industry leaders, and informed consumers seeking credible, evidence-based information. This evolution reflects IFIC's commitment to advancing informed dialogue where it can have the greatest impact and ultimately support action that positively influences public health and supports healthier choices.

In 2025, IFIC celebrated 20 years of consumer insights through the *IFIC Food & Health Survey* — a signature research initiative and leading resource for understanding consumer

perceptions and behaviors related to food, nutrition, and health. The survey's anniversary created valuable opportunities for strategic collaboration with respected organizations including the Academy of Nutrition and Dietetics and the International Association for Food Protection. To maximize visibility, engagement, and relevance, IFIC implemented a rolling release strategy for the survey that extended the reach and impact of findings throughout the year.

At the same time, IFIC deepened its investment in its digital future with the launch of a redesigned [IFIC.org](https://www.ific.org) in July 2025. The new platform strengthens IFIC's digital infrastructure and further elevates its role as a trusted leader in science communication. The refreshed digital ecosystem expands IFIC's ability to engage audiences across digital and social channels, foster solutions-oriented dialogue, and support informed, evidence-based choices.

On behalf of the entire IFIC staff, I extend sincere gratitude to our public- and private-sector collaborators and partners for your continued partnership and shared commitment to advancing clear and credible food and nutrition communication. Together, we are supporting informed food and health decisions. We look forward to continuing this important work together.

“Through **strategic transformation efforts**, IFIC's ability to effectively communicate science-based information about food safety, nutrition, and sustainable food systems in service of the public good has been **strengthened.**”



ELEVATING THE CONSUMER VOICE

The IFIC Food & Health Survey: The Survey That Sets The Standard

Since 2006, our annual flagship study, the *IFIC Food & Health Survey*, has captured how Americans think, feel, and behave around food — making it one of the most influential and widely referenced annual consumer surveys in the U.S., cited by academic researchers, healthcare professionals, industry, media, and policymakers alike.

2025 marked the 20th consecutive year of the *IFIC Food & Health Survey*. To commemorate this important milestone as well as maximize visibility, engagement, and relevance, IFIC implemented a rolling release strategy for the survey that extended the reach and impact of findings throughout the year. Through organization briefings and media outreach, IFIC briefed key organizations and journalists, securing top-tier placements — including exclusive coverage in The Seattle Times, reaching more than 5.1 million readers — adding important context to national conversations around food and health.



ELEVATING THE CONSUMER VOICE

Mission-Aligned Partnerships

In 2025, we were proud to partner with two organizations whose missions support our own and amplify the impact of our work.

In July, IFIC joined the **International Association for Food Protection (IAFP)** at its Annual Meeting, a gathering of thousands of food safety professionals across the globe, drawing more than 3,500 regulators, scientists, and industry experts together. We revealed the food and ingredient safety findings of the 2025 *IFIC Food & Health Survey* in a dedicated session and hosted a roundtable of experts from the food industry, government agencies, and academia.

Throughout the year, IFIC partnered with the **Academy of Nutrition and Dietetics (AND)**, the world's largest organization of registered dietitian nutritionists (RDNs) and dietetic technicians registered (DTRs) to deliver science communication workshops as well as unveil the 2025 *IFIC Food & Health Survey* nutrition findings — including new questions on RDN credibility, a vital measure in an increasingly noisy environment — at the Academy's Food and Nutrition Conference & Expo® (FNCE®).

Both partnerships also included producing manuscripts to be published in each organization's peer-reviewed publications, marking 20 years of *IFIC Food & Health Survey* insights.

Additional research partnerships initiated in 2025 included the University of Mississippi, Soy Nutrition Institute Global and Tuskegee University, focused on prescription weight-loss medications in relation to socioeconomic factors, protein quality and labeling, and a *Food & Health Survey* focus on Alabamians, respectively.



ELEVATING THE CONSUMER VOICE

IFIC Spotlight Surveys: A Finger On The Pulse

Between annual *IFIC Food & Health Surveys*, we keep pace with the conversation through our *IFIC Spotlight Surveys*.
With each survey, we engage 1,000 Americans to measure knowledge, attitudes, and beliefs on the topics defining the moment — GLP-1s, protein, food ingredient safety, trust in science, and more. Each survey aligns with our monthly IFIC Expert Webinars, educational resources, and toolkits, turning fresh data into ready-to-use guidance. We fielded, conducted, and published ten IFIC Spotlight Surveys in 2025.

- **Americans’ Perceptions of Obesity Medications**
- **Americans’ Perceptions of Added Sugars & Sweeteners**
- **Americans’ Perceptions of Sweetness in Their Diets**
- **Americans’ Perceptions of Food Date Labeling**
- **Americans’ Perceptions of Seed Oils**
- **Americans’ Perceptions of Protein**
- **Americans’ Perceptions & Priorities on Healthy Eating**
- **Americans’ Perceptions of Food Recalls**
- **Americans’ Perceptions of Food Allergens, Intolerances & Sensitivities**
- **Americans’ Perceptions of The U.S. FDA GRAS Program**

IFIC PUBLIC COMMENT SUBMISSION:
CONSUMER INSIGHTS TO INFORM FUTURE ACTION

Submitting public comments, anchored in our consumer insights, is one way IFIC keeps the consumer at the center of policy and regulatory conversations. Every comment we submit ensures that the consumer voice is not lost in decisions that will directly affect them.

6 PUBLIC COMMENT SUBMISSIONS

Click a topic below to view IFIC’s comments.



Chemicals
In Food



Front-of-Package
Labeling



Dietary Guidelines for
Americans Report



Research & Nutrition
Education



Date
Labeling



Ultraprocessed Foods
Definition RFI

PROMOTING SCIENCE COMMUNICATION

IFIC Expert Webinar Platform: Where Science Meets Dialogue

IFIC Expert Webinars pair the latest IFIC consumer insights with leading scientific experts, creating space for real-time dialogue and questions on the food safety and nutrition topics that matter most as well as providing free continuing education for health professionals and educators. Attendance grew rapidly and ratings stayed high in 2025 — clear proof that our audience is hungry for science and the tools to communicate it.

- Weight Loss Medications
- Decoding Seed Oils
- Food As Medicine
- Food Allergens Masterclass
- Sensing Sweetness
- Best By, Use By, Toss?
- Protein Mania
- When Guidelines Make Headlines
- Generally Recognized As Safe Or Generally Misunderstood?
- Navigating Food Recalls With Confidence
- Seafood Intake In Maternal & Child Health
- Nutrition Trends Shaping Consumer Choices



THE IFIC EXPERT COMMUNITY: WHERE SCIENCE-MINDED VOICES SHARE IDEAS & INSIGHTS

In 2025, IFIC launched the IFIC Expert Community — a diverse, credentialed network of nearly 100 researchers, health professionals, and communicators — to inform our research, strengthen our science communication platforms, and extend the reach of our mission-driven programs.



PROMOTING SCIENCE COMMUNICATION

The NEW IFIC.ORG: A Refreshed Digital Home & Ecosystem

In 2025, we invested in the infrastructure that meets communicators where they are.

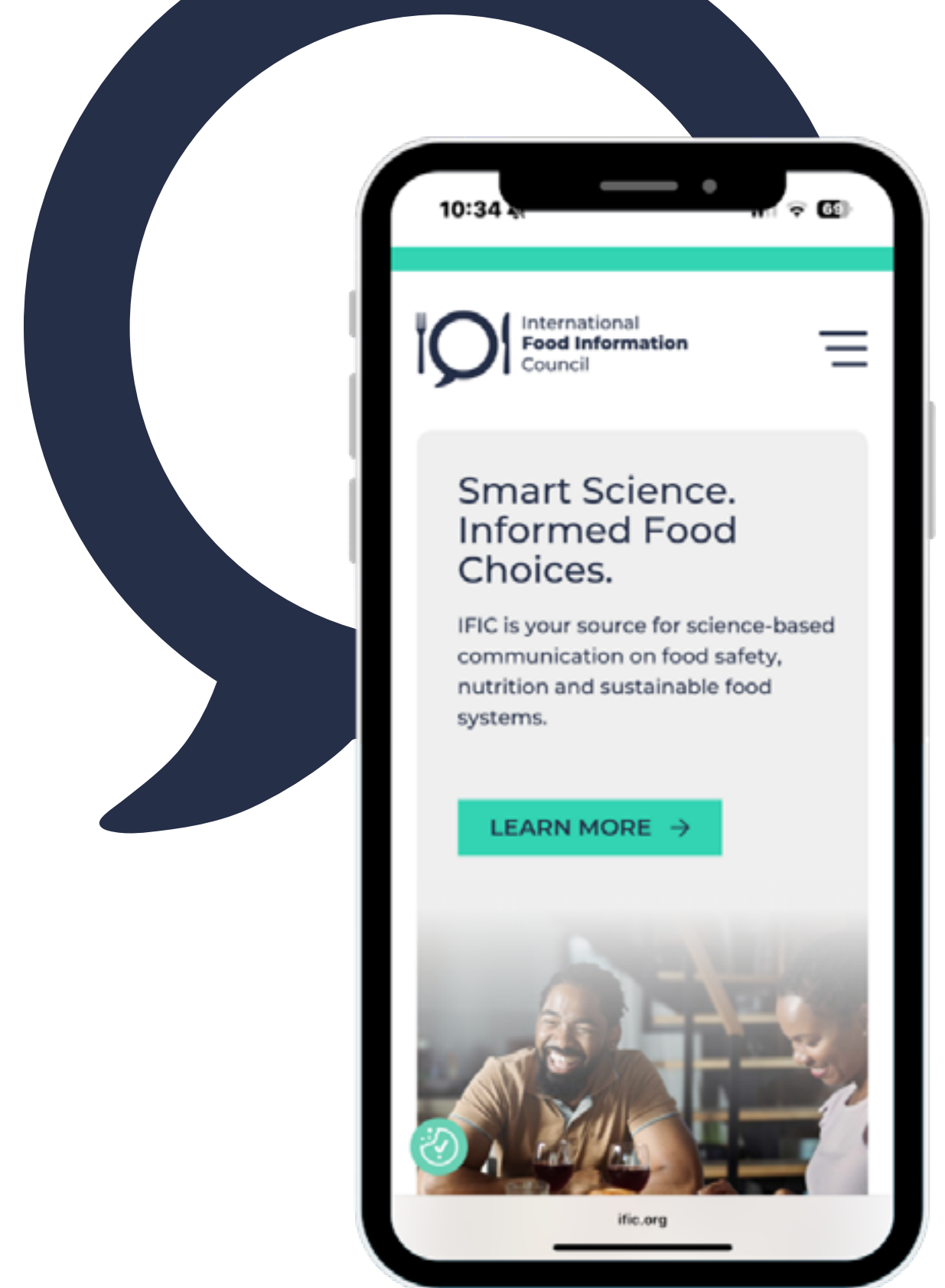
We relaunched **IFIC.org**: a user-friendly, modern resource hub, and the heart of our digital ecosystem. Officially live in July, our rebranded home houses all our consumer research, IFIC Toolkits, and Continuing Professional Education (CPE) library, where our monthly IFIC Expert Webinars live. Many of the tools and resources on IFIC.org are promoted through our social media channels and through our *IFIC Food Insight* Newsletter.

618K

social media followers

31.6K

IFIC Food Insight
Newsletter subscribers





PROMOTING SCIENCE COMMUNICATION

IFIC Science Communication Workshops:

Where Science, Communications & Confidence Connect

Throughout 2025, we led five live science communication workshops, focusing on why and how to communicate as well as how to disseminate food and nutrition science effectively and with confidence. IFIC holds a place for healthy dialogue and empowers health professionals and communicators to translate complex food and nutrition science into clear, trusted guidance that inspires public trust.

5 IFIC SCIENCE COMMUNICATION TRAININGS

-  Academy of Nutrition and Dietetics Spokespeople
-  California Academy of Nutrition and Dietetics
-  Academy of Nutrition and Dietetics FNCE® Pre-Conference Workshop
-  Texas Academy of Nutrition and Dietetics
-  Compass Group Dietitians

ADVANCING THE FOOD SYSTEMS DIALOGUE

IFIC Engagement: Outreach That Extends The Mission

IFIC engagement extends the reach and impact of IFIC’s mission. We serve the public good by effectively communicating science-based information about nutrition, food safety, and sustainable food systems. We build and strengthen relationships with the leaders shaping the future of food, nutrition, and health because our mission travels further with like-minded partners. We advance the food systems dialogue and bring our distinct expertise, collaborating where shared action can drive greater impact.

In 2025, we engaged across diverse audiences and channels. We briefed industry, government, and media partners on our best-in-class consumer insights, grounding each conversation in evidence and the consumer perspective. And we met consumers and health professionals where they often get information — across trade, traditional, and lifestyle media — bringing context and scientific voices to the headlines and trends shaping public understanding.

Select Media Placements

































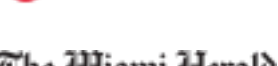
































65+ BRIEFINGS AND PRESENTATIONS

19.6B traditional & trade media impressions

9.5K media mentions

162 earned media placements

11 top-tier media placements



ADVANCING THE FOOD SYSTEMS DIALOGUE

IFIC Convenings: The Forum For Bringing Voices Together



Through our signature convenings, IFIC brings members and leaders from industry, academia, government and public health to exchange perspectives, explore emerging issues and advance science-based dialogue across the food system.

These experiences create meaningful opportunities to connect, learn and collaborate around the issues shaping food safety, nutrition, and consumer understanding.

In 2025, we hosted our second annual **IFIC Food & Health Communications Summit**, bringing together more than 100 thought leaders from industry, associations, policy, and academia to explore the issues shaping consumer perceptions, behaviors and food choices. Anchored by an exclusive preview of the annual *IFIC Food & Health Survey*, the Summit connects new consumer insights with expert perspectives and cross-sector dialogue to advance science-based communication.

2025 IFIC STAFF

Wendy Reinhardt Kapsak, MS, RDN

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Monica Amburn, MS, RDN, LDN

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Senior Vice President, Member Engagement & Operations

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Director, Operations & Meetings

Anthony Flood

Senior Director, Food & Ingredient Safety

Jenny Phillips

Director, Communications

Alyssa Pike, RDN

Senior Manager, Food Safety & Nutrition Communications

Tamika Sims, PhD

Senior Director, Member & Partner Engagement

Kris Sollid, RD

Senior Director, Research & Consumer Insights



IFIC GOVERNANCE

2025 IFIC ASSEMBLY & BOARD OF TRUSTEES

IFIC's governance is designed to support **scientific integrity, mission alignment, and balanced perspectives** across the food system. The majority-public IFIC Board of Trustees and broader IFIC Assembly provide oversight and strategic guidance, with representatives from government (non-voting public liaisons), academia, and industry as well as expertise spanning food safety, food science, nutrition, public health, agriculture, and communications.

Jamy Ard, MD

Vice Dean for Clinical Research, Professor, Epidemiology and Prevention
Weight Management Center at the Wake Forest School of Medicine
Wake Forest Baptist Health

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Senior Vice President, Global Scientific & Regulatory Affairs
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Karleigh Bacon

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Professor of Nutrition
Texas A&M AgriLife Research, Texas A&M University System

Regina Benjamin, MD*

Bayou Clinic, Inc. & Former U.S. Surgeon General

Deanne Brandstetter, MBA, RD

Vice President, Nutrition & Wellness
Compass Group, North America

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Biostatistics Center, Center for Childhood Obesity Prevention
Arkansas Children's Research Institute

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Director, Regulatory Policy & Intelligence
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Purdue University

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Lynn Yu, PhD, RD*

Nutrition Team Lead
The Kraft Heinz Company

Jeffrey Zachwieja, PhD* (Co-Chair)

Senior Director, Global R&D Nutrition Sciences
PepsiCo, Inc.

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2025 IFIC PUBLIC LIAISONS

Public liaisons serve as non-voting participants in the IFIC Assembly, providing federal and international public sector perspectives that help inform IFIC’s mission-driven programs.

Alfred Aziz, PhD

Director, Bureau of Nutritional Sciences
Health Products and Food Branch
Health Canada

Elizabeth Campbell, RD

Branch Chief, External Affairs
Food and Nutrition Service
United States Department of Agriculture

Sharmi Das, MHS

Director, Division of Education, Outreach and Information
Human Foods Program
United States Food and Drug Administration

Janet M. De Jesus, RD

Senior Nutrition Advisor
Office of Disease Prevention and Health Promotion
United States Department of Health and Human Services

Janelle Gunn, DrPH, MPH, RDN

Associate Director of Policy, Partnership and Communication
Division of Nutrition, Physical Activity and Obesity
United States Centers for Disease Control and Prevention

Aaron Lavalee, MS

Deputy Assistant Administrator
Food Safety and Inspection Service
United States Department of Agriculture

Christopher Waldrop

Senior Health Scientist
Division of Public Health Informatics and Analytics
Human Foods Program
United States Food and Drug Administration



2025 IFIC SUPPORTERS

We gratefully recognize the organizations who supported and advanced IFIC's mission and programs in 2025.

Abbott
Academy of Nutrition and Dietetics
Ajinomoto North America, Inc.
American Bakers Association
American Beverage Association
American Diabetes Association
American Frozen Food Institute
American Heart Association
American Lamb Board
American Society for Nutrition
American Spice Trade Association
Animal Agriculture Alliance
AOAC INTERNATIONAL
California Strawberry Commission
California Walnut Commission
Calorie Control Council
Can Manufacturers Institute
Cargill, Inc.
Compass Group
Consumer Brands Association
Corn Refiners Association
CropLife America

Danone North America
Edible Oil Producers Association
FARE (Food Allergy Research & Education)
Ferrero
Florida Citrus Commission
FMI – The Food Industry Association
General Mills, Inc.
Grain Foods Foundation
Griffith Foods Group
IFF
Ingredion Inc.
Institute for the Advancement of Food and Nutrition Sciences
International Association of Color Manufacturers
International Dairy Foods Association
Kellanova
Kerry Group plc
Mars, Incorporated
McCormick Science Institute
McDonald's Corporation
Meat Institute
Mondelēz International, Inc.
National Cattlemen's Beef Association

National Confectioners Association
National Dairy Council
National Fisheries Institute
National Grocers Association
National Pork Board
Peanut and Tree Nut Processors Association
PepsiCo, Inc.
Potatoes USA
Red Bull North America, Inc.
The Coca-Cola Company
The Hershey Company
The Kraft Heinz Company
The Peanut Institute
The Simply Good Foods Company
The Sugar Association
U.S. Apple Association
United Sorghum Checkoff Program
United Soybean Board
USA Pulses
USA Rice
Western Growers



FINANCIALS

IFIC is committed to transparency, scientific integrity and mission-driven stewardship. Our work is supported by grants and contributions from a broad base of organizations across the food, beverage and agriculture sectors. As a 501(c)(3) charitable nonprofit organization, IFIC does not lobby or represent any product, company or industry.

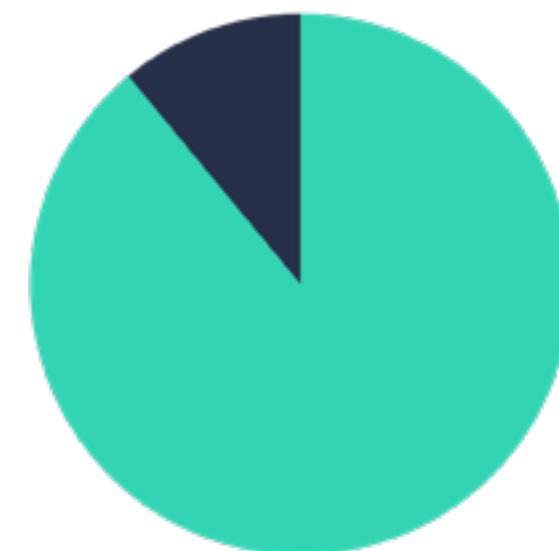
Figure derived from audited IFIC consolidated financial statements for the year ending December 31, 2025.

89%

Programs & Services

11%

General & Administrative



BACK TO TOP



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ific.org

