

FDOC Webinar: Communicating with Consumers in the Misinformation Era

May 20, 2021



An abstract graphic featuring a large, thick, orange curved shape that flows from the top left towards the right. Below this, there is a light gray shape with a semi-circular cutout on the left side. The word "Introductions" is written in orange text within the light gray area.

Introductions

Speakers



Shannon Shepp
Executive Director
Florida Department of
Citrus



Alex Armentano
Vice President, Crisis
and Risk
Edible



Teresa Thorne
Executive Director
Alliance for Food and
Farming

An abstract graphic design featuring a large, flowing orange shape that curves from the bottom left towards the top right. This shape is set against a background of light gray and white. On the left, there is a light gray rectangular area with a white, rounded-bottom shape inside it. The text "The Landscape" is written in a bold, orange, sans-serif font, positioned in the center-right of the image, overlapping the large orange shape.

The Landscape

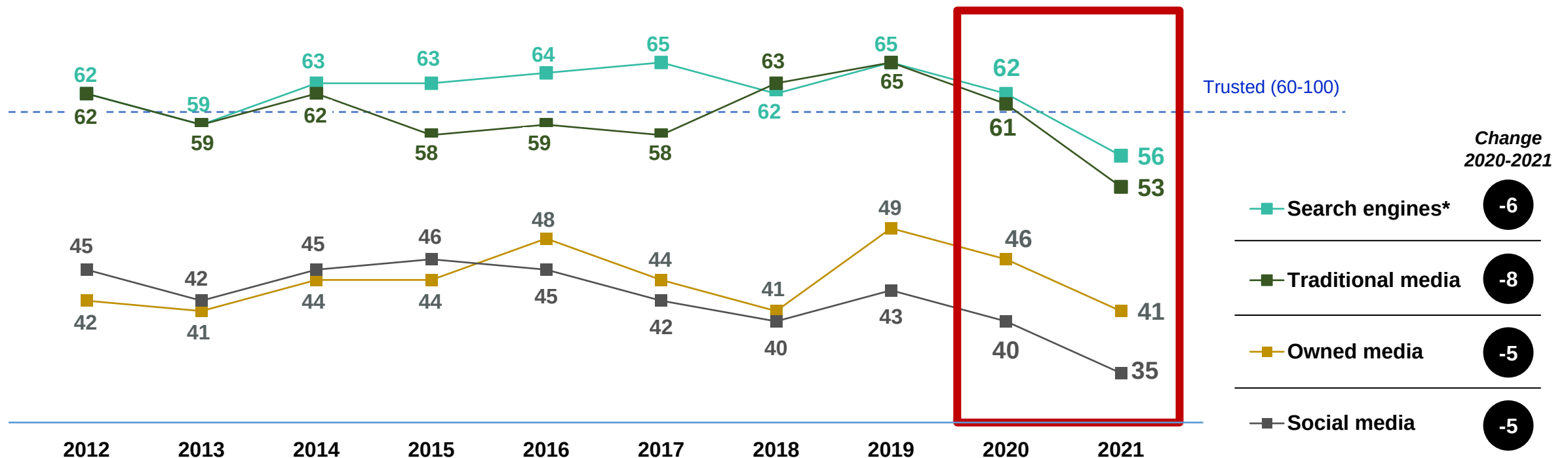
**“...False news travels farther, faster, deeper
and more broadly than the truth in every
category of information and sometimes by
an order of magnitude.”**

Sinan Aral, head of MIT's Initiative on the Digital Economy

Trust in all information sources at record lows

- Percent trust in each source for general news and information

Global 22

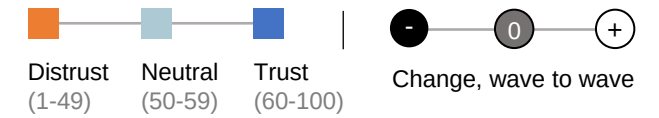
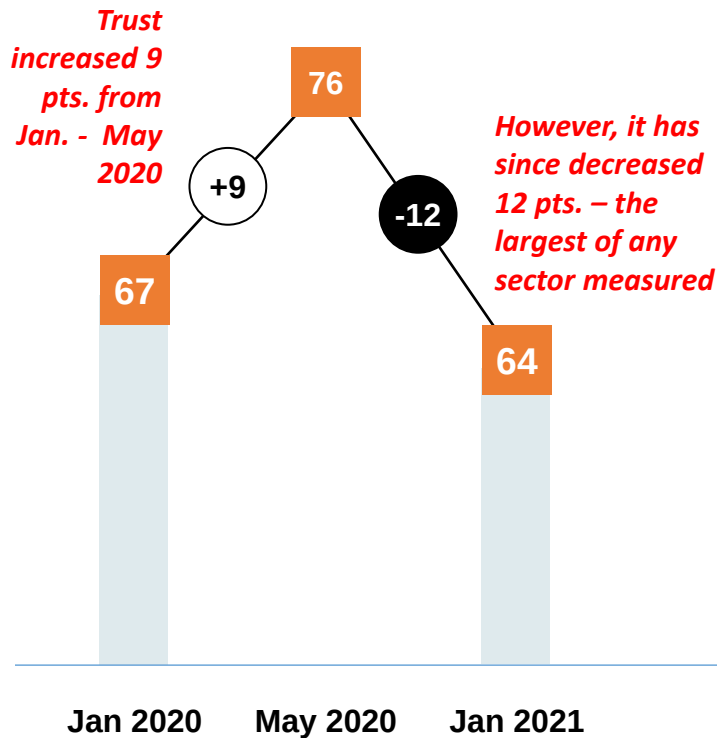


2021 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, 22-mkt avg.

*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

Trust in the Food and Beverage sector has decreased, despite surging at the beginning of the pandemic

Global 11, trust in food and beverage

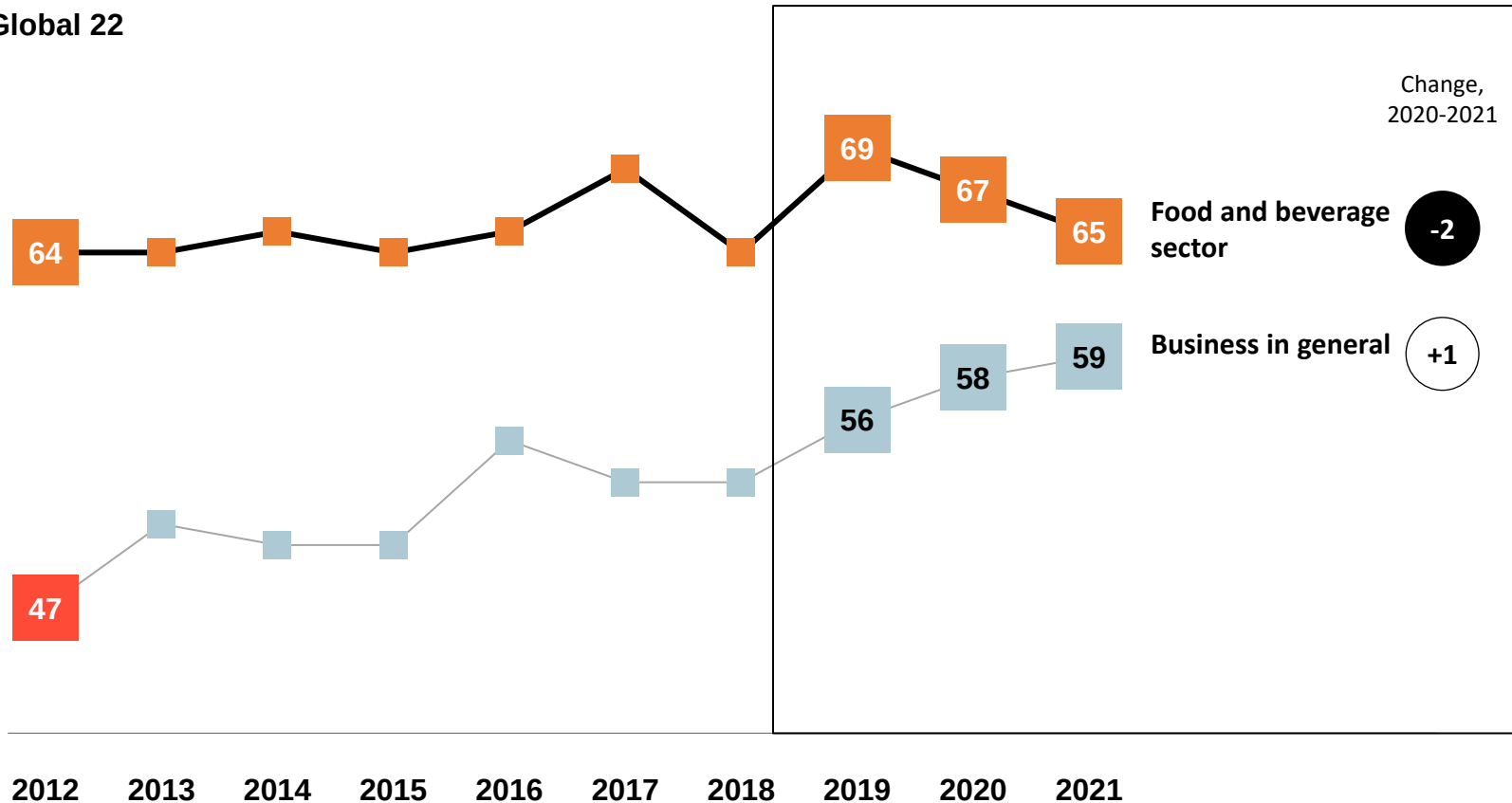


Countries	+/- Jan 2020 to May 2020	+/- May 2020 to Jan 2021
China	+11	-24
Germany	+18	-18
France	+18	-17
Canada	+11	-15
Mexico	+12	-14
UK	+6	-13
S. Korea	+2	-8
U.S.	+9	-7
Saudi Arabia	+9	-5
India	+3	-4
Japan	-5	-4

The decline of trust in the Food and Beverage sector is at odds with increasing trust in businesses

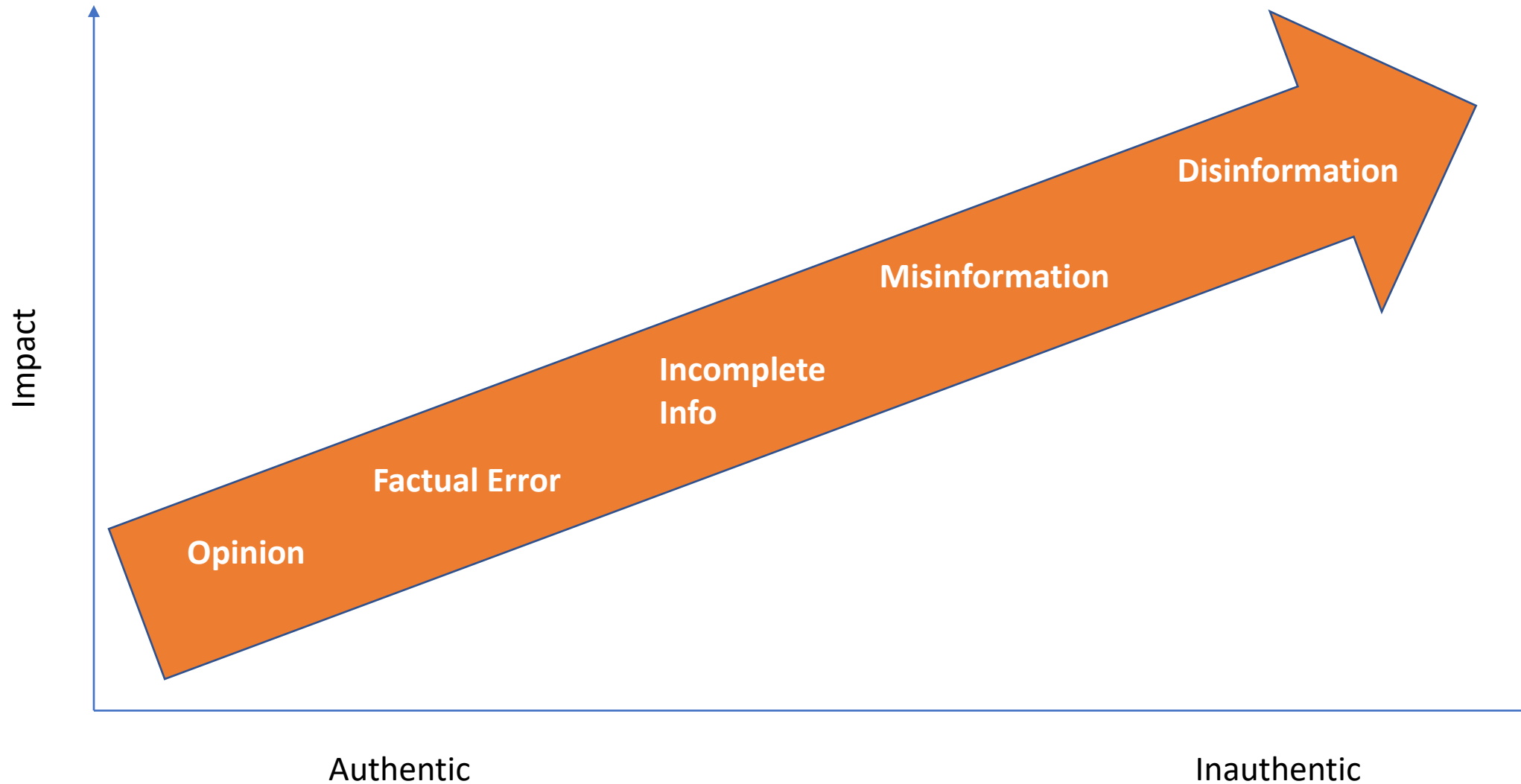
- Percent trust in the food and beverage sector vs. trust in business

Global 22



2021 Edelman Trust Barometer. TRU_IND. [FOOD AND BEVERAGE] Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Industries shown to half of the sample. TRU_INS. [BUSINESS] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 22-mkt avg.

Definitions are important



Production, Distribution, Consumption, & Food Waste are Now B2C Issues

**"We are not disposable people."
Farmworkers speak out on
conditions that have led to
outbreaks.**

***'Instead of Coronavirus, the Hunger Will
Kill Us.' A Global Food Crisis Looms.***

**1.6 billion people can't afford suggested
healthy 'green' diet**

**Factory farms provide
abundant food, but
environment suffers**

**Food apartheid: the root of the
problem with America's groceries**

Food Industry -- Few Solutions for
Recyclable Packaging

**Carbon Labels Are Finally Coming
To The Food And Beverage Industry**

**Food Justice And Labor Organizations Are Calling Out
Tyson For Their Large Number Of COVID-19 Cases**



"The prevailing narrative is one many people call a "feed the world" or "productivist" narrative, which focuses on the quantity of food and calories produced."

Confusion is not new to nutrition...

Consumers have access to unlimited information, but sometimes the information is confusing or misleading. The same outlet might publish multiple articles on the same topic – like orange juice and sugar – with conflicting insights or recommendations.

Is Orange Juice Good or Bad for You?

Weight loss: One item you should never have for breakfast if you want to lose weight

Is Fruit Juice as Unhealthy as Sugary Soda?

Could eating a burnt orange revive senses after a COVID-19 infection?

Frustrated with not being able to taste or smell anything after having the coronavirus, some people are turning to this "TikTok witchery."

Popular Foods Proven to Destroy Your Workout, According to Experts

...but the impact of a false narrative is

**Social Media: A false story
reaches 1,500 people**

6x
faster than a factual story

60%

**of consumers will buy or
boycott based on a brand's
response to current social
issues.**

This means we have an opportunity to combat misleading or inaccurate information by...

- 1. Go direct to consumers**
- 2. Find friends**
- 3. Communicate early**

Eat Well, Live Well.



The Campaign to Redefine 'Chinese Restaurant Syndrome'

The leading maker of MSG started a push to ask Merriam-Webster to change its definition of the term, first added in 1993.

What Is MSG And Is It Bad For You?

Are you scared of the bogeyman?

**MSG MAKER STARTS CAMPAIGN
AIMED AT DEBUNKING 'CHINESE
RESTAURANT SYNDROME':
MARKETER'S BRIEF**



Team Good Fat

What do walnuts, avocados, salmon and extra virgin olive oil have in common?

They're all sources of good fats, of course!

Meet #TEAMGOODFAT

What do walnuts, avocados, salmon and extra virgin olive oil have in common? They're all sources of good fats! No need to pair all these ingredients at once, use one or two while cooking to add different varieties of good fats to your meal.

Walnuts are the only nut that supply a rich source of the plant-based omega-3 ALA (2.5 grams per ounce).

Grind em' up as a sauce thickener!

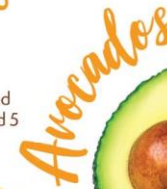
Walnuts + olive oil vinaigrette for the "good fat" win!



Extra virgin olive oil is one of the richest sources of monounsaturated fats (10 grams per tablespoon).

More than 75% of the fat in avocados is the "good" unsaturated type (1 gram polyunsaturated fat and 5 grams monounsaturated fat per 1/3 medium avocado).

Avocado toast + toasted walnuts = YUM



Walnut encrusted salmon - chop it, top it, bake it, done!

Salmon has the marine-based omega-3 fatty acids EPA and DHA (0.5 to 2 grams per 3-ounce cooked portion).

For recipes, resources and more visit walnuts.org/TeamGoodFat



Staying ahead

APPLIED ECONOMIC
PERSPECTIVES
AND POLICY



Featured Article | Open Access |

The effect of scientific information and narrative on preferences for possible gene-edited solutions for citrus greening

Brandon R. McFadden , Brittany N. Anderton, Kelly A. Davidson, John C. Bernard

First published: 17 February 2021 | <https://doi.org/10.1002/aepp.13154>

Editor in charge: : Craig Gundersen

Related Content: EU Regulation of New Plant Breeding Technologies and Their Possible Economic Implications for the EU and Beyond



**Alliance for
Food and
Farming**

Alliance for Food and Farming

Who We Are

A non-profit organization formed in 1989 which represents organic and conventional farmers. Alliance contributors are limited to farmers of fruits and vegetables, companies that sell, market or ship fruits and vegetables or organizations that represent produce farmers.



Alliance for Food and Farming

Our Mission: To deliver credible information about the safety of all fruits and vegetables.

Our Goal: To positively impact consumption and support consumer choice by reassuring them about the safety of all produce so facts, not fear, can guide shopping choices.



Our Core Messages

- **Choice:** Choose organic and/or conventional produce. Both are safe and can be eaten with confidence.
- **Consumption:** Decades of studies show that a diet rich in organic and conventional fruits and vegetables leads to better health and a longer life.



Our Audience

- Consumers (with an emphasis on moms/parents)
- Media
- Bloggers
- Nutritionists and Dietitians

Everyone!



Measuring the Quality of Our Content

“Dirty Dozen” List

Safe Fruits and Veggies Campaign

- ***Among the objectives:*** Reduce the adverse impact of campaigns, such as the “Dirty Dozen” list, that inaccurately disparage the more accessible and affordable forms of produce.



“Dirty Dozen” List Messaging

Safefruitsandveggies.com provides support for this messaging:

- The “Dirty Dozen” list lacks scientific credibility and has been shown to negatively impact consumers and public health because it discourages consumption of fruits and vegetables.



When We Launched Website in 2010 99.8% of DD List Coverage Was Unbalanced

Media outlets, like these, simply publicized “Dirty Dozen” list
as presented.

The Washington Post



Los Angeles Times

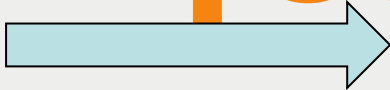


Today

Continual outreach and sharing of science based produce safety information has resulted in overall “Dirty Dozen” coverage declining significantly. Today, **60% of the media/blogger coverage is now balanced or carries AFF messaging exclusively.**

99.8%

40%



AFF Has Achieved “One-Sided” Coverage

HUFFPOST

The Washington Post

San Francisco Chronicle
NORTHERN CALIFORNIA'S LARGEST NEWSPAPER

Bloomberg
NEWS

Forbes

Slate

**BUSINESS
INSIDER**

**NEW
YORK
POST**

The Miami Herald

EatingWell
WHERE GOOD TASTE MEETS GOOD HEALTH

SHAPE

Major Outlets Still Covering in 2021

Most Were Balanced or Carried AFF Messaging Exclusively



Detroit Free Press



SHAPE

AJC

Better
Homes
and Gardens

The Miami Herald

EWG Targets Citrus in 2021

Minimized Impact

- Citrus did not become a headline/focus despite EWG's promotional efforts.
- Existing campaign with strategies, tactics and networks in-place benefits and successfully protects targeted commodities, reassures consumers about safety.



Safefruitsandveggies.com

An Information Resource

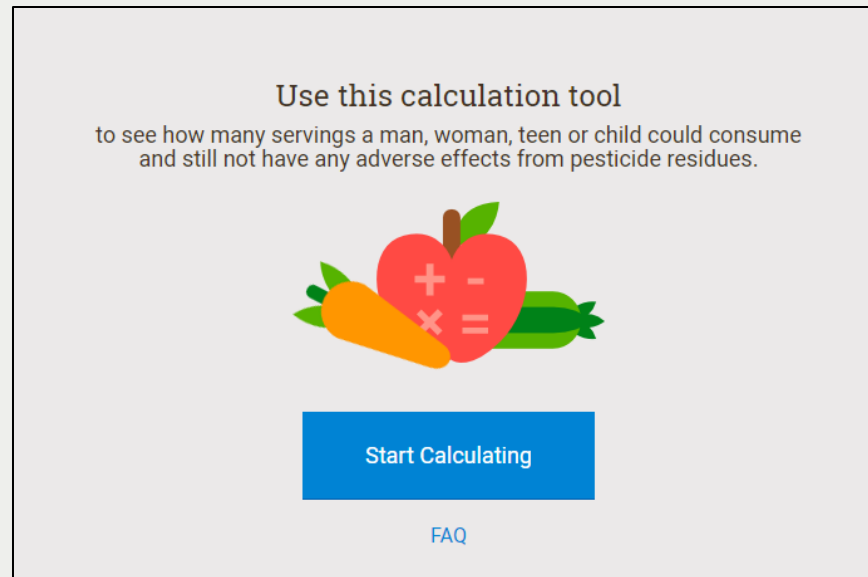
Website was developed with experts in toxicology, nutrition, medicine, risk analysis, farming.



Toxicological Analysis Pesticide Residue Calculator

Personal Chemical Exposure Program, University of California

Key Findings: A man, woman, teenager or child could eat hundreds to thousands of servings of a fruit or veggie *in a day* and still not have any health effects from pesticide residues even if that produce item had the highest pesticide residue recorded by USDA.



Pesticide Residue Calculator

Your Result



A **child** could consume

7401

servings of **kale** in one day

without any effect even if the **kale** have the highest pesticide residue recorded for **kale** by USDA.

Start Again

[FAQ](#)

Published: Food and Chemical Toxicology

Authors: Reiss R., Johnston J., Tucker K., DeSesso J., Keen C.,

Key Finding:

20,000 cancer cases could be prevented annually if half of Americans increased their fruit and vegetable consumption by a single serving each day.



Food and Chemical
Toxicology: Estimation of
Cancer Risks and Benefits
Associated With a Potential
Increased Consumption of
Produce

[Read more >](#)

Published: Journal of Toxicology

Lead Author: Dr. Carl Winter, UC Davis

An Analysis of “Dirty Dozen” List Methodology

Key Findings:

- Substitution of organic forms of the twelve commodities for conventional forms does not result in any appreciable reduction of consumer risks.
- The methodology used to rank commodities with respect to pesticide risks lacks scientific credibility.



Journal of Toxicology:
Dietary Exposure to
Pesticide Residues from
Commodities Alleged to
Contain the Highest
Contamination Levels

[Read more >](#)

Published: Nutrition Today

Lead Author: Dr. Britt Burton-Freeman, IIT

Key Finding:

Misleading messaging which inaccurately describes certain fruits and vegetables as having “higher” pesticide residues results in low income shoppers reporting that they would be less likely to purchase **ANY** fruits and vegetables – organic or conventional.

500 Low Income Consumers Surveyed in Greater Chicago Area.



Nutrition Today: Low Income Shoppers and Fruits and Vegetables: What Do They Think?

[Read more >](#)

And Much More

- Blog posts covering a range of topics including new studies, nutrition, health and safety.
- Videos
- Nutrition Information
- Safety Standards with information on laws and regulations governing the approval and use of organic and conventional pesticides.
- Surveys among consumers and influencers
- Webpage for dietitians
- Washing and handling advice



USDA PDP Results: "Eat With Confidence"

11/02/2020 4:31 PM

“Dirty Dozen” Response

- Continual push of website content through multiple outreach tactics to all target audiences.
- Network of credible influencers to broaden that outreach and disseminate our messaging.



EWG Targets Citrus in 2021

AFF Response

- Advanced warning to industry/preparation assistance.
- 3rd party spokespersons; Acquired statement from toxicologist on safety of citrus/EWG claims.
- Alerted network of nutrition communicators and provided citrus safety messaging.



EWG Targets Citrus in 2021

AFF Response

- Inclusion of citrus-related health studies in outreach tactics.
- Inclusion of toxicologist statement on citrus safety in national press release.
- Provided ongoing media updates to citrus industry



New Harvard Study: Eat More Citrus, Berries, Spinach, Kale and Live Longer

Odds Stacked Against Us

Two against 60

\$225,000 versus \$14+ million

And, yet against those odds, our team is winning.



Thank You to Our Supporters!

SafeFruitsandVeggies.com



An abstract graphic featuring a large, flowing orange shape that curves from the top right towards the bottom left. A smaller, light gray shape is positioned to the left of the orange shape, partially overlapping it. The text "FDOC and Consumer Communication" is centered within the orange shape.

FDOC and Consumer Communication

EWG and Citrus

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Highlights

V News • HEALTH NEWS

Two Glasses of OJ a Day Lowers Blood Pressure, Study Finds

By Lauren Manaker MS, RDN, LD, CLEC ✓ Fact checked by James Lacy

August 13, 2020



Luxy Images / Getty Images

5 Daily Servings of Fruits and Veggies May Help You Live Longer: Study

By Lauren Manaker MS, RDN, LD, CLEC ✓ Fact checked by Nick Blackmer

It's no surprise that eating a share of fruits and greens every day is good for your health. But a study published in March, 2021, highlights just how much you should be eating—finding that five servings of fruits and vegetables a day can lower your risk of death.

"The study showcases the benefits of consuming five servings of fruits and vegetables a day for healthy chronic disease risk reduction, including type 2 diabetes, cancer, and cardiovascular disease," [Toby Amidor, MS, RD, CDN, FAND](#), a registered dietitian and partner with [Produce for Better Health Foundation](#), tells Verywell. Amidor was not involved with the study.

While experts recommend eating fruits and vegetables for overall health, for this study researchers sought to take a closer look at the optimal amount one should aim for every day for disease prevention. The study was published in the journal *Circulation*.^[1]

10 of the Most Nutrient-Dense Foods That Won't Break the Bank

Skip the expensive supplements taking over your social media feed and stock up on some of these uber-nutritious (and real) foods instead.

By Betty Gold | March 10, 2021



The latest version making every bite most nutrient-dense foods and beverages minerals, antioxidants, nutrition expert S. nutrient-dense for little to no added

And before you as afford all the supe again. "Choosing n bank. There are n adds. That means your wallet. Here's



Credit: Stephen DeVries

dietary intakes of almost 16,000 Americans, those who drank 100 percent orange juice had lower intakes of added sugar and more nutritious diets than those who skipped OJ. "That's unsurprising when you consider that a glass of 100 percent orange juice is a good source of vitamin C, potassium, folate, and thiamin. It also supplies magnesium and health-protecting plant compounds, such as flavonoids and carotenoids. In addition to these natural nutrients, you can buy 100 percent OJ that's fortified with calcium and vitamin D, which will boost your intake of these much-needed nutrients."

3 100 Percent Orange Juice

GET THE RECIPE

"100 percent orange juice contains no added sugars, so it's a great replacement for soda and other sweetened drinks, which are the leading sources of added sugars in our diet," Cassetty explains. Currently, 63 percent of people exceed the limit for added sugars.

In one study that looked at the dietary intakes of almost 16,000 Americans, those who drank 100 percent orange juice had lower intakes of added sugar and more nutritious diets than those who skipped OJ. "That's unsurprising when you consider that a glass of 100 percent orange juice is a good source of vitamin C, potassium, folate, and thiamin. It also supplies magnesium and health-protecting plant compounds, such as flavonoids and carotenoids. In addition to these natural nutrients, you can buy 100 percent OJ that's fortified with calcium and vitamin D, which will boost your intake of these much-needed nutrients."



Highlights



An abstract graphic featuring a thick, vibrant orange wavy line that flows from the bottom left towards the top right. The line is set against a background of light grey and white geometric shapes, including a large grey shape at the top and a grey shape on the left. The text 'Q&A' is written in a bold, orange, sans-serif font, positioned in the center-right area of the image.

Q&A

Thank you!