

Current Insights into Consumer Attitudes and Perceptions

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Katie Marston, PepsicCo Global R&D

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Perpective from Goverment, Consumer and Industry – Are we overloaded?

Sarah V. Kirkmeyer, Givaudan Flavors Corp.

Government Influences

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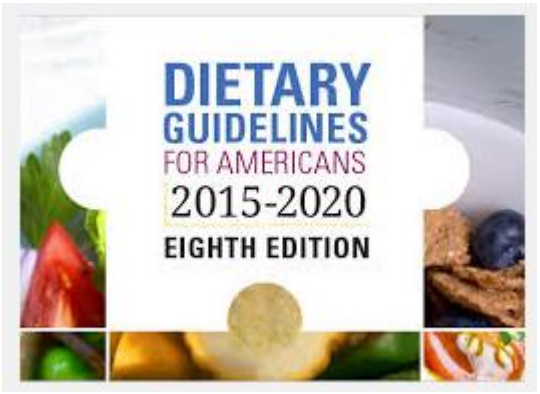


New dietary rules leaving a bad aftertaste

Los Angeles Times | 19 Jan 2016

S. 764, which directs the Secretary of Agriculture to establish a national mandatory bioengineered food disclosure standard

Infobesity

Dietitian Ashley Koff calls the current glut of nutrition and wellness information "**infobesity**."

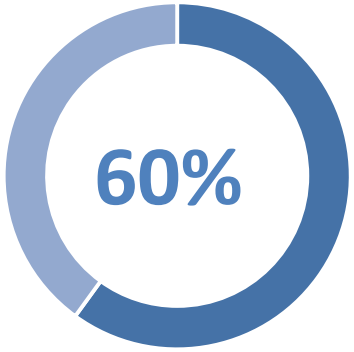


"Carbs are good. Carbs are bad. Should I follow the paleo diet? Go gluten-free? Are artificial colors bad for me? And are GMOs the evil that some make them out to be? What about organics?" writes columnist Becky Schilling for Food Management. "So are we creating an environment of infobesity? **Do we need to provide so much messaging around the food we're eating? How do you strike the balance of providing nutritional education and not overloading consumers**?"

David Katz, director of the Yale University Prevention Research Center and the president of the American College of Lifestyle Medicine, put it best when he told the Menus of Change audience: "**We already know how to eat. Michael Pollan said it best when he wrote 'Eat food. Not too much. Mostly plants**.' "

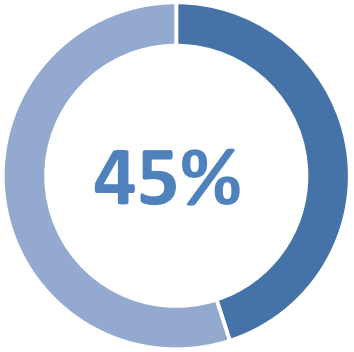
R E A L

What does Natural Mean?



believe a natural label means packaged and processed foods have **no genetically modified organisms, no artificial ingredients or colors, no chemicals and no pesticides**

CR Consumer Reports



think that **natural is a verified claim,** even though the term is not regulated.

Well The New York Times

EAT

Is Your Food 'Natural'? F.D.A. to Weigh In

By ANAHAD O'CONNOR MAY 17, 2016 5:31 AM 61

R E A L

What does Healthy Mean?

The Food and Drug Administration will re-evaluate its definition of "healthy," which could upend how a range of foods are marketed

May 10, 2016, at 12:56 p.m.

Preventive medicine specialist Roxanne Sukol contends that **"'healthy' is a bankrupt word."**

Robert Kilmer, president of Dreyer's ice Cream says "The new definition of modern health is very different from the traditional view, which was to reduce fat, sugar and sodium. **Healthy now is about what's in my food and where did it come from**."

NPD analyst Harry Balzer states "This country will never have a healthy food supply. Never. Because **the moment something becomes popular, someone will find a reason why it's not healthy**."

R E A L

Consumer Influences



By Marilyn Heins Special to the Arizona Daily Star

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FOOD BABE



FOOD POLITICS

by Marion Nestle

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Food Company Influences

Recent food company initiatives include both “free from” and “better for you” foods.



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https://www.youtube.com/watch?v=bkhhCi7nMFI



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