

# *Nutrition Facts and Fallacies*

Where Consumers Get  
Their Nutrition and Health  
Information and How They  
Interpret It

2010 World of Healthy Flavors

## *Panelists*

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Susan Borra, RD ▪ Edelman

Jeannie Gazzaniga-Moloo, PhD, RD ▪ ADA  
Media Spokesperson

Kathy Kitchens Downie, RD ▪ *Cooking Light*

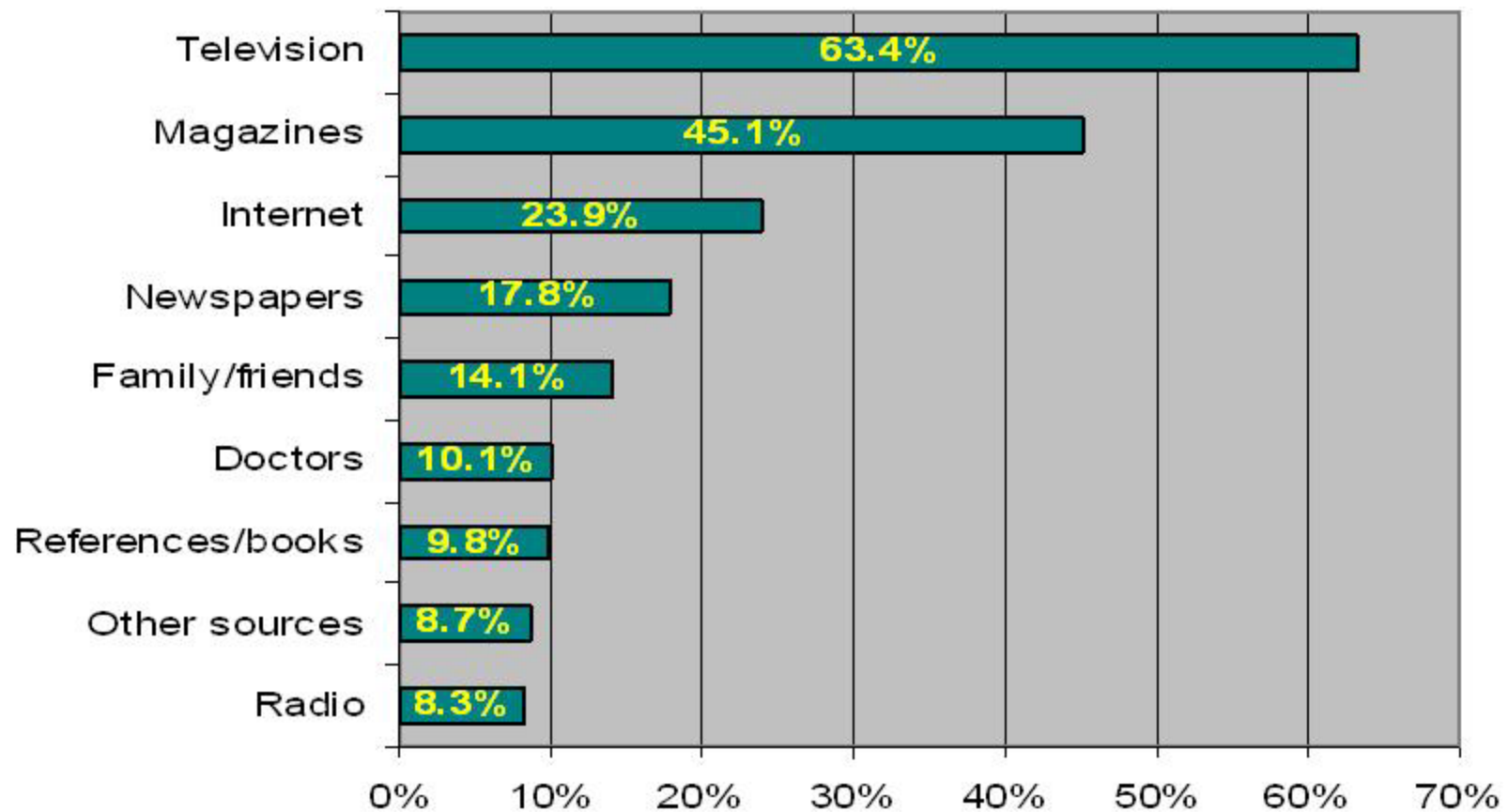
Martha Rose Schulman ▪ New York Times

Kathleen Zelman, MPH, RD ▪ WebMD

**Moderator:** Lilian Cheung, DSc, RD ▪ Harvard  
School of Public Health

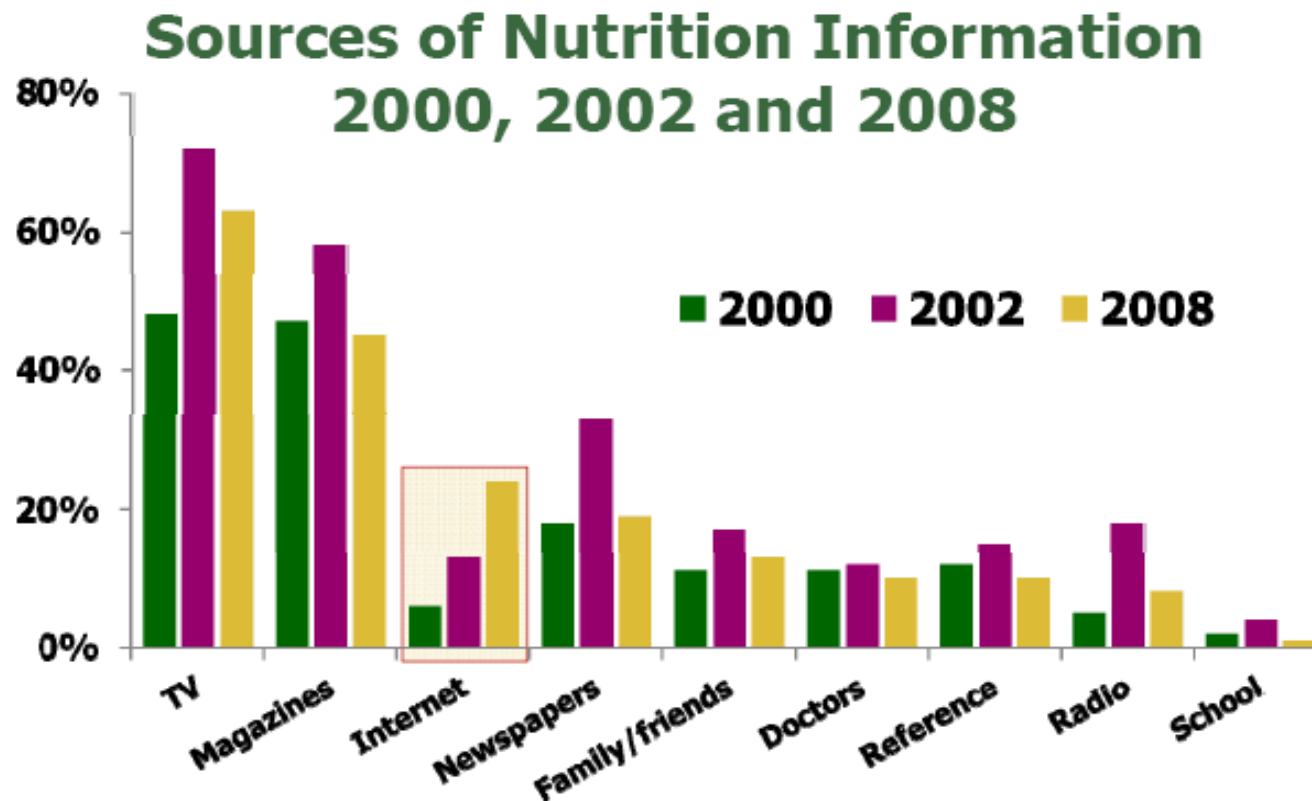
# *Where do consumers get nutrition information?*

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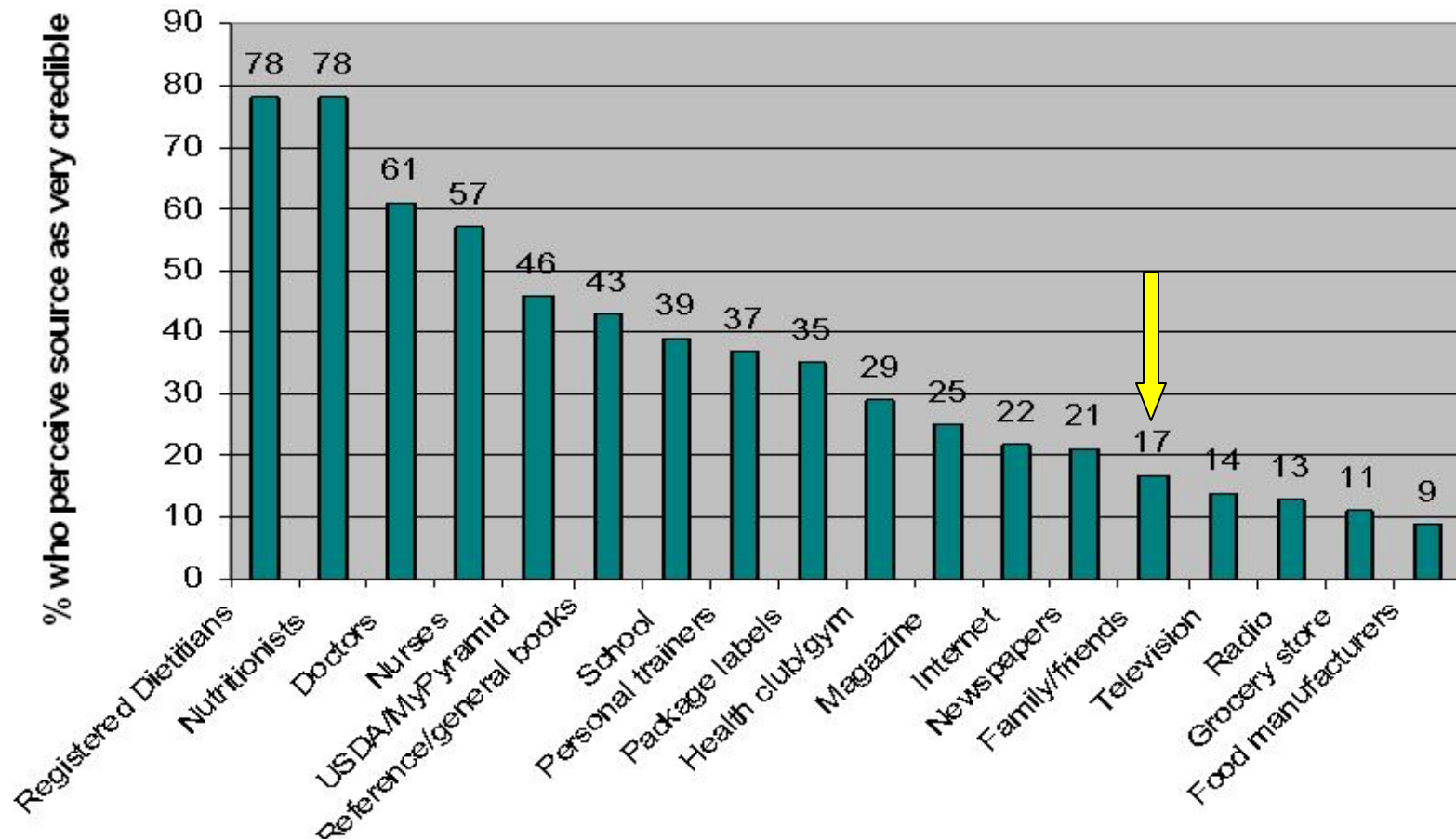
Source: ADA Nutrition Trends survey 2008,  
[http://www.eatright.org/uploadedFiles/Media/Nutrition\\_and\\_You/Trends2008\\_Presentation.pdf](http://www.eatright.org/uploadedFiles/Media/Nutrition_and_You/Trends2008_Presentation.pdf)

## *TV most popular, but declining*



Source: ADA Nutrition Trends survey 2008,  
[http://www.eatright.org/uploadedFiles/Media/Nutrition\\_and\\_You/Trends2008\\_Presentation.pdf](http://www.eatright.org/uploadedFiles/Media/Nutrition_and_You/Trends2008_Presentation.pdf)

# *Most "popular" is not most "credible"*



Source: ADA Nutrition Trends survey 2008,

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[http://www.eatright.org/uploadedFiles/Media/Nutrition\\_and\\_You/WhereDidYouHearThat\\_Trends2008.pdf](http://www.eatright.org/uploadedFiles/Media/Nutrition_and_You/WhereDidYouHearThat_Trends2008.pdf)

## *Top reasons why consumers aren't doing more to improve their diets*

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- “I am satisfied with the way I currently eat”
- “I don't want to give up the foods I like”
- “I need more practical tips to help me eat right”
- **“I don't know or don't understand the guidelines for diet and nutrition”**