

FDA Public Hearing on Use of Symbols to Communicate Nutrition Information, Consideration of Consumer Studies, and Nutritional Criteria

September 11, 2007

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Title: US Consumers' Perception of Nutrition, Health, and Food Label Information

Presentation Outline:

- I. Introduction
- II. Consumer perceptions of health and diet
- III. Information sources influencing consumers
- IV. Consumer perceptions of nutrition information on packages
 - a. Nutrition Facts Panel
 - b. Use and understanding of calorie information
 - c. Consumers' reactions and suggestions for improvements
 - i. Nutrition Facts Panel
 - ii. Nutrition information on the front of the package
- V. Summary
 - a. Considerations for future consumer research
 - b. Recognition of multiple information sources on consumer behavior

2007N-0277

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