

Alliance for Food and Farming

Reassuring Consumers About the Safety of
All Produce So Facts, Not Fears, Can Guide
Shopping Choices

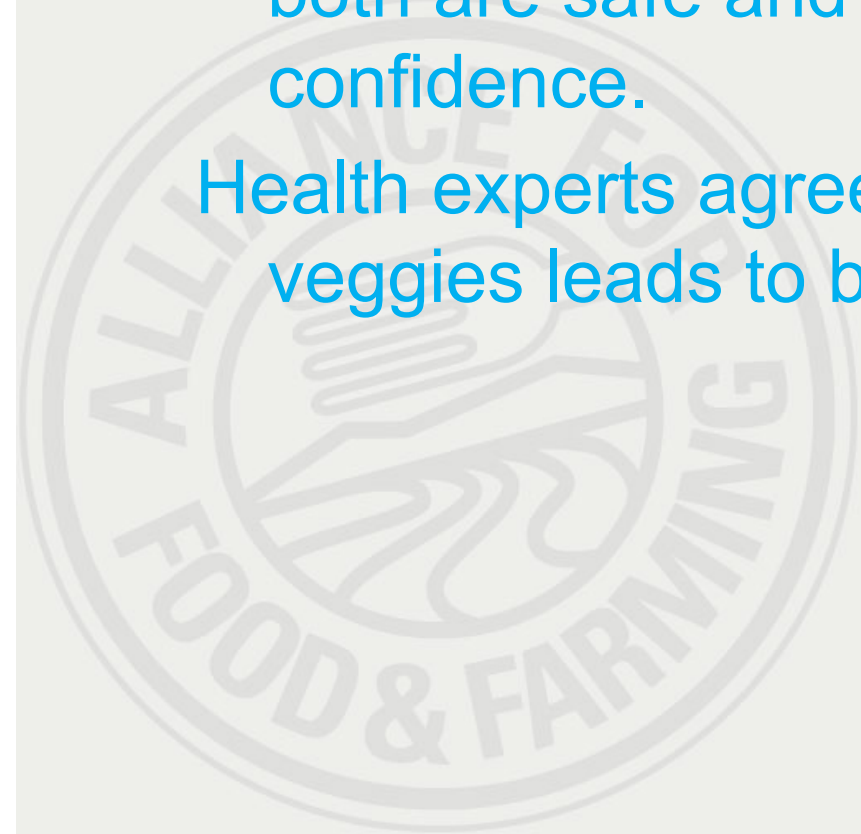


Our Goal and Message

Message:

Choose either organic or conventional produce, both are safe and can be eaten with confidence.

Health experts agree that a diet rich in fruits and veggies leads to better health and a longer life.



2010 Produce Industry Taking Back Our Brand

The Alliance for Food and
Farming created
SafeFruitsandVeggies.com

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

Information is science-based,
peer reviewed and easy to
understand.

SafeFruitsandVeggies.com

A resource for science based information about pesticide residues.

HOME ABOUT US FAQS

RESIDUE CALCULATOR RESEARCH HEALTH & NUTRITION U.S. PRODUCE



THE TRUTH ABOUT
PESTICIDE RESIDUES

60% of consumers express a high concern about pesticide residues, much of which is based on misleading information.

PESTICIDE RESIDUE CALCULATOR

Scientists and health experts overwhelmingly agree that the mere presence of pesticide residues on food does not mean they are harmful.

When considering the safety of any substance, it is important to understand what is known as a "dose-response relationship." This means that almost every substance—even water or oxygen—can be toxic at some level. For every product there is a point, or a dose level, that will not produce a response in a living organism. In the world of pesticide regulation, that point is called the No Observed Adverse Effect Level.

CLICK HERE TO CALCULATE YOUR "DOSE-RESPONSE" LEVEL.



Man



Woman



Teen



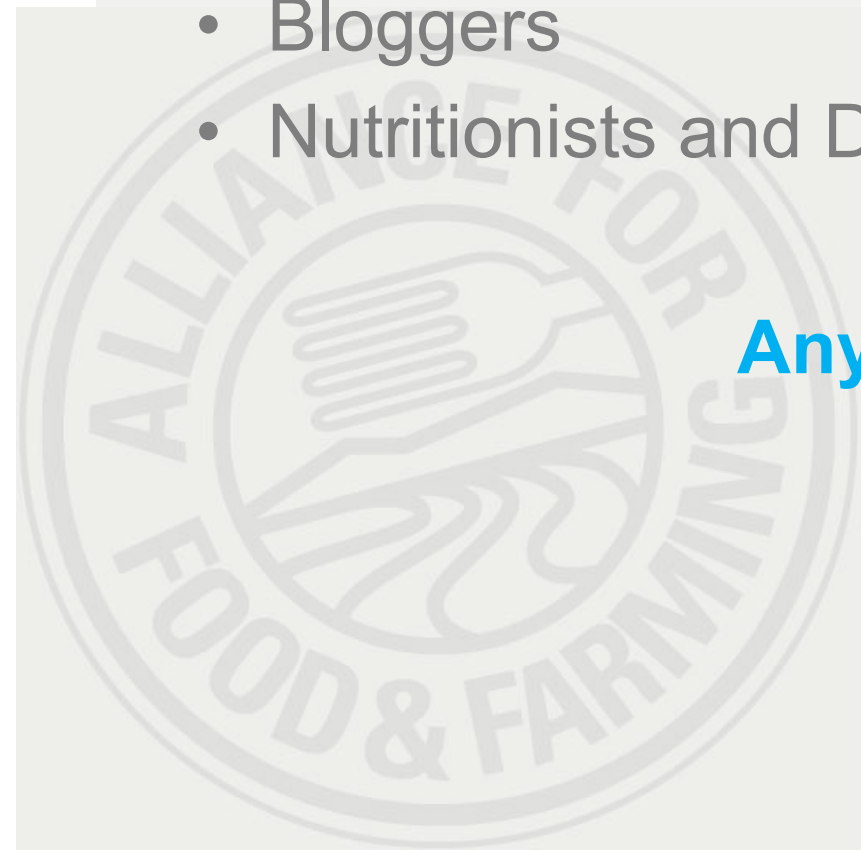
Child



Our Audience

- Consumers
- Mainstream Media
- Bloggers
- Nutritionists and Dieticians

Anyone who eats!

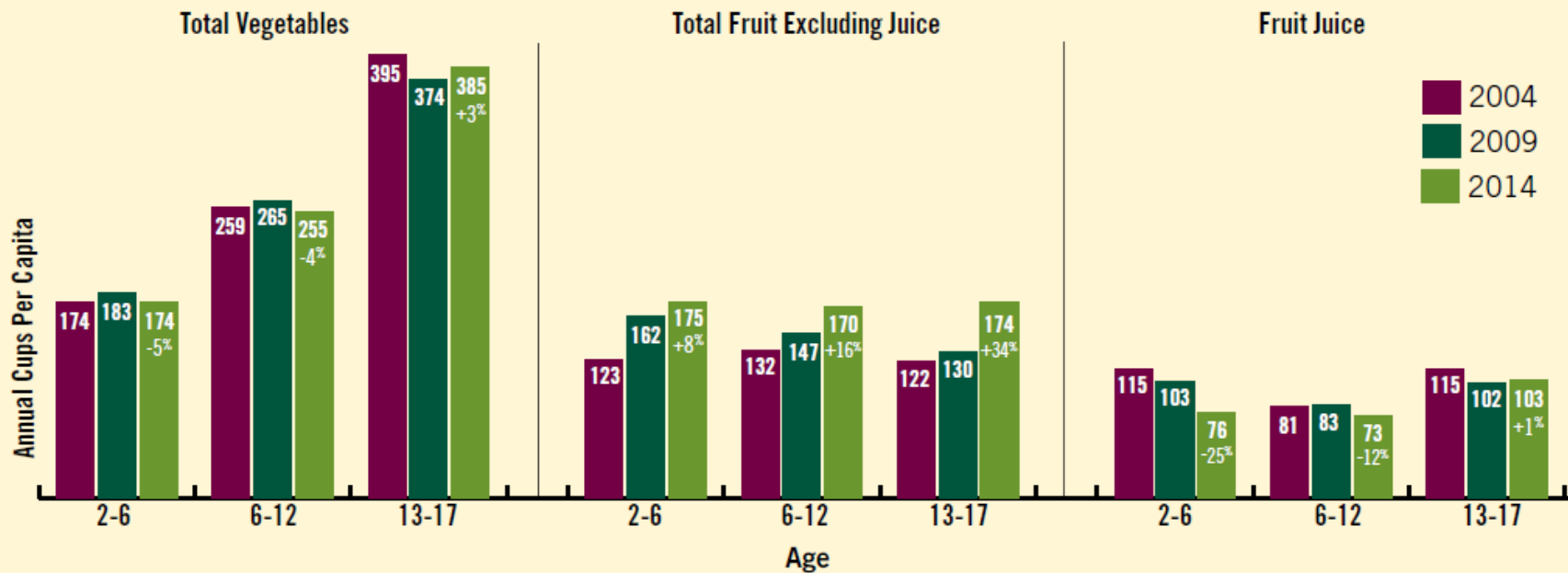


We Aggressively Counter Misinformation About Organic and Conventional Produce



Consumption Has Stagnated: Produce for Better Health Foundation Survey

Chart 7: Fruit and Vegetable Consumption by Child Subset, 2004-2014



Source: The NPD Group, Nutrient Intake Database⁴

Points of Consensus on Consumption Stagnation

Consumer Research Shows:

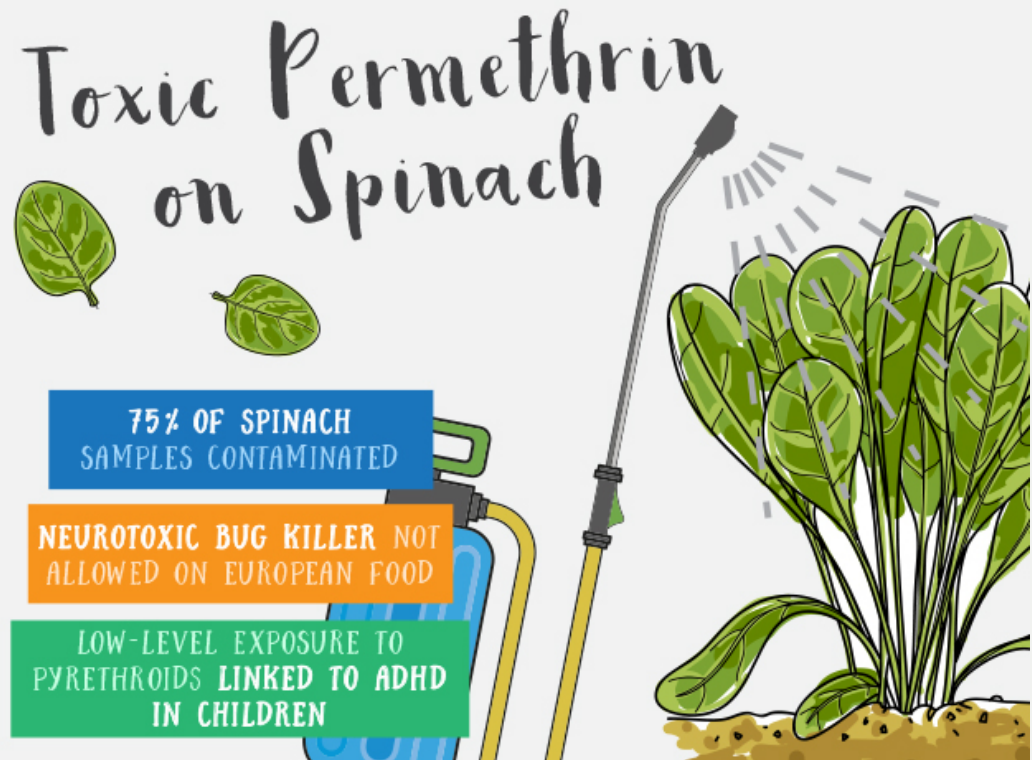
- The popular media is increasingly where many get their nutritional facts and information concerning food. Although most consumers state they find nutritionists/dieticians the most credible sources.
- Consumers are increasingly concerned as they receive conflicting, contrasting and inaccurate information about the safety of conventionally grown fruits and veggies.

Among the Biggest Culprit of Misinformation *Environmental Working Group*



EWG's Message

"If you don't want to feed your family food contaminated with pesticides, the EWG Shopper's Guide helps you make smart choices," Sonya Lunder, EWG, Senior Analyst.



How Does This Message Impact Consumers

Two-Peer Reviewed Studies



Illinois Institute of Technology, Center for Nutrition Research

Published in Nutrition Today, October 2016

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.

Johns Hopkins Study

January 2015- Low Income Consumers

Similar Findings to IIT Research:

*“Perceiving that there is an overwhelming amount of sometimes **contradictory information about healthy eating could make some consumers defeatist about trying to eat healthily.** Given the potential implications of competing messages about healthy eating, it is important that those who want to improve food production techniques and those who want to improve nutrition cooperate to **create consistent messaging about healthy eating.**”*

Study Findings+Low Consumption = Change

We need to identify and share positive, science based information that reassures consumers and increases confidence in produce safety to remove fear as a potential barrier to consumption.



Creating “Consistent Messaging”

AFF 2016 Consumer Research

Research Objective: To develop an effective way to talk to consumers about their produce choices without positioning conventional and organic produce against each other.

Focus Groups: Sacramento and Chicago (June 2016)

National Online Survey: 800n, Margin of Error
+/- 3.5 (September 2016)



Research Results

What Messaging Reassured Consumers

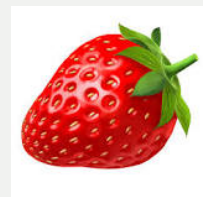


Research Results

Nutrition

*Decades of nutritional research shows that **increasing consumption of conventional and organic produce can improve health and prevent diseases.** Not only are conventionally and organically grown fruits and vegetables safe and nutritious, **Americans should be consuming more of both to reduce their risk of cancer, heart disease, diabetes and obesity.***

88% Confident in Produce Safety



Research Results

Washing Information

According to the federal Food and Drug Administration, washing fresh produce before eating is a healthful habit. You can reduce and often eliminate pesticide residues if they are present on fresh produce by washing them with cold or warm tap water.

87% Confident in Produce Safety



Research Results

Simple Safety Statements

Health experts and scientists say produce, grown either conventionally or organically, is safe to eat for you and your children.

86% Confident in Produce Safety



Research Results

Toxicology Facts

- *When USDA did find the presence of pesticide residues on food products, 99.8% of those residues were below the levels considered safe by the Environmental Protection Agency.*
- *Analyses by toxicologists found that a child could eat hundreds to thousands of servings of a fruit or vegetable in a day and still not have any effects from pesticide residues.*
- *If present at all, pesticide residues on fruits and vegetables are significantly below levels considered safe by health and regulatory agencies.*

77% to 82% Confident in Produce Safety



Research Results

Information on Organic Production

All fruits and vegetables sold in the U.S. are subject to the most stringent regulations in the world to ensure safety. Organic fruits and vegetables are subject to additional laws and organic farmers must submit to an independent audit of their farming operations to ensure established growing practices are being followed.

88% Confident in Produce Safety



Research Results

Information on Organic Production

In order to control pests and diseases, certified organic farmers may use fertilizers and pesticides, but they are mostly derived from natural sources and must be approved by the USDA Organic Program.

83% Confident in Produce Safety



Research Results

Definition of Organic

Organic produce refers to United States Department of Agriculture (USDA) certified organic produce. Produce can be called organic if it's certified to have been grown without using materials prohibited by the USDA organic program. These materials include most synthetic fertilizers and pesticides.

88% Favorable Opinion of Organics



Research Results

When all facts and information were presented at once it resulted in favorable opinions and confidence in produce safety increasing **significantly**.

87% of consumers stated they had a favorable opinion of organics after reading the messaging

80% of consumers stated they had a favorable opinion of conventional after reading the messaging



Conclusions:

The research shows that the information shared by the AFF with consumers made a positive difference in their perception of the safety of all produce

When fear-based messaging is removed and consumers are presented with science, facts and information, confidence in produce safety **significantly** increases.



New Facts, Not Fears Web Page

www.safefruitsandveggies.com

New web page features consumer research results and messages, consumption data, peer reviewed studies and relevant media articles.



Safe Fruits and Veggies Campaign 2010 - 2017

What We've Achieved – Where We Began



Challenging EWG - Starting from Zero

In 2009, EWG “dirty dozen” release enjoyed widespread media coverage/99.8% of the coverage carried EWG messaging only.

The Washington Post

San Francisco Chronicle
NORTHERN CALIFORNIA'S LARGEST NEWSPAPER

Los Angeles Times

Chicago Tribune

 **msnbc**

CNN 

 **CBS**
NEWS

WGN9 
TELEVISION CHICAGO

Today – AFF Achieves Balance, “One-Sided” Coverage

“Dirty Dozen” overall coverage has declined and **60% of the media/blogger coverage is balanced or carries AFF messaging exclusively.**

San Francisco Chronicle
NORTHERN CALIFORNIA'S LARGEST NEWSPAPER

The Washington Post

Bloomberg
NEWS

**NEW
YORK
POST**

Forbes

Slate

**BUSINESS
INSIDER**

Safe Fruits and Veggies

Target audiences now routinely reference website, engage with us on social to help spread our key messages and share our information

We continually add science-based information to expand our website; The information presented has never been disputed showing the quality of content.

SafeFruitsandVeggies.com

A resource for science based information about pesticide residues.

HOME ABOUT US FAQS

RESIDUE CALCULATOR RESEARCH HEALTH & NUTRITION U.S. PRODUCE

The screenshot displays the website's interface. At the top, a navigation bar includes links for HOME, ABOUT US, and FAQS. Below this, a secondary navigation bar lists RESIDUE CALCULATOR, RESEARCH, HEALTH & NUTRITION, and U.S. PRODUCE. The main content area features a large image of a woman and a child, with the text 'THE TRUTH ABOUT PESTICIDE RESIDUES' and 'TRUTH'. A statistic states: '60% of consumers express a high concern about pesticide residues, much of which is based on misleading information.' Below this is a section titled 'PESTICIDE RESIDUE CALCULATOR' with a sub-header: 'Scientists and health experts overwhelmingly agree that the mere presence of pesticide residues on food does not mean they are harmful.' A paragraph explains the science of dose-response relationships. A button reads 'CLICK HERE TO CALCULATE YOUR "DOSE-RESPONSE" LEVEL'. Below the text are four icons representing different age groups: Man, Woman, Teen, and Child. To the right, a smartphone displays the calculator's results: 'Results: A man could consume 133,951 servings of celery in one day without any effect even if the Celery has the highest pesticide residue reported for Celery.' A 'Recalculate' button is visible on the phone screen.

www.safefruitsandveggies.com

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