BIRTH TO 24 MONTHS: PARENTS' ATTITUDES & HABITS

International Food Information Council (IFIC) Foundation study





months

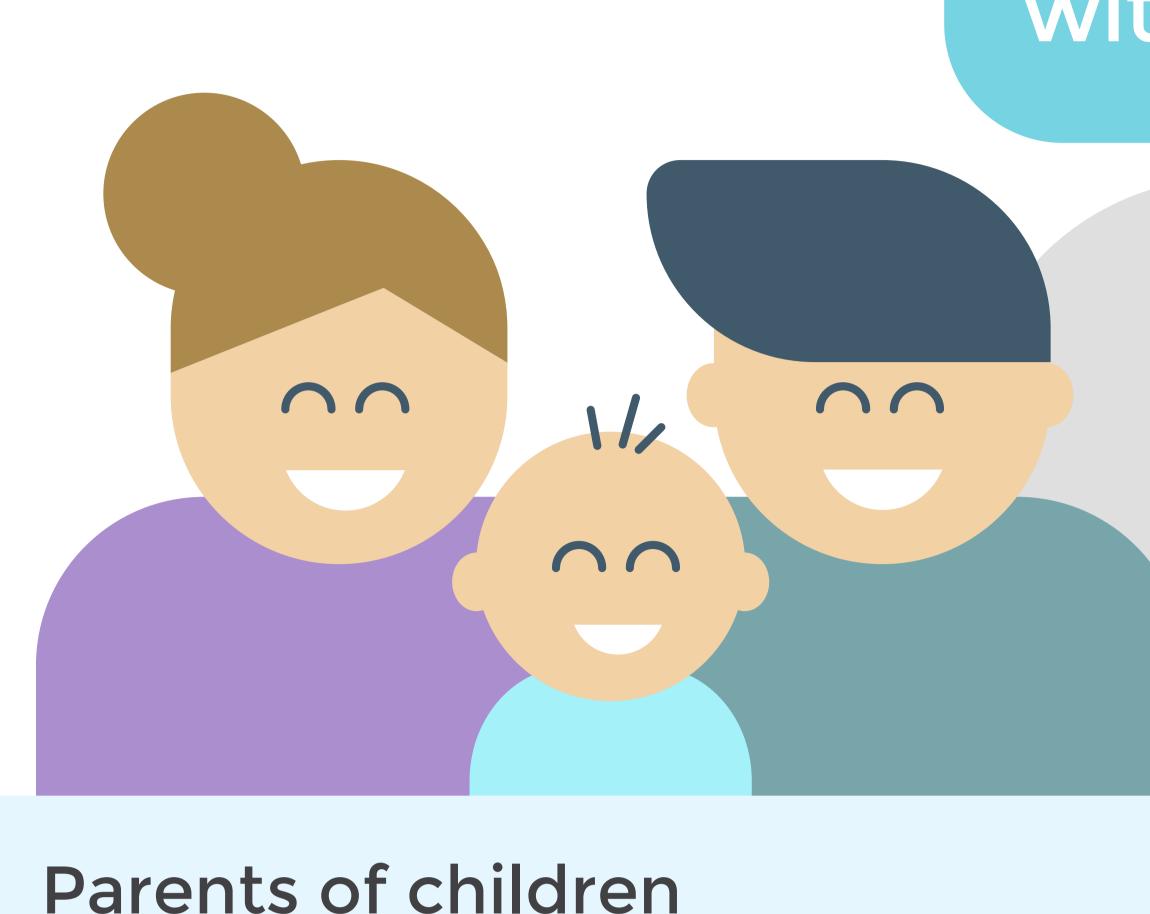
Choking hazards

38% Allergic reactions

24% When to introduce

What to introduce

Parent Satisfaction with nutrition information



0-24 months



Top Source of Information

Pediatrician

Mother/mother-in-law

Other family members

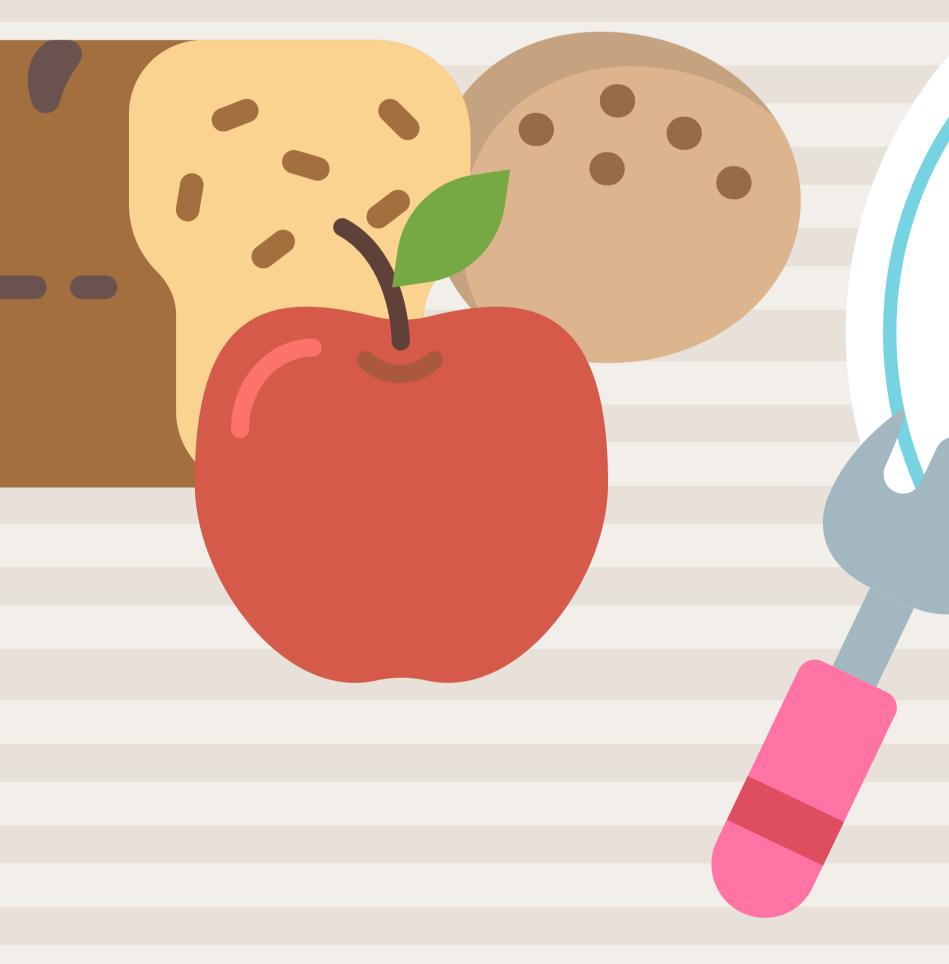
30%



Top Reasons For Not Following Advice

62%

Nutrition

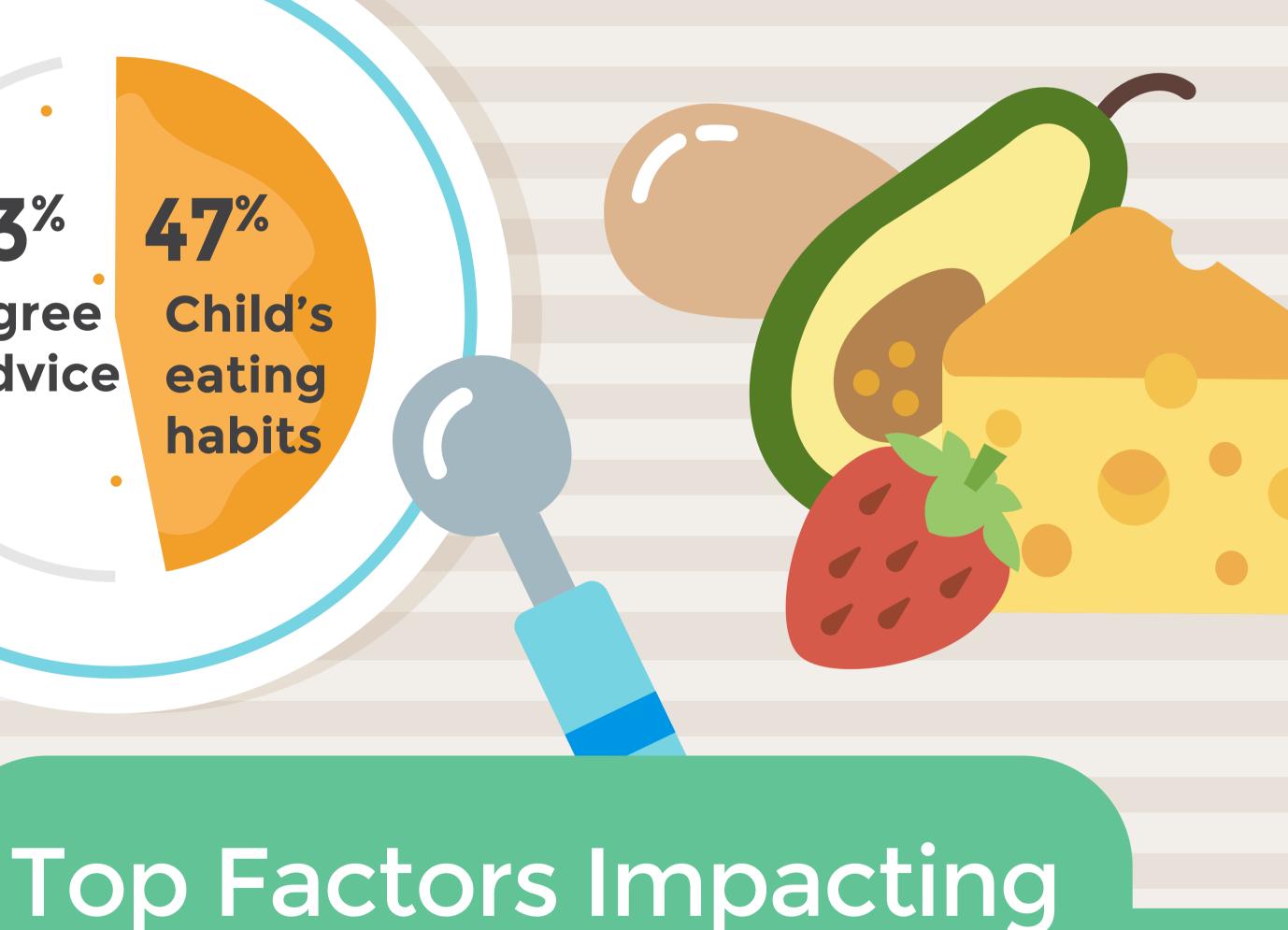


Disagree w/advice

53%

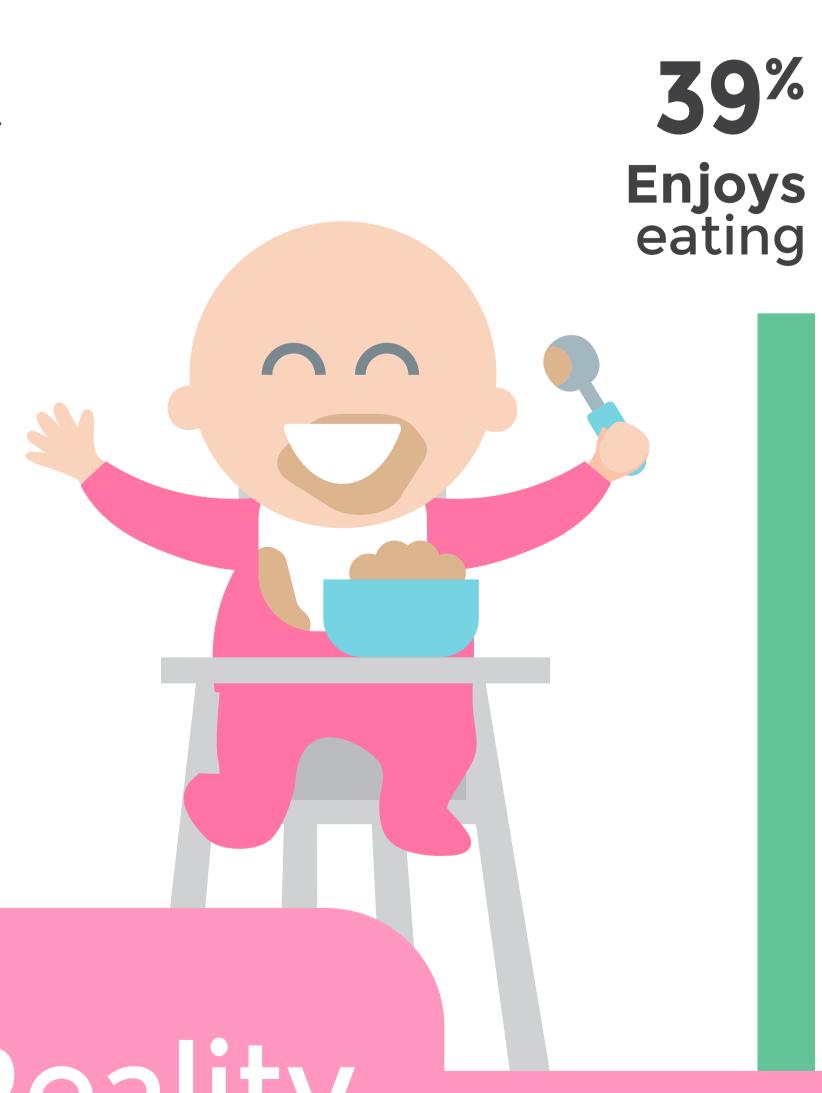
Child's eating habits

47%



Purchasing Habits 42%

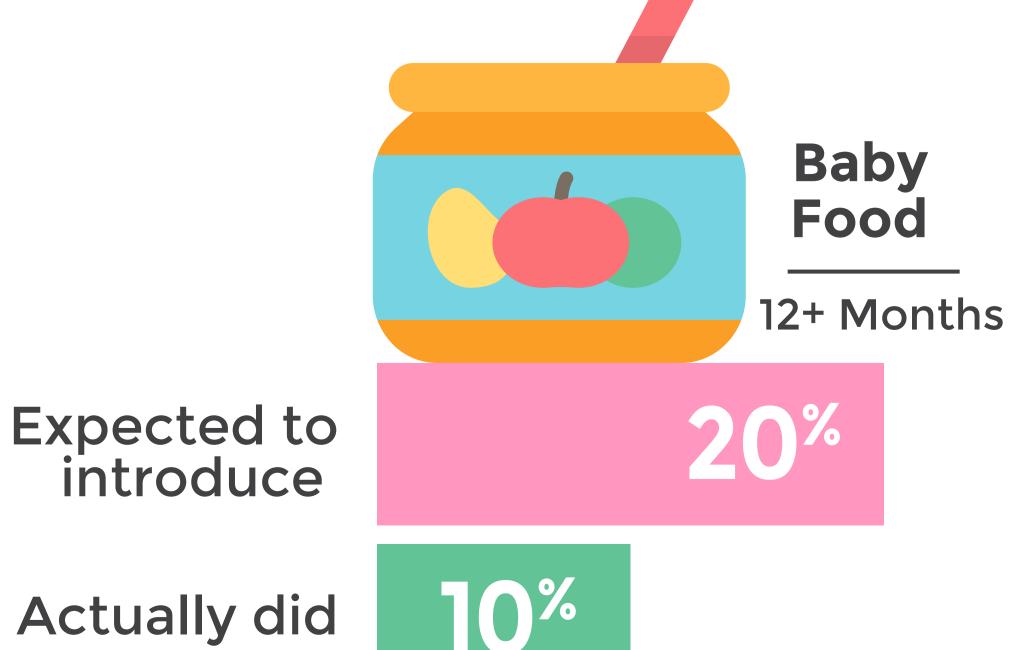


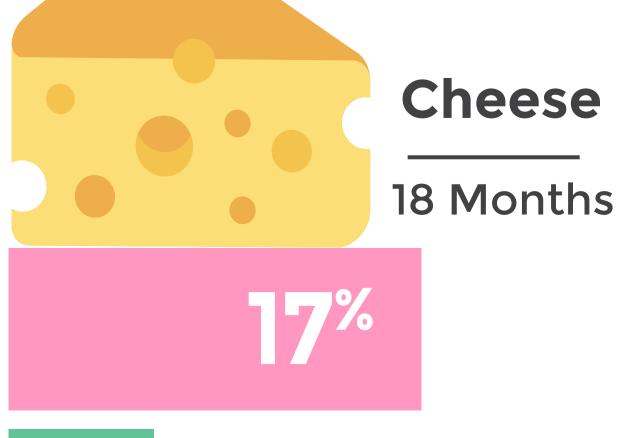


Expectations vs. Reality

Gaps exist between when parents expect to introduce certain

foods, and when they actually do







18+ Months

6%

FoodInsight.org