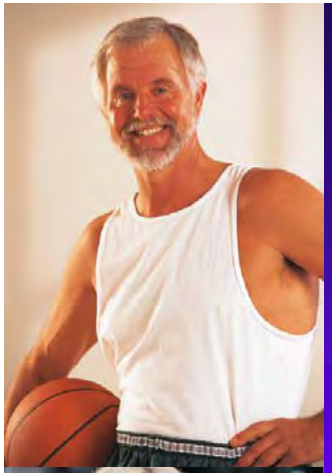
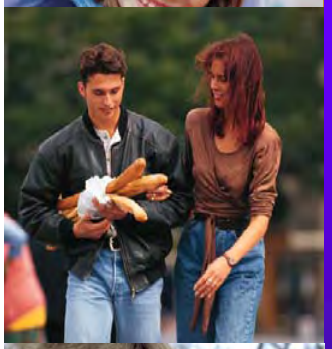
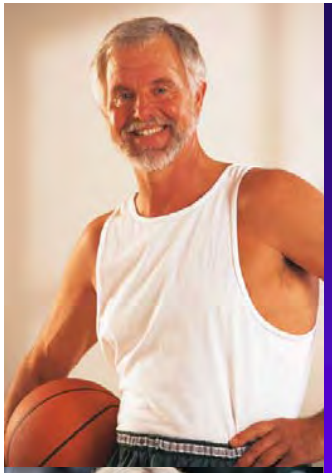


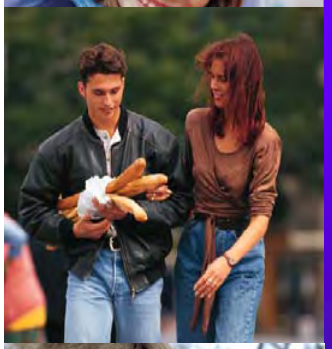


Communicating with Consumers: The Challenges and the Opportunities

Susan Borra, RD
International Food Information Council
October 8, 2003

The 3rd Global Oils and Fat Business Forum, USA
Beverly Hills, CA
October 8, 2003





International Food Information Council (IFIC) and IFIC Foundation

Mission: *To communicate science-based information on food safety and nutrition issues to health professionals, media, educators and government officials.*

Primarily supported by the food, beverage and agricultural industries.

http://ific.org

Consumer Research Drives Communication

MESSAGE TESTING

Caffeine

Food Allergy

Obesity

Sugars

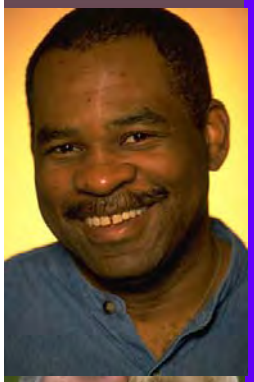
Dietary Fats

Food Safety

Functional Foods

Food Biotechnology

IFIC INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION

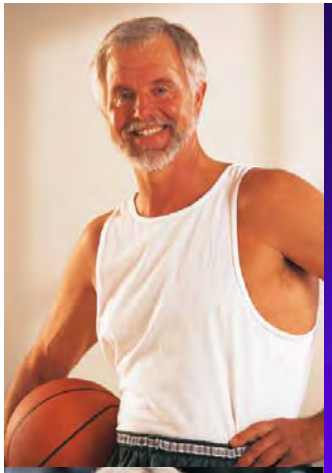


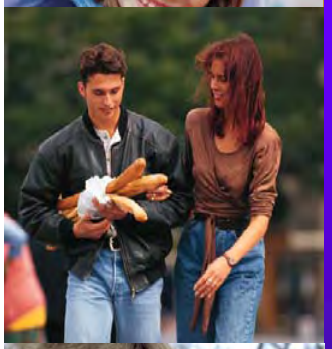
The First Step: Communicating *with* Consumers

Know your audience-Ask them questions

- What are they hearing. . .
- What do they know . . .
- What do they believe . . .

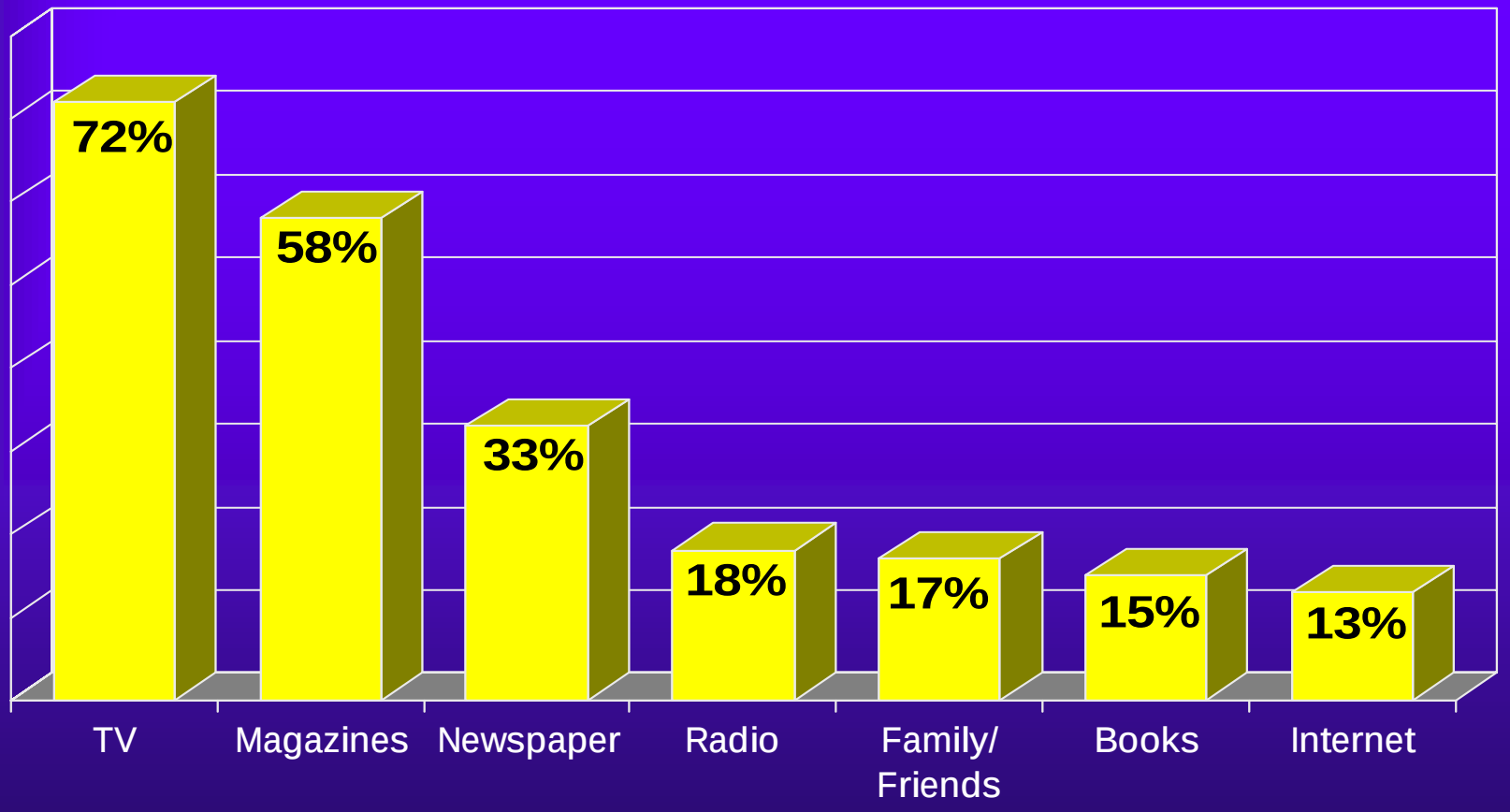
About dietary fats, nutrition and health?





What are consumers hearing about dietary fats, nutrition and health?

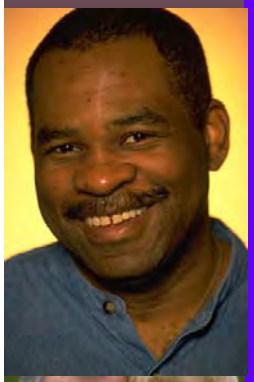
Sources of Nutrition Information



Nutrition and You: Trends 2002
The American Dietetic Association

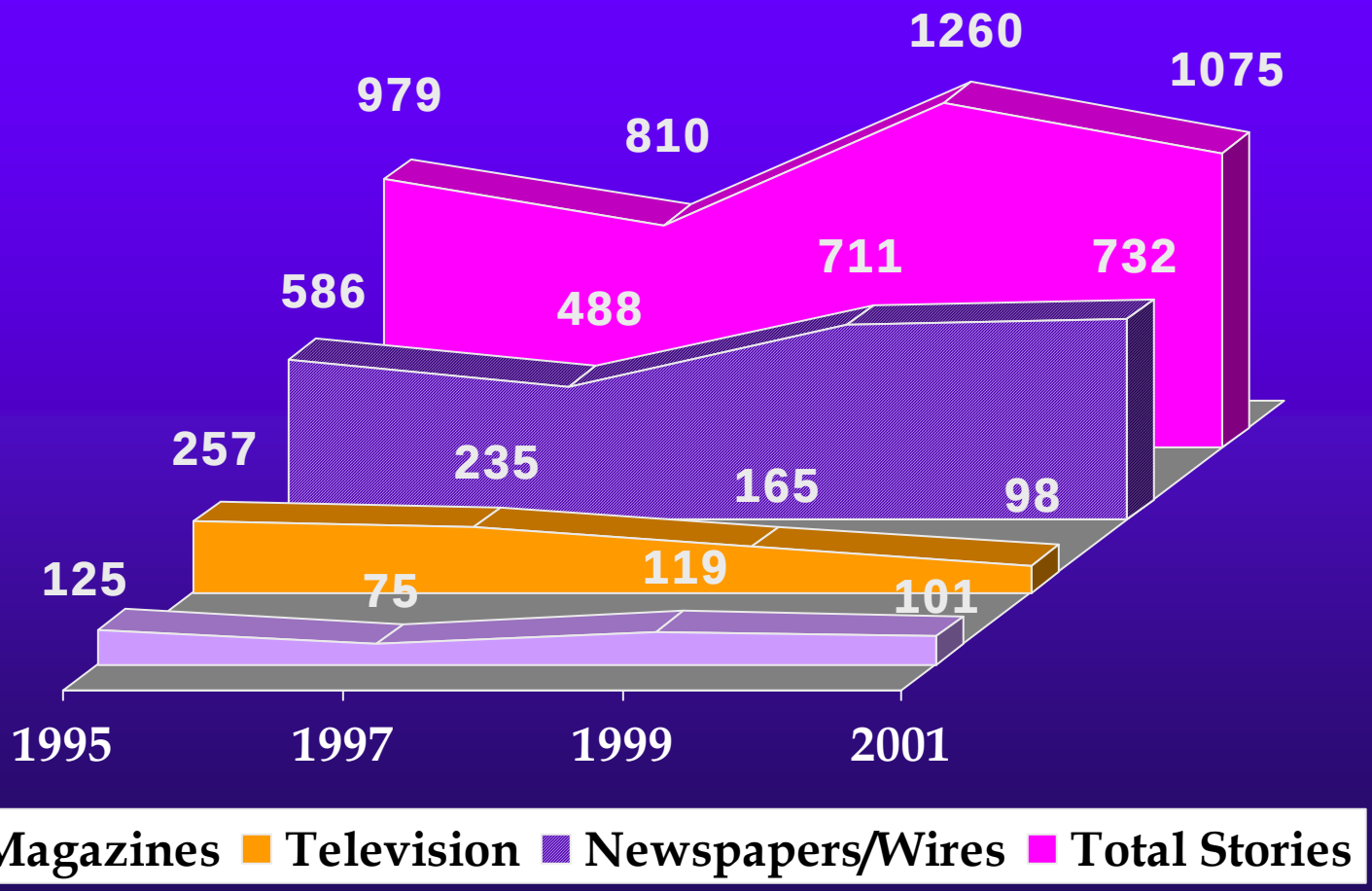
Food For Thought IV

- Qualitative and Quantitative Analysis of News Related to Diet, Nutrition and Food Safety
- Snapshots conducted May through July
  - 1995, 1997, 1999, 2001
- 40 News Media Outlets
  - Magazines, Newspapers,Wire Services, Local and National Television Stations, Online News Sites



Food For Thought IV

AMOUNT OF COVERAGE—NUMBER OF STORIES



Food For Thought IV

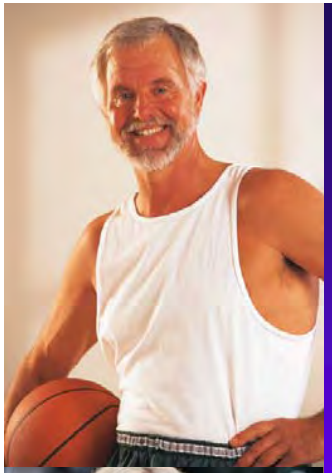
TOP FIVE TOPICS OF DISCUSSION

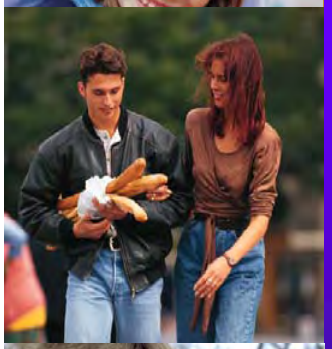
	2001	1999	1997	1995
Functional Foods	13%	13%	7%	10%
Food Biotechnology	12%	6%	—	—
Disease Risk Reduction	9%	13%	8%	10%
Foodborne Illness	8%	7%	10%	6%
Allergic Reactions	5%	6%	—	—
Fat Intake	4%	6%	10%	18%

Food For Thought IV

TABLE VI-2—HEALTH ISSUES LINKED TO DIETARY FAT INTAKE

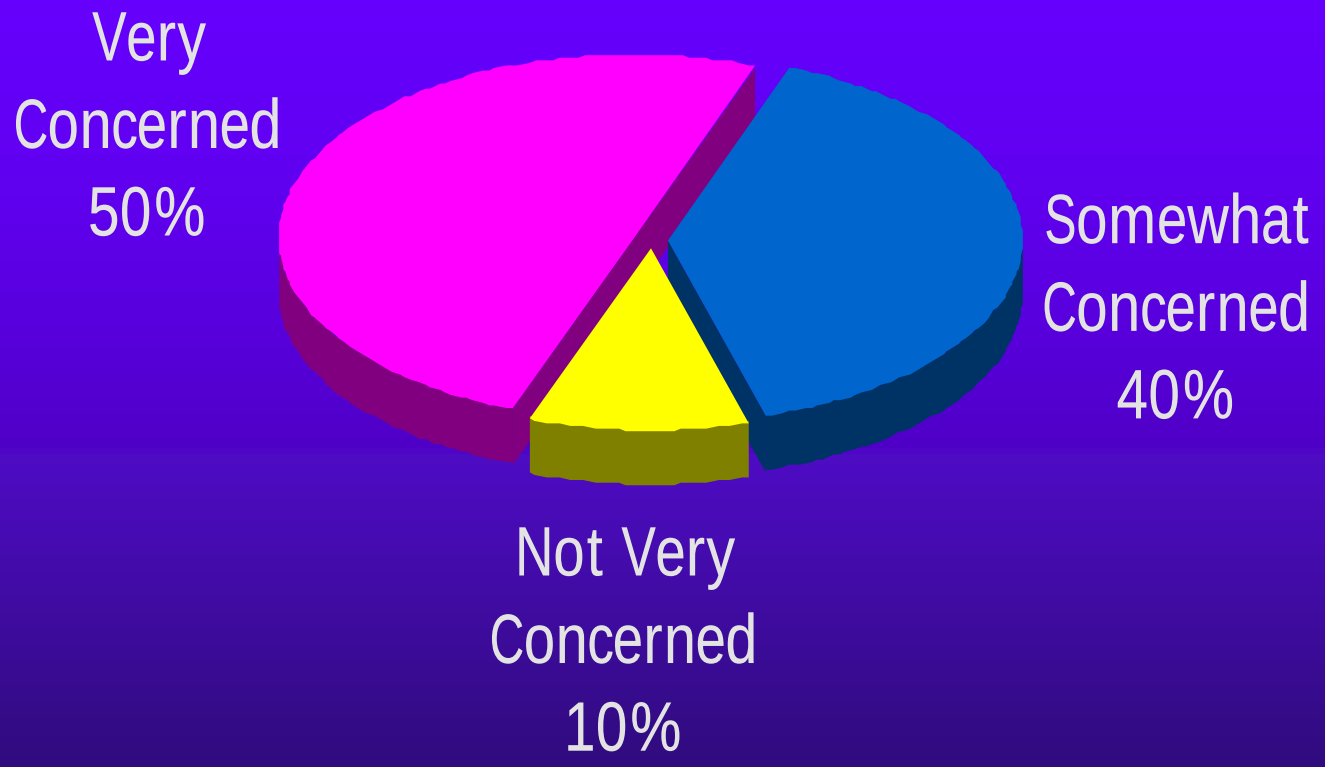
	1999			2001		
	Percent of Claims Linked to Benefits	Percent of Claims Linked to Harms	Number of Claims	Percent of Claims Linked to Benefits	Percent of Claims Linked to Harms	Number of Claims
Cardiovascular health	57%	43%	331	39%	61%	187
General health	39%	61%	77	73%	27%	45
Weight	22%	78%	27	50%	50%	38
Cancer	15%	85%	48	31%	69%	13
All other issues	100%	0%	19	21%	79%	14
Total			**502**			**297**





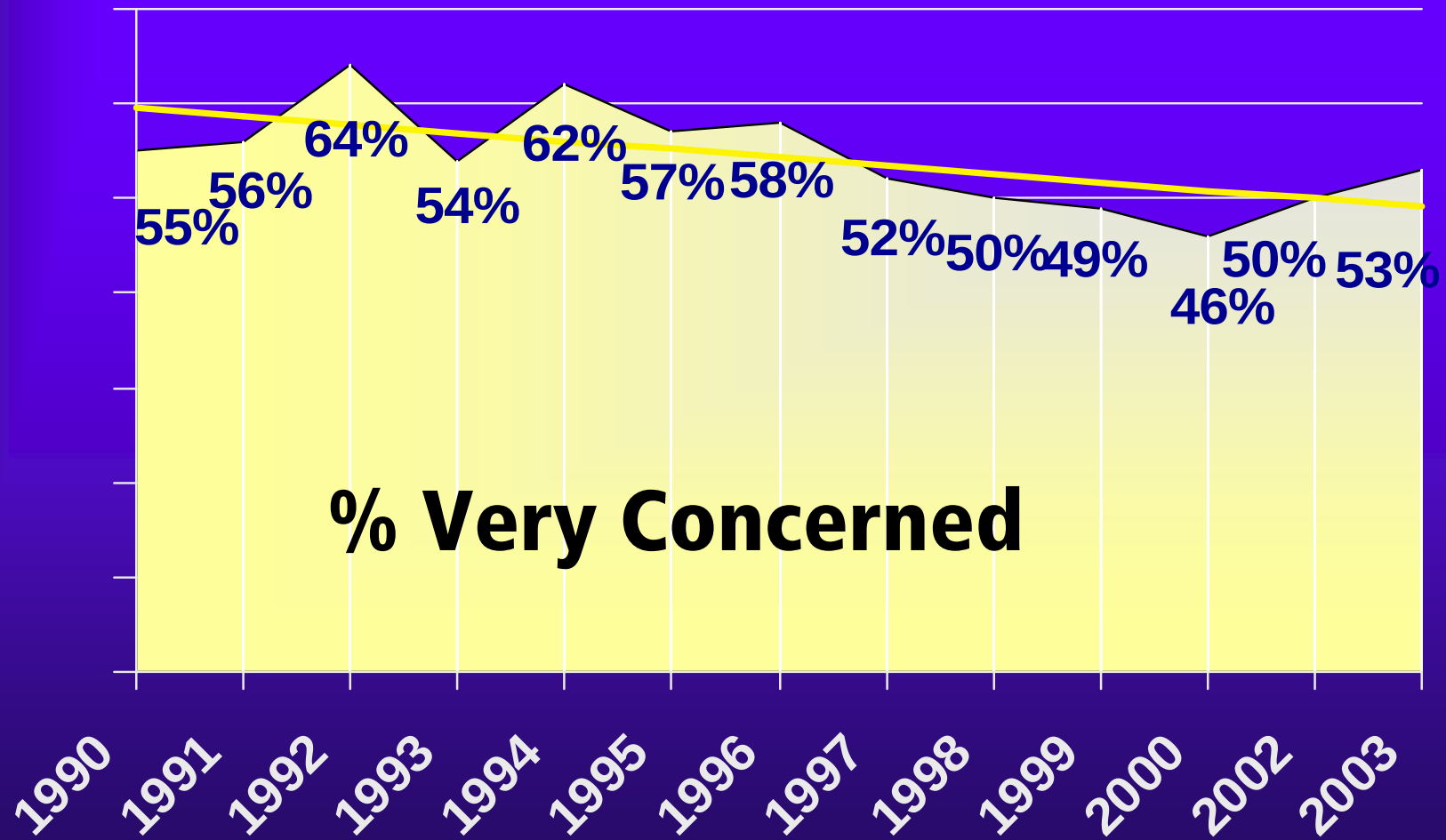
What do consumers know and believe about dietary fats, nutrition and health?

General Attitudes About Nutrition



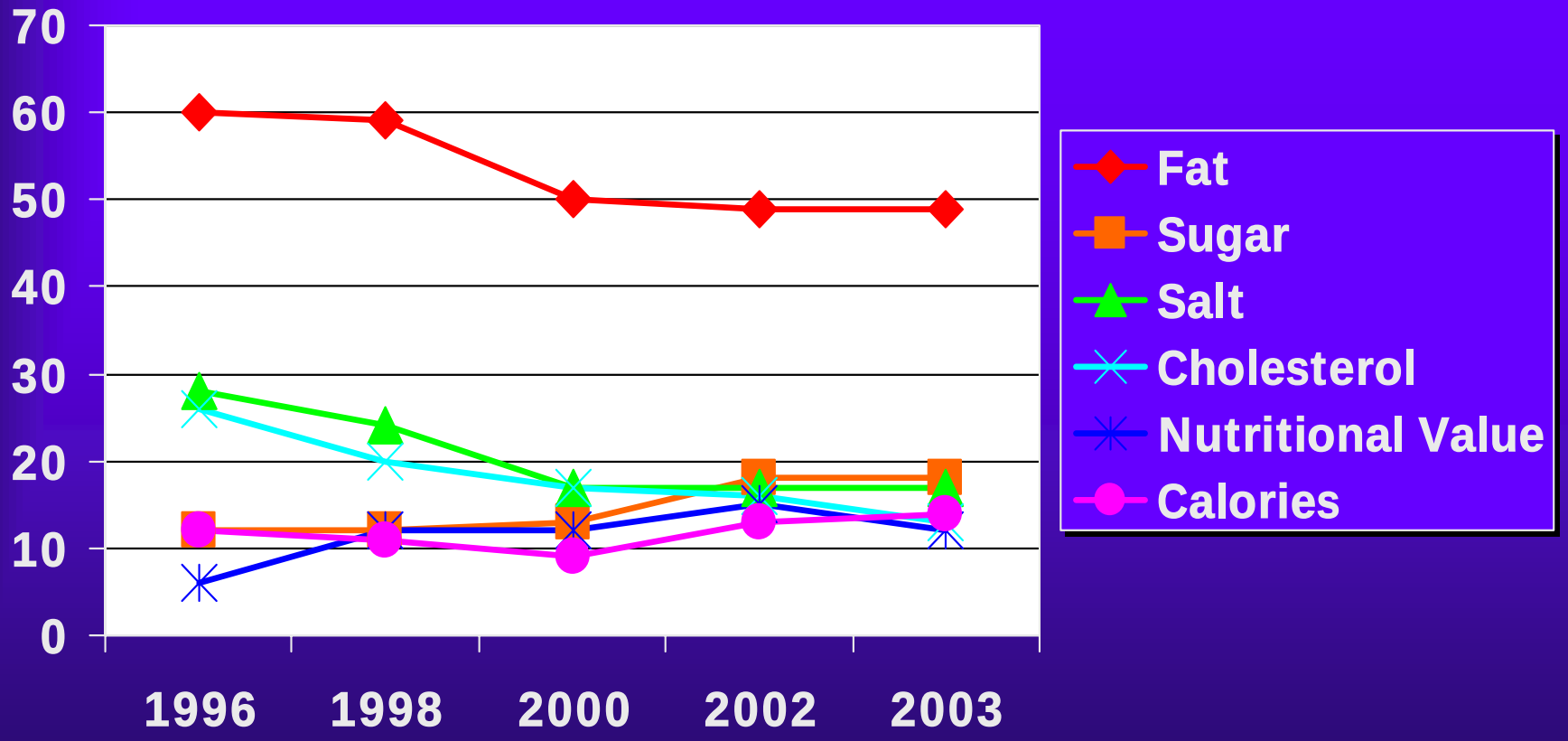
Source: FMI Trends, 2002

Consumer Concern About Nutrition, 1990 - 2002



Source: FMI Trends, 2002

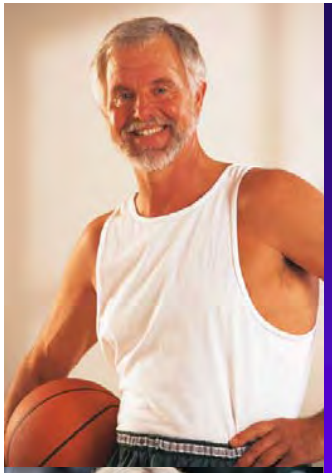
Consumer Concerns about Nutrition 1996-2003

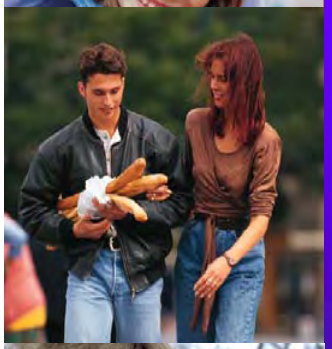


Source: FMI Trends, 2003

The Second Step: Communicating with Consumers

What is your message concept?





Trans Fat Communication

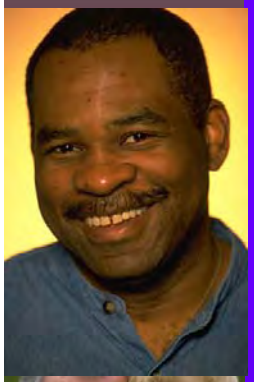
A Case Example

What Do Consumers Know About Trans Fats?

… Not a lot…

In the past few years, IFIC conducted consumer research exploring knowledge about dietary fats, fatty acids

- 1998-1999 – 8 consumer focus groups
- 2002 – 4 consumer focus groups

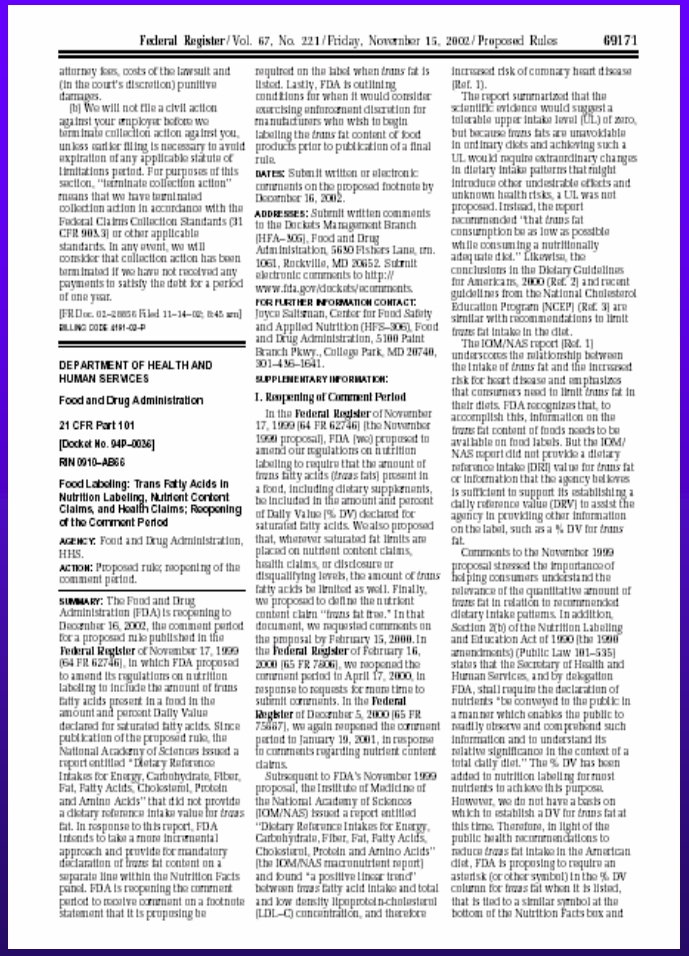


Food Labeling of Trans Fats

November 1999 –
Proposed rule for trans fat labeling

September 2002 –
Dietary Reference Intake report on macronutrients

November 2002–
Reopening of the comment period



Federal Register / Vol. 67, No. 221 / Friday, November 15, 2002 / Proposed Rules 69171

attorney fees, costs of the lawsuit and (in the court's discretion) punitive damages.

(b) We will not file a civil action against your employer before we terminate collection action against you, unless earlier filing is necessary to avoid expiration of any applicable statute of limitations period. For purposes of this section, "terminate collection action" means that we have terminated collection action in accordance with the Federal Claims Collection Standards (31 CFR 903.3) or other applicable standards. In any event, we will consider that collection action has been terminated if we have not received any payments to satisfy the debt for a period of one year.

[FR Doc. 02–28856 Filed 11–14–02; 8:45 am]

BILLING CODE 4161–02–P

DEPARTMENT OF HEALTH AND HUMAN SERVICES

Food and Drug Administration

21 CFR Part 101

[Docket No. 94P–0036]

RIN 0910–AB66

Food Labeling: Trans Fatty Acids in Nutrition Labeling, Nutrient Content Claims, and Health Claims; Reopening of the Comment Period

AGENCY: Food and Drug Administration, HHS.

ACTION: Proposed rule; reopening of the comment period.

SUMMARY: The Food and Drug Administration (FDA) is reopening for December 16, 2002, the comment period for a proposed rule published in the **Federal Register** of November 17, 1999 (64 FR 62746), in which FDA proposed to amend its regulations on nutrition labeling to include the amount of trans fatty acids present in a food in the amount and percent Daily Value declared for saturated fatty acids. Since publication of the proposed rule, the National Academy of Sciences issued a report entitled "Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein and Amino Acids" that did not provide a dietary reference intake value for *trans* fat. In response to this report, FDA intends to take a more incremental approach and provide for mandatory declaration of *trans* fat content on a separate line within the Nutrition Facts panel. FDA is reopening the comment period to receive comment on a footnote statement that it is proposing be required on the label when *trans* fat is listed. Lastly, FDA is outlining conditions for when it would consider exercising enforcement discretion for manufacturers who wish to begin labeling the *trans* fat content of food products prior to publication of a final rule.

DATES: Submit written or electronic comments on the proposed footnote by December 16, 2002.

ADDRESSES: Submit written comments to the Dockets Management Branch (HFA–305), Food and Drug Administration, 5630 Fishers Lane, rm. 1061, Rockville, MD 20852. Submit electronic comments to http://www.fda.gov/dockets/ecomments.

FOR FURTHER INFORMATION CONTACT: Joyce Saltsman, Center for Food Safety and Applied Nutrition (HFS–306), Food and Drug Administration, 5100 Paint Branch Pkwy., College Park, MD 20740, 301–436–1641.

SUPPLEMENTARY INFORMATION:

I. Reopening of Comment Period

In the **Federal Register** of November 17, 1999 (64 FR 62746) (the November 1999 proposal), FDA (we) proposed to amend our regulations on nutrition labeling to require that the amount of *trans* fatty acids (*trans* fats) present in a food, including dietary supplements, be included in the amount and percent of Daily Value (% DV) declared for saturated fatty acids. We also proposed that, wherever saturated fat limits are placed on nutrient content claims, health claims, or disclosure or disqualifying levels, the amount of *trans* fatty acids be limited as well. Finally, we proposed to define the nutrient content claim "*trans* fat free." In that document, we requested comments on the proposal by February 15, 2000. In the **Federal Register** of February 16, 2000 (65 FR 7806), we reopened the comment period to April 17, 2000, in response to requests for more time to submit comments. In the **Federal Register** of December 5, 2000 (65 FR 75667), we again reopened the comment period to January 19, 2001, in response to comments regarding nutrient content claims.

Subsequent to FDA's November 1999 proposal, the Institute of Medicine of the National Academy of Sciences (IOM/NAS) issued a report entitled "Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein and Amino Acids" (the IOM/NAS macronutrient report) and found "a positive linear trend" between *trans* fatty acid intake and total and low density lipoprotein cholesterol (LDL–C) concentration, and therefore increased risk of coronary heart disease (Ref. 1).

The report summarized that the scientific evidence would suggest a tolerable upper intake level (UL) of zero, but because *trans* fats are unavoidable in ordinary diets and achieving such a UL would require extraordinary changes in dietary intake patterns that might introduce other undesirable effects and unknown health risks, a UL was not proposed. Instead, the report recommended "that *trans* fat consumption be as low as possible while consuming a nutritionally adequate diet." Likewise, the conclusions in the Dietary Guidelines for Americans, 2000 (Ref. 2) and recent guidelines from the National Cholesterol Education Program (NCEP) (Ref. 3) are similar with recommendations to limit *trans* fat intake in the diet.

The IOM/NAS report (Ref. 1) underscores the relationship between the intake of *trans* fat and the increased risk for heart disease and emphasizes that consumers need to limit *trans* fat in their diets. FDA recognizes that, to accomplish this, information on the *trans* fat content of foods needs to be available on food labels. But the IOM/NAS report did not provide a dietary reference intake (DRI) value for *trans* fat or information that the agency believes is sufficient to support its establishing a daily reference value (DRV) to assist the agency in providing other information on the label, such as a % DV for *trans* fat.

Comments to the November 1999 proposal stressed the importance of helping consumers understand the relevance of the quantitative amount of *trans* fat in relation to recommended dietary intake patterns. In addition, Section 2(b) of the Nutrition Labeling and Education Act of 1990 (the 1990 amendments) (Public Law 101–535) states that the Secretary of Health and Human Services, and by delegation FDA, shall require the declaration of nutrients "be conveyed to the public in a manner which enables the public to readily observe and comprehend such information and to understand its relative significance in the context of a total daily diet." The % DV has been added to nutrition labeling for most nutrients to achieve this purpose. However, we do not have a basis on which to establish a DV for *trans* fat at this time. Therefore, in light of the public health recommendations to reduce *trans* fat intake in the American diet, FDA is proposing to require an asterisk (or other symbol) in the % DV column for *trans* fat when it is listed, that is tied to a similar symbol at the bottom of the Nutrition Facts box and

Proposed Change to Nutrition Facts Label

- Addition of trans fat information
  - Asterisk added under % Daily Value for trans fats
  - Footnote saying “intake of trans fats should be as low as possible”

Question: How will consumers interpret this new information??

Research Methodology

- Goal of this study was to measure consumer interpretation and use of information on the Nutrition Facts panel due to the proposed addition of a trans fat footnote
- 1301 primary household shoppers ages 18 and older via a web survey, which allows for the display of images (i.e., Nutrition Fact labels)

What Was Tested

- Current label information with no trans fat information
- Quantitative information (g of trans fats on separate line) added to label
- Quantitative information (g of trans fats on separate line) plus the FDA proposed footnote

What Foods Were Tested

- Five food categories were chosen
  - Spreads (butter vs. margarine)
  - Frozen Dinner
  - Microwave Popcorn
  - Potato Chips
  - Entrée

Findings

How often do you look at the list of ingredients or nutrition information when deciding on which foods to purchase or eat?

Always	11%
Almost always	32%
Sometimes	40%
Rarely	13%
Never	4%

Findings

Which of the following contents listed on nutrition labels are you currently aware of?

Calories	89%
Total fat	81%
Sodium	75%
Sugar	73%
Carbohydrates	72%
Saturated fat	71%
Cholesterol	66%
Trans fat	20%

Findings

Which of the following contents listed on nutrition labels do you consider when purchasing/choosing a food?

Calories	58%
Total fat	56%
Sodium	45%
Saturated fat	45%
Sugar	42%
Cholesterol	39%
Carbohydrates	34%
Trans fat	12%

Study Design for Food Label Questions

- Participants were assigned to ONE food and asked a series of questions
- They were shown pairs of food labels and asked to choose the item the believe is the “healthiest”
- Consumers were then asked why they made this choice

Butter (A) vs. Margarine (B): Label Set 1

Spread A

Nutrition Facts

Serving Size 1 Tbsp (14 g)

Amount Per Serving

Calories 100	Calories from Fat 100
	%Daily Value *
Total Fat 11g	**17**%
Saturated Fat 7g	**36**%
Cholesterol 30mg	**10**%
Sodium 90mg	**4**%
Total Carbohydrate 0g	**0**%
Protein 0g	
Vitamin A	8%

*Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less th an	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Spread B

Nutrition Facts

Serving Size 1 Tbsp (14 g)

Amount Per Serving

Calories 100	Calories from Fat 100
	%Daily Value *
Total Fat 11g	**17**%
Saturated Fat 2g	**11**%
Cholesterol 0mg	**0**%
Sodium 105mg	**4**%
Total Carbohydrate 0g	**0**%
Protein 0g	
Vitamin A	10%

*Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Butter (A) vs. Margarine (B): Label Set 1

Spread A

Nutrition Facts

Serving Size 1 Tbsp (14 g)

Amount Per Serving

Calories 100	Calories from Fat 100
	%Daily Value *
Total Fat 11g	**17**%
Saturated Fat 7g	**36**%
Cholesterol 30mg	**10**%
Sodium 90mg	**4**%
Total Carbohydrate 0g	**0**%
Protein 0g	
Vitamin A	8%

6 %

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Spread B

Nutrition Facts

Serving Size 1 Tbsp (14 g)

Amount Per Serving

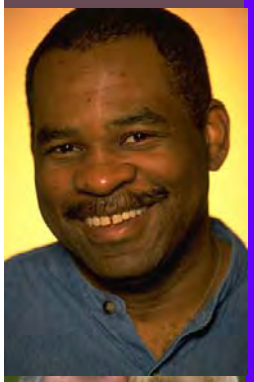
Calories 100	Calories from Fat 100
	%Daily Value *
Total Fat 11g	**17**%
Saturated Fat 2g	**11**%
Cholesterol 0mg	**0**%
Sodium 105mg	**4**%
Total Carbohydrate 0g	**0**%
Protein 0g	
Vitamin A	10%

94 %

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

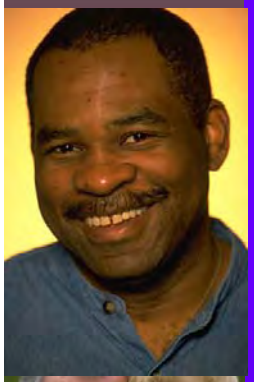
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Why did you choose this item? (unaided)



- Margarine (B) 94%
  - Lower/No Saturated fat (42%)
  - Lower Cholesterol (37%)

Butter (A) vs. Margarine (B): Label Set 2



Spread A

Nutrition Facts

Serving Size 1 Tbsp (14 g)

Amount Per Serving

Calories 100	Calories from Fat 100
	%Daily Value *
Total Fat 11g	**17**%
Saturated Fat 7g	**36**%
Trans Fat 0 g	
Cholesterol 30mg	**10**%
Sodium 90mg	**4**%
Total Carbohydrate 0g	**0**%
Protein 0g	
Vitamin A	8%

*Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Spread B

Nutrition Facts

Serving Size 1 Tbsp (14 g)

Amount Per Serving

Calories 100	Calories from Fat 100
	%Daily Value *
Total Fat 11g	**17**%
Saturated Fat 2g	**11**%
Trans Fat 2g	
Cholesterol 0mg	**0**%
Sodium 105mg	**4**%
Total Carbohydrate 0g	**0**%
Protein 0g	
Vitamin A	10%

*Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Butter (A) vs. Margarine (B): Label Set 2- Unaided

Spread A

Nutrition Facts

Serving Size 1 Tbsp (14 g)

Amount Per Serving

Calories 100	Calories from Fat 100
	%Daily Value *
Total Fat 11g	**17**%
Saturated Fat 7g	**36**%
Trans Fat 0 g	
Cholesterol 30mg	**10**%
Sodium 90mg	**4**%
T	**0**%
P	
V	8%

14%

*P 0 calorie
di wer
depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Spread B

Nutrition Facts

Serving Size 1 Tbsp (14 g)

Amount Per Serving

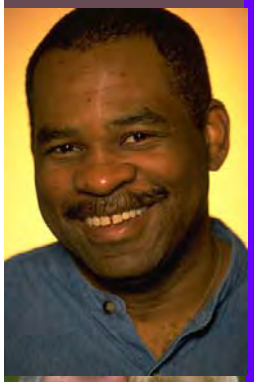
Calories 100	Calories from Fat 100
	%Daily Value *
Total Fat 11g	**17**%
Saturated Fat 2g	**11**%
Trans Fat 2g	
Cholesterol 0mg	**0**%
Sodium 105mg	**4**%
Total C	**0**%
Protein	
Vitamin	10%

86%

*Percent
diet. You
depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Why did you choose this item? (unaided)



- Margarine (B) 86%
  - Lower/No Saturated fat (55%)
  - Lower Cholesterol (50%)
- Butter (A) 14%
  - Lower Sodium (47%)
  - Lower/No Trans Fat (41%)

Butter (A) vs. Margarine (B): Label Set 2- Aided

Spread A

Nutrition Facts

Serving Size 1 Tbsp (14 g)

Amount Per Serving

Calories 100	Calories from Fat 100
	%Daily Value *
Total Fat 11g	**17**%
Saturated Fat 7g	**36**%
Trans Fat 0 g	
Cholesterol 30mg	**10**%
Sodium 90mg	**4**%
T	**0**%
P	
V	8%

53 %

*P 0 calorie
di wer
depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Spread B

Nutrition Facts

Serving Size 1 Tbsp (14 g)

Amount Per Serving

Calories 100	Calories from Fat 100
	%Daily Value *
Total Fat 11g	**17**%
Saturated Fat 2g	**11**%
Trans Fat 2g	
Cholesterol 0mg	**0**%
Sodium 105mg	**4**%
Total C	**0**%
Protein	
Vitamin	10%

47 %

*Percent
diet. You
depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Butter (A) vs. Margarine (B): Label Set 3

Spread A

Nutrition Facts

Serving Size 1 Tbsp (14 g)

Amount Per Serving	
Calories 100	Calories from Fat 100
	%Daily Value **
Total Fat 11g	**17**%
Saturated Fat 7g	**36**%
Trans Fat 0g	*
Cholesterol 30mg	**10**%
Sodium 90mg	**4**%
Total Carbohydrate 0g	**0**%
Protein 0g	
Vitamin A	8%

* Intake of trans fat should be as low as possible

**Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Spread B

Nutrition Facts

Serving Size 1 Tbsp (14 g)

Amount Per Serving	
Calories 100	Calories from Fat 100
	%Daily Value **
Total Fat 11g	**17**%
Saturated Fat 2g	**11**%
Trans Fat 2g	*
Cholesterol 0mg	**0**%
Sodium 105mg	**4**%
Total Carbohydrate 0g	**0**%
Protein 0g	
Vitamin A	10%

* Intake of trans fat should be as low as possible

**Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Butter (A) vs. Margarine (B): Label Set 3-Unaided

Spread A

Nutrition Facts

Serving Size 1 Tbsp (14 g)

Amount Per Serving

Calories 100	Calories from Fat 100
	%Daily Value **
Total Fat 11g	**17**%
Saturated Fat 7g	**36**%
Trans Fat 0g	*
Cholesterol 30mg	**10**%
Sodium 90mg	**4**%
T	**0**%
F	
V	8%

36%

* I ssible

** 0
calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Spread B

Nutrition Facts

Serving Size 1 Tbsp (14 g)

Amount Per Serving

Calories 100	Calories from Fat 100
	%Daily Value **
Total Fat 11g	**17**%
Saturated Fat 2g	**11**%
Trans Fat 2g	*
Cholesterol 0mg	**0**%
Sodium 105mg	**4**%
Tota	**0**%
Prot	
Vitar	10%

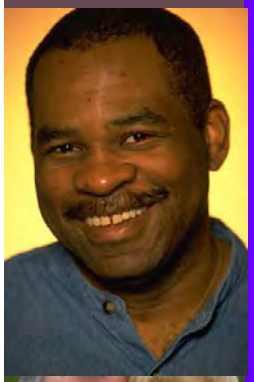
64%

* Intak le

**Perc
calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Why did you choose this item? (unaided)



- Margarine (B) 36%
  - Lower/No Saturated fat (45%)
  - Lower Cholesterol (43%)
- Butter (A) 64%
  - Lower/No Trans Fat (59%)
  - Lower Sodium (34%)

Butter (A) vs. Margarine (B): Label Set 3-Aided

Spread A

Nutrition Facts

Serving Size 1 Tbsp (14 g)

Amount Per Serving

Calories 100	Calories from Fat 100
	%Daily Value **
Total Fat 11g	**17**%
Saturated Fat 7g	**36**%
Trans Fat 0g	*
Cholesterol 30mg	**10**%
Sodium 90mg	**4**%
T	**0**%
P	
V	8%

70%

* I ssible

** 0
calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Spread B

Nutrition Facts

Serving Size 1 Tbsp (14 g)

Amount Per Serving

Calories 100	Calories from Fat 100
	%Daily Value **
Total Fat 11g	**17**%
Saturated Fat 2g	**11**%
Trans Fat 2g	*
Cholesterol 0mg	**0**%
Sodium 105mg	**4**%
Tota	**0**%
Prot	
Vitar	10%

30%

* Intak le

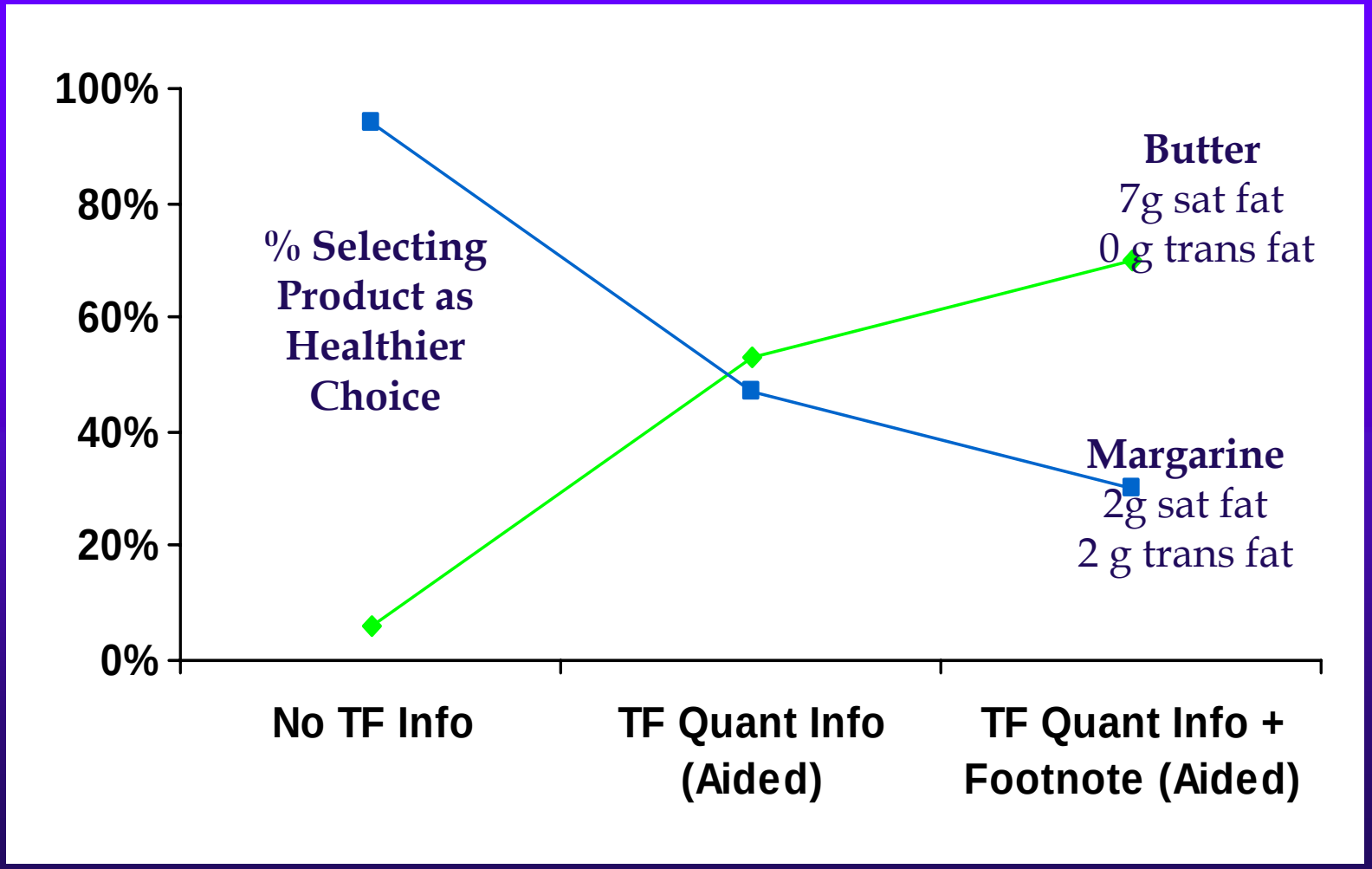
**Perc
calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

In your own words, what does the footnote mean to you?

- Low/Less trans fat is healthiest (43%)
- Trans Fat is Bad/harmful/unhealthy for you/avoid/do not eat trans fat (30%)

Consumer Choices Due to Label Information



Frozen Dinners: Label Set 1

Dinner A

Nutrition Facts

Serving Size 8 oz. (234g)

Amount Per Serving

Calories 550	Calories from Fat 320
	%Daily Value *
Total Fat 35g	**54**%
Saturated Fat 18g	**75**%
Cholesterol 30mg	**10**%
Sodium 510mg	**21**%
Total Carbohydrate 43g	**14**%
Pr[illegible]	
Vit[illegible] amin C	0%
Ca[illegible] n	10%

5%

*Pe[illegible] calorie diet[illegible] er depending on your calo rie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Dinner B

Nutrition Facts

Serving Size 8 oz. (234g)

Amount Per Serving

Calories 550	Calories from Fat 320
	%Daily Value*
Total Fat 35g	**54**%
Saturated Fat 9g	**45**%
Cholesterol 30mg	**10**%
Sodium 510mg	**21**%
Total Ca[illegible]	**14**%
Protein [illegible]	
Vitamin A[illegible]	0%
Calcium [illegible]	10%

95%

*Percent D[illegible] diet. Your [illegible] depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Frozen Dinners: Label Set 2 - Unaided

Dinner A

Nutrition Facts

Serving Size 8 oz. (234g)

Amount Per Serving

Calories 550	Calories from Fat 320
	%Daily Value *
Total Fat 35g	**54**%
Saturated Fat 18g	**75**%
Trans Fat 0g	
Cholesterol 30mg	**10**%
Sodium 510mg	**21**%
Total Carbohydrat e 43g	**14**%
P	
V itamin C 0%	
C ron 10%	

19%

*P 2000 calorie
di or lower
depending on your alorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Dinner B

Nutrition Facts

Serving Size 8 oz. (234g)

Amount Per Serving

Calories 550	Calories from Fat 320
	%Daily Value*
Total Fat 35g	**54**%
Saturated Fat 9g	**45**%
Trans Fat 5g	
Cholesterol 30mg	**10**%
Sodium 510mg	**21**%
Total C	**14**%
Protein	
Vitamin C 0%	
Calcium 10%	

81%

*Percen alorie
diet. Yo er
depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Frozen Dinners: Label Set 2 - Aided

Dinner A

Nutrition Facts

Serving Size 8 oz. (234g)

Amount Per Serving

Calories 550	Calories from Fat 320
	%Daily Value *
Total Fat 35g	**54**%
Saturated Fat 18g	**75**%
Trans Fat 0g	
Cholesterol 30mg	**10**%
Sodium 510mg	**21**%
Total Carbohydrat e 43g	**14**%
P	
V itamin C 0%	
C ron 10%	

60%

*P 2000 calorie
di or lower
depending on your alorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Dinner B

Nutrition Facts

Serving Size 8 oz. (234g)

Amount Per Serving

Calories 550	Calories from Fat 320
	%Daily Value*
Total Fat 35g	**54**%
Saturated Fat 9g	**45**%
Trans Fat 5g	
Cholesterol 30mg	**10**%
Sodium 510mg	**21**%
Total C	**14**%
Protein	
Vitamin C 0%	
Calcium 10%	

40%

*Percen alorie
diet. Yo er
depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Frozen Dinners: Label Set 3 - Unaided

Dinner A

Nutrition Facts

Serving Size 8 oz. (234g)

Amount Per Serving

Calories 550	Calories from Fat 320
	%Daily Value **
Total Fat 35g	**54**%
Saturated Fat 18g	**75**%
Trans Fat 0g	*
Cholesterol 30mg	**10**%
Sodium 510mg	**21**%
Total Carbohydr ate 43g	**14**%
Pr	
Vi tamin C	0%
Ca on	10%

* In sible

**P

calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

58%

Dinner B

Nutrition Facts

Serving Size 8 oz. (234g)

Amount Per Serving

Calories 550	Calories from Fat 320
	%Daily Value**
Total Fat 35g	**54**%
Saturated Fat 9g	**45**%
Trans Fat 5g	*
Cholesterol 30mg	**10**%
Sodium 510mg	**21**%
Total Carbohydra te 43g	**14**%
Protei	
Vitami n C	0%
Calciu	10%

*Intake

**Percen

calorie diet. Y our daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dieta ry Fiber		25g	30g

42%

Frozen Dinners: Label Set 3 - Aided

Dinner A

Nutrition Facts

Serving Size 8 oz. (234g)

Amount Per Serving

Calories 550	Calories from Fat 320
	%Daily Value **
Total Fat 35g	**54**%
Saturated Fat 18g	**75**%
Trans Fat 0g	*
Cholesterol 30mg	**10**%
Sodium 510mg	**21**%
Total Carbohydr ate 43g	**14**%
Pr	
Vi tamin C	0%
Ca on	10%

* In sible

**P

calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

82%

Dinner B

Nutrition Facts

Serving Size 8 oz. (234g)

Amount Per Serving

Calories 550	Calories from Fat 320
	%Daily Value**
Total Fat 35g	**54**%
Saturated Fat 9g	**45**%
Trans Fat 5g	*
Cholesterol 30mg	**10**%
Sodium 510mg	**21**%
Total Carbohydra te 43g	**14**%
Protei	
Vitami n C	0%
Calciu	10%

*Intake

**Percen

calorie diet. Y our daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dieta ry Fiber		25g	30g

18%

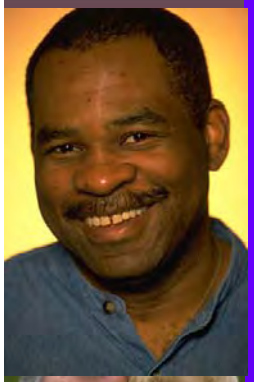
Percent of Consumers Identifying Product as "Healthier Choice"

	Spread		Frozen Dinner		Popcorn		Chips		Entree	
	A	B	A	B	A	B	A	B	A	B
Total fat:	11g	11g	35g	35g	9g	11g	8g	8g	37g	35g
Saturated fat:	7g	2g	18g	9g	4.5g	1.5g	2.5g	1.5g	15g	11g
Trans fat:	0g	2g	0g	5g	0g	3g	0g	3.5g	0g	8g
Current Label Format with No Trans Fat Information	**6%**	**94 %**	**5%**	**95 %**	**63 %**	**37 %**	**3%**	**97 %**	**6%**	**94 %**
Quantitative Information on Trans (Aided)	**53 %**	**47 %**	**60 %**	**40 %**	**83 %**	**17 %**	**66 %**	**34 %**	**60 %**	**40 %**
Quantitative Information + Footnote (Aided)	**70 %**	**30 %**	**82 %**	**18 %**	**96 %**	**4%**	**79 %**	**21 %**	**80 %**	**20 %**

Findings

Based on the information provided in the footnote, which of the following statements do you agree with?

Trans fat is better for you than saturated fat	7%
Trans fat is worse for you than saturated fat	78%
Trans fat is the same as saturated fat	15%



Findings

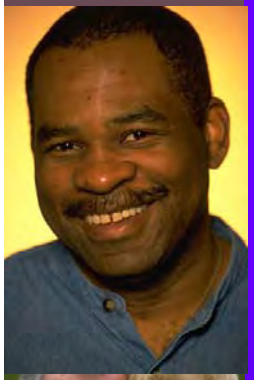
Prior to taking this survey, how much have you heard or read about trans fat?

A lot	5%
Some	18%
A little	24%
Nothing at all	53%

How knowledgeable about trans fats do you consider yourself?

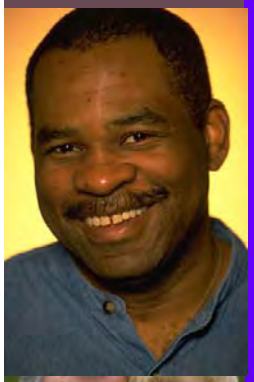
Very knowledgeable	2%
Somewhat knowledgeable	13%
A little knowledgeable	22%
Not at all knowledgeable	63%

INTERNATIONAL FOOD INFORMATION COUNCIL FOUNDATION



For more information:

International Food Information Council Foundation
202-296-6540
http://ific.org



OPPORTUNITIES: Communicating with Consumers

What is your message concept?

Foods with Palm Oil
can fit in a healthful Diet