

BETTER UNDERSTANDING THE CHALLENGES OF INCREASING FRUIT & VEGETABLE CONSUMPTION



A survey of Registered Dietitians told us the following:

95%
agree

It is important that consumers know that conventionally-grown fruits and vegetables are safe to eat because not all consumers feel they can afford organically-grown produce.

94%
agree

Fear-based messaging regarding pesticide residues has a negative impact on consumers because it causes concerns about whether conventionally-grown fruits and vegetables are safe to eat.

93%
agree

Consumers should eat more fruits and vegetables every day, whether it's organic or conventionally-grown. Both are safe and can be eaten with confidence.

What Fear-Based Messaging Discourages Consumption?



Survey respondents were asked to consider how negative food safety information impacts consumers and consumption:

These included:

The “dirty dozen” list of fruits and vegetables, **81% responded** this discourages consumption.

We also showed the RDs infographics used by activist groups to promote one farming method over another. After reviewing an infographic disparaging a popular fruit with inaccurate residue safety messaging, **95% of the RDs agreed** that this visual discourages consumption.

An infographic showing the so-called “dirty dozen” list led **88% to agree** that this discourages consumption.



Learn more about the results of the survey among dietitians as well as recommendations from a review panel of dietitians at:

WWW.SAFEFRUITSANDVEGGIES.COM/FORDIETITIANS

