



International Food Information Council (IFIC) Foundation

2009 FOOD & HEALTH SURVEY

Consumer Attitudes toward Food, Nutrition & Health

A Trended Survey



Welcome to the Web cast,
**“Reversing Mindless Eating Over the Holidays:
A Look at Consumer Weight Management Behaviors.”**

Please dial in to the audio portion:
1800 658-3095; Access code: 964856914#

Twitter hashtag: #weightloss



INTERNATIONAL
FOOD INFORMATION
COUNCIL FOUNDATION



Today's Speakers

Elizabeth Rahavi, RD

*Associate Director, Health and Wellness
International Food Information Council Foundation*



Wendy Reinhardt Kapsak, MS, RD

*Director, Health and Wellness
International Food Information Council Foundation*



Brian Wansink, PhD

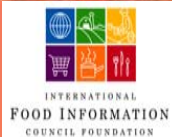
*John Dyson Professor of Marketing and
Nutritional Science and
Director, Food and Brand Lab Cornell University*



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Agenda

- Brief Background
- Presentation of Findings
- Summary and Implications
- Questions and Answers
 - E-mail: foodandhealth@ific.org

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International Food Information Council Foundation

Mission:

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

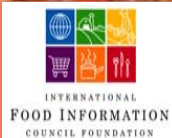
Primarily supported by the broad-based food, beverage and agricultural industries.

www.foodinsight.org

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2009 Food & Health Survey

The Foundation *Food & Health Survey*

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International Food Information Council (IFIC) Foundation
FOOD & HEALTH SURVEY
Consumer Attitudes toward Food, Nutrition & Health

International Food Information Council (IFIC) Foundation
2007 FOOD & HEALTH SURVEY
Consumer Attitudes toward Food, Nutrition & Health
A Trended Survey

International Food Information Council (IFIC) Foundation
2008 FOOD & HEALTH SURVEY
Consumer Attitudes toward Food, Nutrition & Health

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2009 FOOD & HEALTH SURVEY
Consumer Attitudes toward Food, Nutrition & Health
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2006

2007

2008

2009

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2009 Food & Health Survey





Reversing Mindless Eating Over the Holidays: A Look at Consumer Weight Management Behaviors

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Twitter hashtag: #weightloss

Questions? E-mail: foodandhealth@ific.org

Methodology

Methodology	Web Survey
Population	Representative Sample of Americans Aged 18+
Data Collection Period	February 19-March 11, 2009
Sample Size (Error)	n=1,064 (± 3.0 for 2009) (± 4.4 among 2009, 2008, 2007, 2006)
Data Weighting*	Data Weighted on Age, Gender, Income, Education and Race

*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.





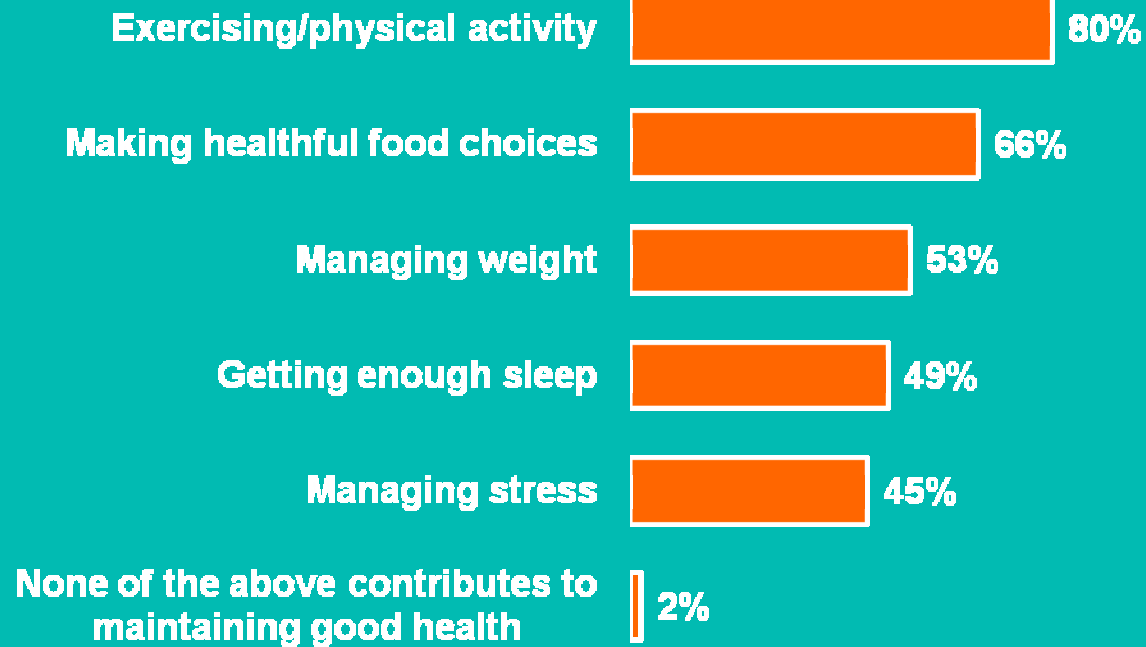
Overall Health

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Questions? E-mail: foodandhealth@ific.org



Exercise has the Greatest Impact in Maintaining Good Health.

Percent Ranked 1st-3rd



Of all the things people can do to maintain good health, which of the following three things do you think would have the greatest impact? (n=1064)

NOTE: "Other" response (one percent) not shown



▲ / ▼ Significant increase/decrease from year indicated

2009 Food & Health Survey

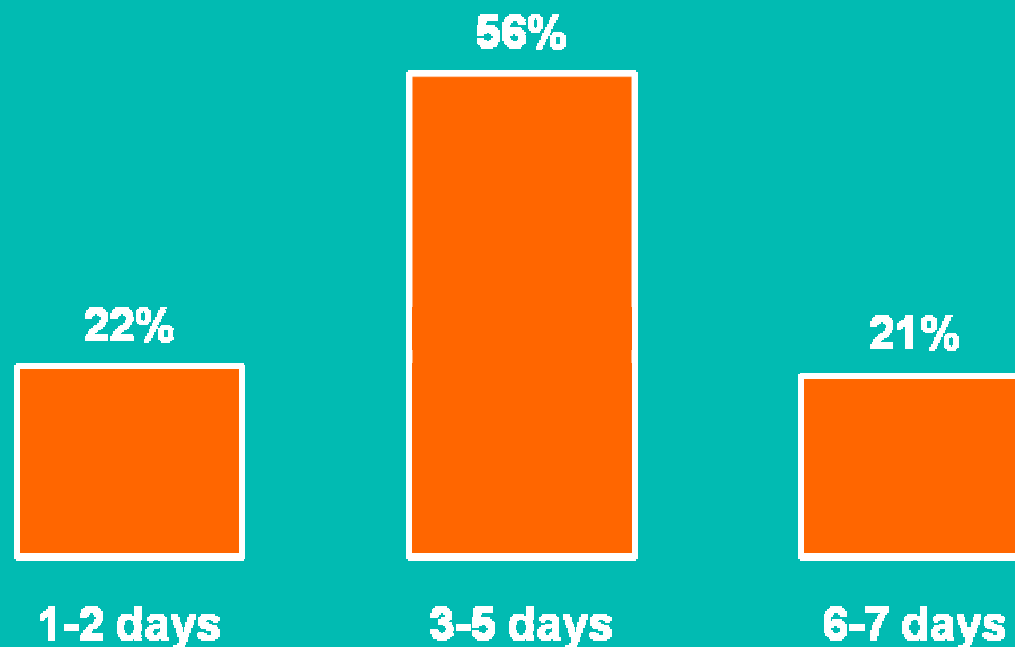


Physical Activity

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Americans Report Being Active 3.34 Days per Week (mean).



Keeping in mind that physical activity can include a range of activities from running and basketball to gardening, playing golf and dancing, on average, how many days per week are you physically active? (n=883)*

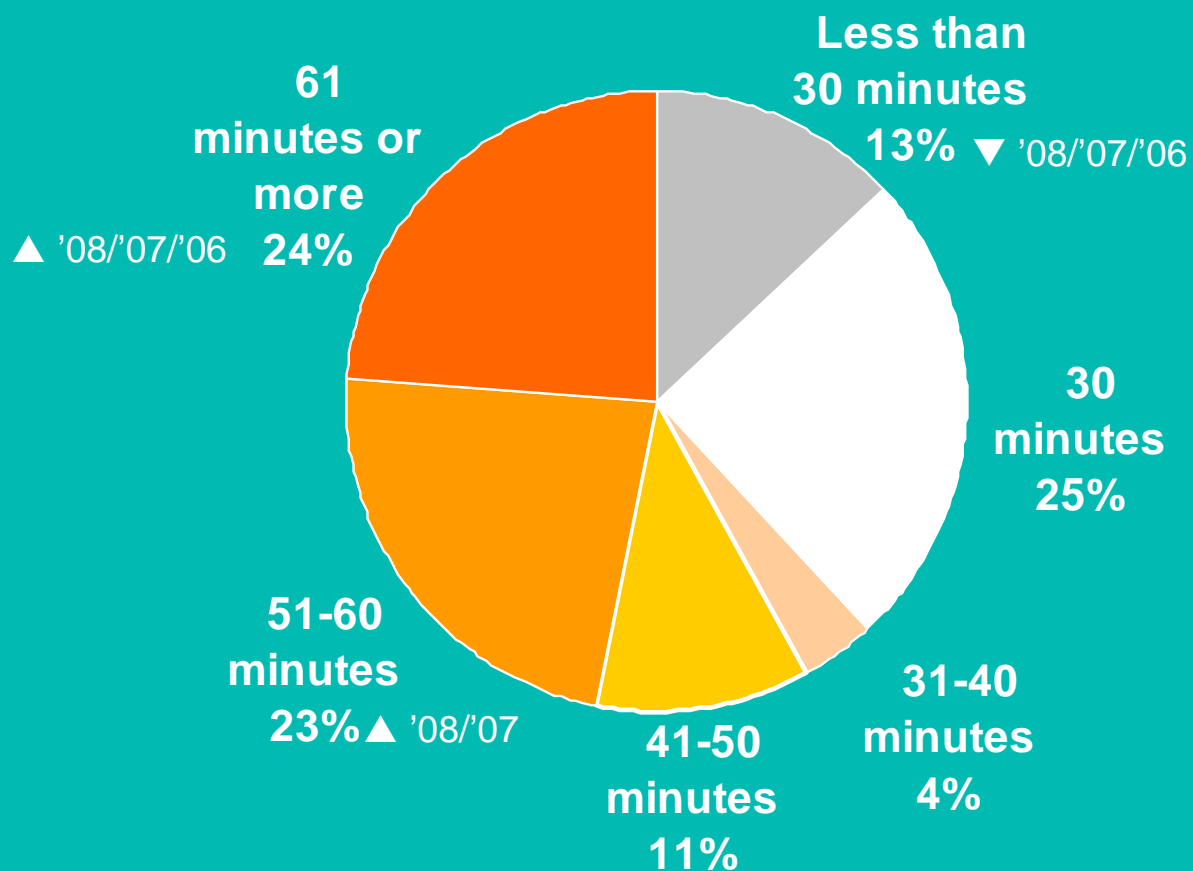
*Total does not add to 100 percent due to rounding

▲ / ▼ Significant increase/decrease from year indicated

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Estimated Minutes of Physical Activity per Day



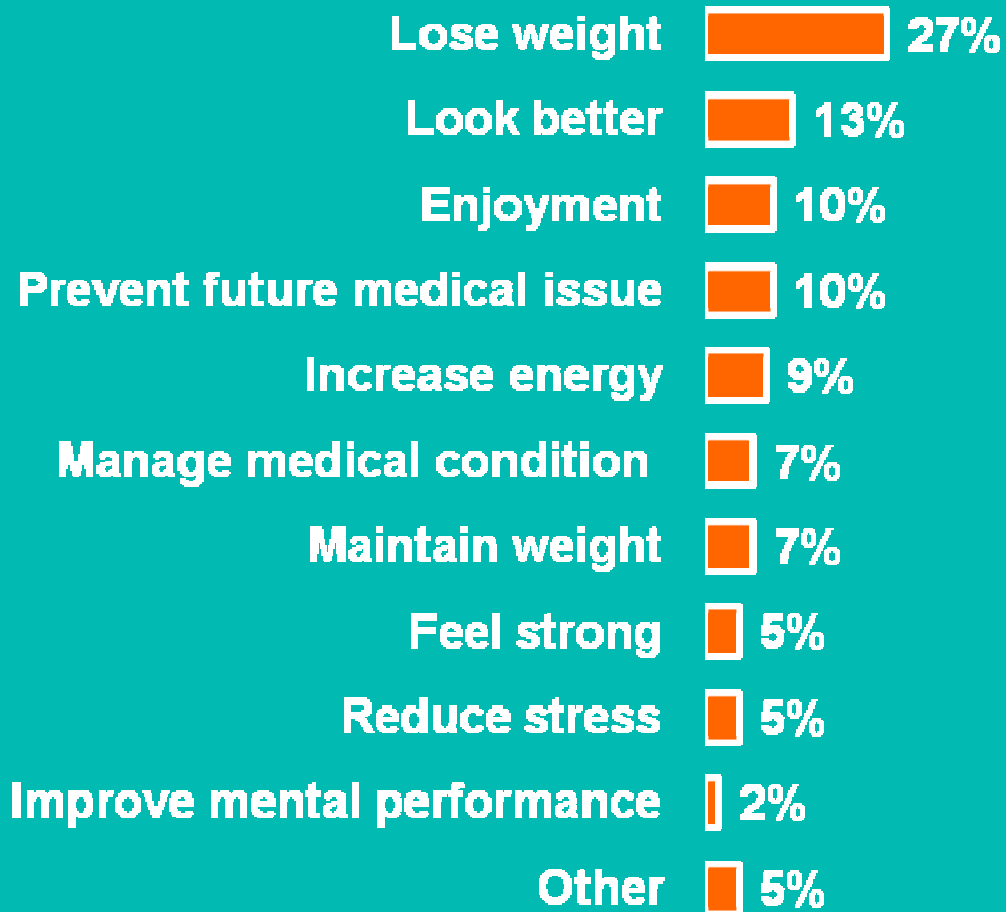
(IF PHYSICALLY ACTIVE) On most days when you are physically active, for how many minutes are you active? (n=883)

▲ / ▼ Significant increase/decrease from year indicated

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Top Motivators for Being Physically Active



(IF PHYSICALLY ACTIVE) Which of the following is your main motivation for being physically active? *Select all that apply.* (n=883)





Diet

Dial-in number: 1800 658-3095

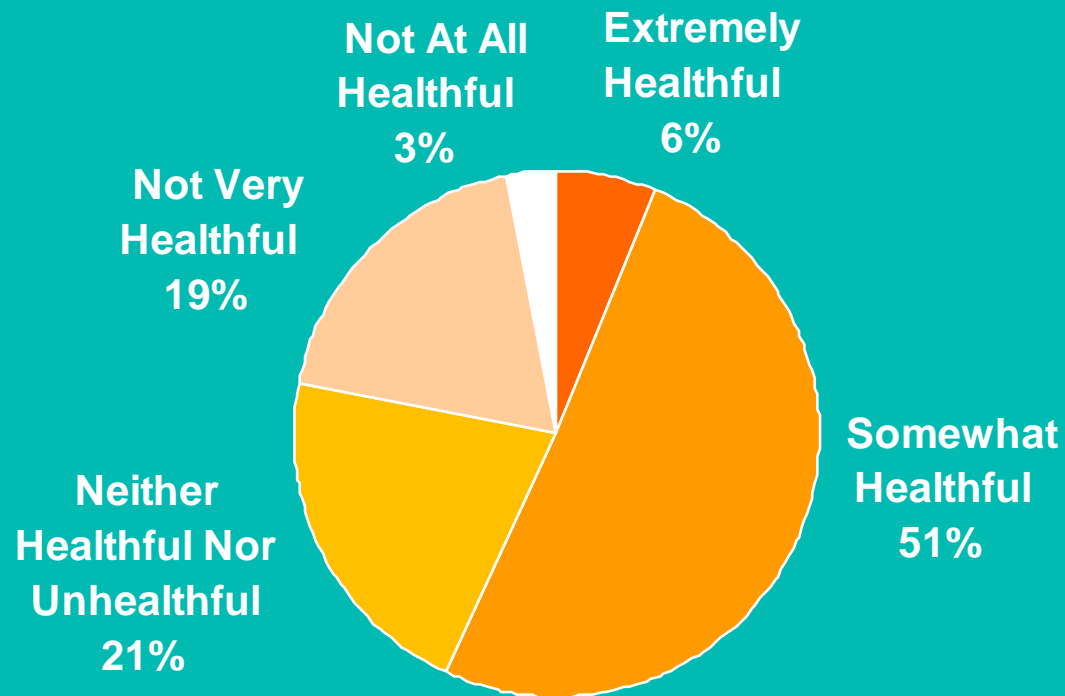
Access code: 964856914#

Twitter hashtag: #weightloss

Questions? E-mail: foodandhealth@ific.org



A Little Over Half of Americans View Their Diet as Healthful.

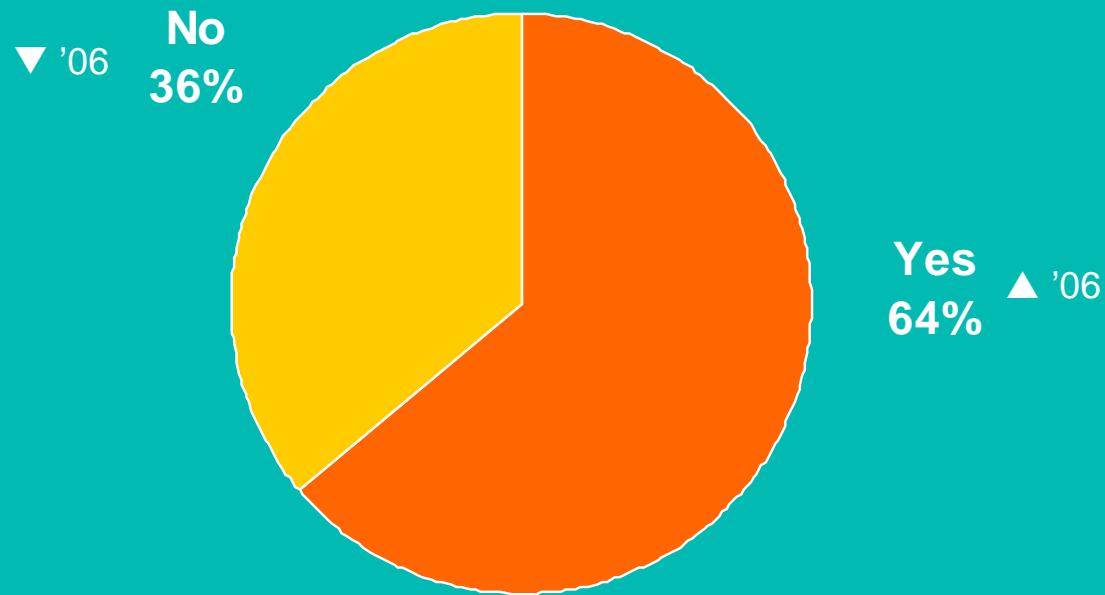


How would you rate the healthfulness of your overall diet? Again, by “diet”, we mean everything you consume, including foods; beverages; and vitamin, mineral, and other dietary supplements.

(n=1064)



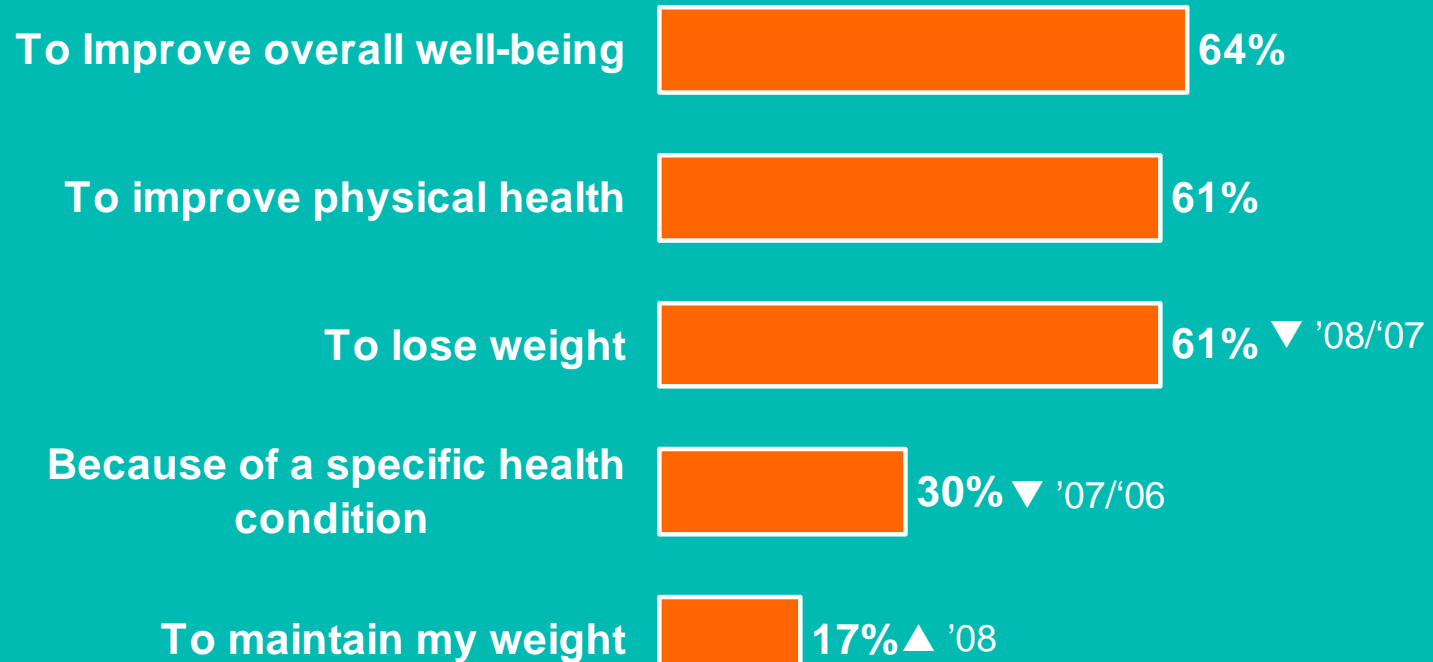
The Majority of Americans Report Making a Change to Improve The Healthfulness of Their Diet.



Over the past six months, have you made any changes in an effort to improve the healthfulness of your diet? (n=1064)



Improving Health and Losing Weight Are Top Drivers of Dietary Change.



(IF MADE DIETARY CHANGES OVER PAST SIX MONTHS) For which of the following reasons are you trying to improve the healthfulness of your diet? *Select all that apply.* (n=684)

NOTE: "Other" response (one percent) not shown

▲ / ▼ Significant increase/decrease from year indicated

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Resources Used to Improve Healthfulness of Diet

I have not used any resources to help improve the healthfulness of my diet  38%

Family/friends support  29%

Weight loss plan  21%

A food diary or other means to track daily food/beverage intake  19%

Health professional  18%

Online support group, blog, or other online community  9%

Dietitian  5%

Other  8%

(IF MADE CHANGES) Which of the following, if any, have you used in your efforts to improve the healthfulness of your diet? *Select all that apply.* (n=684)





Weight

Dial-in number: 1800 658-3095

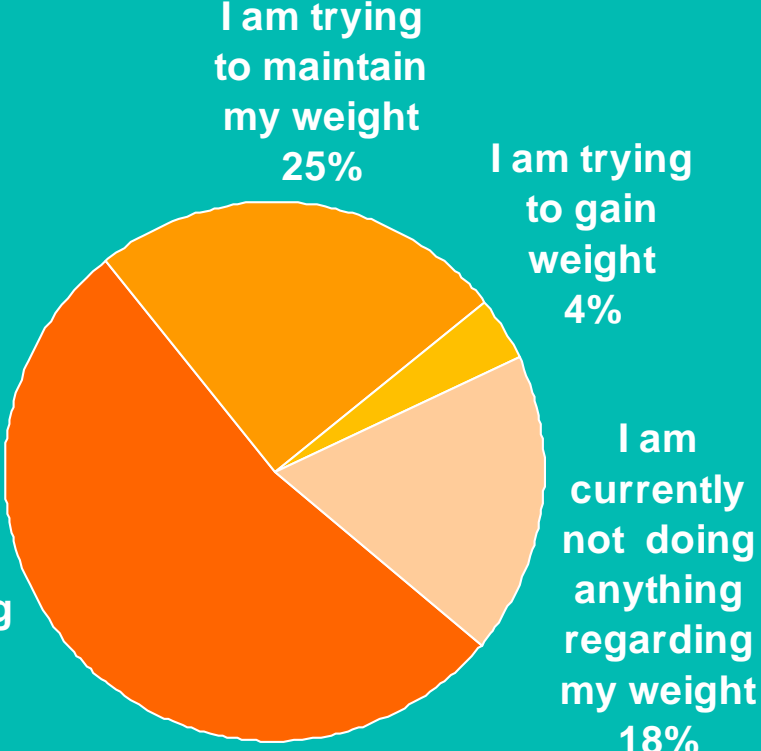
Access code: 964856914#

Twitter hashtag: #weightloss

Questions? E-mail: foodandhealth@ific.org



Most Americans Are Trying to Lose or Maintain Their Weight.



Which of the following best describes what you are currently doing regarding your weight? (n=1064)



▲ / ▼ Significant increase/decrease from year indicated

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Perceived vs. Calculated Weight Status

2009 (n=989)	Calculated Weight (BMI)*			
	Underweight <18.5 (n=16)	Normal 18.5-24.9 (n=335)	Overweight 25-29.9 (n=312)	Obese 30.0+ (n=326)
Perception of Weight				
Underweight	52%	10%	--	--
Ideal weight	46%	73%	25%	3%
Overweight	3%	16%	75%	75%
Extremely overweight or obese	--	--	--	22%
	100%	100%	100%	100%

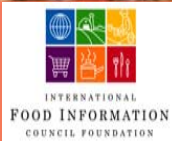
Which of the following best describes your weight? (n=1064)

BMI calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

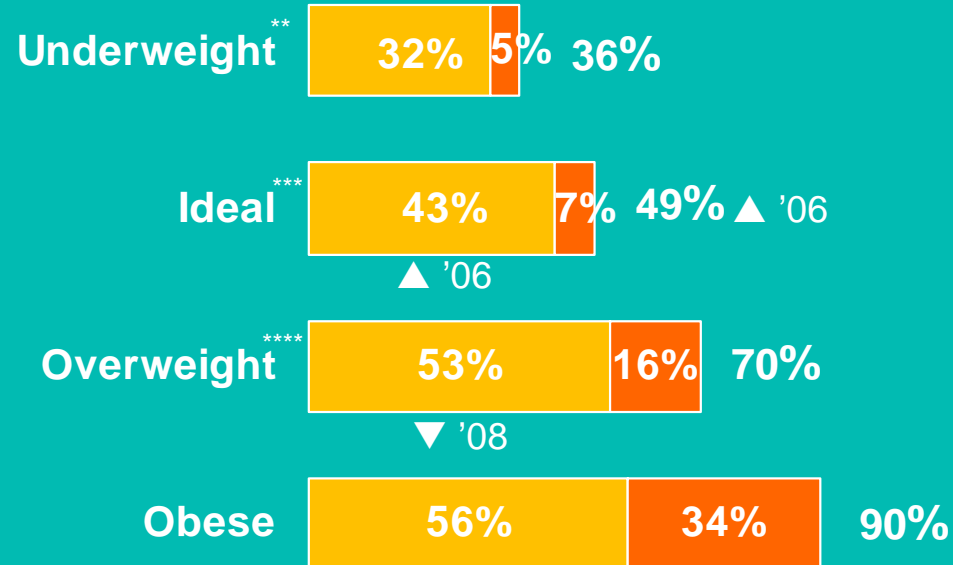
Highlighted percentages indicate where perceived weight status matched calculated BMI category.

▲ / ▼ Significant increase/decrease from year indicated

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Concern with Weight by BMI*



■ Somewhat concerned ■ Extremely concerned

How concerned are you about your weight? (n=1064)

*Body Mass Index (BMI) calculated from self-reported weight and height and categorized according to Centers for Disease Control and Prevention (CDC) standards.

Total does not add up to 37 percent due to rounding. *Total does not add up to 50 percent due to rounding.

****Total does not add up to 69 percent due to rounding

▲ / ▼ Significant increase/decrease from year indicated

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Changes Made by Consumers to Lose or Maintain Weight



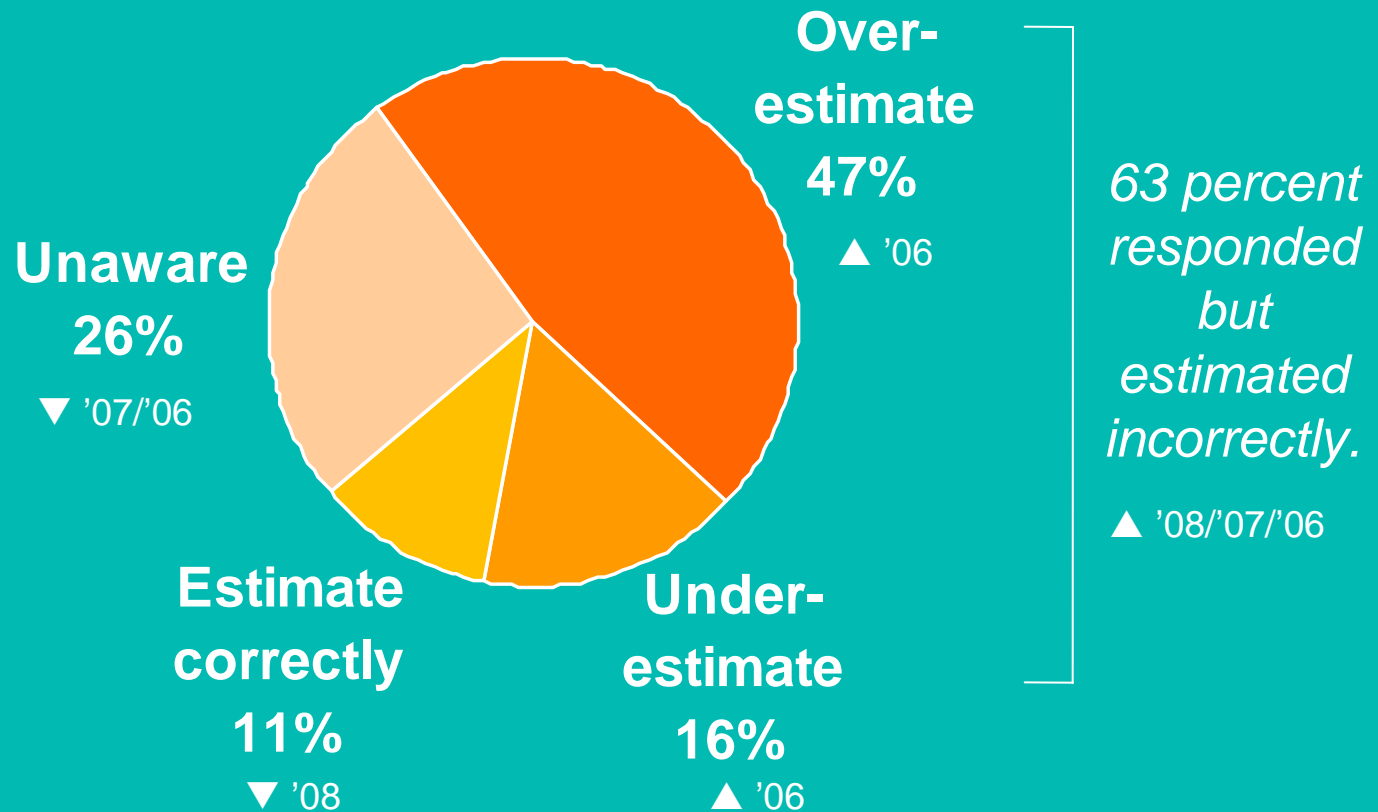
(If trying to lose/maintain weight) Which of the following things are you doing in an effort lose or maintain your weight? *Select all that apply.* (n=834)

NOTE: "Other" response (three percent) not shown

▲ / ▼ Significant increase/decrease from year indicated

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Very Few Americans Have Knowledge of The Amount of Calories They Should Get per Day.



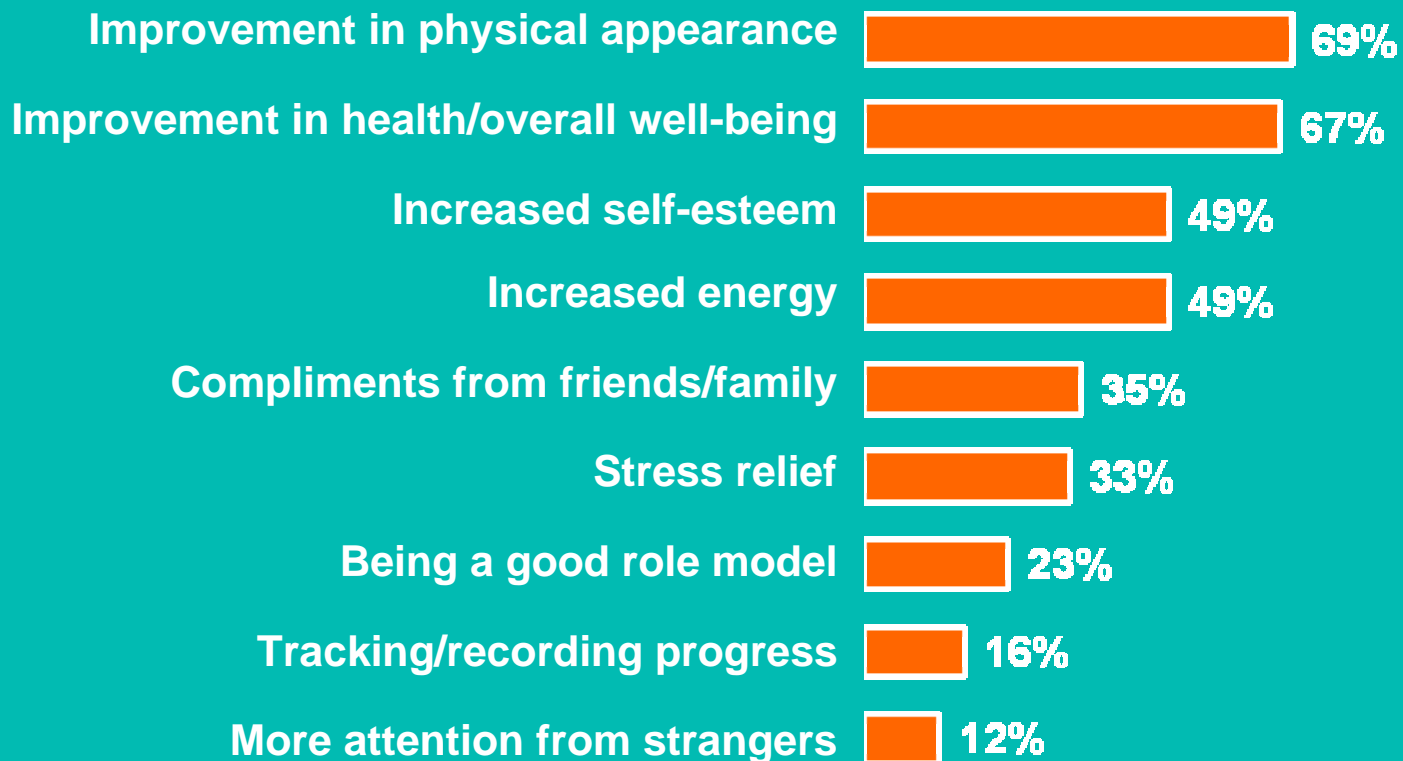
As far as you know, how many calories should a person of your age, weight, and height consume per day? (n=1064)

▲ / ▼ Significant increase/decrease from year indicated

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Motivators for Staying on Track with Weight Management Goals



(IF TRYING TO LOSE/MAINTAIN WEIGHT) In your effort to [lose/maintain] weight, which of the following encourages you to stay on track? *Select all that apply.* (n=834)

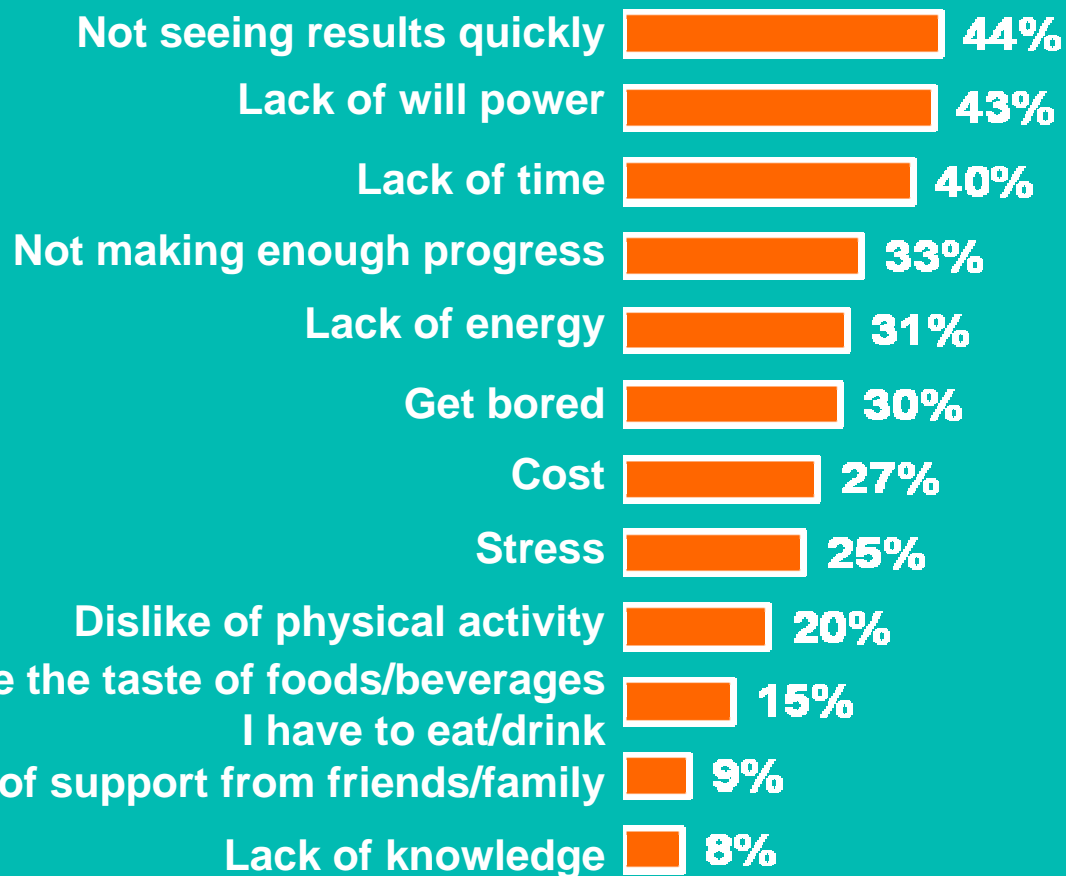
NOTE: "Other" response (two percent) not shown

▲ / ▼ Significant increase/decrease from year indicated

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Barriers to Staying on Track with Weight Management Goals



(IF TRYING TO LOSE/MAINTAIN WEIGHT) In your effort to [lose/maintain] weight, which of the following discourages you from staying on track? *Select all that apply.* (n=834)

NOTE: "Other" response (four percent) not shown

▲ / ▼ Significant increase/decrease from year indicated

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Reversing *Mindless Eating*TM Over the Holidays: *Willpower-free Environmental Solutions*

Brian Wansink, Ph.D.

John S. Dyson Professor of Marketing
and Nutritional Science

Director, Food and Brand Lab
Cornell University

□



International Food Information Council Foundation
Food & Health Survey Web cast Series

November 20, 2009

MindlessEating.org

□

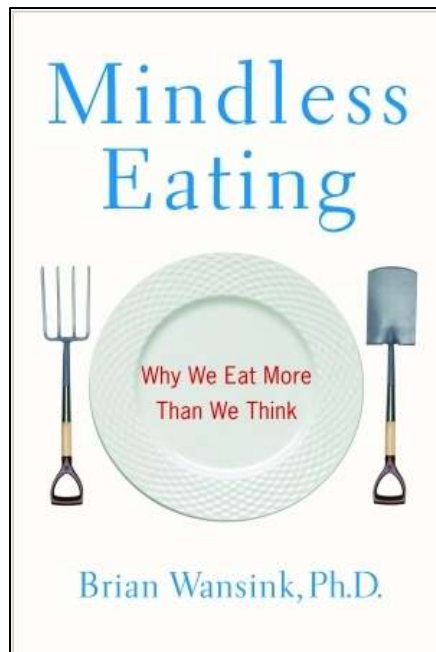
© Wansink 2009

**Food AND
Brand Lab**
Cornell University

I'm Dreaming of a Wide Christmas...

I'll show 2 MYTHS (Chapters 2) that lead us to unknowingly overeat.

I'll go over some forthcoming findings related to Thanksgiving & Holiday dining.



I'll show how you can make people think you're a better Thanksgiving cook than you really are.

We'll end with questions on any strange topic related to food behavior.

To Discover and Uncover Our Food Traps and to Change Them

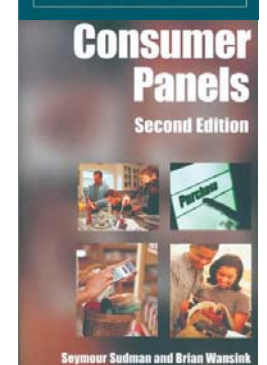
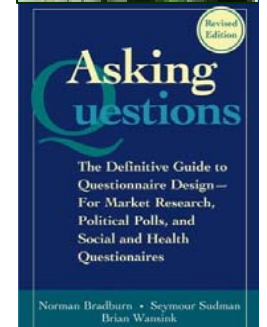
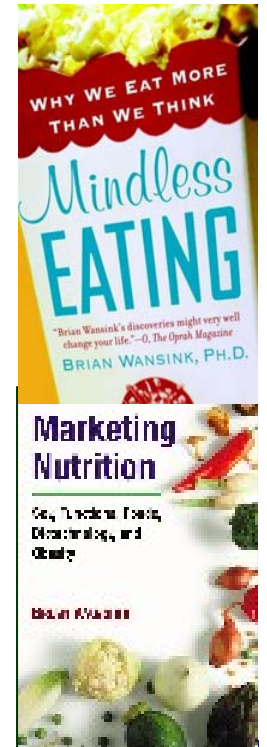
Who?

- Post-Docs
- Sabbatical/Visiting professors
- Interdisciplinary Grad students
- Undergrads (max of 2 per field)
- Summer Interns & exchange students



How?

- Lab (psych) experiments
- Field studies
- Surveys
- Consumer panels
- Data-base mining
- “Hidden” in-kitchen cameras



Eating Myth #1

“Surely something as basic as the size of a bowl wouldn’t influence how much an informed intelligent person eats.”

The Super-Bowl Principle

- MBA students & 90 minutes of education

- 6 weeks later
 - Super Bowl Sunday
 - Jillian's Sports Bar
 - Room 1. Three 4-liter bowls
 - Room 2. Six 2-liter bowls

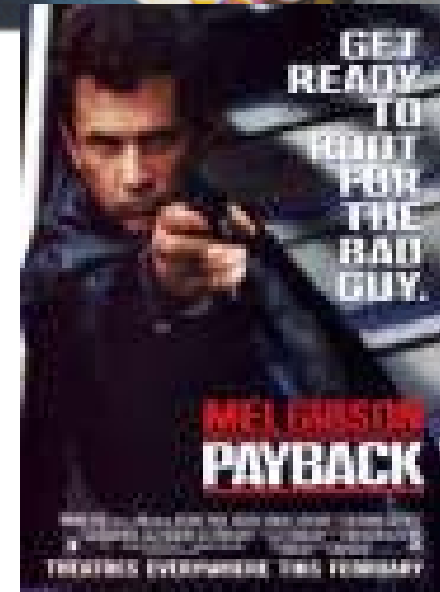
- Results



Would Big Bowls Lead Us to Eat More Even If We Didn't Like the Food?

The Field Study (Chicago, IL)

- 168 Moviegoers to Mel Gibson's "Payback"
- Free (preweighed) popcorn ("Illinois History Month")
 - Large or X-Large Popcorn (pre-weighed)
 - **Fresh** or **5-day-old** Popcorn
- After the movie . . .
 - Asked how much they thought they ate
 - Weighed the remaining popcorn



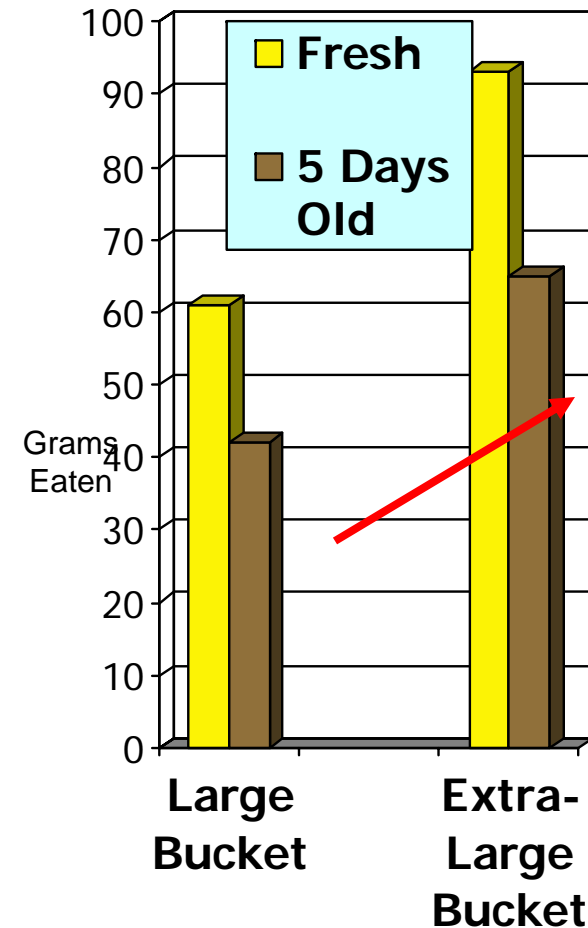


Taste is Important, But Size Matters -- A Lot

- People ate 45% more fresh popcorn from the extra-large containers than large ones

But . . .

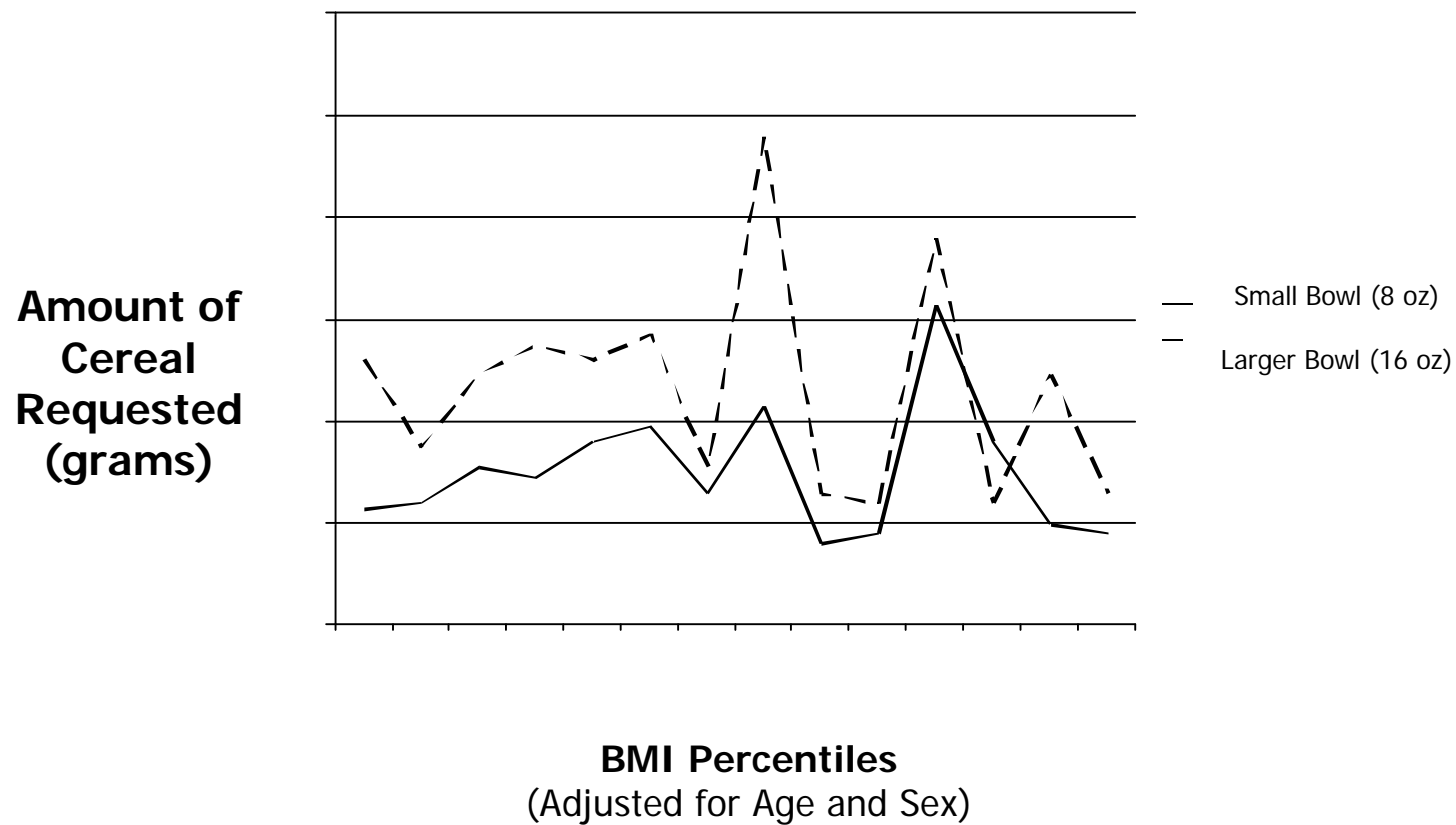
- They even when the popcorn was **stale**, they ate **34%** more from the extra-large buckets
- The danger? They don't realize they do it -- *"Not me"*



When Does This Begin?

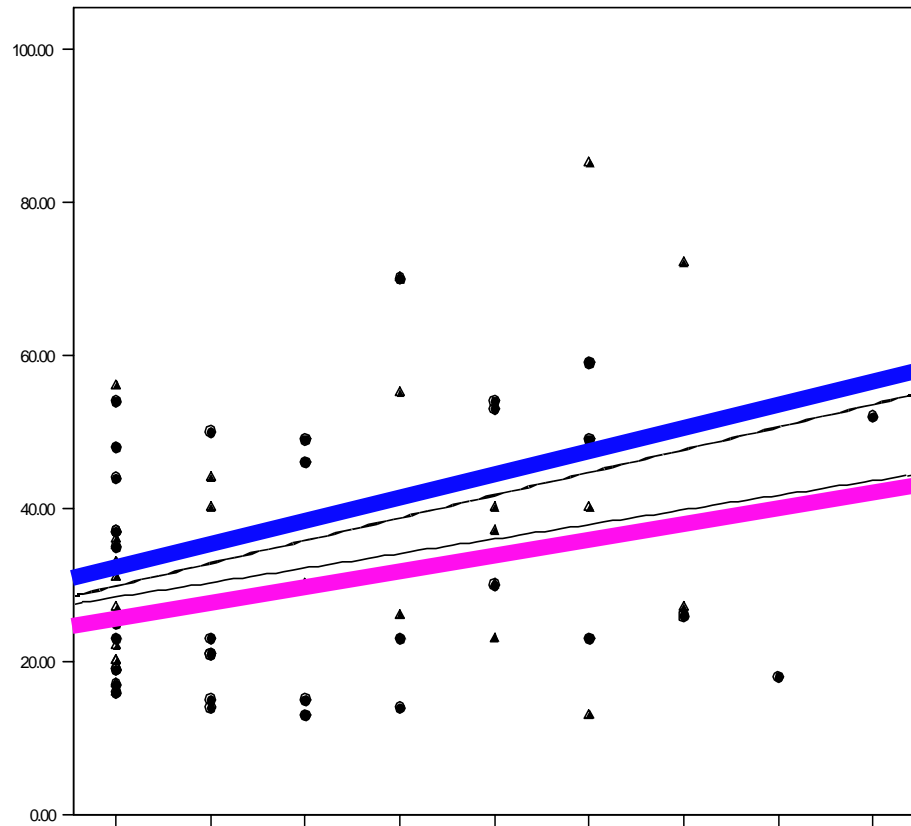


Big Bowls Led Kids of All Weights to Serve More



The Consequences of the “Clean Plate” Club

Grams of Fruit Or
Cereal Served the
Next Day at School



"I Tell My Child To Clean Their Plate"

Wansink, Brian and Collin R. Payne (2008), "Consequences of Belonging to the 'Clean Plate Club,'" Archives of Adolescent and Pediatric Medicine, 162:10 (October), 994-995.

© Wansink 2009

Eating Myth #2

“OK, so people serve more from big bowls and plates and wide glasses.

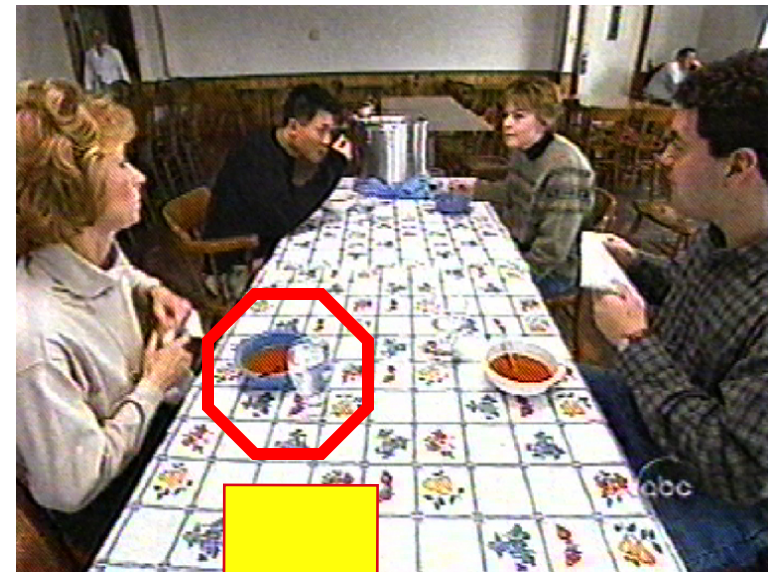
“At least they know when they are full and they can stop before they overeat.”

The Bottomless Soup Bowl

Would You Keep Eating
if Your Bowl Never Emptied?



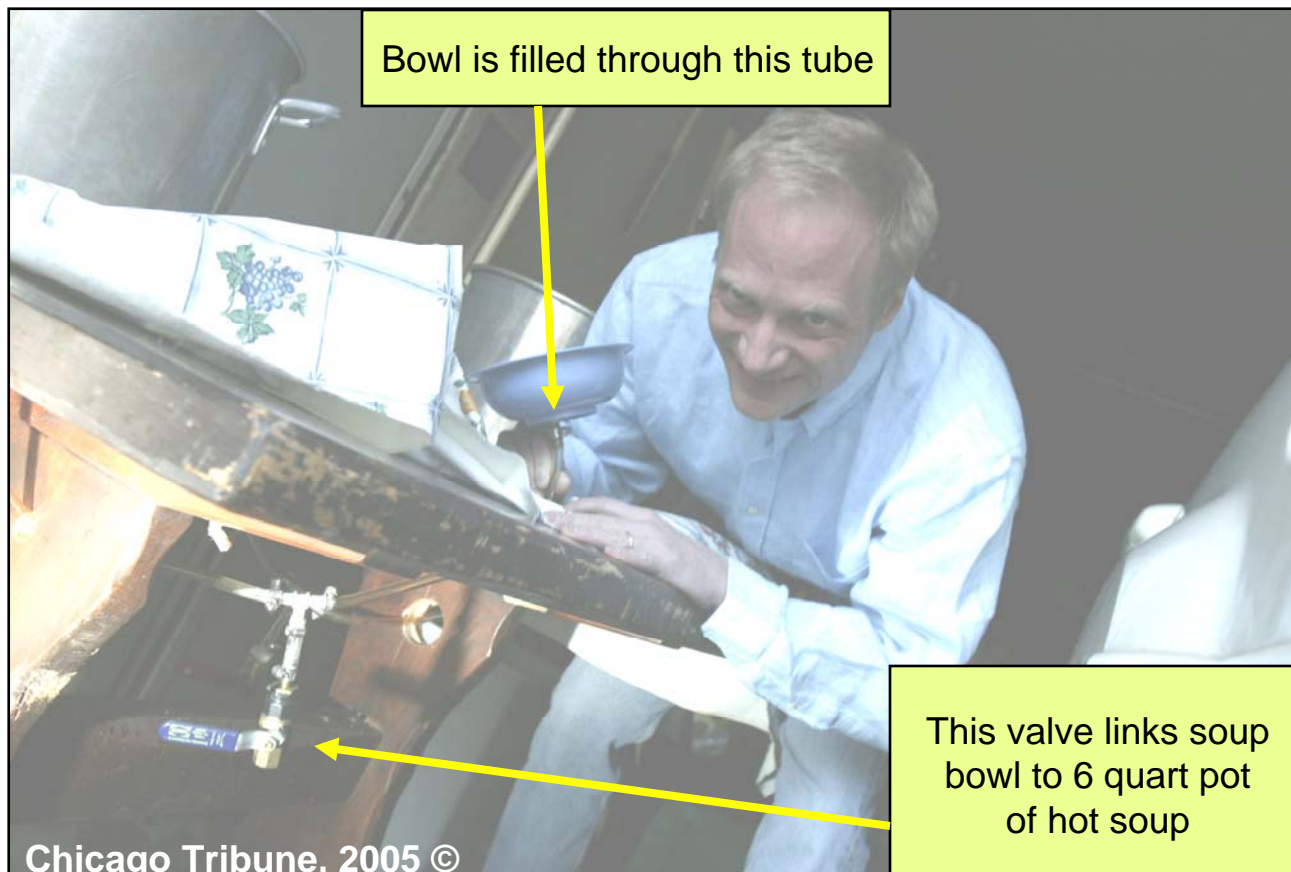
- “Clean Plate Club” -- Some people use empty bowls & plates as a cue they’re done eating
 - If bowl isn’t empty, they keep eating
 - What if it never empties?
- We Designed a Bottomless Bowl
 - Brought in sixty adults for a free lunch
 - Half got 22 oz normal bowls;
 - half got 22 oz bottomless bowls
 - Pressure-fed under the table, slowly refills
 - What does this look like?



Wansink, Brian, James E. Painter, and Jill North (2005), “Bottomless Bowls: Why Visual Cues of Portion Size May Influence Intake,” *Obesity Research*, 13:1 (January), 93-100.

The Bottomless Soup Bowl

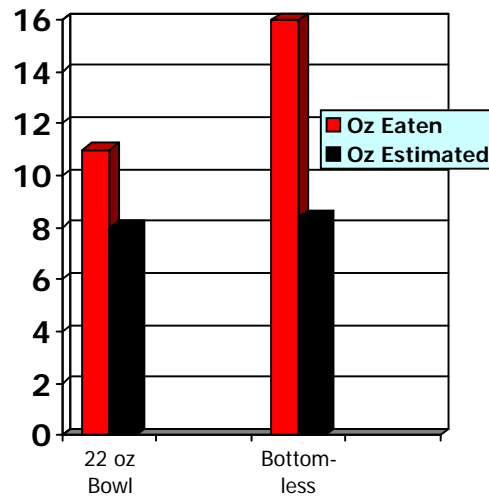
Would You Keep Eating
if Your Bowl Never Emptied?



Bottomless Soup Bowls Lead to... Bottomless Appetites

➤ Results:

- People kept eating; Ate 73% more until stopping.
- Yet, they didn't think they ate more.



➤ Lesson:

- Eye it, dish it, eat it
- Don't rely only on stomach to tell us when we're full -- it can "lie."



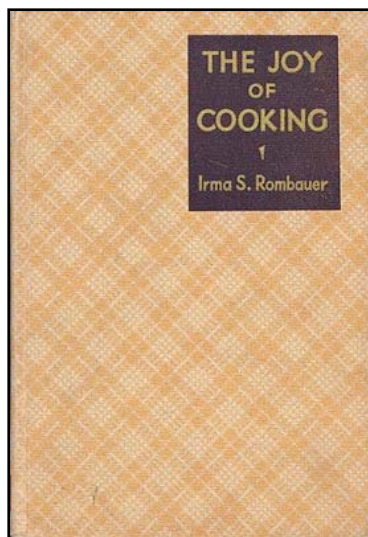
Wansink, Brian, James E. Painter, and Jill North (2005), "Bottomless Bowls: Why Visual Cues of Portion Size May Influence Intake," *Obesity Research*, 13:1 (January), 93-100.

Eating Myth #3

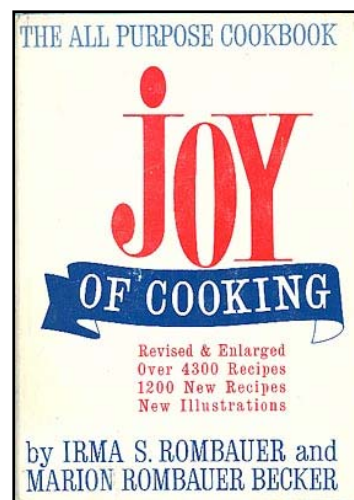
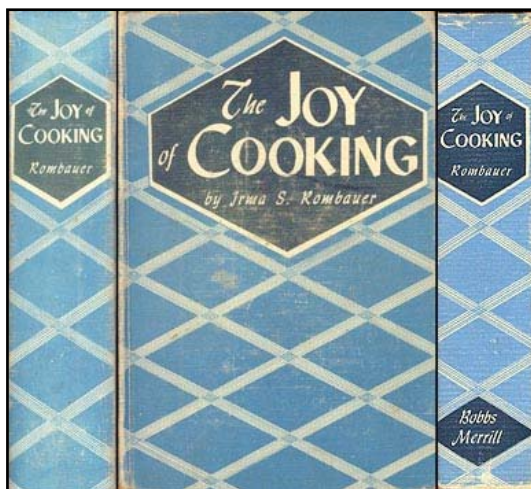
“Most of the obesity problem has to do with food eaten away from home.”

"The Joy of Cooking Too Much"

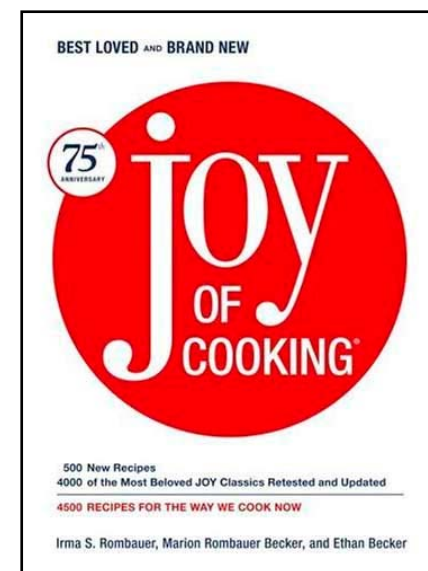
(Wansink & Payne 2009, *Annals of Internal Medicine*, forthcoming)



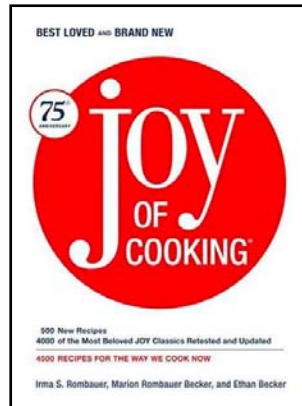
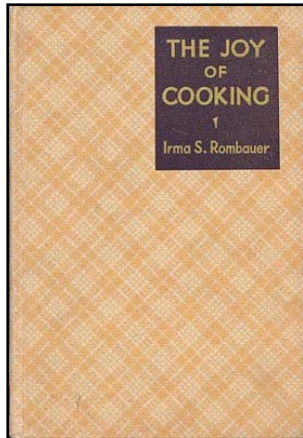
8 editions about every 10 years: 1937-2006



We analyzed calories and serving sizes for recipes over the years



Some Recipes – like (this) Squirrel – Didn't Survive the Years



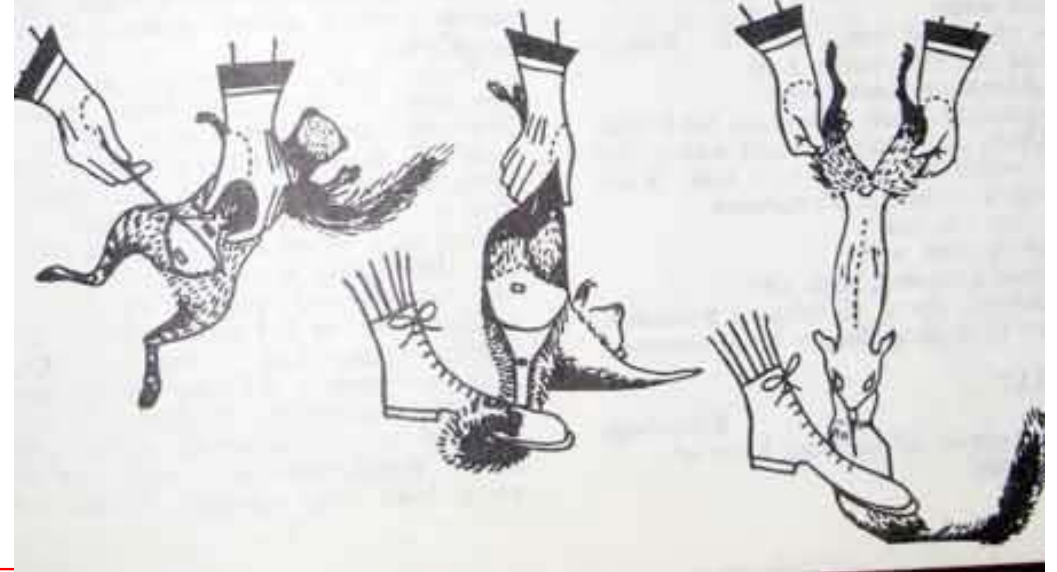
cup cultured sour cream
the pot closely and simmer for 1
or place the pot in a slow oven—
and bake the rabbit until tender, 1
or more.

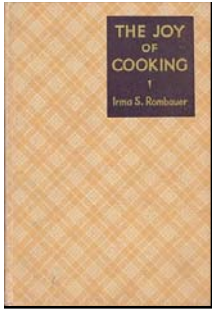
ROAST RABBIT OR HARE
at oven to 450°.
and clean:
A rabbit or hare
it with any recipe suitable for fowl,
the sauteed chopped liver. Close the
ng and truss it. Brush the rabbit all
with:
Melted butter or cooking oil
ze with:
Seasoned flour
on a rack on its side in a roasting
in the oven. ♦ Reduce the heat to
Baste every 15 minutes with the
ings in the pan or, if necessary, with:
(Additional butter)
the rabbit when cooking time is
½ over. Cook until tender, about
ours. Make:
Pan Gravy, page 322

2 sprigs parsley
2 ribs celery with leaves
Cover the pot closely. Simmer the meat
until done, 1 hour or more, or put it in a
300° oven covered for about 2 hours—
but do not let it boil at any time. Ten
minutes before you remove the rabbit from
the pot, take out the seasoning bag and
add the mushrooms and shallots. Place the
rabbit on a hot serving dish. Remove the
sauce from the heat and thicken with:
Beurre Manié, page 321

ABOUT SQUIRREL
Gray squirrels are the preferred ones; r
squirrels are small and quite gamey in f
vor. There are, proverbially, many wa
to skin a squirrel, but some hunters cla
the following one is the quickest a
cleanest. It needs a sharp knife.
♦ To skin, cut the tail bone thro
from beneath, but take care not to
through the skin of the tail. Hold the
as shown on the left and then cut the
the width of the back, as shown in
dotted lines. Turn the squirrel over o
back and step on the base of the tail. P
the hind legs in one hand and pull stea
and slowly, as shown in the center ske
until the skin has worked itself over
front legs and head. While holding
squirrel in the same position, pull the

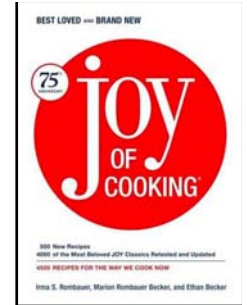
SASSAGE OF RABBIT OR HARE
clean and cut into pieces:
A rabbit
ge with:
Seasoned flour





"The Joy of Cooking Too Much"

(Wansink & Payne 2009, *Annals of Internal Medicine*, forthcoming)

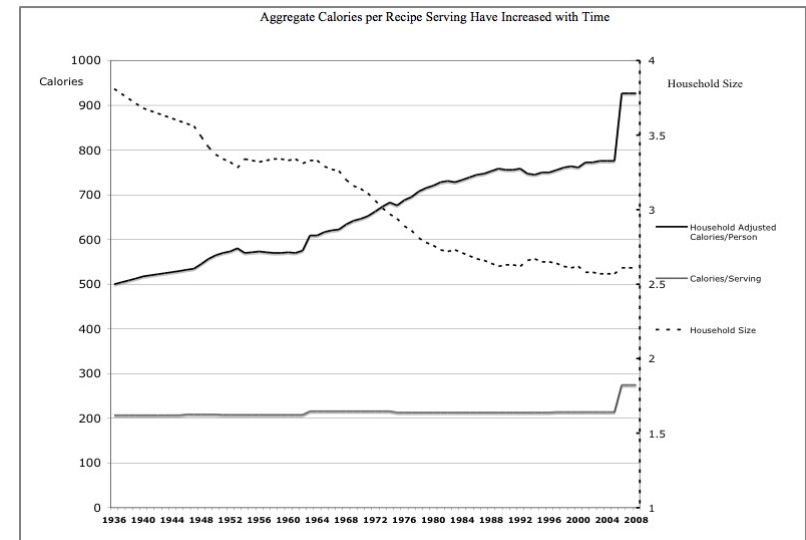


➤ *The Joy of Cooking*

- 8 editions about every 10 years: 1937-2006
- Analyzed calories & serving sizes for recipes over the years – salads, main dishes, desserts, etc.

➤ Results

- All but 1 recipe increased in calories
- Average calories/serving size increased 63%
 - 2/3 is due to more calorie-dense ingredients
 - 1/3 is due to larger serving sizes
- Biggest jumps: 1946, 1962, 2006



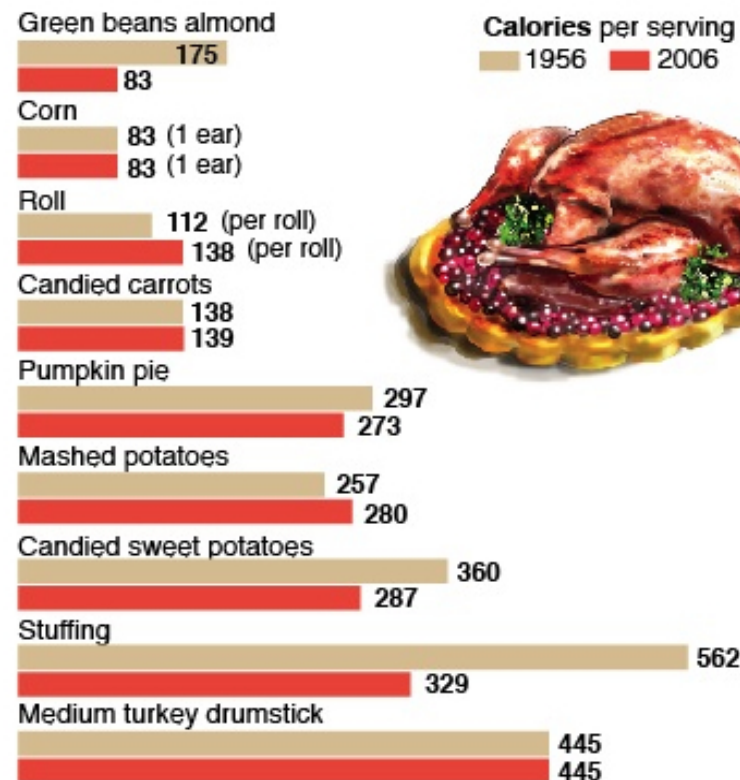
How Have the Calories in Thanksgiving Meals Changed Over the Years?

Calories per Ounce are Similar since WWII

- Some a little up, some a little down
- Few degrees of freedom: Turkey, corn, cranberry sauce, mashed potatoes
- “You don’t mess with the favorites.”

Trimming down the trimmings

Researchers analyzed recipes published in 1956 and 2006 and found some dishes to have an overall reduction in calories.



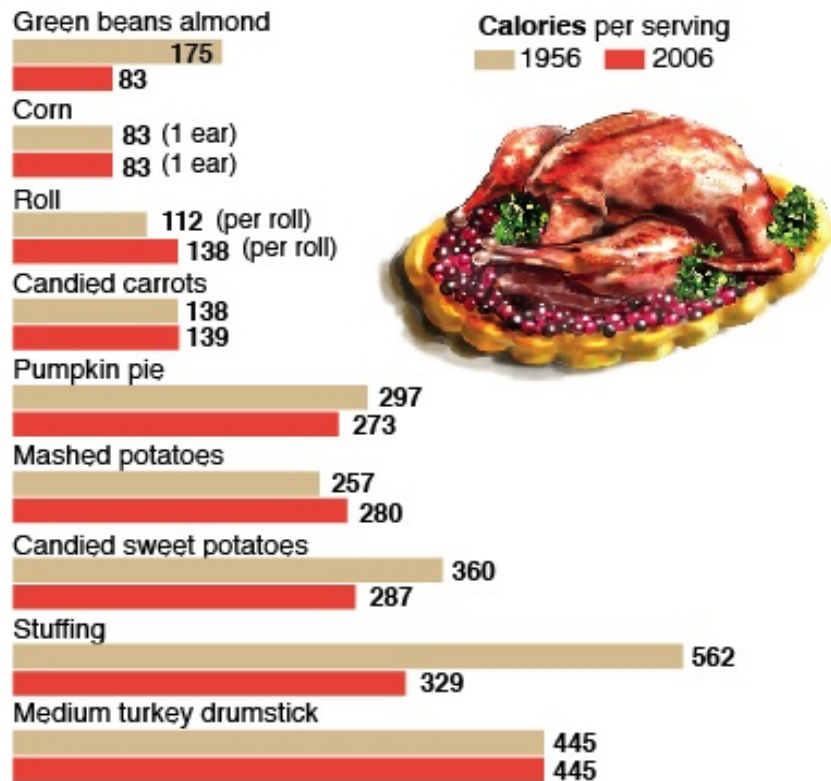
SOURCES: Cornell University's Food and Brand Lab; USDA

AP

How Have the Calories in Thanksgiving Meals Changed Over the Years?

Trimming down the trimmings

Researchers analyzed recipes published in 1956 and 2006 and found some dishes to have an overall reduction in calories.



Portion-sizes Have Most Likely Increased

- “Serves 6-8” recipes being made for families of 3-4
- Plate sizes increased 30% since 1960
 - Serve 28% more on 12 vs. 10-inch plate
 - Compounded with second and third helpings

SOURCES: Cornell University's Food and Brand Lab; USDA

AP

Wansink, Brian and Laura E. Smith (2010), “Calorie Trends for Classic Thanksgiving Recipes 1900 to 2000,” *Journal of Nutrition Education and Behavior*, under review

Three Thanksgiving Overeating Problems

1. “I Made It and I Deserve It”

- One problem with time-intensive cooking
- The oatmeal study

2. The “Pre-Load” Problem

3. The “Happy Host”

- Here’s what people remember
- Why servings trump volume

*“How Do You Make People Think
You’re a Better Holiday Cook Than
You Actually Are?”*

“How Can You Make People Think Our Cafeteria’s Healthy Food Tastes Good?”

➤ **Improve Perceptions of Cafeteria Food?**

- Test Cafeteria -- Bevier Cafe
- Descriptive vs. non-descriptive labels
- Six week field study:
six products; rotated labels
- Self-selected
- Evaluations *after* dining



➤ **Will there be a Benefit or a Backfire?**

- Benefit --> Wow . . . I feel like I’m in Brussels!
- Backfire --> I’m disappointed ...
this is dry chocolate cake

Seafood filet

Chocolate Cake

**Succulent Italian
Seafood filet**

**Belgium Black Forest
Chocolate Cake**



“People know what they like” --> *Maybe Not*

- **We taste what we think we will taste -- descriptive foods “taste” better**
 - Better taste, better texture,
- **Yummy name = yummy taste**
 - Must sound good to taste good
 - Did the McLean sound good?
- **Can changing names change taste**
 - Summer Camp study
 - “Power peas” & “Rainforest smoothie”
- **Is the name “healthy” may be a liability with some segments**



As Fine as North Dakota Wine...



➤ Spice Box Restaurant

- 117 diners; Pre Fix Meal --> \$21
- Tonight only -- Free glass of wine!
- SAME WINE but 2 labels
 - Wine from California
 - Wine from North Dakota
- Post-meal measures
 - Wine & meal taste + consumption

➤ What will happen?

- CA wine is usually good --> Halo Effect
or
- ND wine is actually better than I expected --> Positive Boomerang



I Wish They All Could be California Wines

➤ Wine Labels Influence Taste

- Halo Effects
- Taste follows expectations
- Has a carry-over effect on food intake
- Oddly enough, buying the “wine with the ‘purdy’ label” might make sense

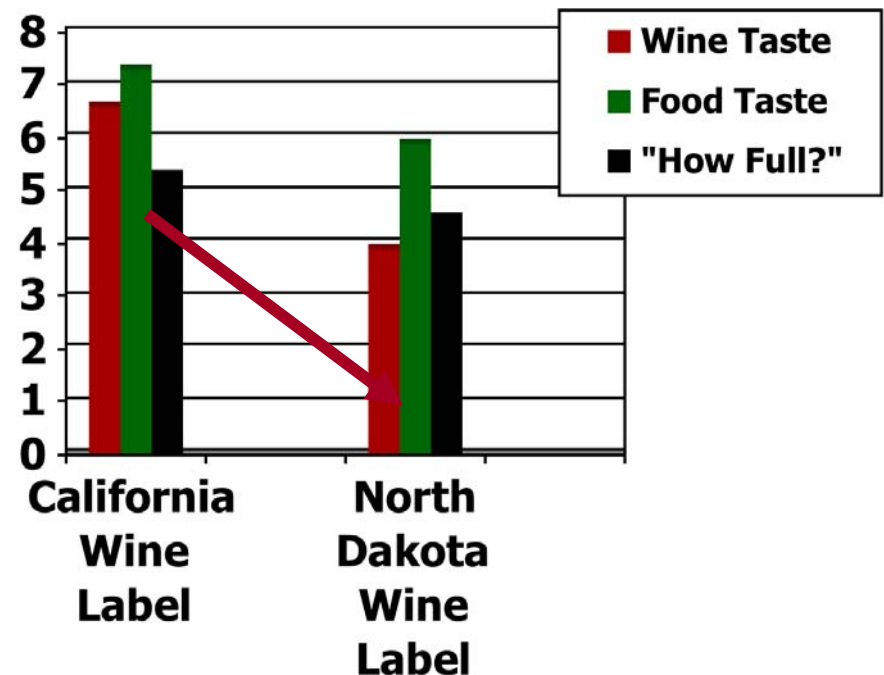
➤ Caveats

- People of low to moderate expertise
 - “Hey, some wise guy put a cork in this wine bottle” (H.S.)

➤ Lots of cues influence expectations and make people think we are a better cook than we actually are.

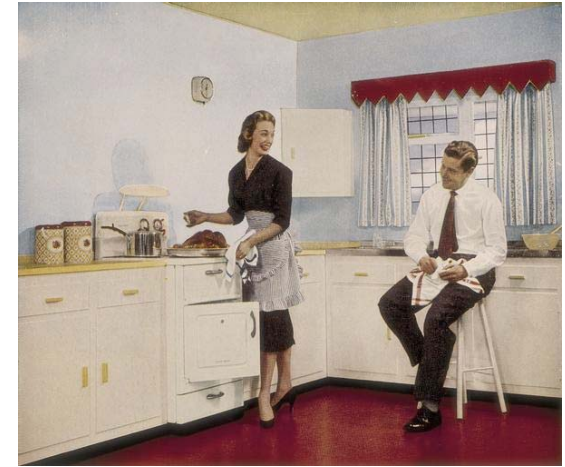
- Lighting and music
- Plates and presentation
 - The brownie study

Post-Sensory Ratings



What Kind of Cook are You?

Target the Nutritional Gatekeeper



- Nutritional Gatekeeper =
Person who usually shops & cooks
- Our Study of 1004 North American Gatekeepers
- One finding: Gatekeepers believe they influence 72% of the eating decisions of their family members
 - Either directly (in-house), or in-directly (out-of-house)
 - Either for the good, or for the bad
- Implication --> Target the person who makes...
the decisions

Who are the Most Influential of the Nutritional Gatekeepers?

- 82% fall into 5 segments
 1. Giving (22%)
 2. Healthy (20%)
 3. Innovative (19%)
 4. Methodical (18%)
 5. Competitive (13%)

Quiz Time!

1) When I prepare a meal, I typically:

- a) Rely on classic dishes my family has always enjoyed.
- b) Follow a recipe step-by-step.
- c) Substitute more healthful ingredients.
- d) Go all out and try to impress my guests.
- e) Rarely use recipes and like to experiment.

Wansink, Brian (2006), *Mindless Eating: Why We Eat More Than We Think*, Chapter 7 "Nutritional Gatekeepers;" Wansink, Brian (2005) *Marketing Nutrition*, Chapter 6. "Targeting Nutritional Gatekeepers;" and Parker-Pope, Tara (2009), "The Cook is the Home's Nutritional Gatekeeper, *NYTimes*, March 17.

Quiz Time!

2) Some of my favorite ingredients are:

- a) Lots of bread, starches and red meat.
- b) Beef and chicken.
- c) Fish and vegetables.
- d) A trendy ingredient I saw on the Food Network.
- e) Vegetables, spices and unusual ingredients.

Wansink, Brian (2006), *Mindless Eating: Why We Eat More Than We Think*, Chapter 7
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Gatekeeper, *NYTimes*, March 17.

Quiz Time!

3) In my free time I like to:

- a) Visit with friends and family.
- b) Organize the house.
- c) Exercise or take a fitness class.
- d) Be spontaneous and seek adventure.
- e) Take part in creative or artistic pursuits.

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"Nutritional Gatekeepers;" Wansink, Brian (2005) *Marketing Nutrition*, Chapter 6. "Targeting
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Quiz Time!

4) My favorite things to cook are:

- a) Home-baked goodies.
- b) Casseroles.
- c) Foods with fresh ingredients and herbs.
- d) Anything that lets me fire up the grill.
- e) Ethnic foods and wok dishes.

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"Nutritional Gatekeepers;" Wansink, Brian (2005) *Marketing Nutrition*, Chapter 6. "Targeting
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Quiz Time!

5) Other people describe me as:

- a) Really friendly.
- b) Diligent and methodical.
- c) Health conscious.
- d) Intense.
- e) Curious.

Wansink, Brian (2006), *Mindless Eating: Why We Eat More Than We Think*, Chapter 7
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What Letter Did You Write Down
Most Often?

What's Your Cooking Personality?

-
- A)** Giving: Friendly, well-liked and enthusiastic, giving cooks seldom experiment, love baking and like to serve tried-and-true family favorites, although that sometimes means serving less healthful foods.
- B)** Methodical: Talented cooks who rely heavily on recipes. The methodical cook has refined tastes and manners. Their creations always look exactly like the picture in the cookbook.

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What's Your Cooking Personality?

- C)** Healthy: Optimistic, book-loving, nature enthusiasts, healthy cooks experiment with fish, fresh produce and herbs. Health comes first, even if it means sometimes sacrificing taste.
- D)** Competitive: The Iron Chef of the neighborhood, competitive cooks have dominant personalities and are intense perfectionists who love to impress their guests.
- E)** Innovative: Creative and trend-setting, innovative cooks seldom use recipes and like to experiment with ingredients, cuisine styles and cooking methods.

The Power of Expectations

➤ People “taste” what they think they are going to “taste.”

- So how do you peak expectations?
- The Food
 - The Atmosphere
 - The Effort

In Review...

1. Stale Popcorn Study → Changing the size of a plate or bowl increases how much we serve and eat.
2. Bottomless Bowl Study → We don't know when we are full.
3. *The Joy of Cooking Too Much* → Calories of family recipes have increased.
 - **The cues around our own home can lead us to eat more than we might want.**

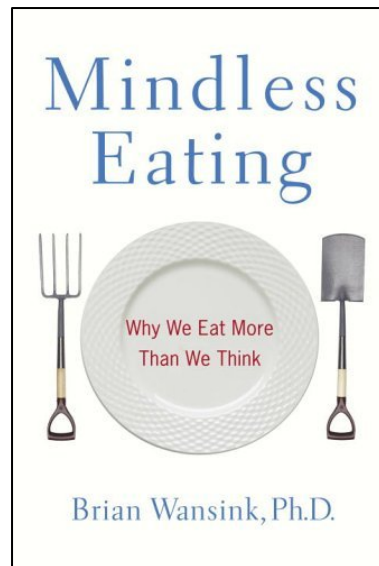
Reversing *Mindless Eating*TM *Over the Holidays: Summary*

- Smaller plates/bowls = smaller servings
- We eat with our eyes, not our stomachs.
- The Consequences of the Clean Plate Club
- The Joy of Cooking – Recipes over Time

Overcoming Three Thanksgiving Overeating Problems

1. I Made it & I Deserve It
2. The Pre-Load Problem
3. The Happy Host

Thank you.



“The Best Diet is The Diet
You Don’t Know You’re On.”

Mindless Eating -- p. 1



Questions and Answers

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