

# Today's Food Conversation

Created by Amy Myrdal Miller, MS, RDN, FAND  
Founder & President | Farmer's Daughter Consulting, Inc.



## Session Description

Every day in this country our food conversations are becoming more interesting, intense, and challenging. We're striving for health and wellness. We're passionate about local and artisan products. We're thoughtful about seasonal and organic. We're working to figure out sustainable. And we're nervous about genetically modified.

This one-hour presentation takes a deep-dive into 11 commonly used terms related to food, agriculture, and nutrition—from healthy and fresh to processed, natural, and sustainable—providing insights into the science that supports or refutes claims, reviewing federal regulations that govern marketing, and shedding light on consumer understanding of these terms.

Attendees will walk away with a better understanding not only of the terms but how to engage in meaningful conversations about these issues that are as affected by research and science as they are by values and emotion.

## Learning Objectives

*After attending this continuing education course, nutrition professionals should be better able to:*

1. Distinguish which food claims are marketing hype versus federally regulated terms.
2. Identify federal agencies that oversee various marketing terms.
3. Provide science-based guidance to clients regarding the nutrition and health as well as lifestyle benefits of a variety of foods and beverages.
4. Cite consumer research regarding consumer perception of various marketing claims.
5. Discuss ethical and business issues related to the use of marketing claims such as antibiotic-free.

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## Multiple Choice Questions

1. Food Evangelists—defined by Ketchum Food as people who recommend or critique food products, food brands, or agricultural practices used in food manufacturing—now account for what percent of the general population?
  - a. 8%
  - b. 24%
  - c. 60%
  - d. 82%
2. According to research conducted by the Food Marketing Institute, what percent of men now claim to be responsible for household grocery shopping?
  - a. 5%
  - b. 20%
  - c. 40%
  - d. 75%
3. As food marketing has evolved in the U.S., we have moved from \_\_\_\_\_ claims that can be clearly defined to \_\_\_\_\_ claims that are broadly defined.
  - a. nutrient content claims to feel good claims
  - b. functional claims to nutrient-content claims
  - c. sodium content claims to sugar claims
  - d. food claims to farming claims
4. The Pew Research Center study of opinions held by U.S. adults compared to scientists demonstrates that:
  - a. no one thinks childhood vaccines are a good idea
  - b. everyone favors the use of animals in research
  - c. science doesn't convince everyone on controversial issues in biomedical science
  - d. it is safe to drink raw milk
5. Research by Datassential shows \_\_\_\_\_ is the menu descriptor most likely to significantly influence a person's order in a restaurant.
  - a. Fresh
  - b. Local
  - c. Natural
  - d. Organic

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6. What foods are most wasted in this country based on total value?
  - a. Clams
  - b. Pickles
  - c. Greek yogurt
  - d. Meat, poultry, and fish
  
7. The “clean label” movement is a \_\_\_\_\_ movement.
  - a. Consumer driven
  - b. Industry driven
  - c. Farmer driven
  - d. Activist driven
  
8. Research conducted by the U.S. Food & Drug Administration indicates consumers believe which term is the strongest indicator of high quality?
  - a. Healthy
  - b. Natural
  - c. Organic
  - d. Artisan
  
9. How is “local” defined in terms of geographic distance between production and consumption?
  - a. Less than 50 miles
  - b. Less than 100 miles
  - c. Less than 200 miles
  - d. There is no consensus on a definition.
  
10. Which statement best describes new federal regulations for the use of antibiotics in animal agriculture?
  - a. Antibiotics must be prescribed by a veterinarian.
  - b. The farmer/rancher decides what is best for his/her animals.
  - c. No antibiotics are approved for use.
  - d. Antibiotics can only be added during processing.
  
11. Which of the following is NOT part of sustainable agriculture?
  - a. Satisfy human food and fiber needs
  - b. Enhance environmental quality
  - c. Sustain the economic viability of farm operations
  - d. Destroy the quality of life of farmers

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12. In your local grocery store, which produce item may be grown from genetically engineered seed?
  - a. Iceberg lettuce
  - b. Sweet corn
  - c. Bananas
  - d. Jalapeno peppers
  
13. Which statement is true?
  - a. Pasture raised chickens have lower rates of depression.
  - b. Free range chickens can engage in natural behaviors like knitting egg warmers.
  - c. Cage-free chickens move around more compared to cage chickens, which results in higher feed costs, lower egg production per bird, increased feather pecking, and increase mortality.
  - d. Cage-free chickens' eggs contain more protein.
  
14. When making decisions at the grocery store, what claim is more powerful than organic for all but the most dedicated organic consumers?
  - a. Local
  - b. Natural
  - c. Artisan
  - d. Cage-free
  
15. Which of the following statements is true?
  - a. More claims on products help consumers make more healthful food and beverage choices.
  - b. Despite consumer demand for transparency in our food system, the overall quality of American's diets has changed very little the past 10 years.
  - c. Local products are more healthful than products produced in other countries.
  - d. Clean eating improves the nutrient quality of the diet.

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## Answer Key

1. b
2. c
3. a
4. c
5. a
6. d
7. a
8. c
9. d
10. a
11. d
12. b
13. c
14. a
15. b