



HEALTH & WELLNESS WEBINAR | SEPT 24TH, 2 PM EST

BEYOND THE NOISE:

How Trusted Voices Build Confidence in Fruits and Vegetables

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The Foundation for Fresh Produce

WELCOME!



Katie Calligaro

Director, Marketing & Communications

The Foundation for Fresh Produce



Growing a healthier world by changing the trajectory of human health.



BOOST APPEAL



IMPROVE ACCESS



**NURTURE
PASSIONATE
PROFESSIONALS**

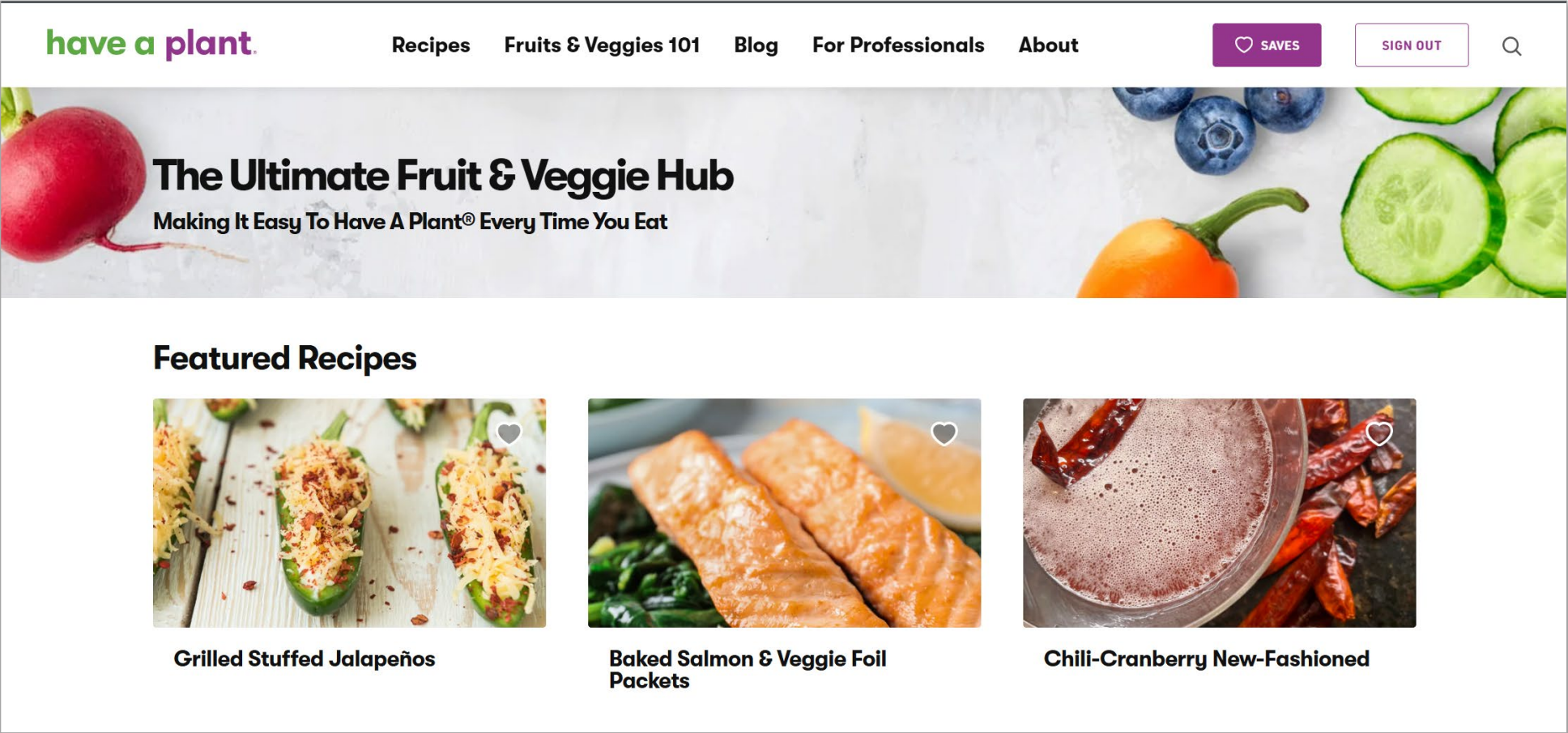


**SCALE PARTNER
IMPACT**



Have A Plant® Digital Ecosystem

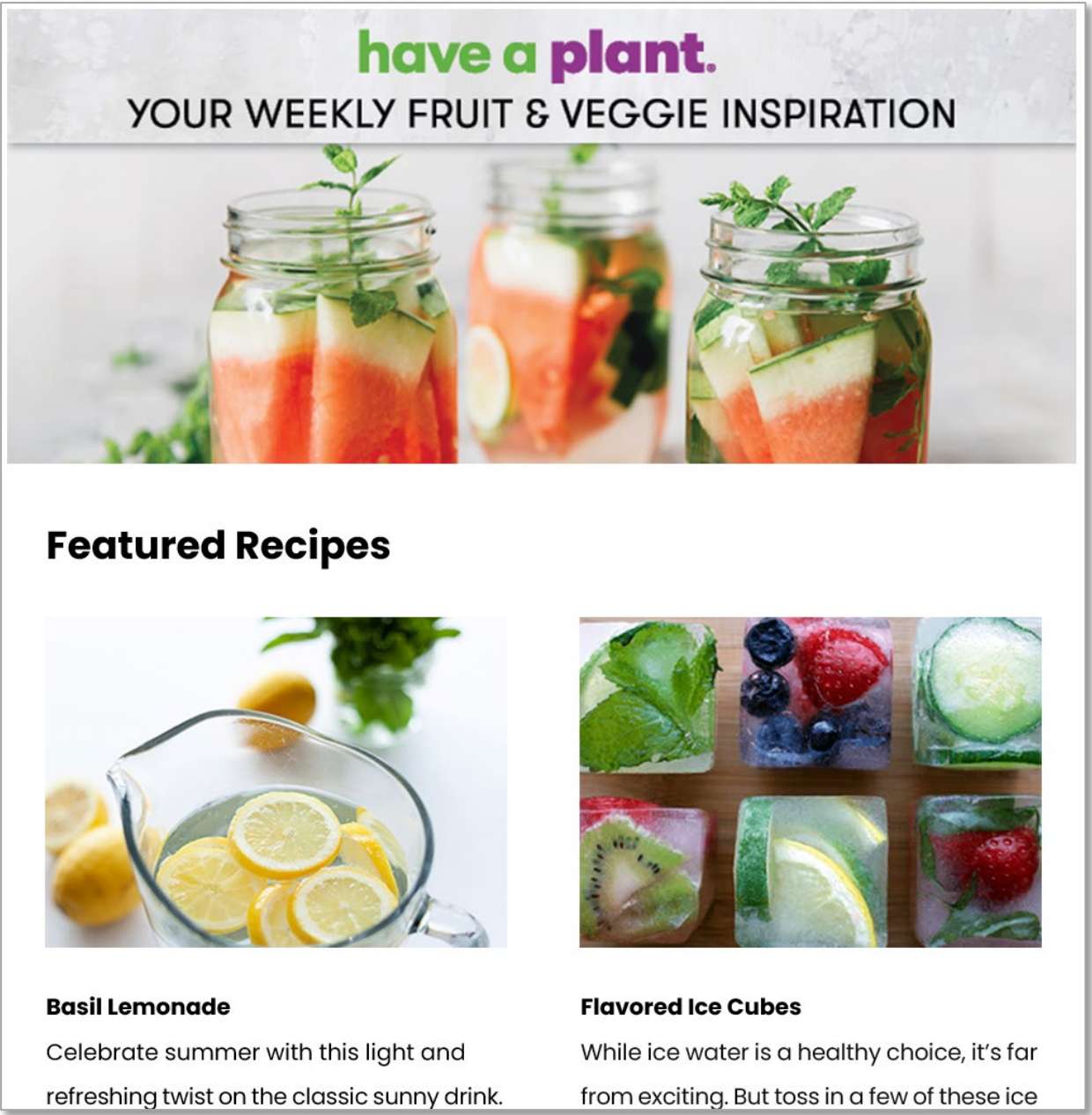
Every Time You Eat, Have A Plant®



fruitsandveggies.org



Social Media



E-Newsletters
Consumer & Health Pro

Resources For Professionals

The destination for food and nutrition professionals to expand fruit and veggie expertise as well as find resources for the people they care for.

fruitsandveggies.org/for-professionals/

HEALTH & WELLNESS WEBINAR

Truth vs. Trends:
How Misinformation Hinders
Produce Consumption

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SERVING STRATEGIES

Dips

Classic ranch, tahini, aioli, peanut butter, tzatziki, remoulade, hummus ... veggie dips can span the entire flavor spectrum and balance tastes and textures in complementary ways.

Sauces

Vegetables don't have to be in a salad to get topped with dressing. Try mixing your own DIY dressings at home with unique oils and vinegars, or try some store-bought versions.

Pairings

One of our favorite ways to make veggies taste good is by pairing them with other foods you already love! Add them to your tacos, pizza, noodle bowls, etc. for tastier and more nutritious faves.

HERB & VEGGIE PAIRING IDEAS

Cucumbers

Dill & Chives

Carrots

Tarragon

Summer Squash

Parsley

Brussels Sprouts

Garlic & Thyme

Avocado

Parsley & Chives

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How to Make Veggies Taste Good

Taste continues to be first and foremost when it comes to the way people think about food. Not far behind is nutrition and health. Understandably, most of us want to eat food that is healthy but are not willing to sacrifice taste. The good news is, we don't have to!

There are so many ways to make veggies taste better without fancy cooking equipment, expensive ingredients, or drastically changing the way you cook. Start with these suggestions and experiment until you find a strategy that works for you.

Before you know it, you'll be craving the amazing flavors of perfectly prepared veggies every time you eat!

For recipe inspiration, visit fruitsandveggies.org.

For Professionals

Toolkits & Inspiration Research & Insights Continuing Education Consumer Handouts

For Professionals

The destination for food and nutrition professionals to expand fruit and veggie expertise as well as find resources for the people they care for.

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THE FRUIT & VEGGIE HANDBOOK

A Resource for a Plant-Powered Practice

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HACKS
TO HABITS

A Behavioral Research Study To Bolster Fruit & Vegetable Consumption
INSIGHTS REPORT

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Housekeeping

The CPE activity application for this webinar is pending for 1.0 CPEUs.

You will receive a link to the certificate of attendance, the webinar recording and PDF of the presentation following this session.

Type your questions and/or comments into the Q&A section located at the bottom of your screen at any time during the webinar.



Funding from non-CPE revenue for CPE planning, development, review, and/or presentation has been provided by the International Fresh Produce Association.

Learning Objectives

1. Describe key trends influencing fruit and vegetable purchasing and consumption among today's consumers.
2. Evaluate how media narratives and food-related headlines can impact consumer perceptions and purchasing behaviors.
3. Implement practical communication approaches that help consumers navigate misinformation and make informed choices about fruits and vegetables.



Today's Speakers



Rachel Blake

Global Intelligence Manager
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International Fresh Produce Association

Disclosures

Rachel Blake is an employee of the International Fresh Produce Association.

Siobhan May is an employee of the International Fresh Produce Association.

Christina Ferreira, Ph.D. is an employee of the International Fresh Produce Association.





WHAT CONSUMERS ARE THINKING & PURCHASING



Two datasets, two different jobs

IFPA CONSUMER PULSE

8 national US waves

July 20 – August 24, 2026

Fielded by IFPA

Tells us how consumers reacted.

IFPA GLOBAL CONSUMER TRACKER

US sample, n = 751

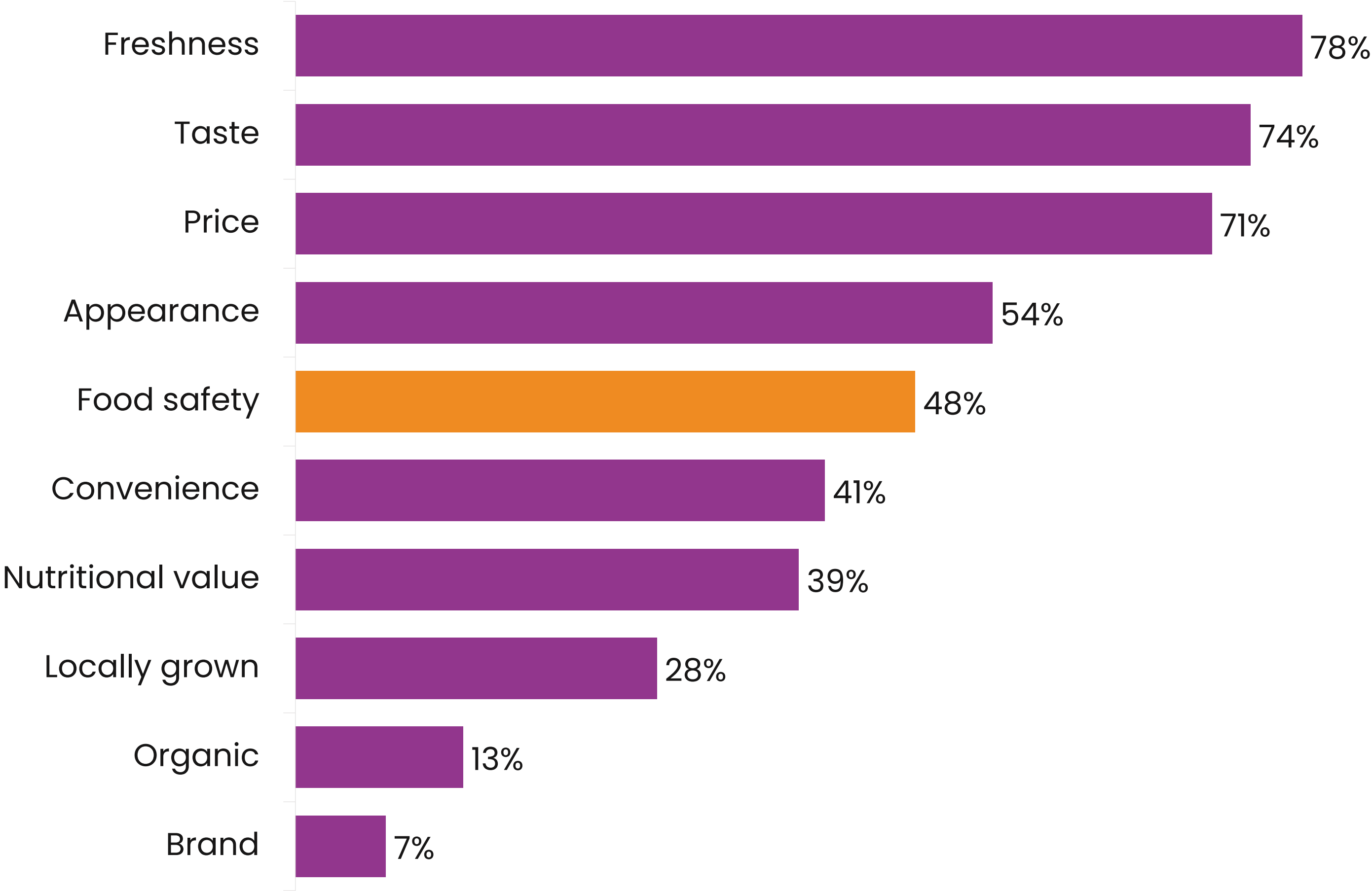
Fielded **before** the outbreak

Cannot tell us how anyone reacted. Tells us what condition the category was in when the news broke.

Pulse figures are reported as period averages — waves 1–3 (July 20–28) vs. waves 6–8 (August 12–24) — because wave-level samples are small.

BEFORE THE OUTBREAK

Food safety was never ignored. It was assumed.



3.3%

had avoided a fresh produce item over food safety or contamination concerns

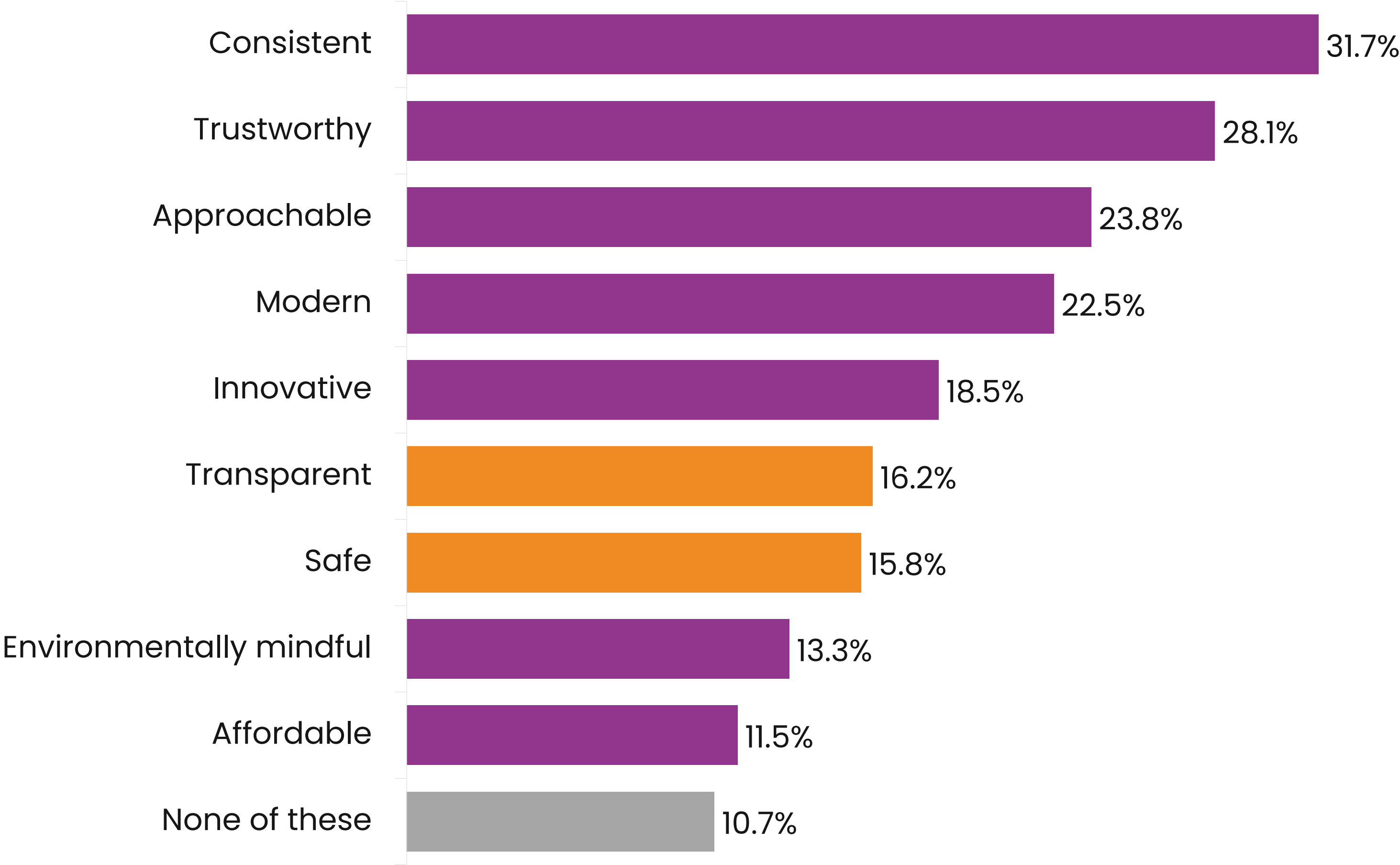
Zero

appearances for food safety in the ranked purchase barriers — at any age

Barriers that do rank: shelf life 43–46% · price 34–43%

IFPA Global Consumer Tracker, US, fielded prior to the outbreak. Purchase driver battery: n = 751, share selecting each attribute as important. Avoidance and barrier figures are from the most recent Tracker wave; base not reported.

And there was no credit to lose



15.8%
called the industry **SAFE**

16.2%
called it **TRANSPARENT**

This is not consumers saying produce is dangerous. It is consumers not associating our industry with safety as a defining characteristic.

IFPA Global Consumer Tracker, US, n = 751, fielded prior to the outbreak. Select-all question; percentages do not sum to 100.

Then the bill arrived — and it didn't stay put

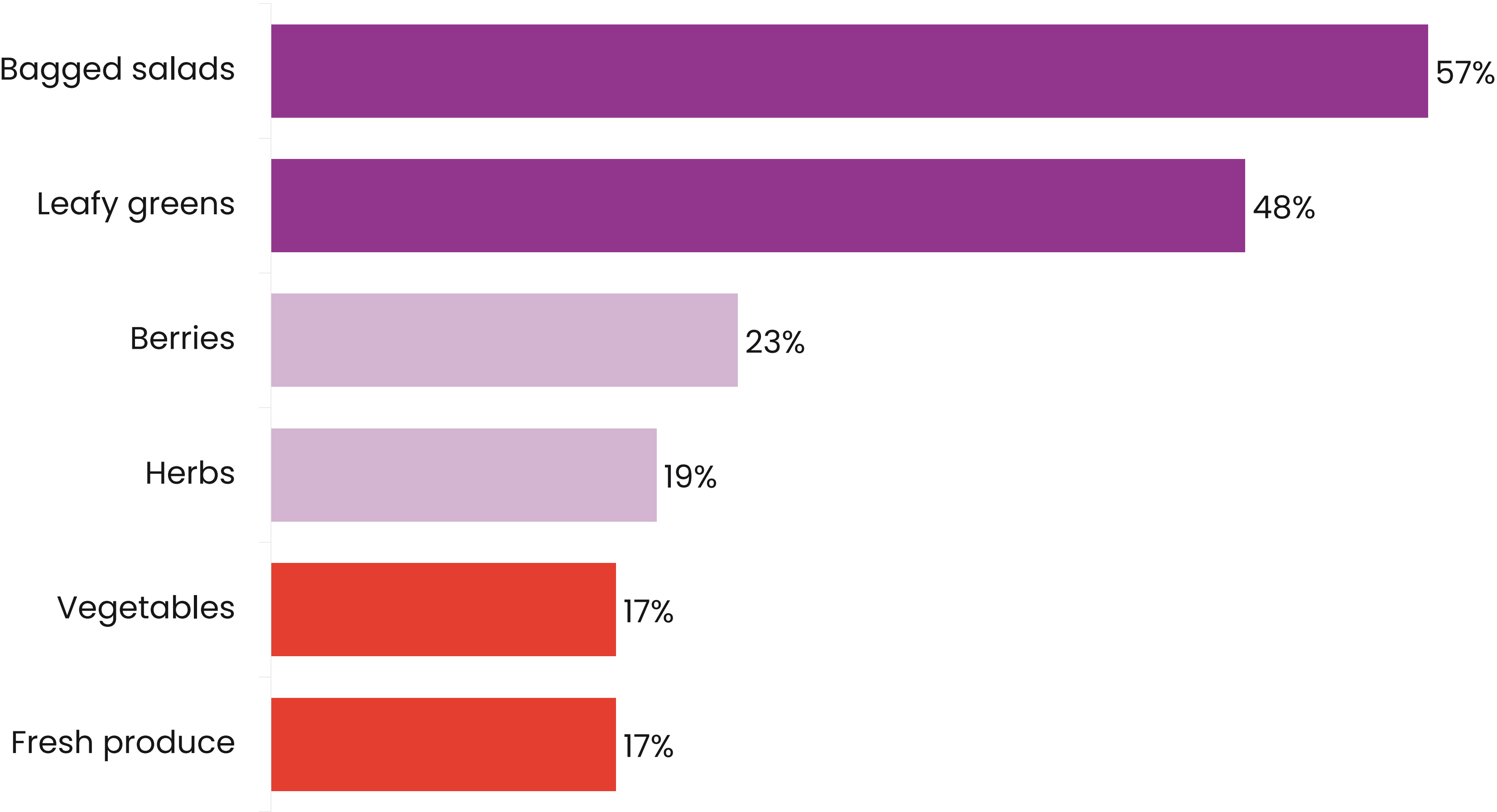
~63%

changed how they bought fresh produce (peaked near 67% the week of July 28)

NEVER IMPLICATED

17%
avoiding vegetables generally

17%
avoiding fresh produce as a whole



IFPA Consumer Pulse, US, 8 waves July 20 – August 24, 2026. Early-period averages (waves 1–3). "Changed how they bought" is derived: 100% less "buying the same amount" less "not aware of the outbreak." Avoidance question is select-all.

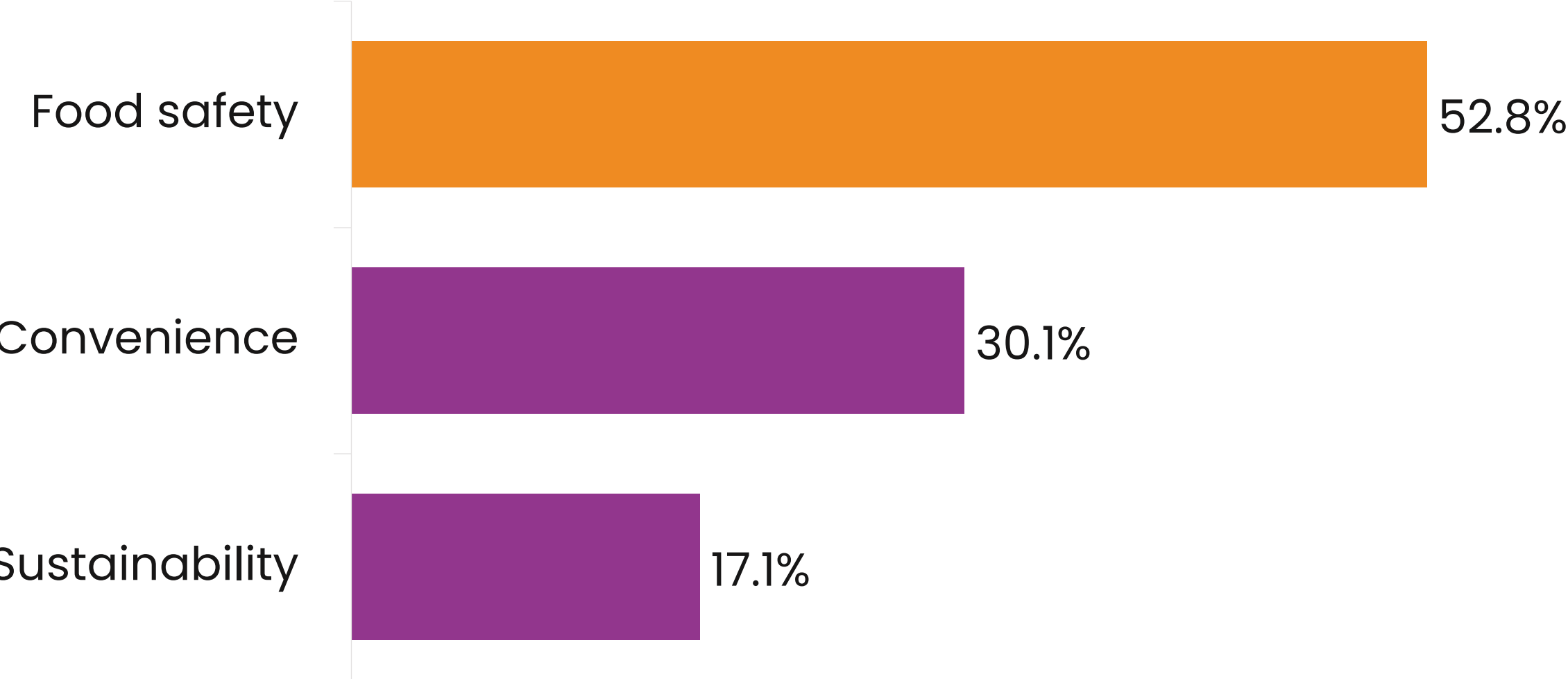
Retail losses went far beyond what was named

	PRE-OUTBREAK YTD 2026 ending 7/12/26			POST-OUTBREAK 7/19/26 – 8/23/26		
	Dollars % chg	Volume / units % chg	Avg items / store / week	Dollars % chg	Volume / units % chg	Avg items / store / week
Retail F&B	2.3%	flat	1.2%	0.7%	-1.3%	-1.5%
Fresh	0.8%	0.3%	1.1%	-1.8%	-2.6%	-3.0%
Produce	1.9%	0.2%	1.4%	-5.9%	-4.9%*	-3.2%
Fruit	1.1%	0.2%	-1.9%	-5.1%	-5.5%*	-1.5%
Vegetables	2.7%	0.3%	0.1%	-6.8%	-3.7%*	-6.3%
Salads	1.5%	-2.1%	0.6%	-26.6%	-25.6%*	-24.9%

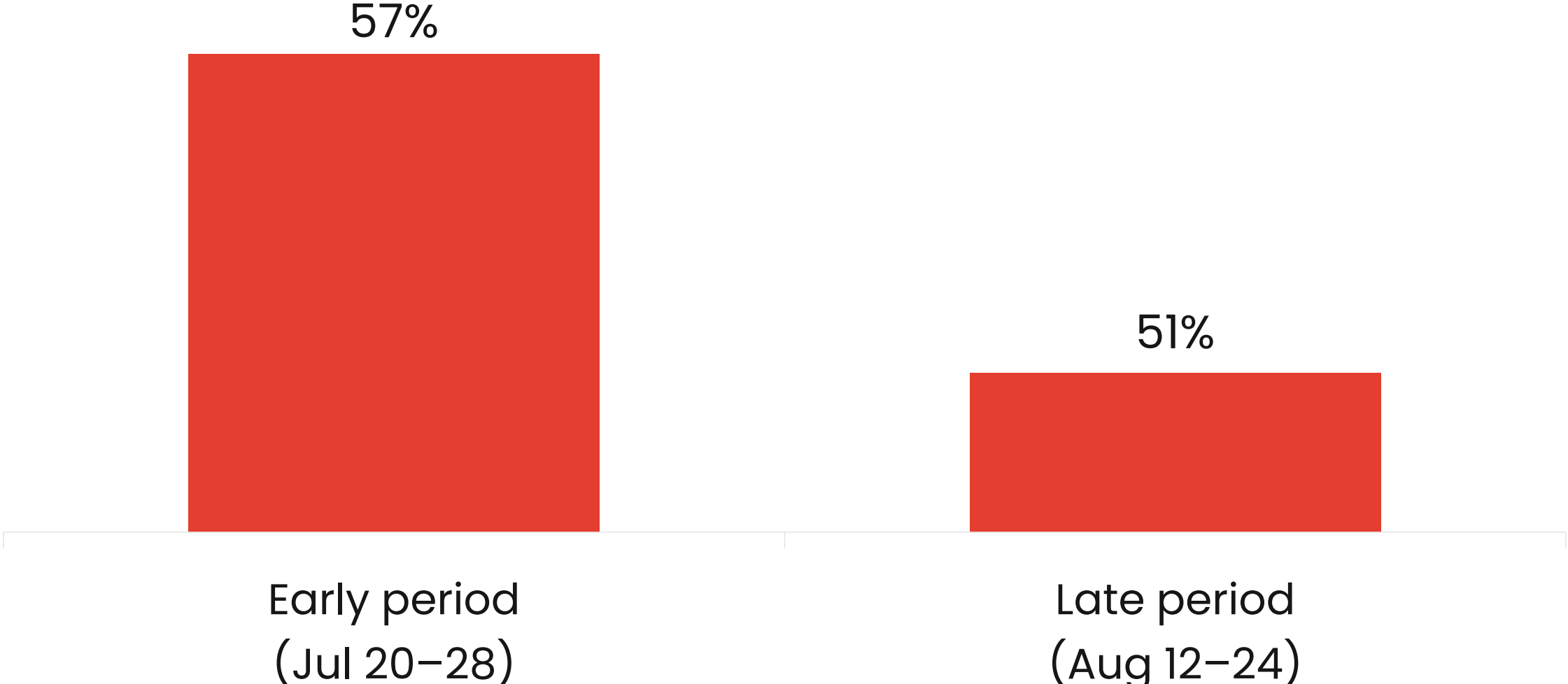
Source: Circana, retail point-of-sale. Pre-outbreak: YTD 2026 ending 7/12/26. Post-outbreak: 7/19/26 – 8/23/26. *Volume sales; unmarked volume figures are units.

The category sold on safety was abandoned hardest

Why consumers buy packaged salads



Bagged salad avoidance

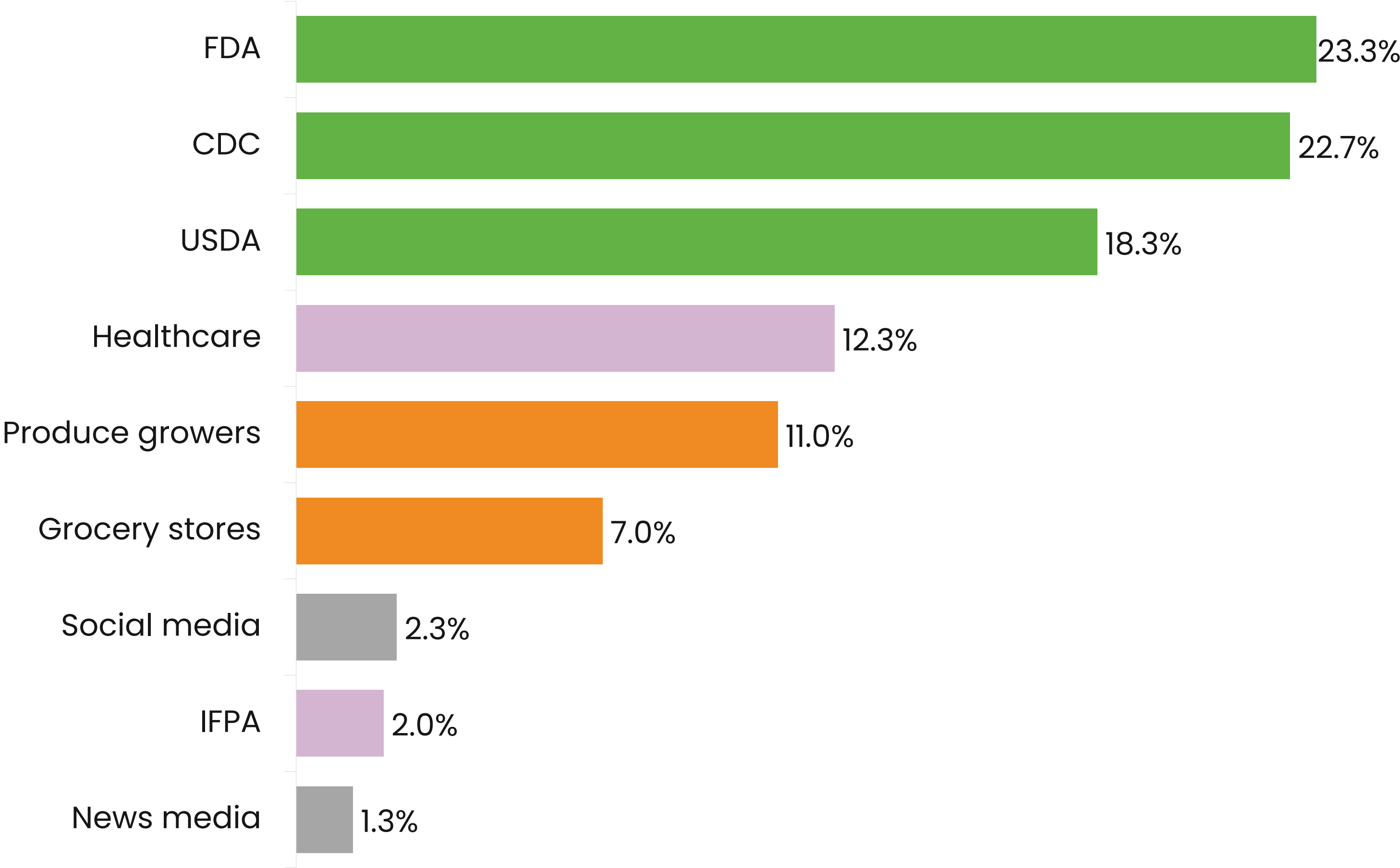


Still over half, five weeks on. The category whose value proposition is built on safety is the category that lost the most. When the promise you sell on is the promise that breaks, there is no fallback claim to retreat to.

Left: IFPA Global Consumer Tracker, US, pre-outbreak; forced choice among three options — freshness, price and taste were not offered. Right: IFPA Consumer Pulse, period averages (waves 1-3 vs. 6-8).



Recovery ran on federal agencies



~64%

CDC + FDA + USDA combined

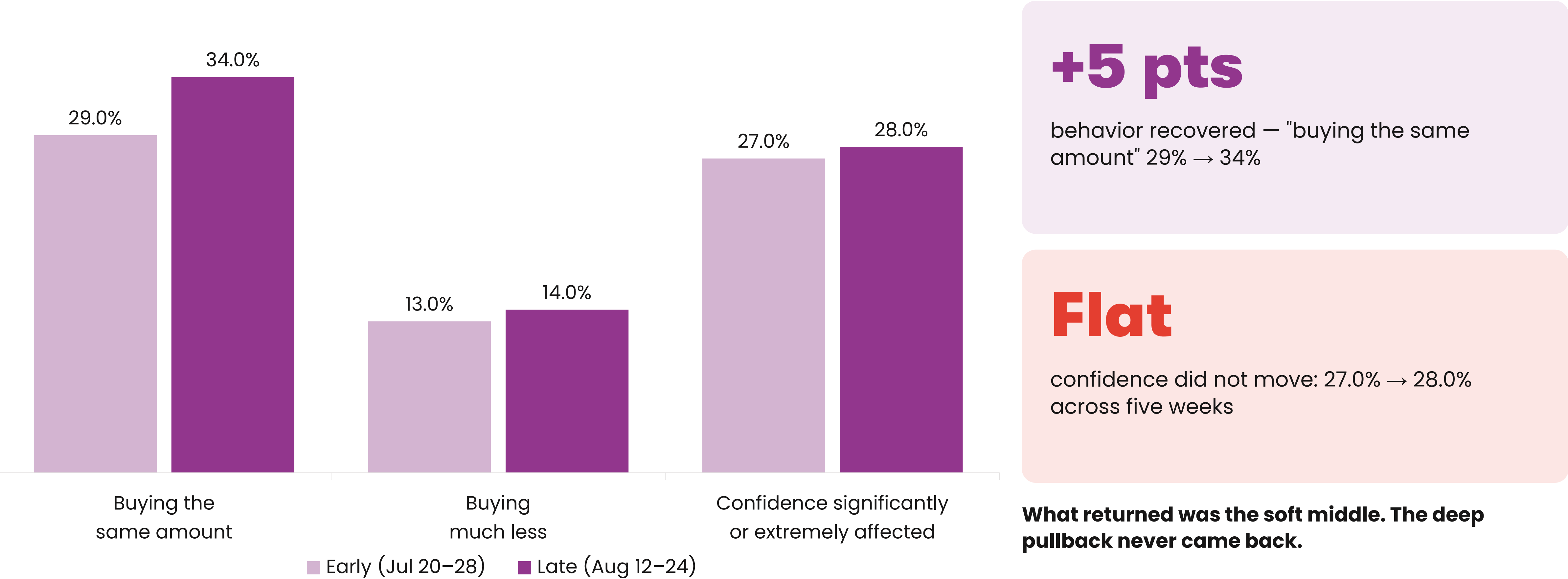
~18%

growers + grocery stores — the people who actually touch the product

News and social media — under 4% combined — are the least trusted sources on the board, and the channels the outbreak coverage ran through.

IFPA Consumer Pulse, US, period averages, waves 6–8 (August 12–24). Most trusted source for information about the safety of fresh produce during a foodborne illness outbreak.

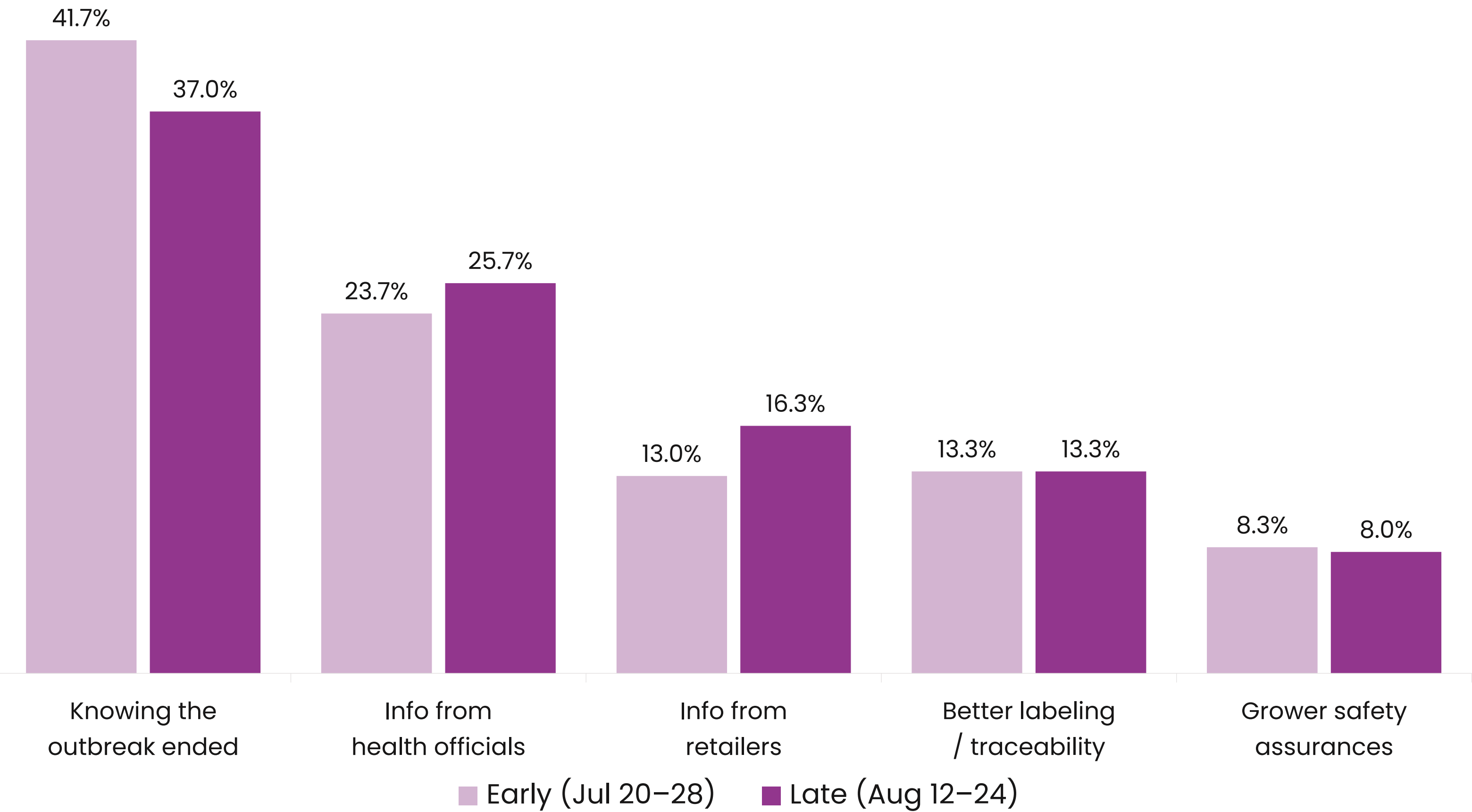
Purchases came back before confidence did



IFPA Consumer Pulse, US, period averages, waves 1–3 vs. waves 6–8. "pts" = percentage points.

WHAT EARNS THEM BACK

The all-clear is a depreciating asset



-4.7

points off "knowing the outbreak ended" — the largest move among the confidence restorers

~38%

the levers the industry controls, added together — about equal to the all-clear

Early on, people wanted it to be over. Later, they wanted proof.

IFPA Consumer Pulse, US, period averages. "Levers we control" = retailer information + labeling/traceability + grower assurances.

Five takeaways

- 1 Food safety is a precondition, not a differentiator.** Half the market says it matters; almost nobody acted on it until it broke. You cannot earn credit for it — only lose it.
- 2 We went in with nothing in reserve.** 15.8% called the industry safe. 16.2% called it transparent.
- 3 The damage did not stay in the implicated category.** Roughly one in six avoided vegetables or fresh produce generally. This is everyone's problem.
- 4 Behavior recovered ahead of confidence.** Purchases came back; trust didn't. The next event starts from here, not from zero.
- 5 The levers we control are small apart and meaningful together.** And they have to exist before the next outbreak. Standing assets, not crisis messages.





FROM CONFUSION TO CONFIDENCE: THE COMMUNICATIONS OPPORTUNITY



Communicating in Crisis

Opportunities to help

Show up Early

You're who consumers trust

- Consumers trusted health professionals far more than social media but social media got the headlines.

Name what's known

Be honest about what's not

- 88% lost confidence in fresh produce safety, and 1 in 6 pulled back more broadly.

Give people agency

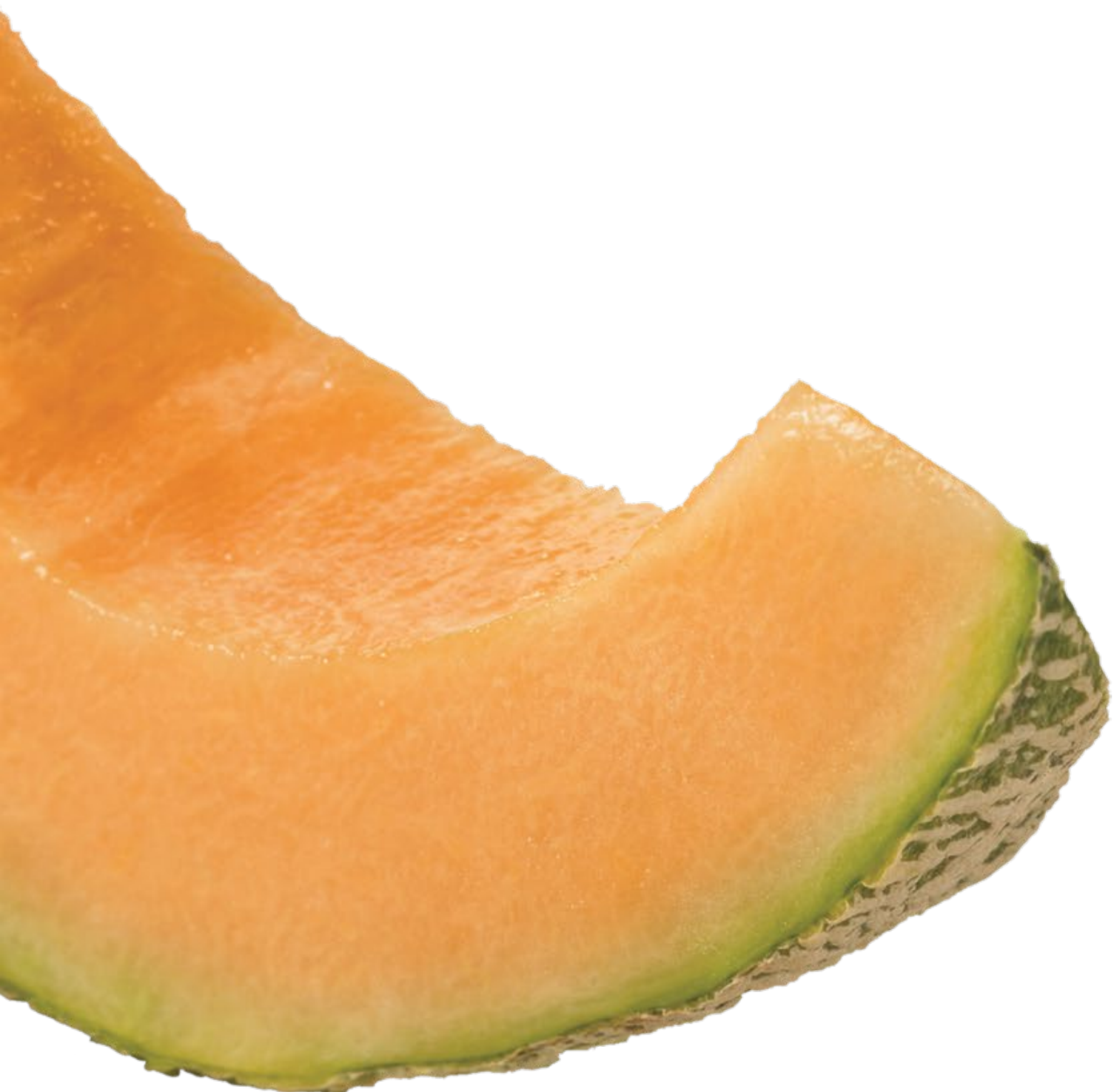
What can they do to get more control?

- Many were waiting for an "all clear" but there are actions they can take now: be the translator for that if you can!



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TO ACHIEVE OPTIMAL HEALTH**





Q&A





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THANK YOU!

WE'RE SO HAPPY YOU'RE WITH US!

