



The Politics of Eating

Food Policy and the Midterm Elections

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An Exasperated Populace



Direction of the country

- 26% right direction, 65% wrong track



Barack Obama job approval

- 41% approve, 54% disapprove



Feelings toward Democrats in Congress

- 35% positive, 38% negative



Feelings toward Republicans in Congress

- 27% positive, 45% negative



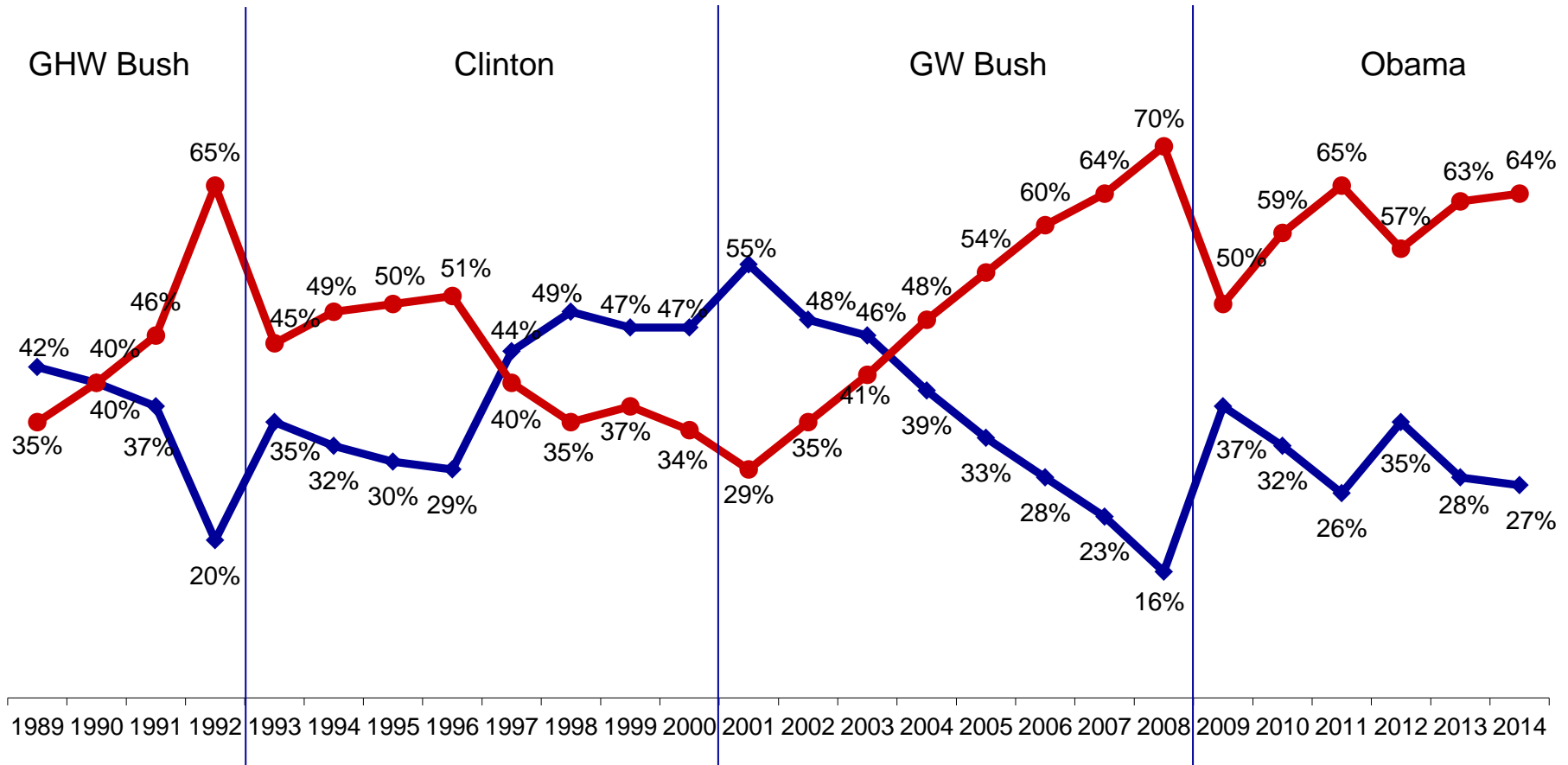
57% believe the US is in a recession

Source: NBC/WSJ, March 2014

Ten Years of Negativity

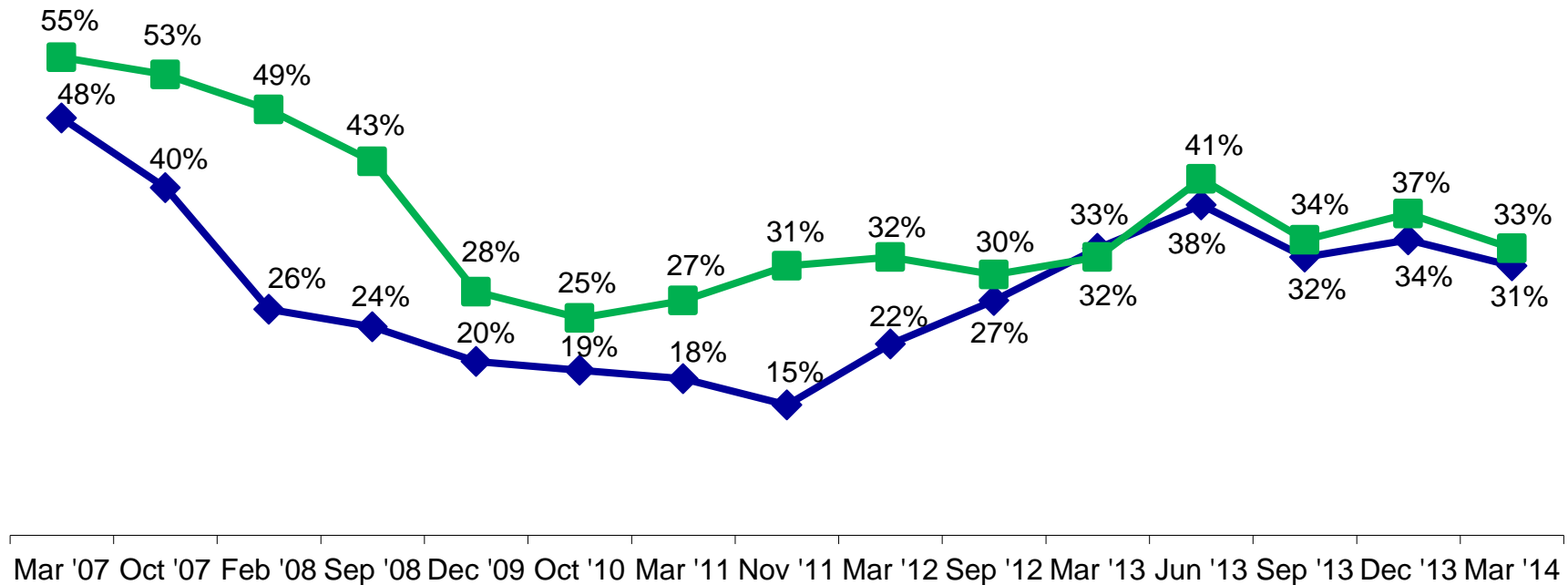
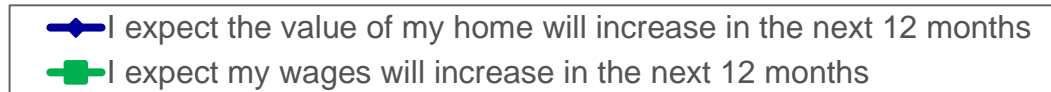
Yearly Averages

◆ Nation is headed in the right direction
 ◆ Nation is off on the wrong track



Source: NBC/WSJ

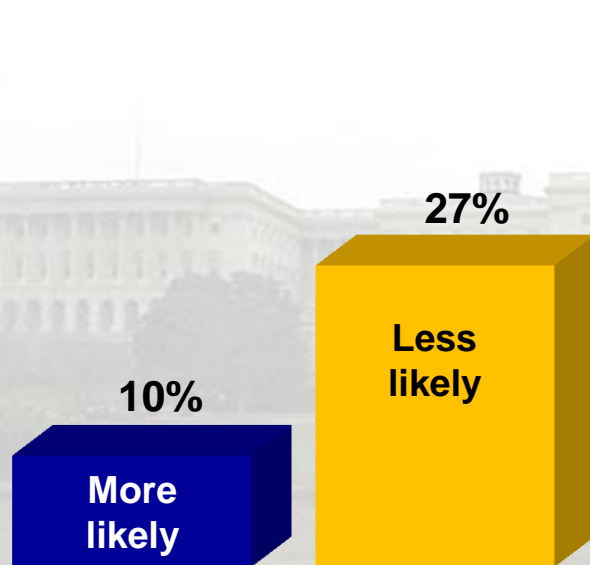
Personal Economic Indicators Are Heading the Wrong Way



Source: CNBC, March 2014

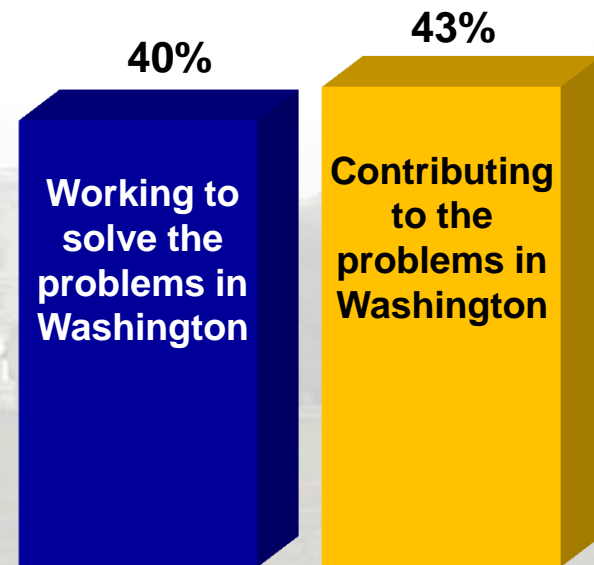
The Problem: Nothing Gets Done In Washington

Likelihood of voting for an incumbent running for reelection:



Source: NBC/WSJ, March 2014

My representative to Congress is:



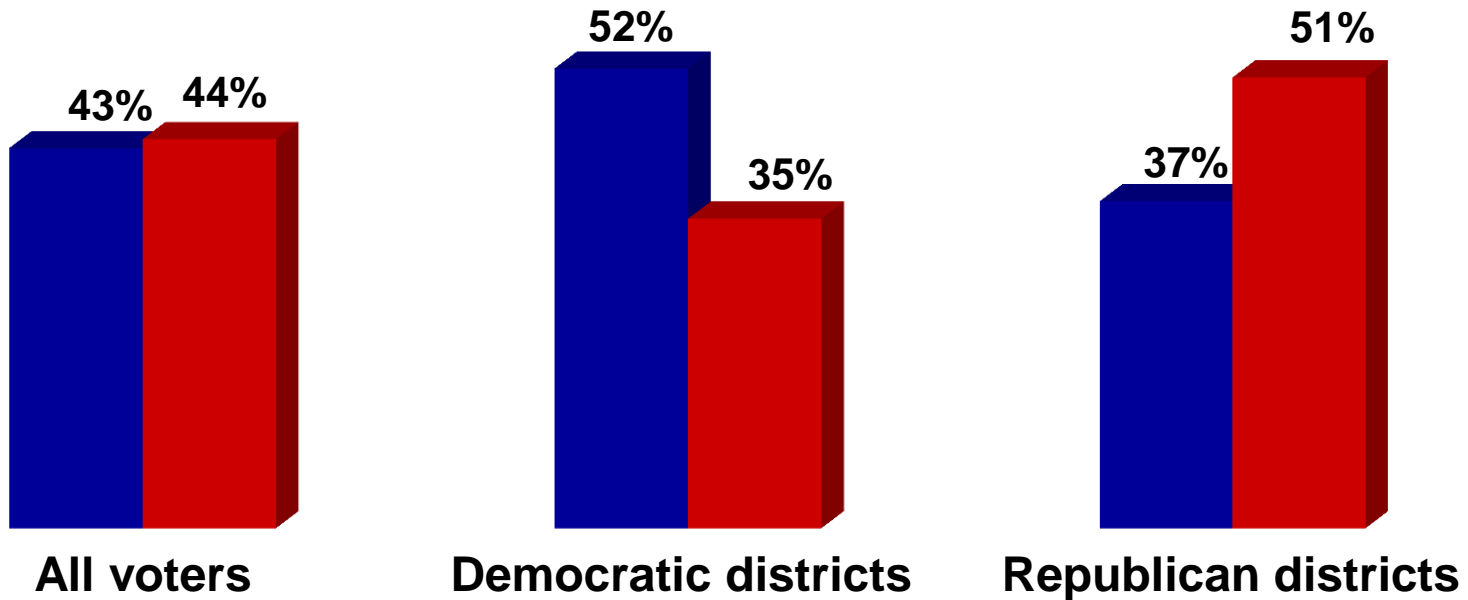
Source: NBC/WSJ, October 2013

Where You Stand Depends on Where You Sleep

What is your preference for the outcome of this year's Congressional elections?

■ Prefer Democratic-controlled Congress

■ Prefer Republican-controlled Congress



Source: NBC/WSJ, March 2014

“Middle” Has Practically Disappeared

134

Number of “cross-over” seats in 1980

26

Number of “cross-over” seats in 2012

Source: *Realignment and Party Revival: Understanding American Electoral Politics at the Turn of the Twenty-First Century* by Arthur Paulson

Shutdown Lessons for Our Leaders

What lessons do you hope that Speaker *John Boehner and the Republicans/* President *Obama and the Democrats* learn from the confrontation over the budget and the recent government shutdown?



Source: NBC/WSJ, October 2013

The Three I's for 2014

→ Insurance

→ Immigration

→ Inequality in the economy

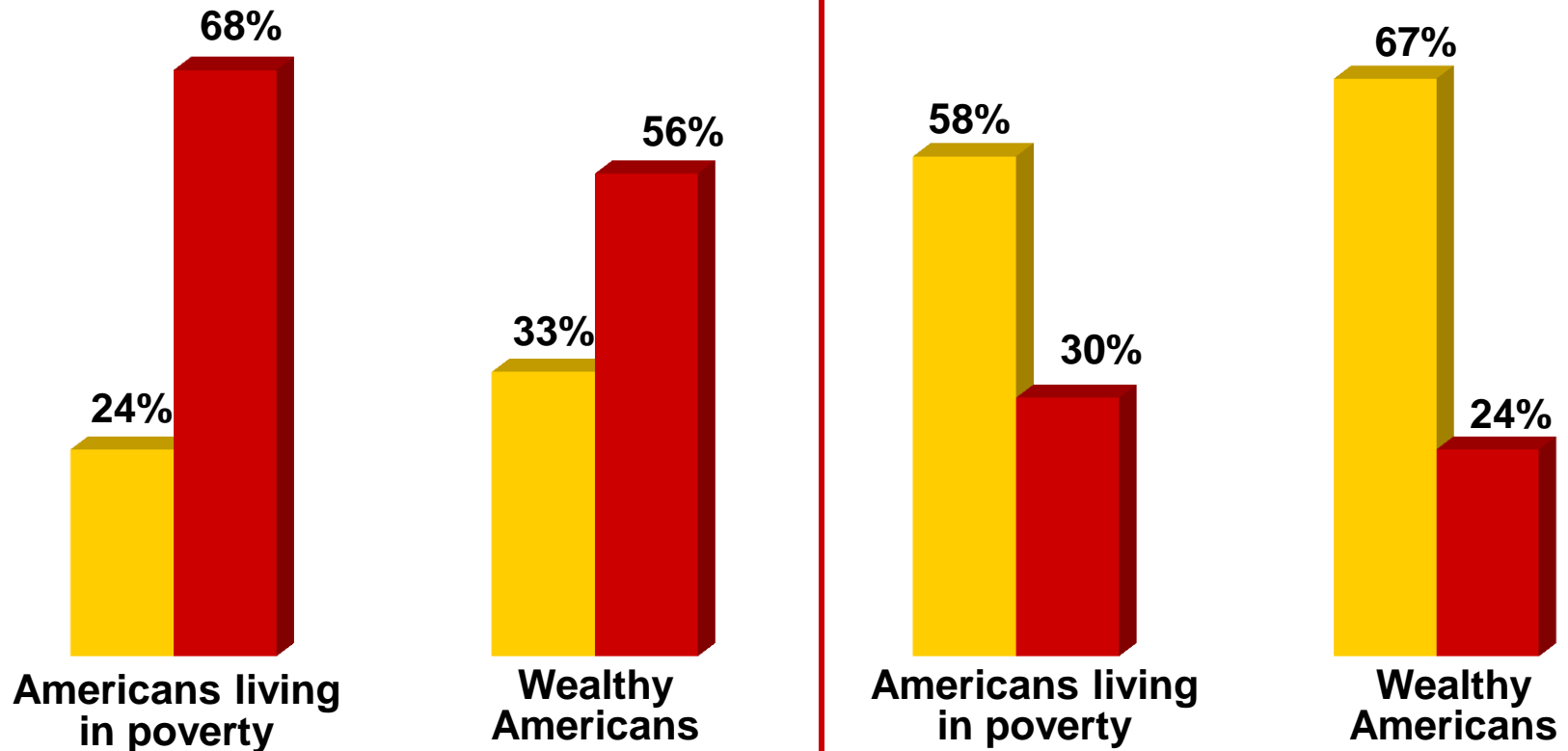
Fundamentally Differing Views of Wealth and Poverty

Democrats' View on:

Republicans' View on:

■ This is because of their own actions/decisions

■ This is because of circumstances beyond their control

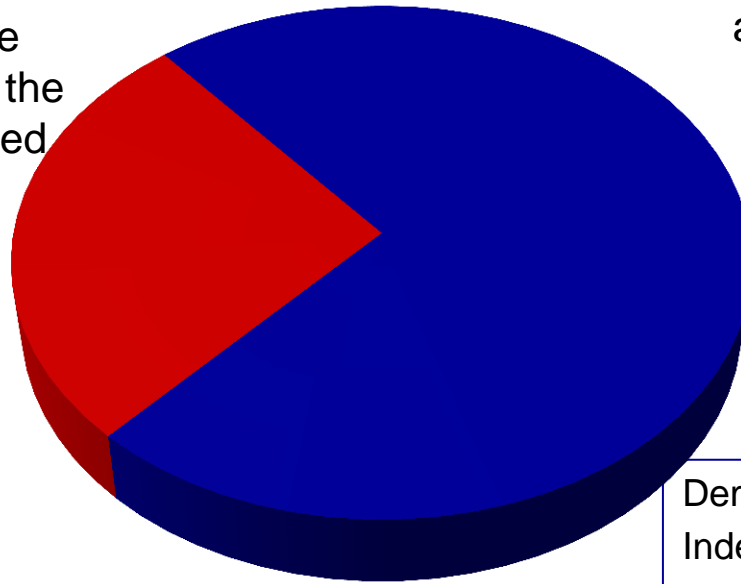


Source: CNBC, March 2014

But Much Agreement on Ensuring that Low-Income Families Have Enough to Eat

The federal government DOES NOT play a major role in ensuring that low-income families and children have the food and nutrition they need

27%



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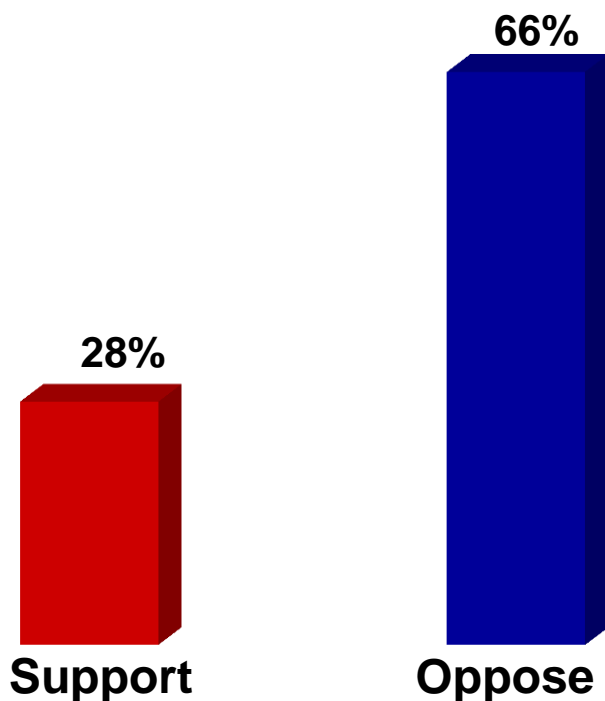
73%

Democrats	85%
Independents	76%
Republicans	57%

Source: FRAC/Tyson Foods survey, February 2011

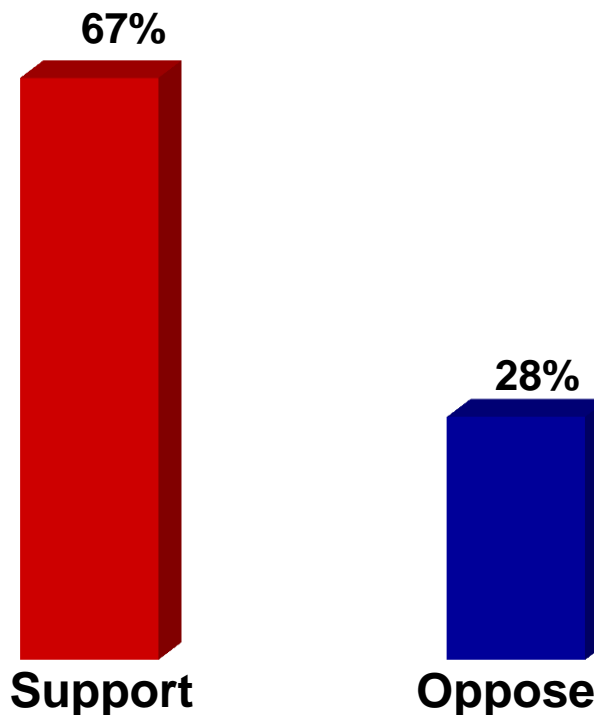
Ambivalence about Food Stamps

Support for cutting government spending on food stamps for low-income families to help reduce federal budget deficit




Source: Quinnipiac University September 2013

Support for New Rules on Food Stamps: *tighten eligibility, limit how long recipient can collect, increase work requirements, drug testing; estimated nearly 4 million people removed from program as a result*



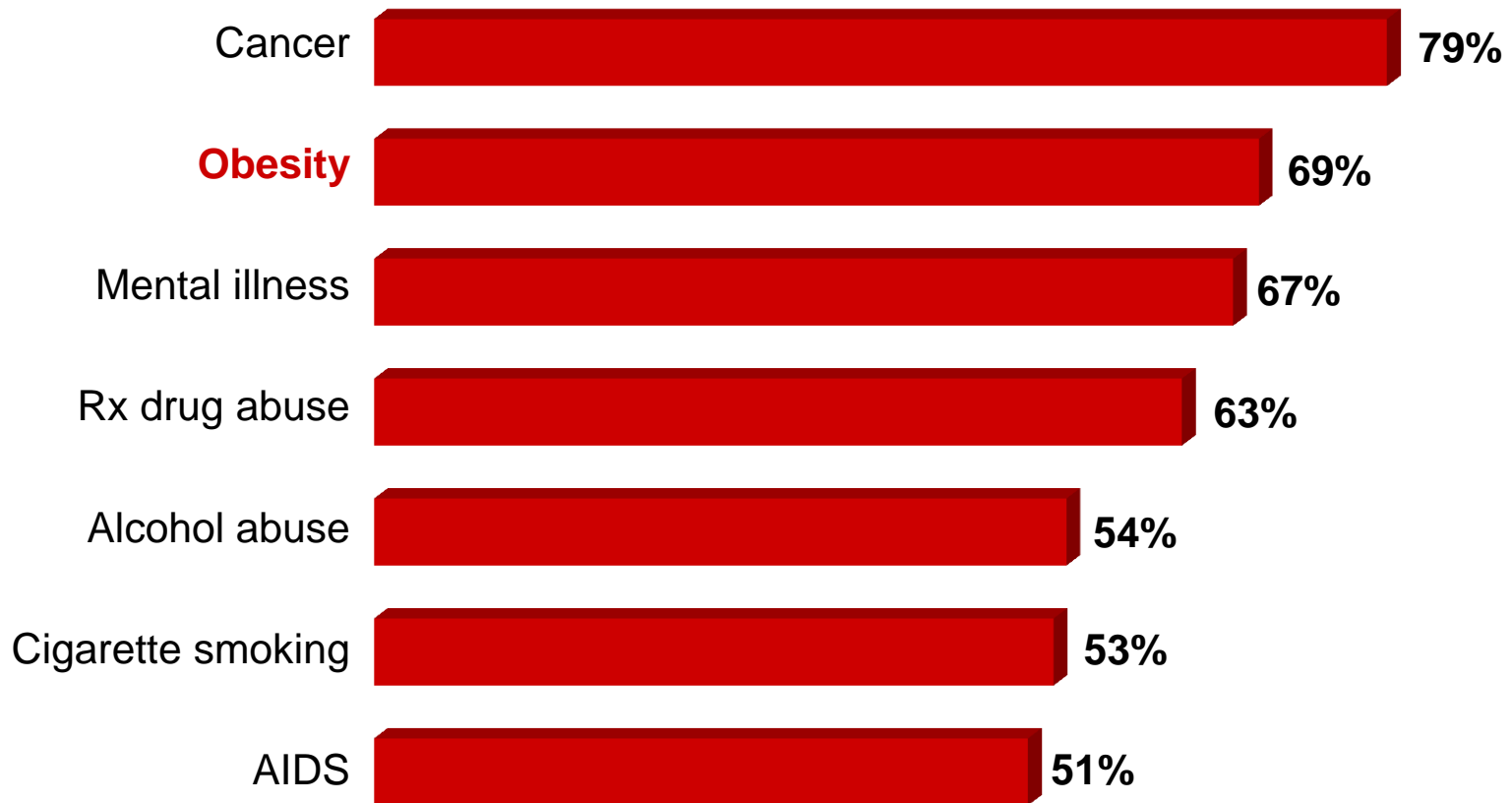
Source: United Technologies/National Journal December 2013

Obstacles to Public Buy-In for Food Policies

- Priority – from a funding standpoint
- Priority – from a personal standpoint
- Distrust of government
- Americans  choice!

OBSTACLE FUNDING: Obesity Continues to be Seen as a Huge Problem

Proportions rating each as an extremely or very serious public health problem



Source: Pew Research Center November 2013

But it's Not a Priority for Spending

Given the deficit, what should be priorities for federal spending this year?

- 60%** **Fund veteran's health care**
- 59%** **Prep/response to health problems/injuries from disasters or terrorist attacks**
- 58%** **Increase research for cures/ treatments for major disease threats**
- 52%** **Prevent spread of infectious diseases, including providing vaccinations**
- 51%** **Prevent chronic illnesses, such as heart disease, cancer and diabetes**
- 47% Ensure safety/effectiveness of prescription drugs
- 40% Provide screening tests for major health problems
- 36% Detect/prevent foodborne illnesses
- 36% Prevent spread of HIV/AIDS
- 34% Funding to hospitals for free/subsidized care to people without insurance
- 33% Ensure workplace safety
- 31% Funding to state public health departments
- 26% Reduce smoking and tobacco use
- 26%** **Reduce obesity by promoting healthy lifestyles**
- 17% Prevent injuries, such as burns, poisoning and falls

Source: Kaiser Family Foundation/Harvard School of Public Health January 2013

OBSTACLE PERSONAL PRIORITY: Labels Are Important

93% of consumers say that genetically modified ingredients should be indicated on food labels.

58% frequently (and 20% occasionally) check nutrition labels.



Source: CBS News January 2013

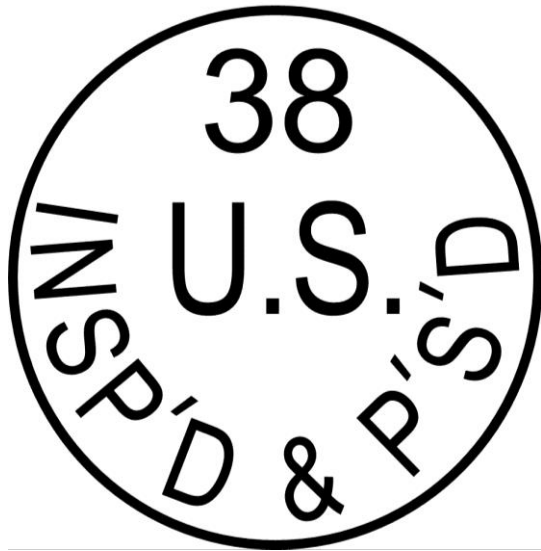
Nutrition Facts	
Serving Size 1 cup (228g)	
Servings Per Container 2	
Amount Per Serving	
Calories 250	Calories from Fat 110
% Daily Value*	
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 1.5g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

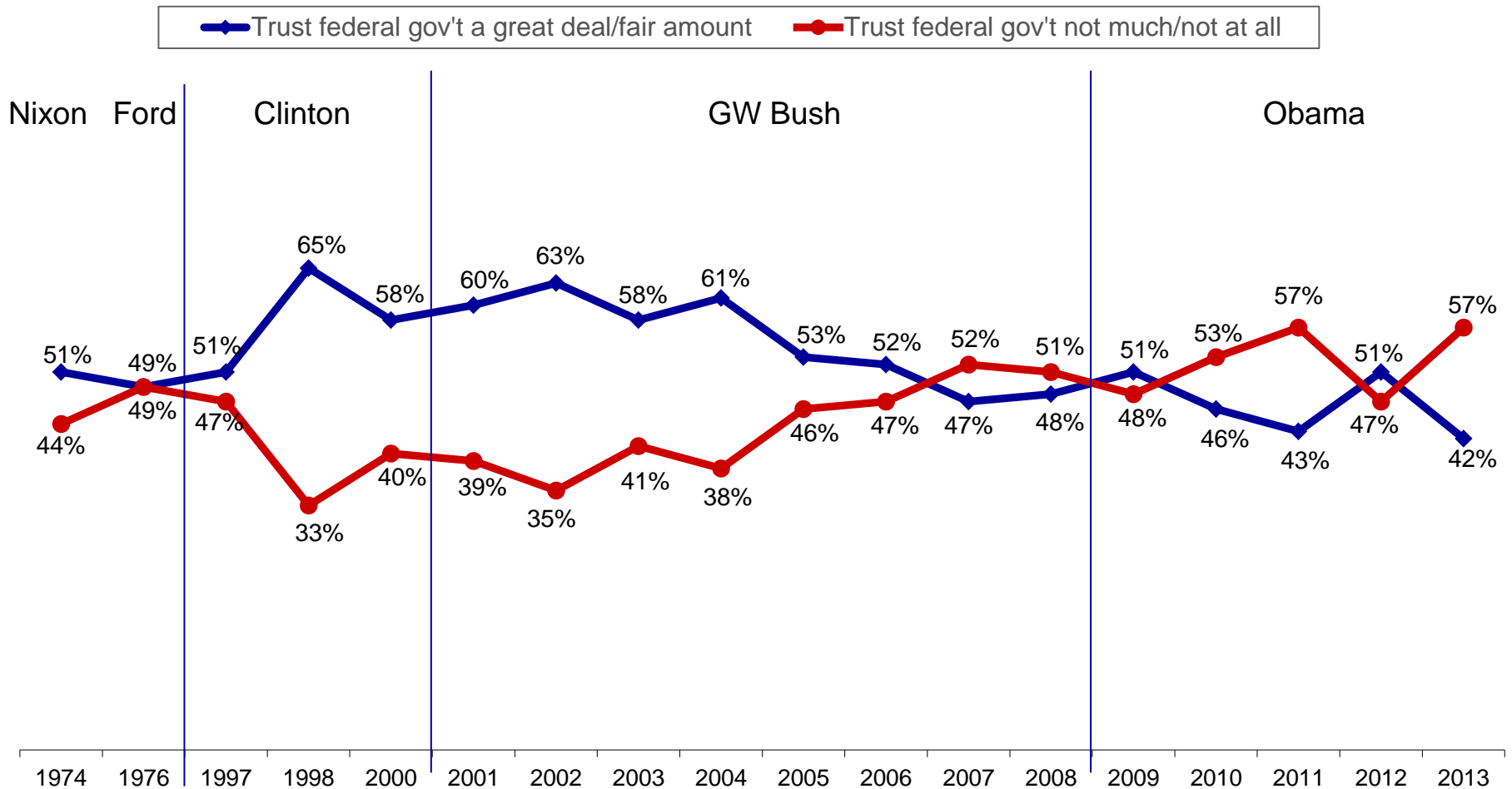
Source: AP/Ipsos May 2006

Except When They're Not



OBSTACLE: Lack of Trust in Gov't

Trust & Confidence in Federal Government to Handle Domestic Problems



Source: Gallup, September 2013

OBSTACLE: Americans Want Choice



Parents pan the nutritional value of food served in schools, BUT many want kids to have the “choice” to buy unhealthy food.



52% oppose the idea of prohibiting restaurants from using trans fats.¹

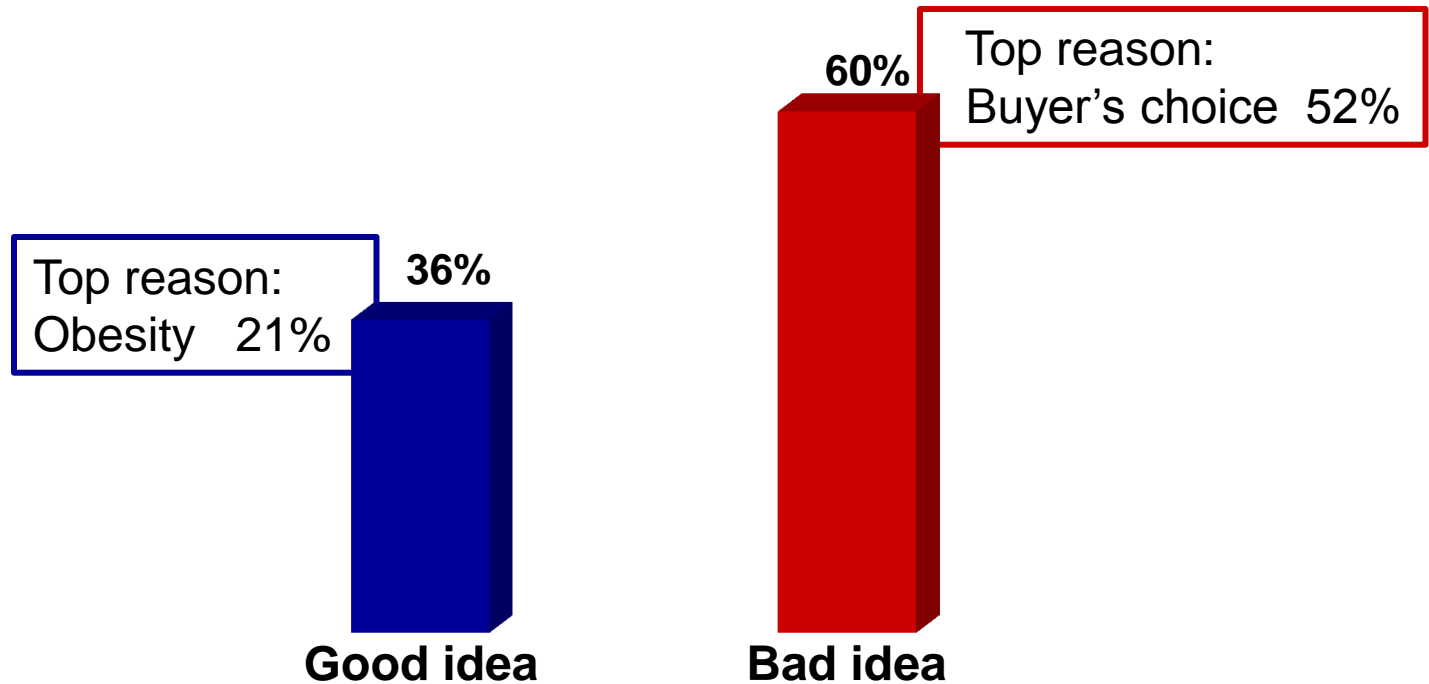


70% oppose having a New York-style “ban” on sales of large sodas in their town.²

Sources: ¹Pew Research Center November 2013, ²Quinnipiac University April 2013

New Yorkers Loathe the Soda “Ban”

New York’s Ban on Large Sodas



Source: New York Times August 2012

Public Thinking about Food and Politics Is More Superficial than Substantive

