

Tony Flood, *Director – Food Safety & Defense*, IFIC

# “Consumer Attitudes toward Chemicals in Food”

# Consumer (Moms) Research Goals and Objectives

- Assess current attitudes toward chemicals in food
- Identify the “drivers” behind these attitudes
- Test and develop messages to improve public understanding
- Develop “best practices” approach to science-based communications



# Key Findings among Moms

- “Chemicals” not top of mind
- Message reach and frequency are important
  - Negative news and information result in guilt, fear and eventual anger
  - Felt threatened, helpless and fearful of long-term health effects
- Moms are influenced by “credible” sources

*Are there additives in it?*



*Are there chemicals in it?*



*Are there preservatives in it?*

# Priority and Trust for Moms

- Convenience
- Taste
- Healthfulness
- Price, value
- Avoiding foods that
  - Keep “my kids getting fat”
  - Don’t impact long term health
- Trust in the system
  - FDA, retailers, producers
  - Look to “experts” for answers and protection
    - Unable to determine risk / danger
  - 40 – 50% pay attention to chemical issues
    - Eager to learn more

# Applying Consumer Research “Guiding Principles” to Frame the Message



Empowering  
words  
Increase  
Consumer  
Confidence

- Words that are **Intuitive** because they “just make sense”
- Words that are **Certain** and **Definitive**
- Words that show **Action** is taking place
- Words that are **Instructive** and **Prescriptive** so people know what to do
- Words that **Consumers** use

- Words that are too **Scientific**
- Words that provoke **Distasteful** images
- Double negatives because they are **Confusing**



Negative  
Concepts  
Evoke Fear  
and  
Uncertainly