

Food Policy And The Political Environment

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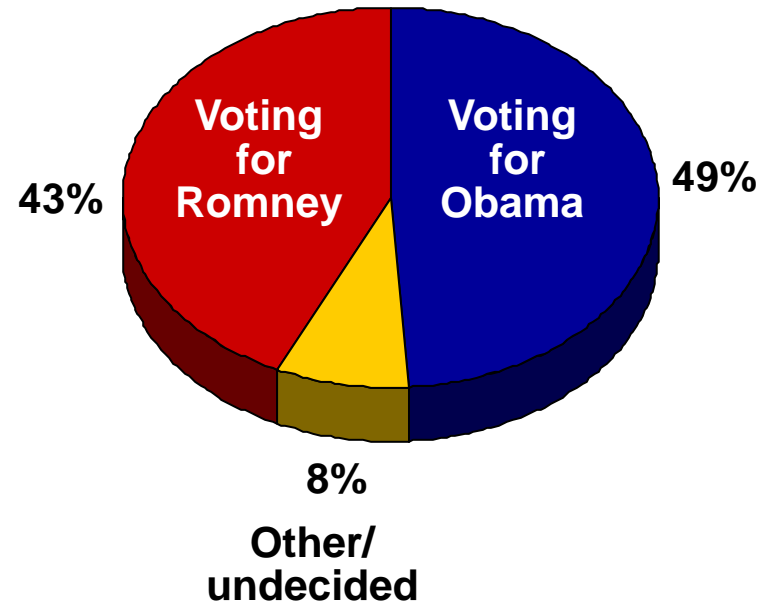
May 17, 2012

A Country Divided

President's Approval Rating



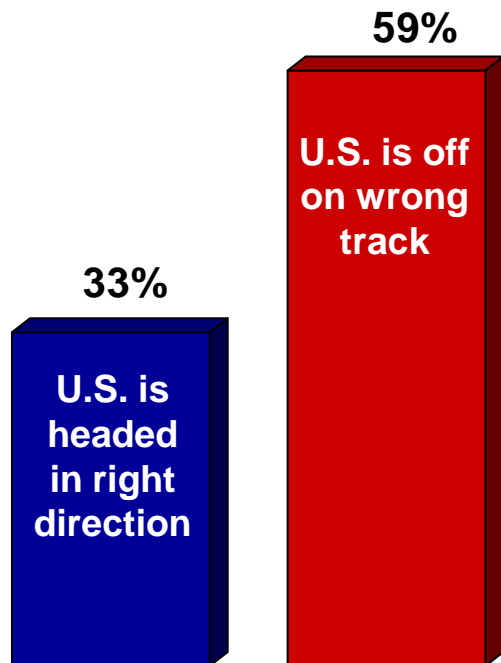
Trial Heat for President



Source: NBC News/Wall Street Journal survey, April 2012

A Roiling Electorate

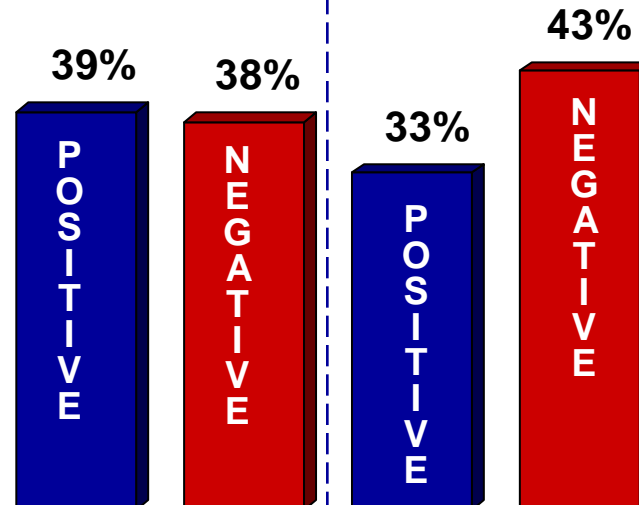
59% say the country is off on the wrong track:



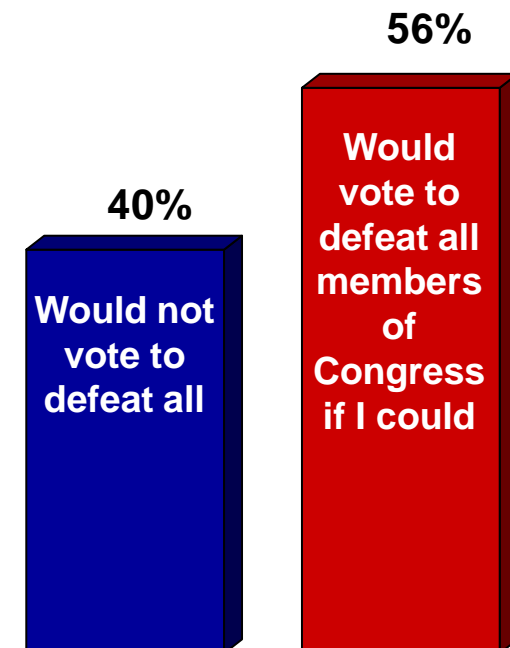
Feelings toward the parties are mixed at best:

Democratic Party

Republican Party



56% would vote to defeat every member of Congress, including their own:



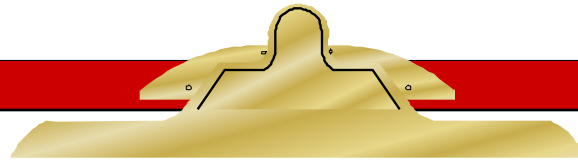
Sources: NBC News/Wall Street Journal surveys, January & April 2012

It's The Economy, Stupid

- ◆ 54% have negative views of the economy today and are pessimistic about the next 12 months.
- ◆ Workers predict wage *deflation* of 0.3%.
- ◆ Consumers predict price *inflation* of 4.8%.
- ◆ For the fourth straight year, homeowners expect the value of their home to decrease.

Source: CNBC survey, March 2012

The Public Is Focused On The Economy



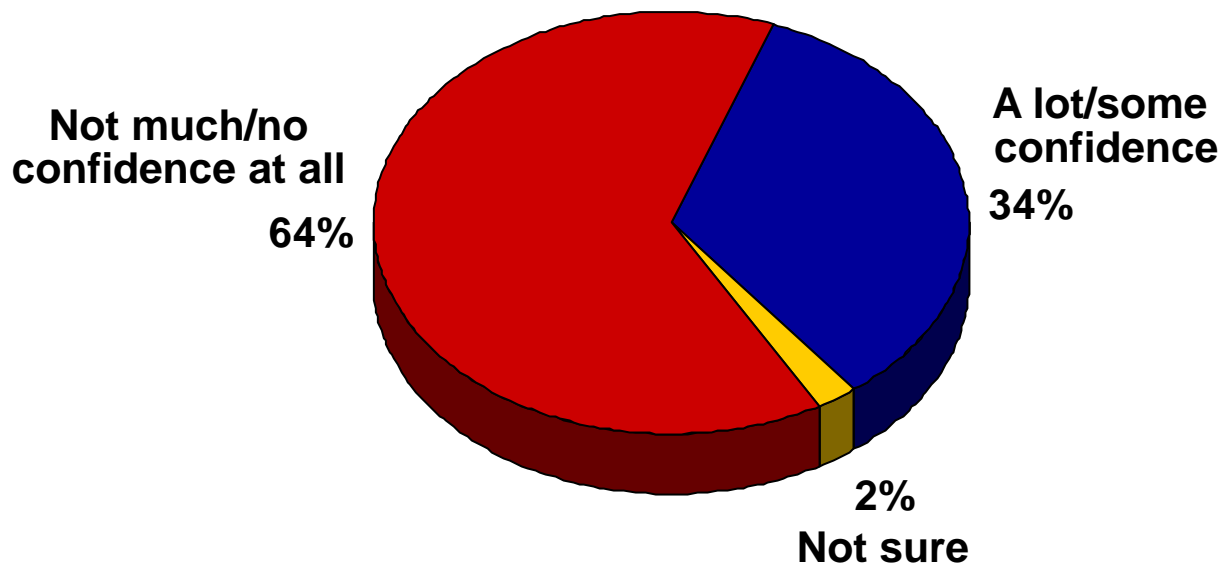
Top Issues Facing the U.S.

The economy	31%
Unemployment/jobs	30%
Dissatisfaction with government/politicians	16%
Budget deficit	8%
Health care	6%
Lack of money	5%
Education	4%
Immigration	4%
Ethical/moral decline	3%

Source: Gallup, Feb 2012

Vote Of “No Confidence” In Washington

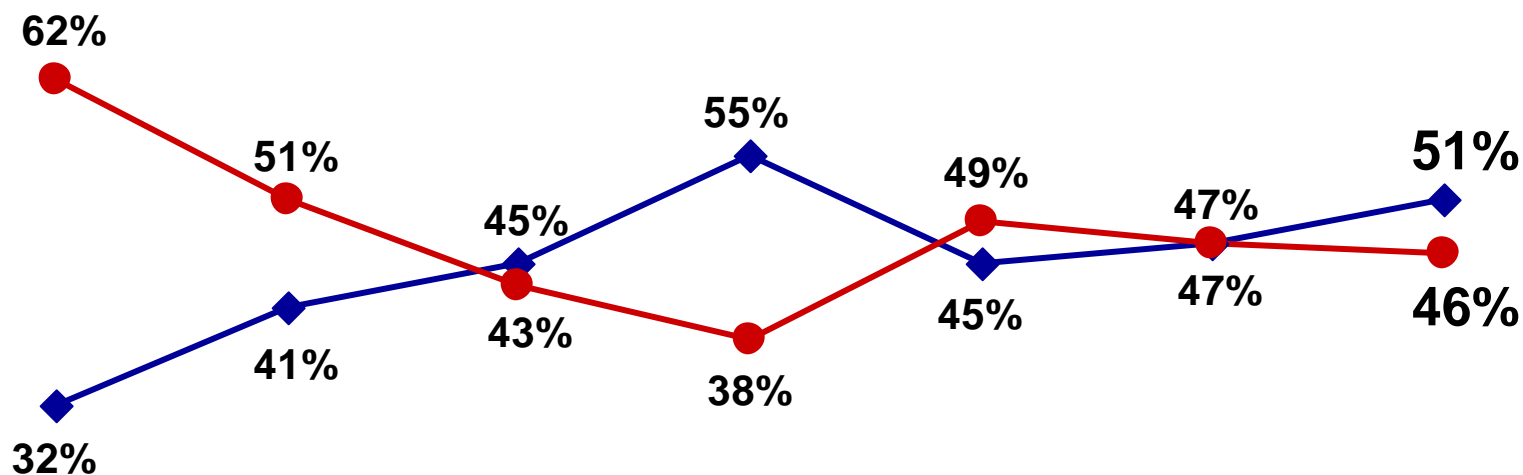
How much confidence do you have that the government in Washington will make progress over the next year on the most important problems facing the country?



Source: *National Journal* survey, April 2012

What Is Government's Role?

- ◆ Government should do more to solve problems and help meet the needs of people
- Government is doing too many things better left to businesses and individuals

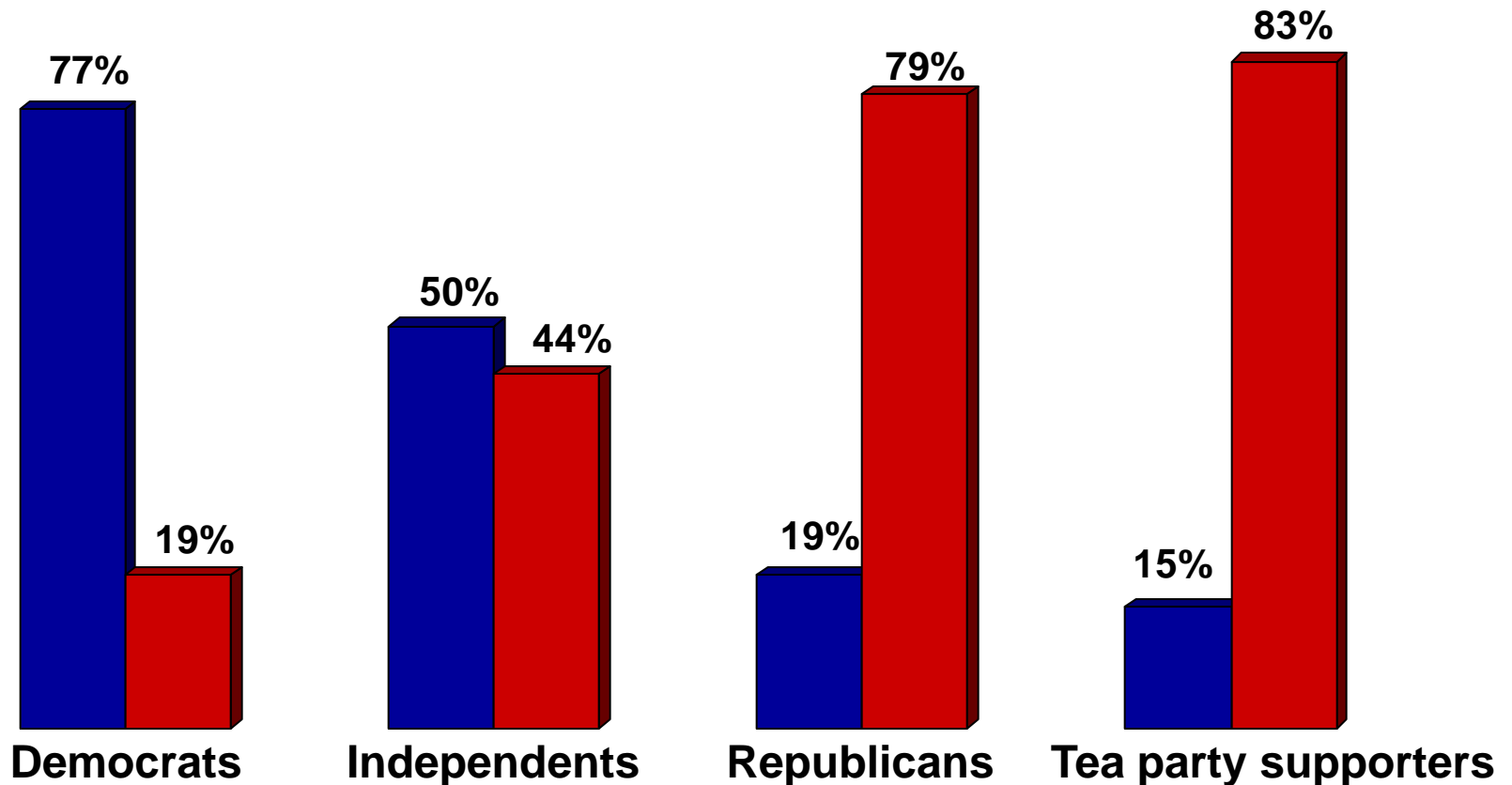


Dec 1995 Dec 1997 Jan 2002 Sep 2007 Sep 2009 Aug 2010 Jun 2011

Source: NBC News/Wall Street Journal surveys

Partisans Differ On Role Of Government

■ Government should do more to solve problems and help meet the needs of people
■ Government is doing too many things better left to businesses and individuals



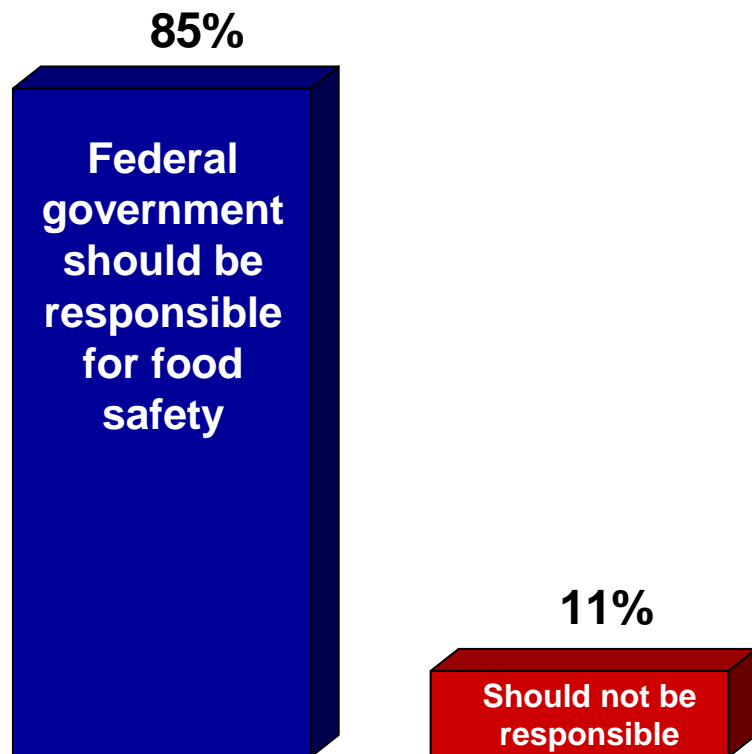
Source: NBC News/Wall Street Journal survey, June 2011

Why Food Is Different

Government is responsible for things we cannot do ourselves.

Government Is Responsible For Food Safety

Do you think the federal government should be responsible for ensuring that food is safe to eat, or is this something the federal government should not have responsibility for?



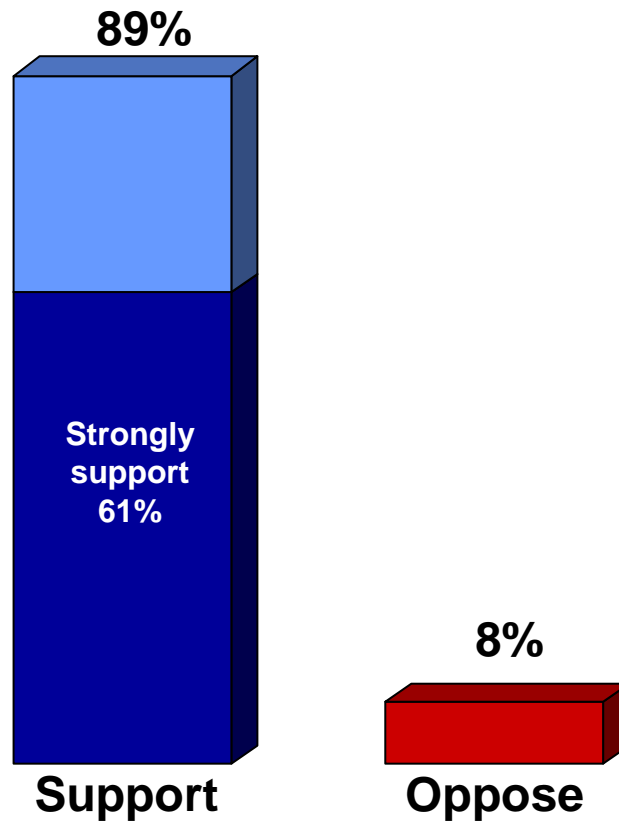
Government Should Be Responsible

Democrats	94%
Independents	81%
Republicans	77%
Tea Party supporters	67%

Source: Pew Health Group survey, May 2011

Americans Strongly Endorse Food Safety Measures

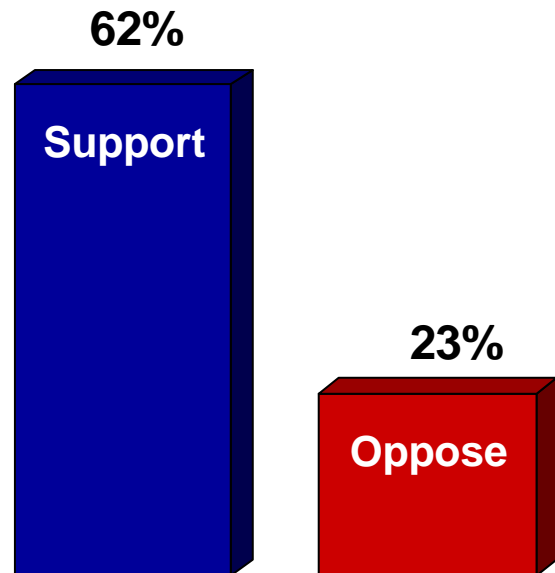
Support For Federal Government Putting Various Food Safety Measures in Place



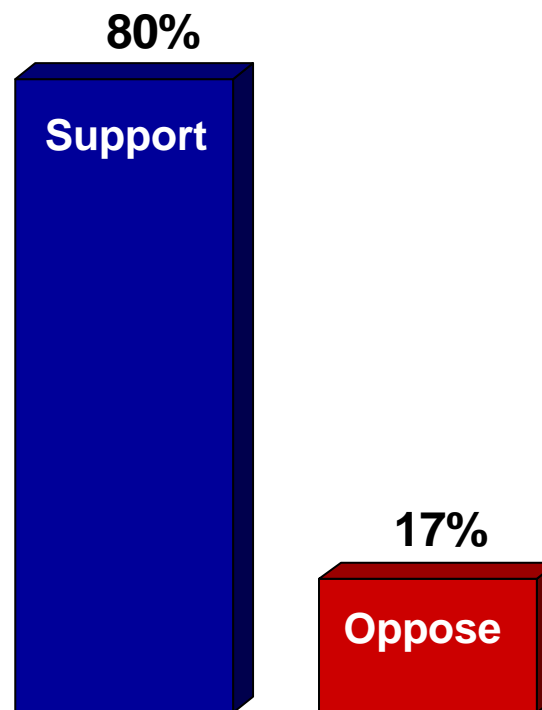
Source: Pew Health Group survey, July 2009

Voters Also Place School Foods In Government's Purview

Support For Increased Nutritional Standards for School Meals



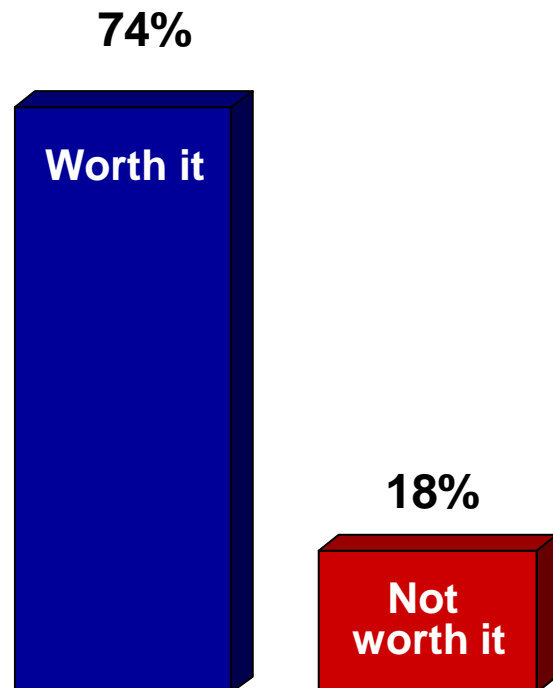
Support for Nutrition Standards for Vending Machines/A La Carte Foods in Schools



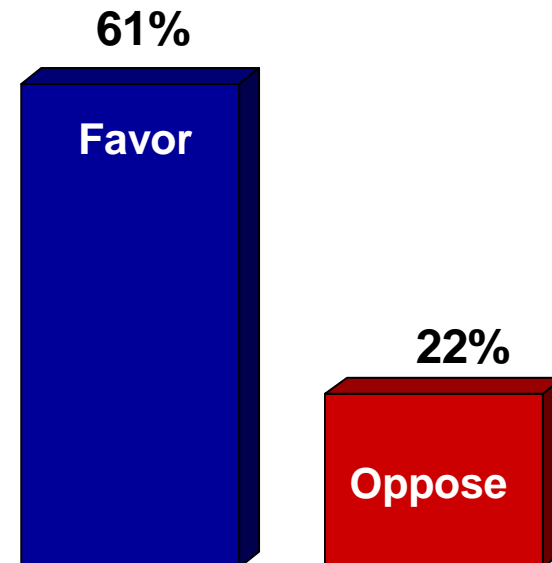
Sources: Pew Health Group survey, Dec 2010; RWJF survey, Jan 2012

Better And Safer Food Worth The Cost

View of 1% to 3% Increase in Food Prices to Have New Food Safety Measures



View of 1% Increase of \$135 Million Per Year for Healthier School Meals



Sources: Pew Health Group surveys, May 2011, Dec 2010

The Bottom Line

- ◆ Politically, people are not seeing things in red and blue, they're seeing them in black and white.
- ◆ The public is angry and jaded and worried about the future.
- ◆ Most have given up on Washington's ability to and interest in making things better.
- ◆ BUT Americans still want a role for government in helping them be safe and healthy.
- ◆ It's not government as Big Brother or the Nanny State, it's **government as a common-sense partner.**