


Nutrition Facts
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Fava Beans

ILSI Fortification Workshop

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International Food Information Council

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International Food Information Council (IFIC) and The Foundation

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

INTERNATIONAL
FOOD INFORMATION
COUNCIL FOUNDATION

Mission: *To effectively communicate science-based information on health, nutrition, and food safety for the public good.*

Primarily supported by the broad-based food, beverage, and agricultural industries.


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A healthful eating pattern is not a rigid prescription, but rather comprises an array of options that can accommodate cultural, ethnic, and personal preferences as well considerations such as price and availability of food –

2010 Dietary Guidelines for Americans

METHODOLOGY

An online survey was conducted with 1,057 Americans about their health, diet, influences on food selection, and related knowledge and beliefs.

Methodology	Web Survey
Conducted By	Mathew Greenwald & Associates (Washington, DC), using Research Now's consumer panel.
Population*	The results were weighted to ensure that they are as reflective as possible of the American population ages 18 to 80, as seen in the 2011 Current Population survey. Specifically, they were weighted by age, education, gender, race/ethnicity, and region.
Data Collection Period	April 3 to April 13, 2012
Sample Size (Error)	1,057 Americans ages 18 to 80

*Weighting is a widely accepted statistical technique that is used to ensure that the distribution of the sample reflects that of the population on key demographics. With any data collection method, even when the outgoing sample is balanced to the Census, some populations are more likely than others to respond.

NOTES:

- Respondents who completed the survey in less than seven minutes were not included in the final sample.
- Percentages may not add to 100% or to totals shown due to rounding.

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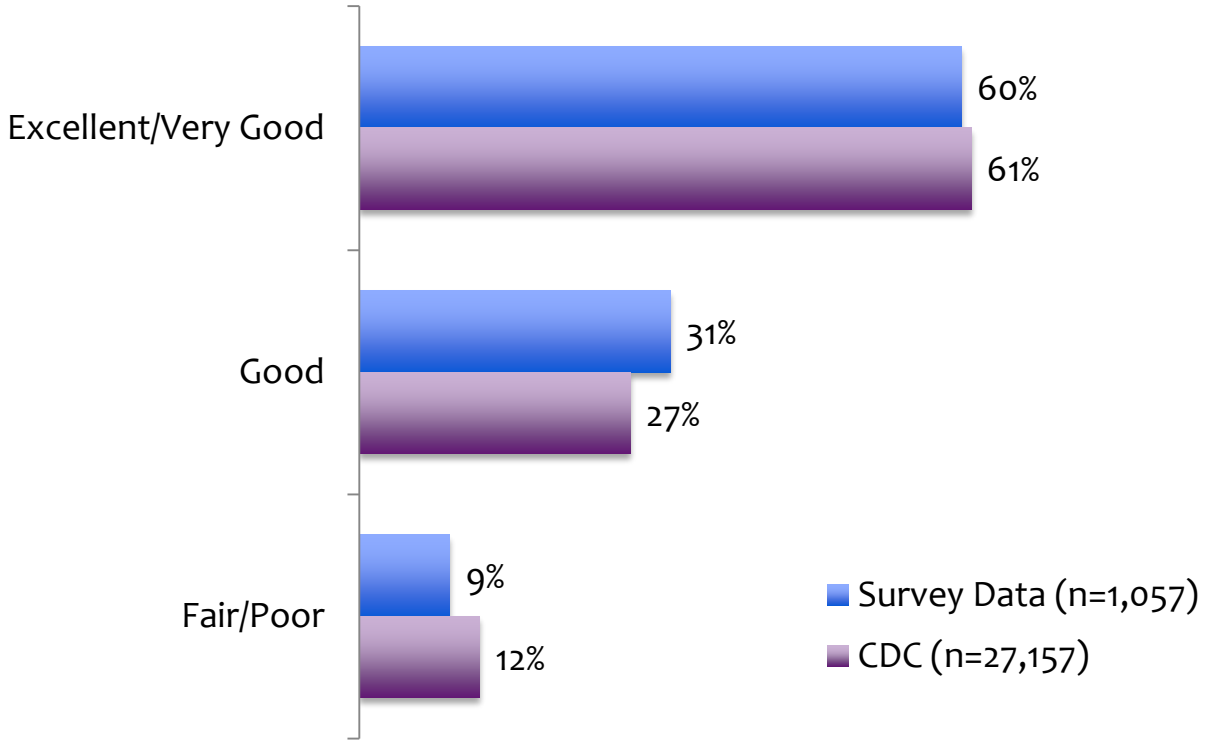
HEALTH AND DIET

Respondents' perceived health reflects the CDC's findings.

All

How would you describe your own health in general?

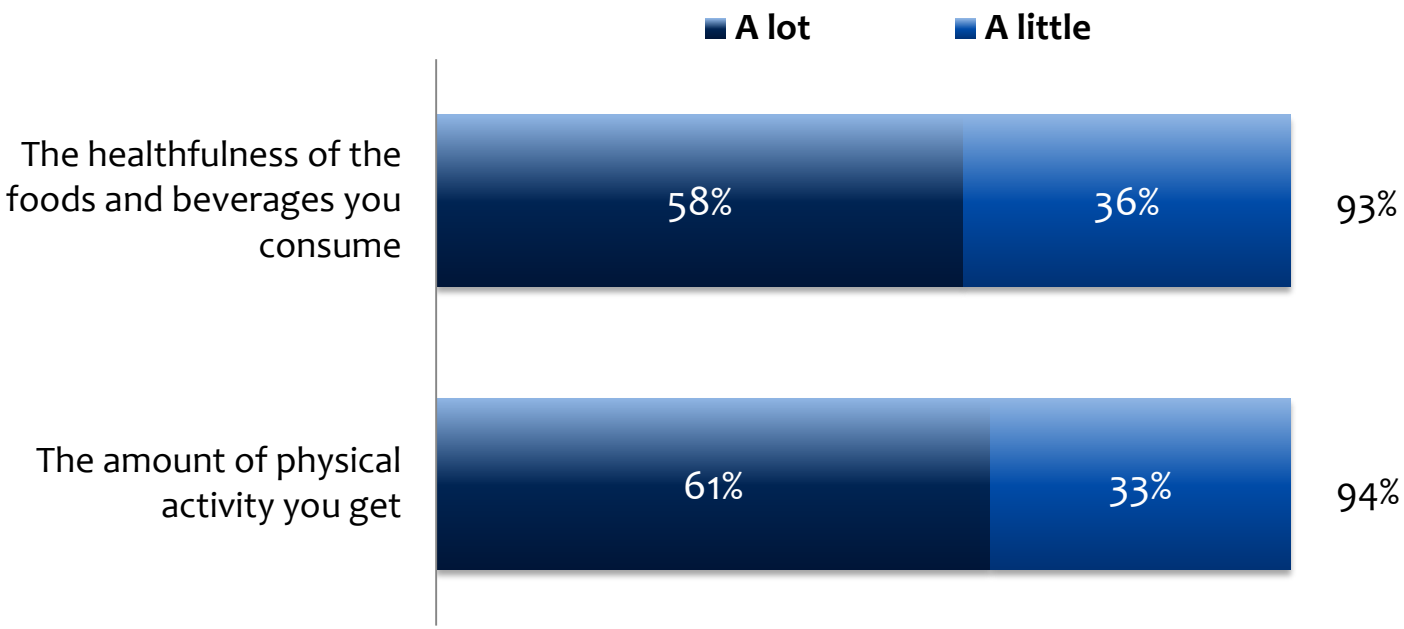

Excellent/Very Good
60%
61%
Good
31%
27%
Fair/Poor
9%
12%
Survey Data (n=1,057)
CDC (n=27,157)

Comparison source: Centers for Disease Control, 2010 National Health Interview Survey (Adults 18+)

Six out of ten Americans have given *a lot* of thought to their diet and exercise.

Over the past year, how much thought have you given to the following issues?

All (n=1,057)


A lot
A little
The healthfulness of the foods and beverages you consume
58%
36%
93%
The amount of physical activity you get
61%
33%
94%

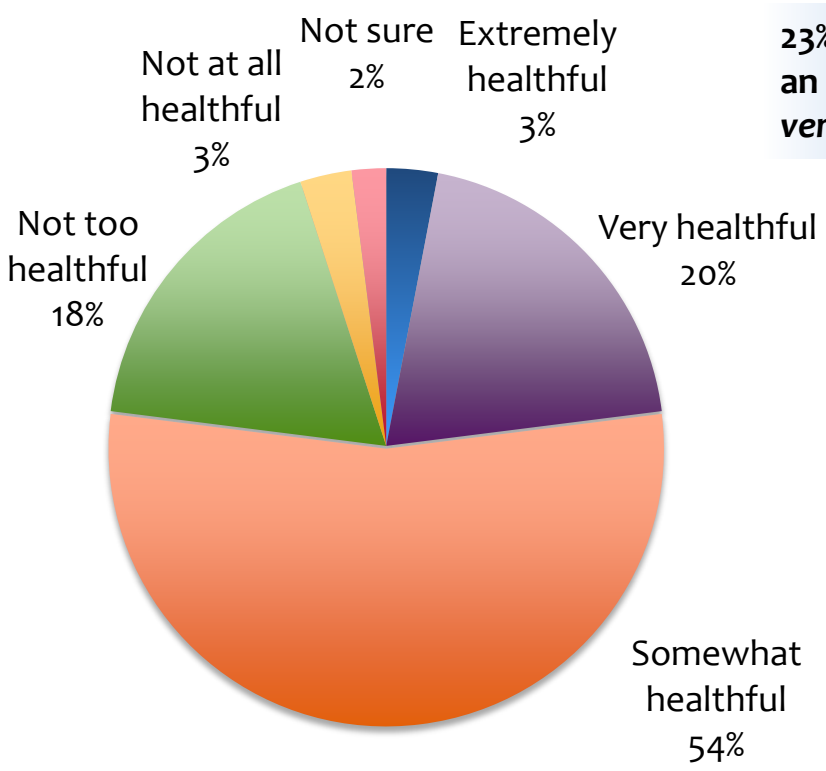
Despite the common belief that they are in good health, many Americans feel there is room to improve their diet.

Only about one in four consider their diet to be *very* or *extremely* healthful. This proportion rises with age.

How would you rate the healthfulness of your overall diet?

By "diet," we mean everything you eat or drink, including foods; beverages; and vitamins, minerals, and other dietary supplements.

All (n=1,057)


Not sure 2%
Extremely healthful 3%
Not at all healthful 3%
Not too healthful 18%
Very healthful 20%
Somewhat healthful 54%

23% say they have an *extremely* or *very* healthful diet.

Healthfulness of Diet By Age

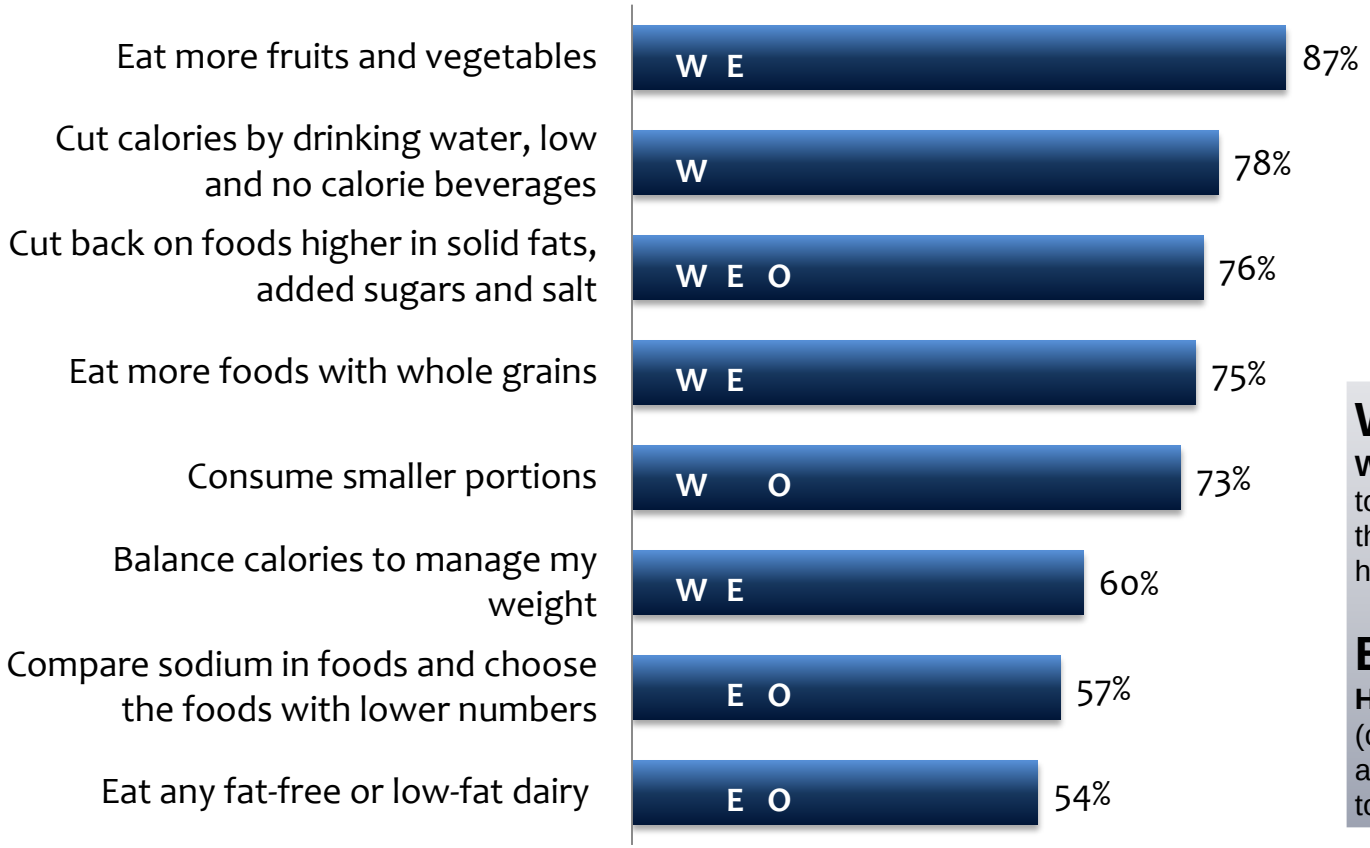
	18-34	35-49	50-64	65-80
Extremely/ Very	19%	20%	24%	**35%**
Somewhat	51%	53%	58%	55%
Not too/ Not at all	**27%**	24%	18%	10%

Bolded figures are significantly higher than one or more counterpart groups.

Nearly all Americans are trying to improve at least one aspect of their eating habits. Nearly nine in ten have tried to eat more fruits and vegetables.

Over the past year, which of the following, if any, have you made an effort to do?

All (n=1,057)


Eat more fruits and vegetables
W E
87%
Cut calories by drinking water, low and no calorie beverages
W
78%
Cut back on foods higher in solid fats, added sugars and salt
W E O
76%
Eat more foods with whole grains
W E
75%
Consume smaller portions
W O
73%
Balance calories to manage my weight
W E
60%
Compare sodium in foods and choose the foods with lower numbers
E O
57%
Eat any fat-free or low-fat dairy
E O
54%

W

Women are more apt than men to be working on nearly all of these aspects of their eating habits.

E, O

Highly-educated consumers (college grads) and those who are **older** (ages 65-80) also tend to be more likely to make efforts.


REMOVE FOIL SEAL
UNDER CAP
Low Sodium • No Caffeine
Nutrition Facts
Serving Size 8 fl oz (240ml)
Servings Per Container 2.5
Amount Per Serving
Calories 50
% Daily Value*
Total Fat 0g
Sodium 110mg
Potassium 30mg
Total Carbohydrate 14g
Sugars 14g
Protein 0g
Not a significant source of Calories From Fat, Saturated Fat, Cholesterol, Dietary Fiber, Vitamin A, Vitamin C, Calcium, Iron.
Percent Daily Values are based on a 2,000 calorie diet.
Nutrition Facts
Serving Size 1 meal
Servings Per Container 1
Amount Per Serving
Calories 380 Calories from Fat
% Daily Va
Total Fat 11g
Saturated Fat 5g
Cholesterol 15mg
Sodium 1370mg
Total Carbohydrate 55g
Dietary Fiber 9g
Sugars 7g
Protein 15g
Vitamin A 15%
Calcium 15%
Calories
Less than
Nutrition
Serving Size 1 oz
Servings Per Contain
Amount Per Ser
Calories
Nutri
Serving Size
Servings
Amount Per Serving
Calories 150
Total Fat 7g
Saturated Fat 1.5g
Fiber 1g
Sugars 1g
Protein 2g
Vitamin A 0%
Calcium 4%

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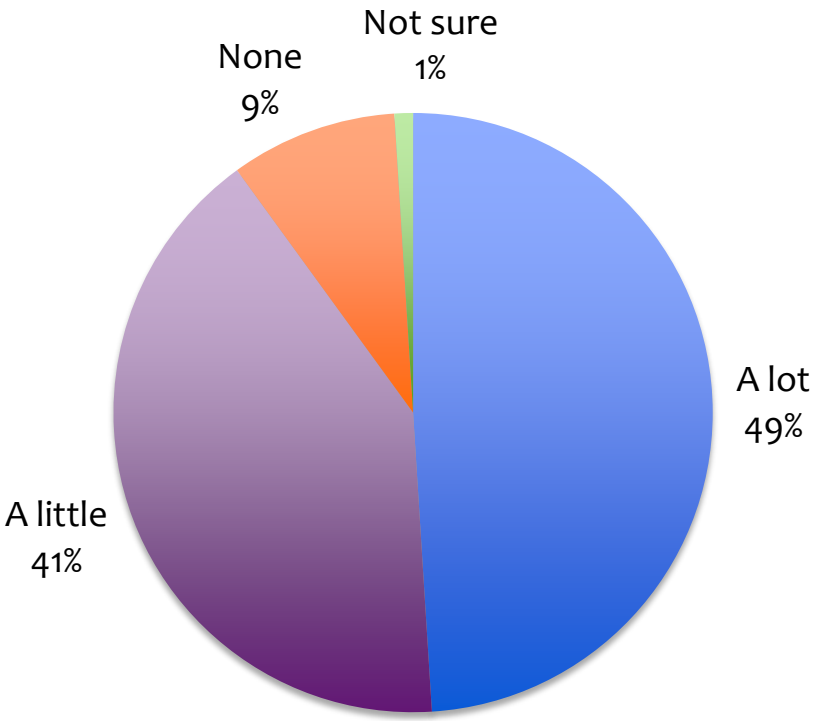
DIETARY COMPONENTS

Nine out of ten Americans have given at least *a little* thought to the ingredients in their food or beverages.

Over the past year, how much thought have you given to the ingredients in your foods and beverages?

All (n=1,057)

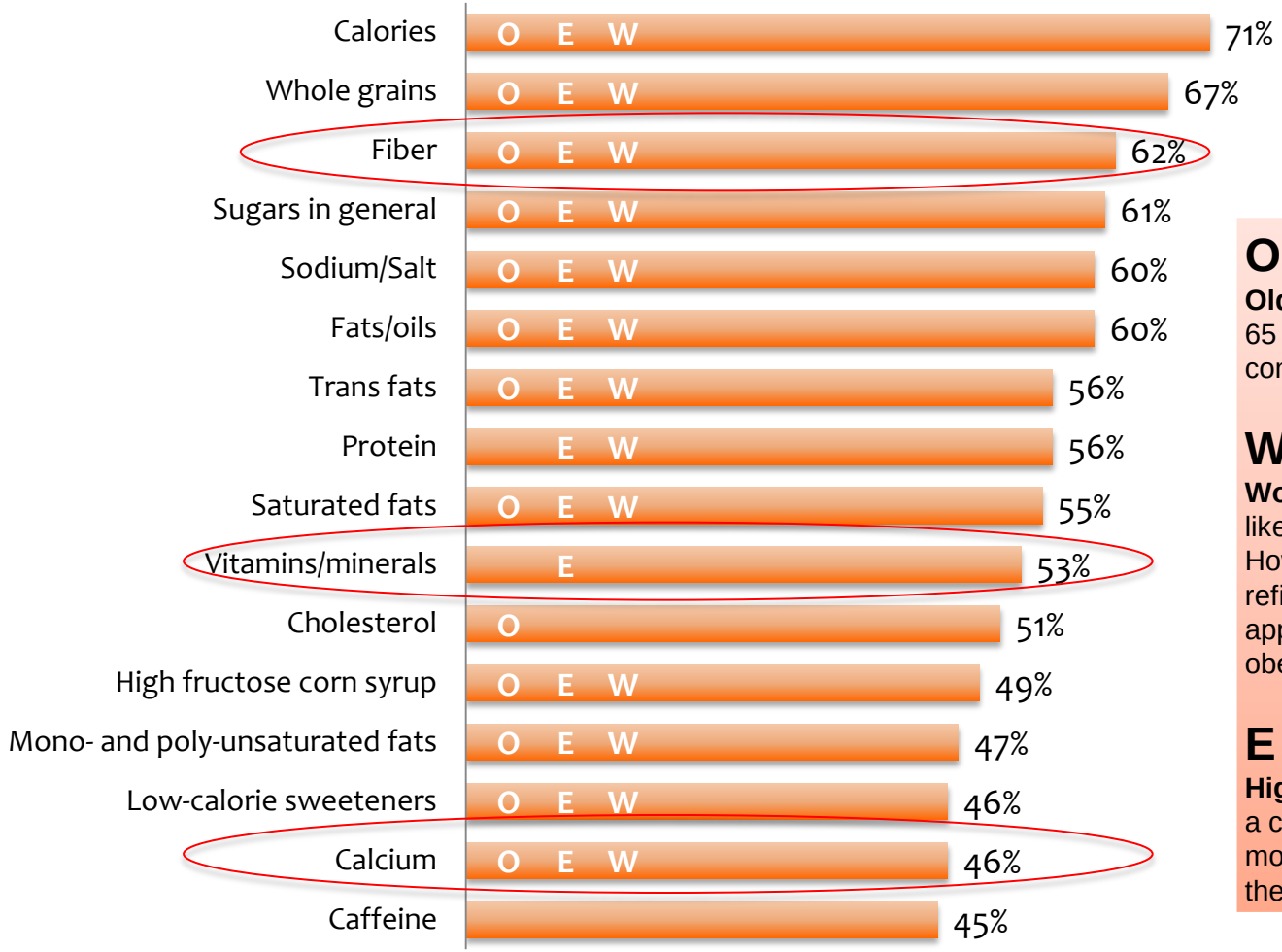

Not sure
1%
None
9%
A lot
49%
A little
41%

90% have given *a little* or *a lot* of thought to the ingredients in their foods and beverages.

At least six in ten consider calories, whole grains, fiber, sugars, sodium, and/or fats when buying packaged foods and beverages.

Over the past year, when making decisions about buying packaged food or beverages, have you ever considered whether or not they contain the following?

All (n=1,057)


Calories O E W 71%
Whole grains O E W 67%
Fiber O E W 62%
Sugars in general O E W 61%
Sodium/Salt O E W 60%
Fats/oils O E W 60%
Trans fats O E W 56%
Protein E W 56%
Saturated fats O E W 55%
Vitamins/minerals E 53%
Cholesterol O 51%
High fructose corn syrup O E W 49%
Mono- and poly-unsaturated fats O E W 47%
Low-calorie sweeteners O E W 46%
Calcium O E W 46%
Caffeine 45%

O

Older consumers, especially those 65 to 80, are more likely to consider these food components.

W

Women are also generally more likely than men to consider them. However, for fats, sugars, and refined carbohydrates, there is no apparent gender difference among obese consumers.

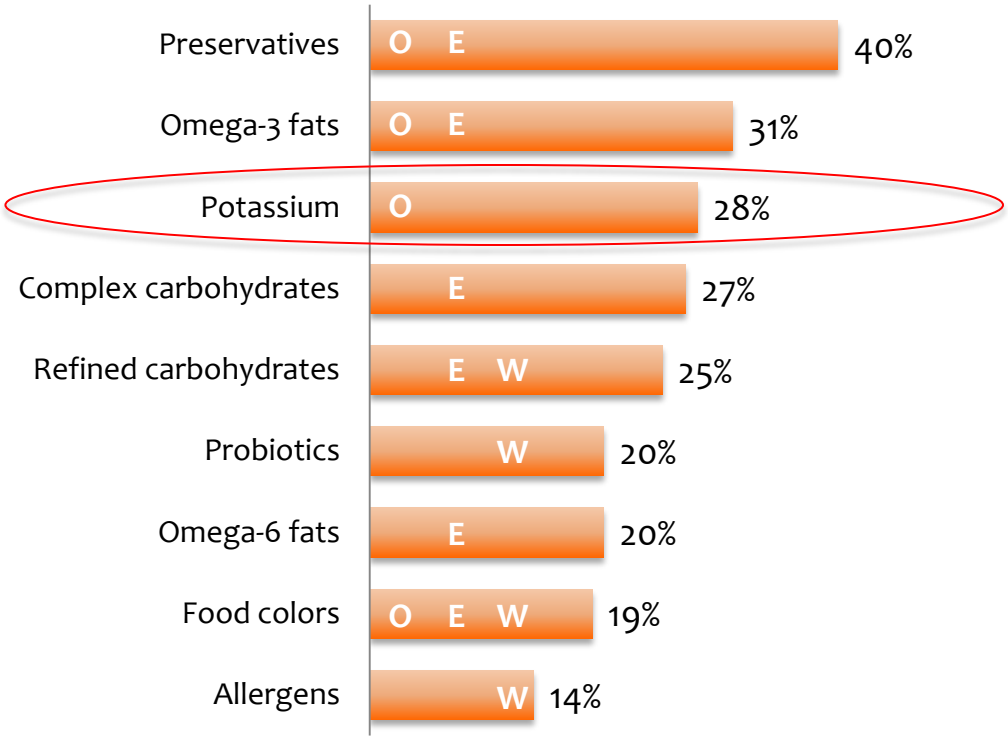
E

Highly-educated consumers (with a college degree or more) are also more apt to consider almost all of these ingredients.

Only one in four consider specific types of carbs, even though two-thirds consider whole grains.

Over the past year, when you're making decisions about buying packaged food or beverages, have you ever considered whether or not they contain the following? (continued)

All (n=1,057)


Preservatives
O E
40%
Omega-3 fats
O E
31%
Potassium
O
28%
Complex carbohydrates
E
27%
Refined carbohydrates
E W
25%
Probiotics
W
20%
Omega-6 fats
E
20%
Food colors
O E W
19%
Allergens
W
14%

O

Older consumers, especially those 65 to 80, are more likely to consider these food components.

W

Women are also more likely than men to consider them.

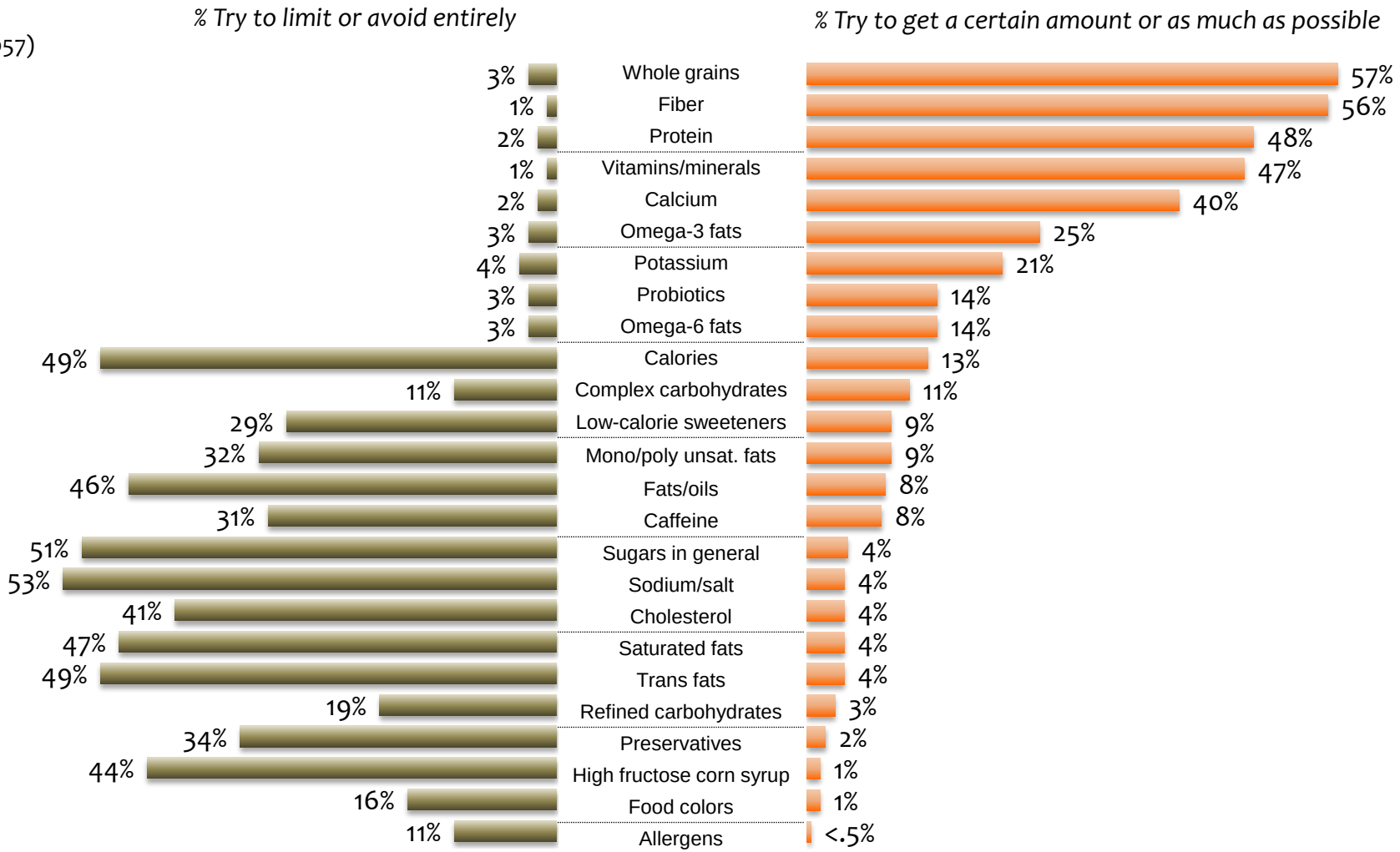
E

Highly-educated consumers (with a college degree or more) are also more apt to consider these ingredients.

Consumers tend to seek whole grains and fiber. At least four in ten try to limit/avoid calories, fats, sugars, and salt.

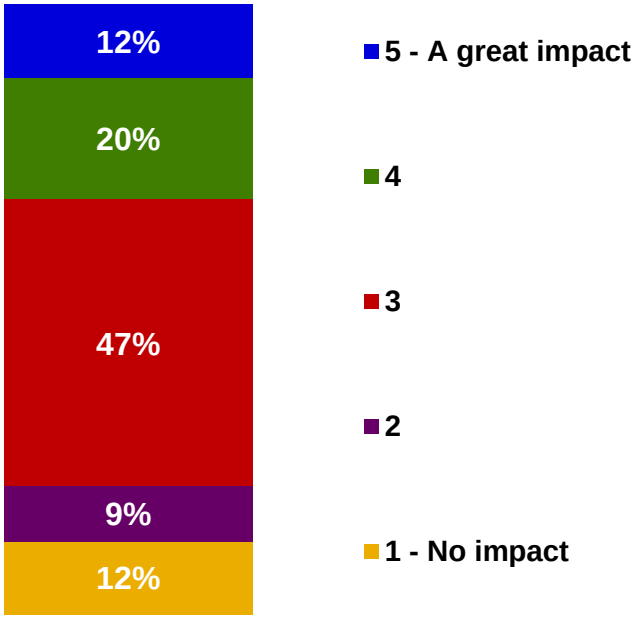
To what extent do you try to consume or avoid the following?

All (n=1,057)


% Try to limit or avoid entirely
% Try to get a certain amount or as much as possible
3% Whole grains 57%
1% Fiber 56%
2% Protein 48%
1% Vitamins/minerals 47%
2% Calcium 40%
3% Omega-3 fats 25%
4% Potassium 21%
3% Probiotics 14%
3% Omega-6 fats 14%
49% Calories 13%
11% Complex carbohydrates 11%
29% Low-calorie sweeteners 9%
32% Mono/poly unsat. fats 9%
46% Fats/oils 8%
31% Caffeine 8%
51% Sugars in general 4%
53% Sodium/salt 4%
41% Cholesterol 4%
47% Saturated fats 4%
49% Trans fats 4%
19% Refined carbohydrates 3%
34% Preservatives 2%
44% High fructose corn syrup 1%
16% Food colors 1%
11% Allergens <.5%

About a third of Americans believe that fortification has a moderate or great impact on overall health.

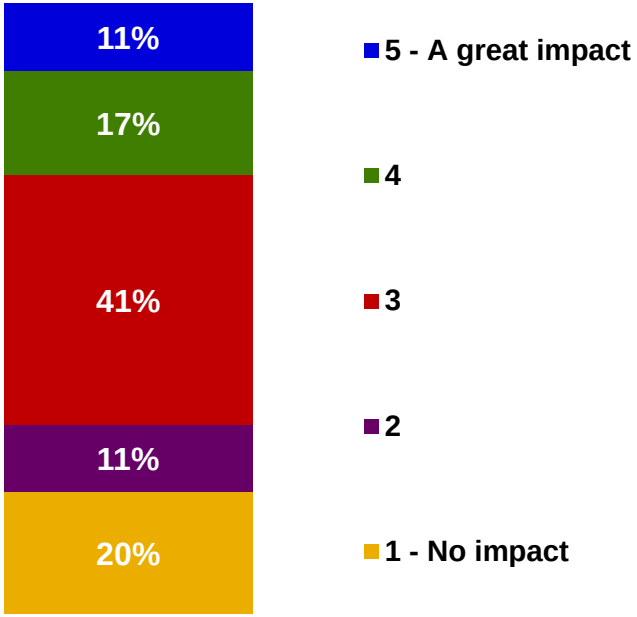
"Fortification is the addition of one or more essential nutrients to a food, whether or not it is normally contained in the food. Similar to fortified foods, some foods may contain added beneficial ingredients or components that may be used to provide additional health benefits that would not otherwise be present in a comparable food."


12%
20%
47%
9%
12%
5 - A great impact
4
3
2
1 - No impact

How much of an impact do you think fortified foods or foods with added benefits have on your overall health?* [Select one] (n=1000)

*Question added in 2011.

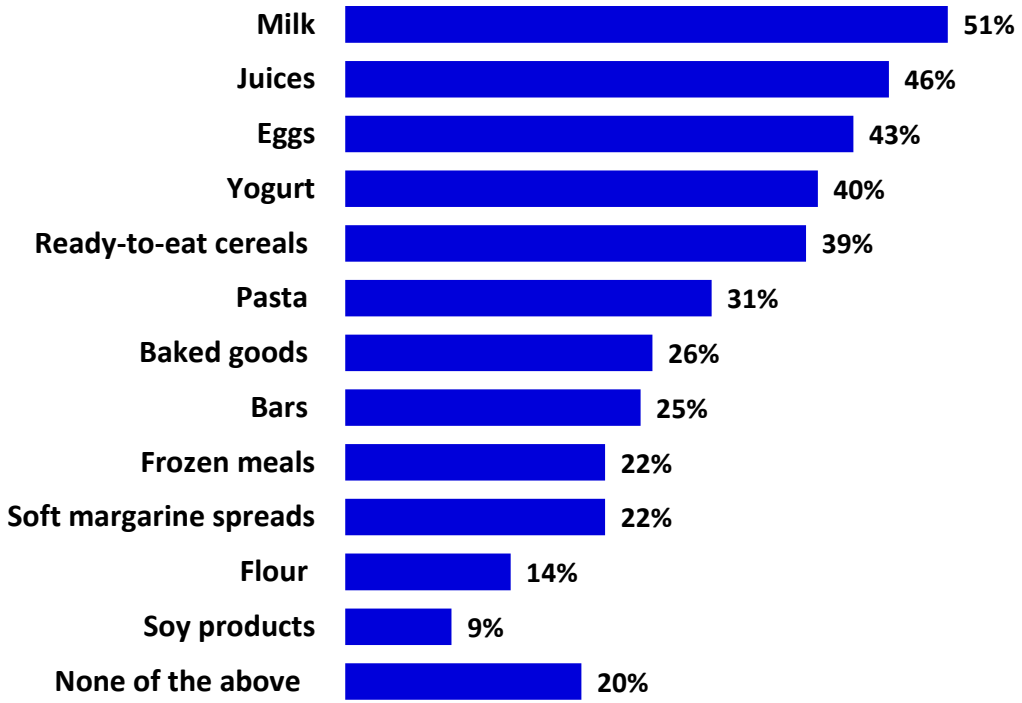
A little more than a quarter of Americans say that fortified foods and foods with added benefits have a great or moderate impact on purchasing decisions.


11%
17%
41%
11%
20%
5 - A great impact
4
3
2
1 - No impact

To what extent does the fact that a food or beverage is fortified or contain added beneficial components impact your decision to purchase it?* [Select one] (n=1000)

*Question added in 2011.

Four out of five Americans purchase a variety of foods and beverages specifically because of an added benefit or fortification.


Milk 51%
Juices 46%
Eggs 43%
Yogurt 40%
Ready-to-eat cereals 39%
Pasta 31%
Baked goods 26%
Bars 25%
Frozen meals 22%
Soft margarine spreads 22%
Flour 14%
Soy products 9%
None of the above 20%

Which of the following do you purchase on a regular basis specifically because they are fortified or contain added beneficial components?* [Select all that apply] (n=1000)

*Question added in 2011.

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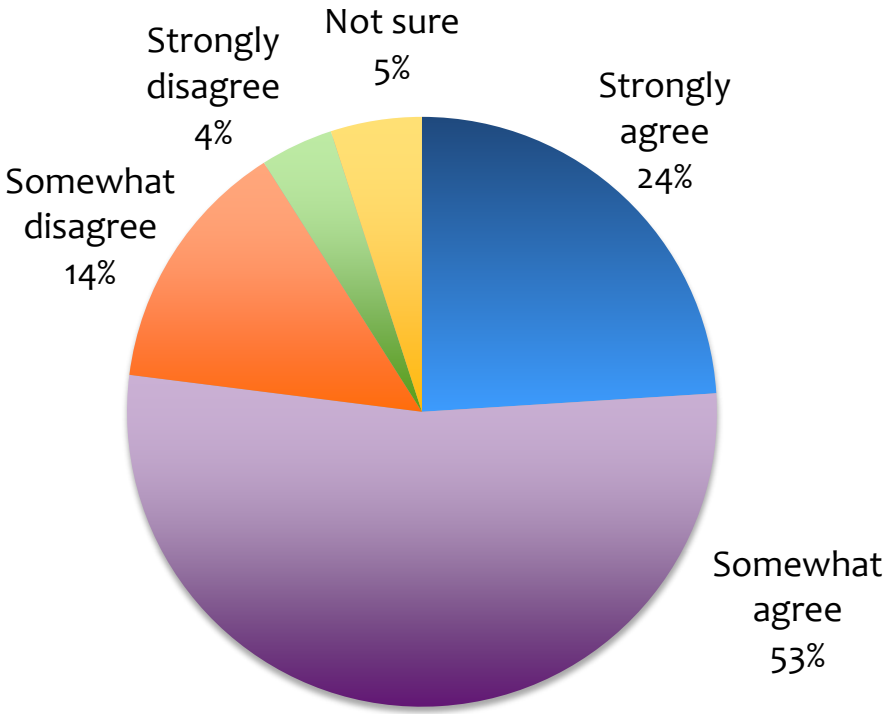
INFORMATION SOURCES & INFLUENCES

Three out of four consumers feel that changes in nutritional guidance makes it hard to know what to believe.

Obese consumers (BMI 30+), older consumers (65-80), and women are all more likely than their counterparts to believe that changing information makes it hard to know what to believe.

To what extent do you agree or disagree with the following statement?
Because nutrition information seems to keep changing, it's hard to know what to believe.

All (n=1,057)

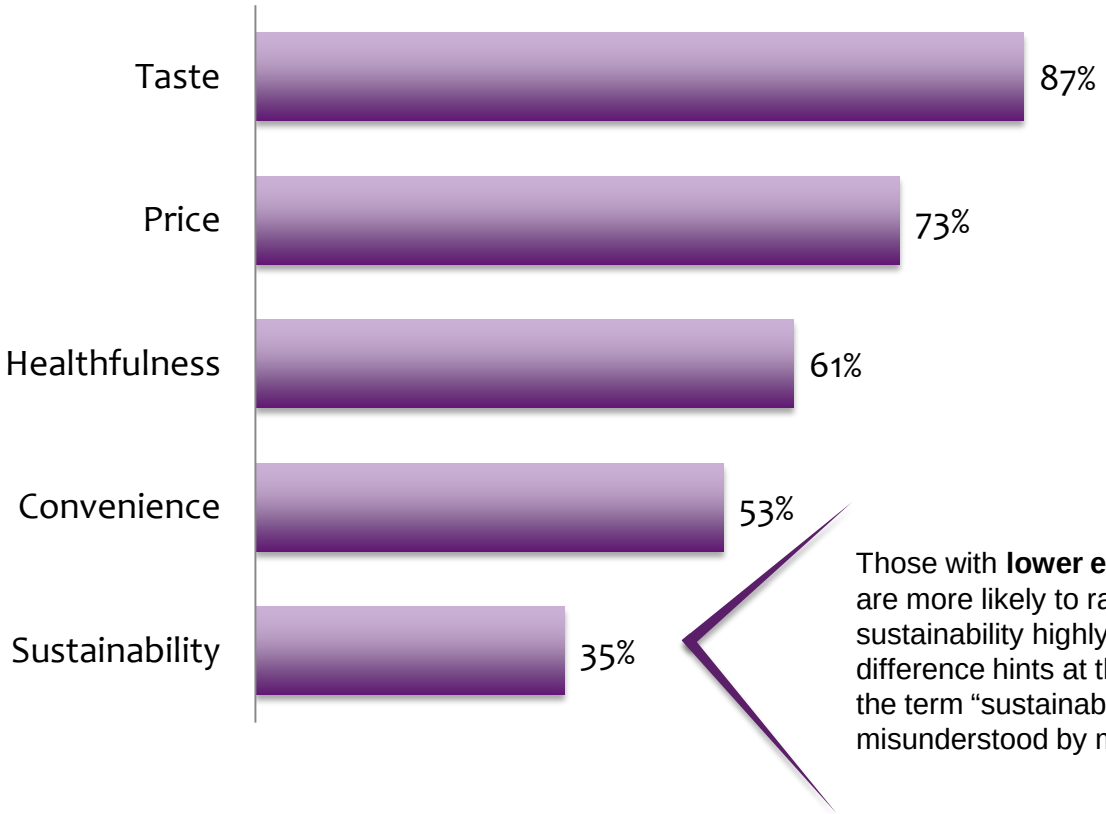

Not sure
5%
Strongly disagree
4%
Strongly agree
24%
Somewhat disagree
14%
Somewhat agree
53%

76% *strongly* or *somewhat* agree that changing information makes it hard to know what to believe.

Taste and price drive food and beverage choices more often than healthfulness.

How much of an impact do the following have on your decision to buy foods and beverages?
(% Rating 4 to 5 on 5-point scale, from "No impact" to "A great impact")

All (n=1,057)

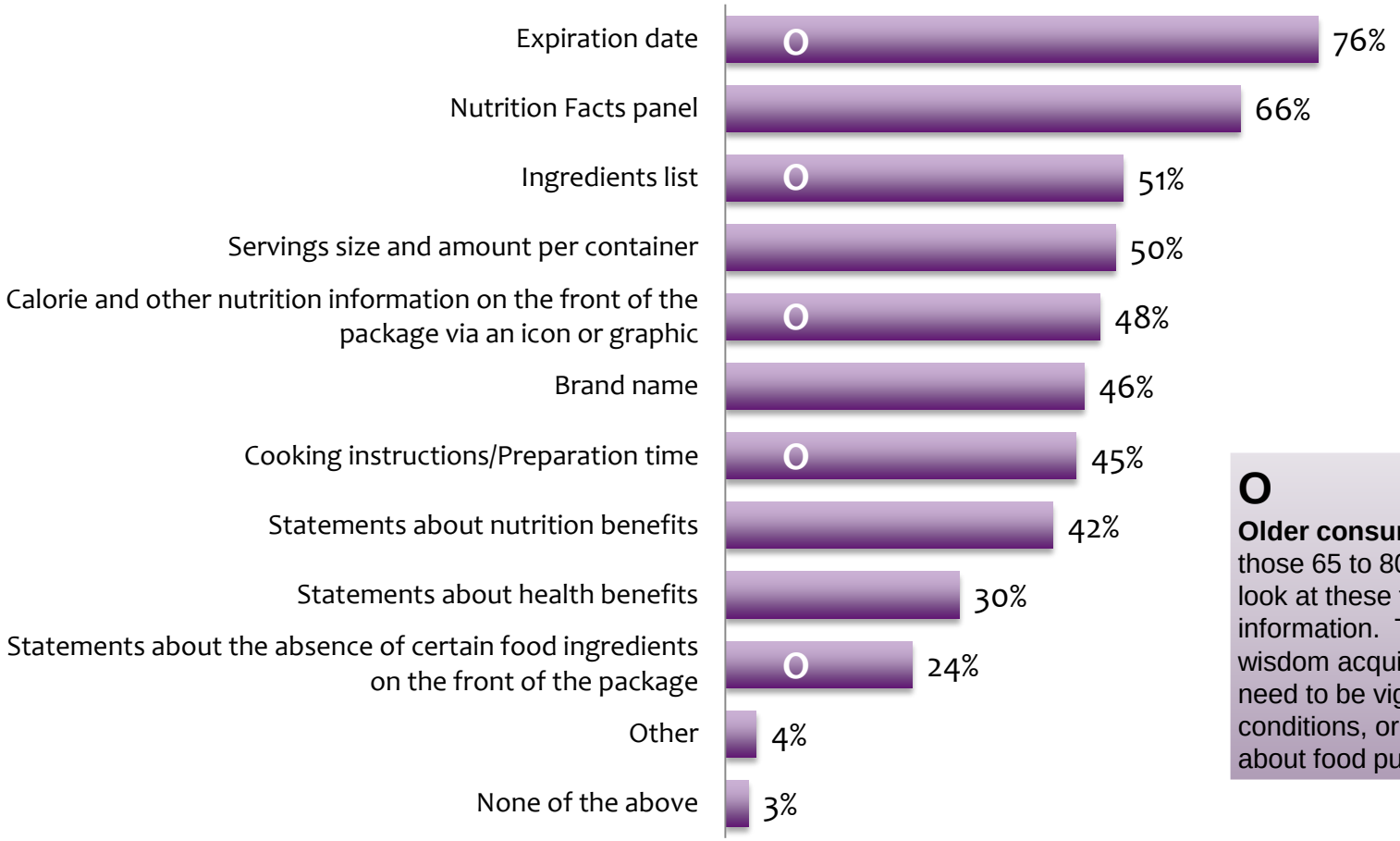

Taste
87%
Price
73%
Healthfulness
61%
Convenience
53%
Sustainability
35%

Those with **lower education** levels are more likely to rate the impact of sustainability highly. This unexpected difference hints at the possibility that the term "sustainability" may be misunderstood by many.

Packaging information most commonly used include the expiration date and the Nutrition Facts panel.

What information do you look at on the food or beverage package when deciding to purchase or eat a food or beverage?

All (n=1,057)


Expiration date
76%
Nutrition Facts panel
66%
Ingredients list
51%
Servings size and amount per container
50%
Calorie and other nutrition information on the front of the package via an icon or graphic
48%
Brand name
46%
Cooking instructions/Preparation time
45%
Statements about nutrition benefits
42%
Statements about health benefits
30%
Statements about the absence of certain food ingredients on the front of the package
24%
Other
4%
None of the above
3%

O

Older consumers, especially those 65 to 80, are more likely to look at these types of information. This may be due to wisdom acquired over time, the need to be vigilant about health conditions, or more time to think about food purchases.

Nutrition Facts Panel and First Time Food and Beverage Choices

Sixty percent of consumers say they use the NFP "most of the time" or "always" for first-time purchases.

Only 33 percent do so for regular purchases.

Insights from the IFIC Foundation Food Label Consumer Research Project

Ethnographic findings

- **Consumers use the NFP in specific circumstances.**
  - New items or items requested by children prompt NFP consideration, as do foods with claims on the front of the package.
  - The NFP also is more likely to be used when two products under consideration seem similar, i.e., have similar claims or price points.

- **Not all elements of the NFP are used.**
  - Consumers look at macronutrients and grams most often, calories and serving size somewhat often and vitamins, %DV and the explanation footnote the least often.


Nutrition Fact
Serving Size 1 Tablespoon
Servings Per Container
Amount Per Serving
Calories 110 Calories fr
%
Total Fat 12g
Saturated Fat 3
Trans Fat 0g
Polyunsatur
Monouns
Cholest
Sodiu

Insights from the IFIC Foundation Food Label Consumer Research Project

Qualitative findings

Based on the primary challenges limiting consumers' ability to use the NFP, three desired improvements were identified. Improvements were

1. **Clarify serving size.**

2. **Call attention to daily intake.**

3. **Simplify % Daily Value.**

Insights from the IFIC Foundation Food Label Consumer Research Project

Entire Pack Enhancement

Nutrition Facts
Serving Size 6 pieces (29g)
Servings Per Container 4

	One Serving Provides		Entire Package	
Calories	**7%**	**140**	**28%**	**560**
Calories from Fat		50		200
Total Fat	**9%**	**6g**	**37%**	**24g**
Saturated Fat	10%	2g	40%	8g
Trans Fat		0g		0g
Cholesterol	**0%**	**0mg**	**0%**	**0mg**
Sodium	**7%**	**160mg**	**27%**	**640mg**
Total Carbohydrate	**7%**	**21g**	**28%**	**84g**
Dietary Fiber	4%	1g	16%	4g
Sugars		11g		44g
Protein		**1g**		**4g**
Vitamin A	0%	0 IU	0%	0 IU
Vitamin C	0%	0mg	0%	0mg
Calcium	0%	0mg	0%	0mg
Iron	8%	1mg	30%	5mg

3rd Column Enhancement

Nutrition Facts
Serving Size 1 cup (228g)
Servings Per Container 2

	% Daily Value*	Amt Per Serving	Amt Per Day
Calories	**13%**	**250**	**2000**
Calories from Fat		110	
Total Fat	**18%**	**12g**	**65g**
Saturated Fat	15%	3g	20g
Trans Fat		3g	
Cholesterol	**10%**	**30mg**	**300mg**
Sodium	**20%**	**470mg**	**2400mg**
Total Carbohydrate	**10%**	**31g**	**300g**
Dietary Fiber	0%	0g	30g
Sugars		5g	
Protein		**5g**	
Vitamin A	4%	200 IU	5000 IU
Vitamin C	2%	1mg	60mg
Calcium	20%	200mg	1000mg
Iron	4%	<1mg	18mg

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

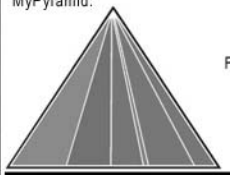
Graphic MyPyrmid Enhancement

Nutrition Facts
Serving Size 1 cup (228g)
Servings Per Container 2

	% Daily Value*	Amt Per Serving	Daily Amounts Per the FDA
Calories	**13%**	**250**	**2000**
Calories from Fat		110	
Total Fat	**18%**	**12g**	**65g**
Saturated Fat	15%	3g	20g
Trans Fat		3g	
Cholesterol	**10%**	**30mg**	**300mg**
Sodium	**20%**	**470mg**	**2400mg**
Total Carbohydrate	**10%**	**31g**	**300g**
Dietary Fiber	0%	0g	30g
Sugars		5g	
Protein		**5g**	
Vitamin A	4%	200 IU	5000 IU
Vitamin C	2%	1mg	60mg
Calcium	20%	200mg	1000mg
Iron	4%	<1mg	18mg

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

One serving of this product provides the following based on MyPyramid:



For personalized nutrition information, visit **MyPyramid.gov**

In Summary

- There are numerous ways that consumers can build a healthful diet based on their personal preference, individual needs, culture, economics and availability of foods and beverages.
- While people feel positive about their overall health, they recognize that they could make improvements and report making changes in effort to improve their diet.
- Consumer perceptions of the contribution of fortified foods to total nutrient intake could be strengthened.
- While people feel frustrated by changing nutrition guidance the Nutrition Facts panel is a trusted tool consumers utilize to make purchasing decisions.
- There are opportunities to make enhancements to the Nutrition Facts panel to make DV information easier for consumers to utilize to make decisions within the context of calories and daily intakes.

For more information

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