

International Food Information Council Public Comments for Food and Nutrition Service Request for Information on Conducting Research for Development of Nutrition Education and Promotion Materials

TO: Planning and Regulatory Affairs Office, Food and Nutrition Service, U.S.D.A.
1320 Braddock Place, 5th floor
Alexandria, VA 22314

RE: IFIC Public Comments to Agency Information Collection Activities; Proposals, Submissions, and Approvals: Generic Clearance to Conduct Formative Research or Development of Nutrition Education and Promotion Materials and Related Tools and Grants for FNS Population Groups (Docket No. [FNS-2025-0020](#))

The [International Food Information Council \(IFIC\)](#) appreciates the opportunity to submit written comments to the U.S. Department of Agriculture (USDA), Food and Nutrition Service (FNS), regarding the request for information on consumer research to inform the development of education materials.

IFIC is a nonprofit 501(c)(3) consumer research and education organization with a mission to effectively communicate science-based information about food safety, nutrition, and sustainable food systems to serve the public good.

One of IFIC's objectives is to enhance the understanding of Americans' eating habits through consumer research. For more than three decades, we have explored Americans' attitudes toward nutrition and health, viewing consumer research as a critical first step in understanding how knowledge, perceptions, and attitudes influence food-related behaviors.

Our signature consumer research project, the annual [IFIC Food & Health Survey](#), is a nationally representative online survey of 3,000 Americans ages 18 to 80 years, now entering its 20th consecutive year. We also conduct a robust monthly consumer research program that provides frequent insights on a wide range of food safety, nutrition, and health topics.

Given our mission and expertise, IFIC supports USDA FNS efforts to gather public input to guide the development of nutrition education materials, messages, promotional tools, and interventions, particularly for the diverse population served by federal nutrition programs.

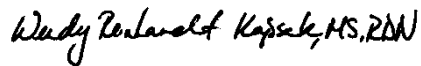
To complement USDA FNS consumer data, we encourage FNS to open a request for information to gather insights from a range of stakeholders. This approach will help ensure that materials and programs effectively meet the food, nutrition, and health needs of all Americans.

IFIC has a substantial body of consumer research that could inform this work, including multi-year trends on health benefits consumers seek from food, perceptions on food and ingredient safety, factors influencing food purchases, and trusted sources of nutrition information. We also have recent data on how consumers use social media and their interest in leveraging Artificial Intelligence (AI) to make safe and nutritious food and beverage choices. These insights could support USDA FNS in delivering science-based nutrition messages through channels that

Americans use most. Our consumer research also captures key demographic data, such as participation in government food assistance programs, education level, nutrition literacy, health condition/status, and household income, which aligns with USDA FNS's research goals.

In conclusion, IFIC supports USDA FNS's efforts to gather public input to shape nutrition education materials and programs, and we stand ready to share meaningful insights from our research to inform this important work.

Sincerely,



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General Comment

USDA created professional standards training materials for school meals with stickers. This is for adults not children. These are educational and work requirements for supervisor and directors of school meal programs. So we give staff stickers? So ridiculous and a waste of my tax payer dollars!