

AN 'OPPORTUNITY' TO SPEAK TO CONSUMERS

Feedstuffs FoodLink, February 18, 2008

A majority of consumers say their diets are healthful - 51% say their diets are "somewhat" healthful and 7% say their diets are "extremely" healthful - and more consumers are reporting they are making changes in their diets to improve their health, said Shelley Goldberg, senior director for nutrition communications for the International Food Information Council Foundation. This means that food companies have "a significant opportunity" to use nutrition labels "to speak to consumers," she said.

At the same time, Goldberg said health and nutritious eating "is almost always second" to price and taste, based on consumer focus groups in 2007 over 2006.