

Americans care most about food safety, nutrition, cost, care less about GMOs, sustainability

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The hot topic of food may be depicted just a little bit out of focus these days, according to the Chicago Council on Global Affairs. Just out with a new survey of public attitudes on food and the risks and benefits of leveraging scientific techniques in food production.

“If you follow the dialogue on food in the United States, it can be difficult to decide what is and what is not important to Americans,” states the council’s report released Oct. 14. “Entire marketing campaigns angle to promote how a food was produced: sustainability, without GMO ingredients, locally grown, from a family farm, without antibiotics. But according to The Chicago Council’s polling, these are not Americans’ biggest concerns. Unequivocally, Americans care most about the affordability and the nutrition of the food they buy.”

GfK Custom Research collected opinions for the council survey from 1,000 adults ages 18 and older from all 50 U.S. states and the District of Columbia. The survey was fielded from Sept. 25-27, 2015, and has a margin of error of plus or minus 3 percent.

Following food safety, the survey found that Americans are most concerned about the affordability and nutritional value of their food. Fewer than three out of 10 were found to know or care much about topics such as GMOs or antibiotics.

The survey suggests that interest in food has never been greater. It found that 78 percent of Americans said they care a great deal about how their food is produced, and that health professionals and friends and family are seen as the most trustworthy sources of information about food.

Read full, original post: [Survey: Public Wants Food Producers to Focus on Safety and Nutrition](#)