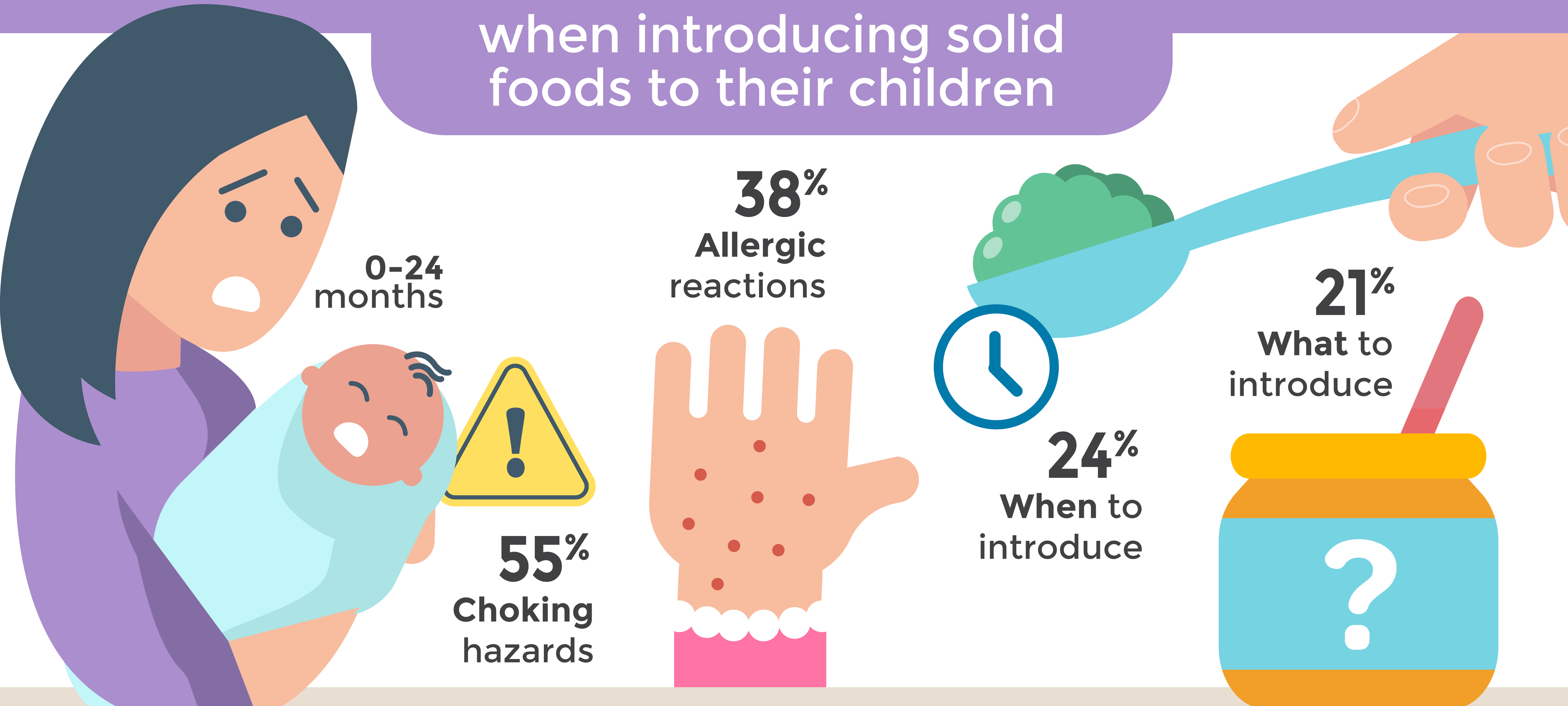


BIRTH TO 24 MONTHS: PARENTS' ATTITUDES & HABITS

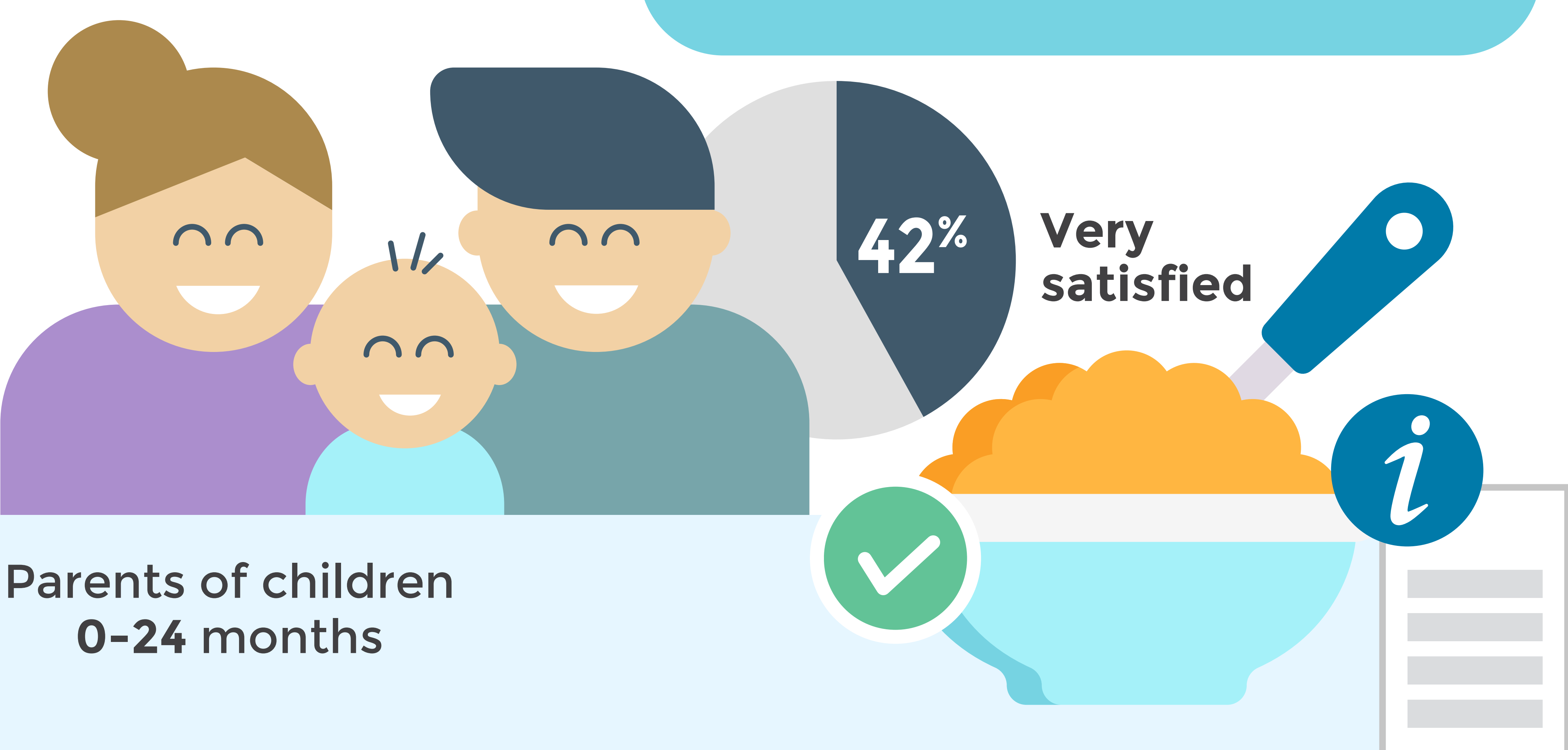
International Food Information Council (IFIC) Foundation study



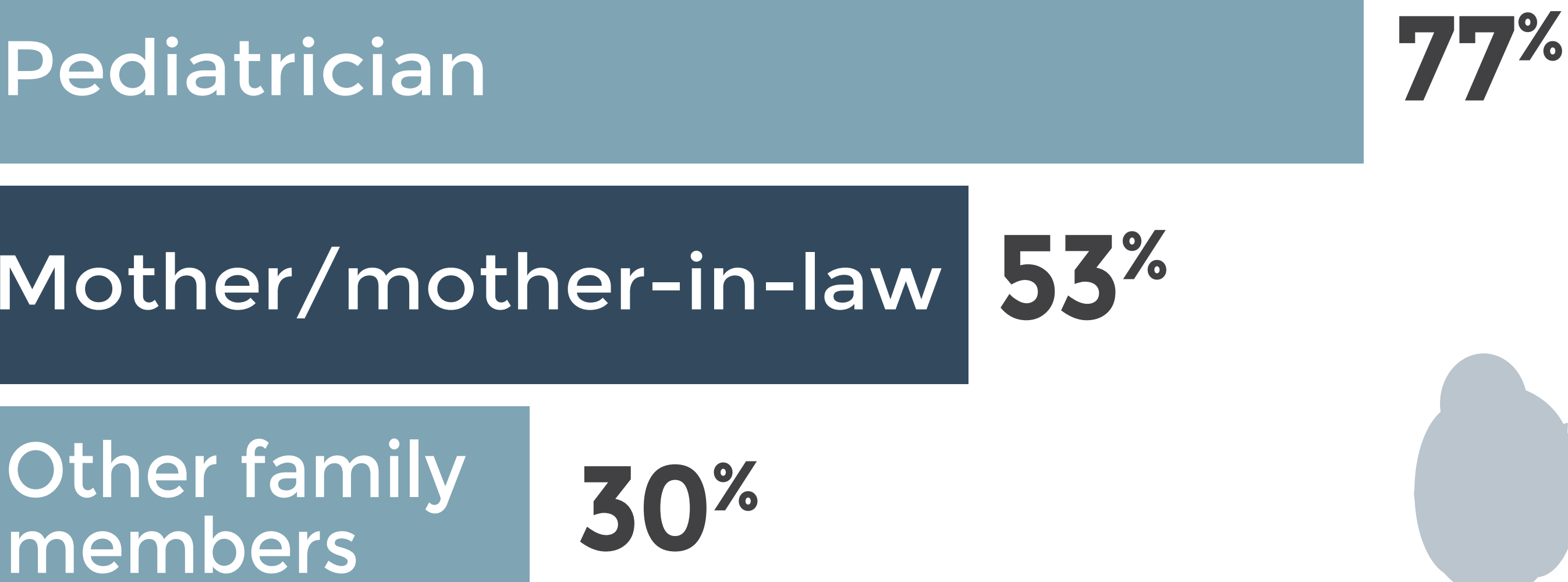
Parent Concerns when introducing solid foods to their children



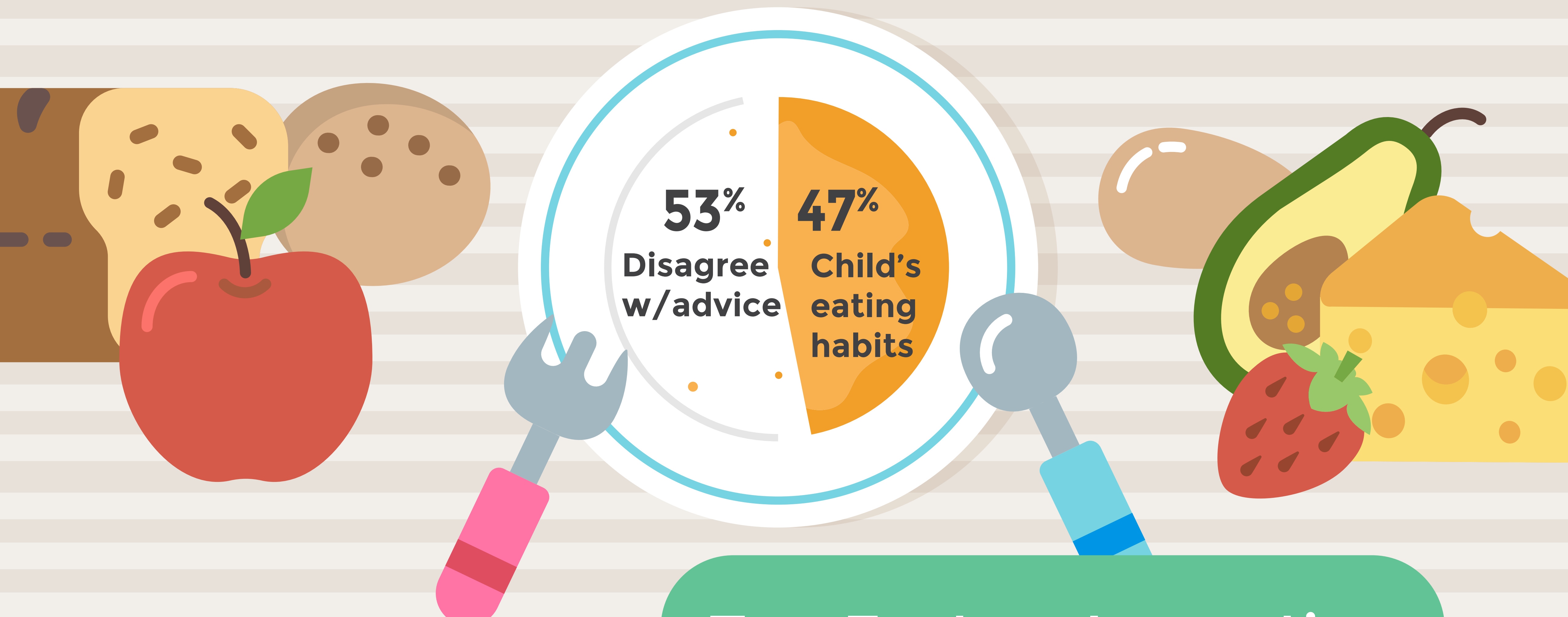
Parent Satisfaction with nutrition information



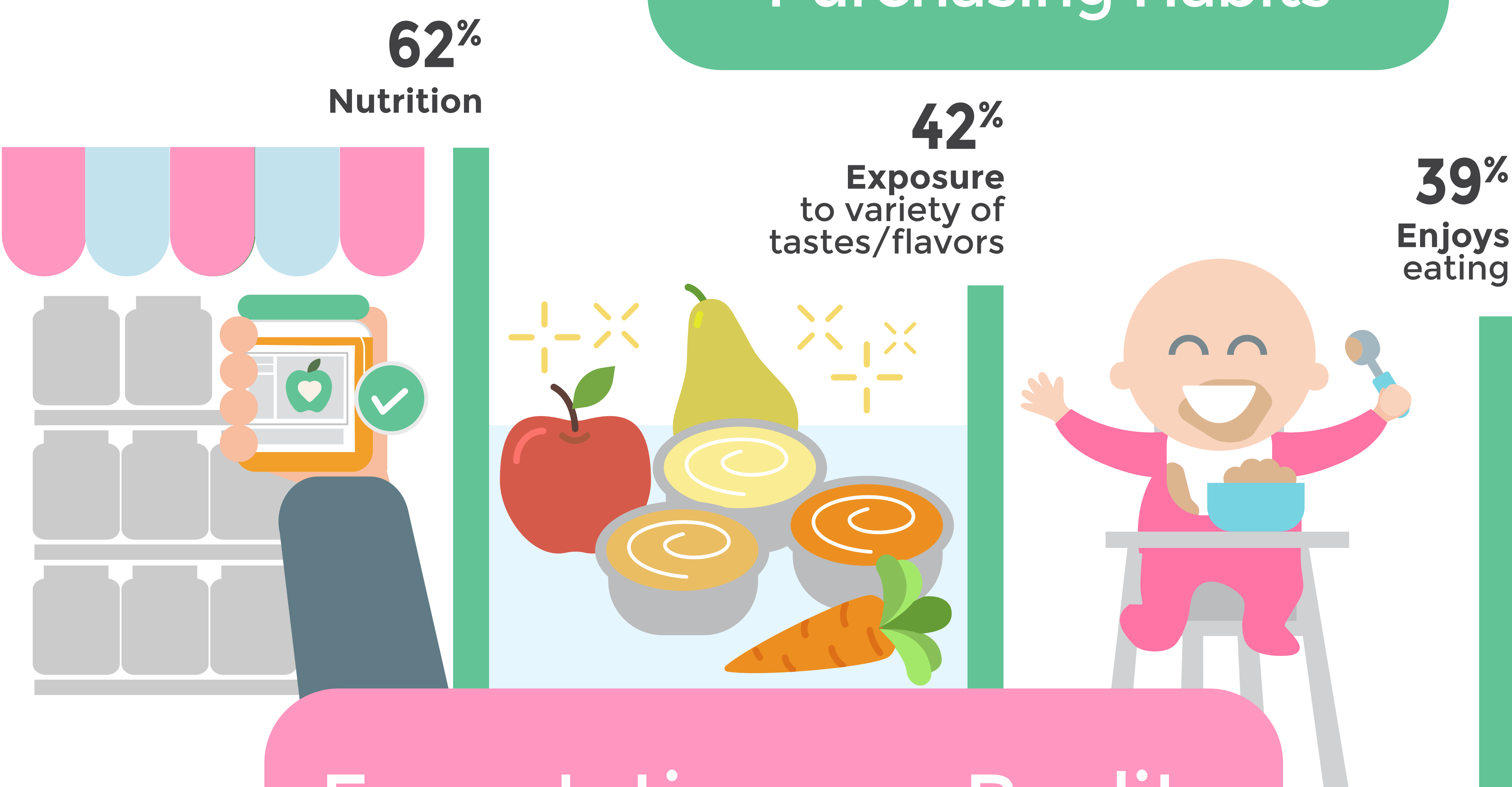
Top Source of Information



Top Reasons For Not Following Advice



Top Factors Impacting Purchasing Habits



Expectations vs. Reality

Gaps exist between when parents expect to introduce certain foods, and when they actually do

