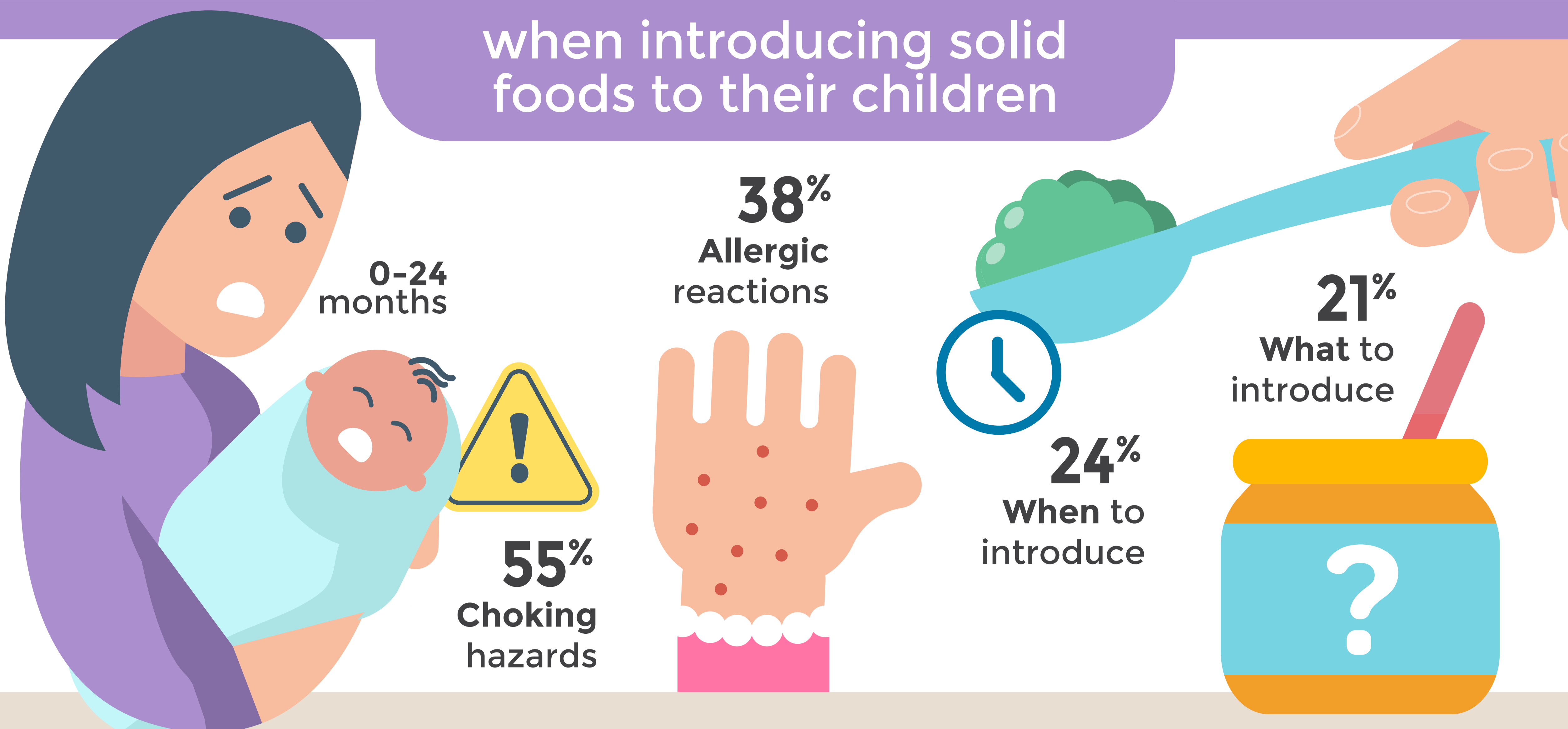


# BIRTH TO 24 MONTHS: PARENTS' ATTITUDES & HABITS

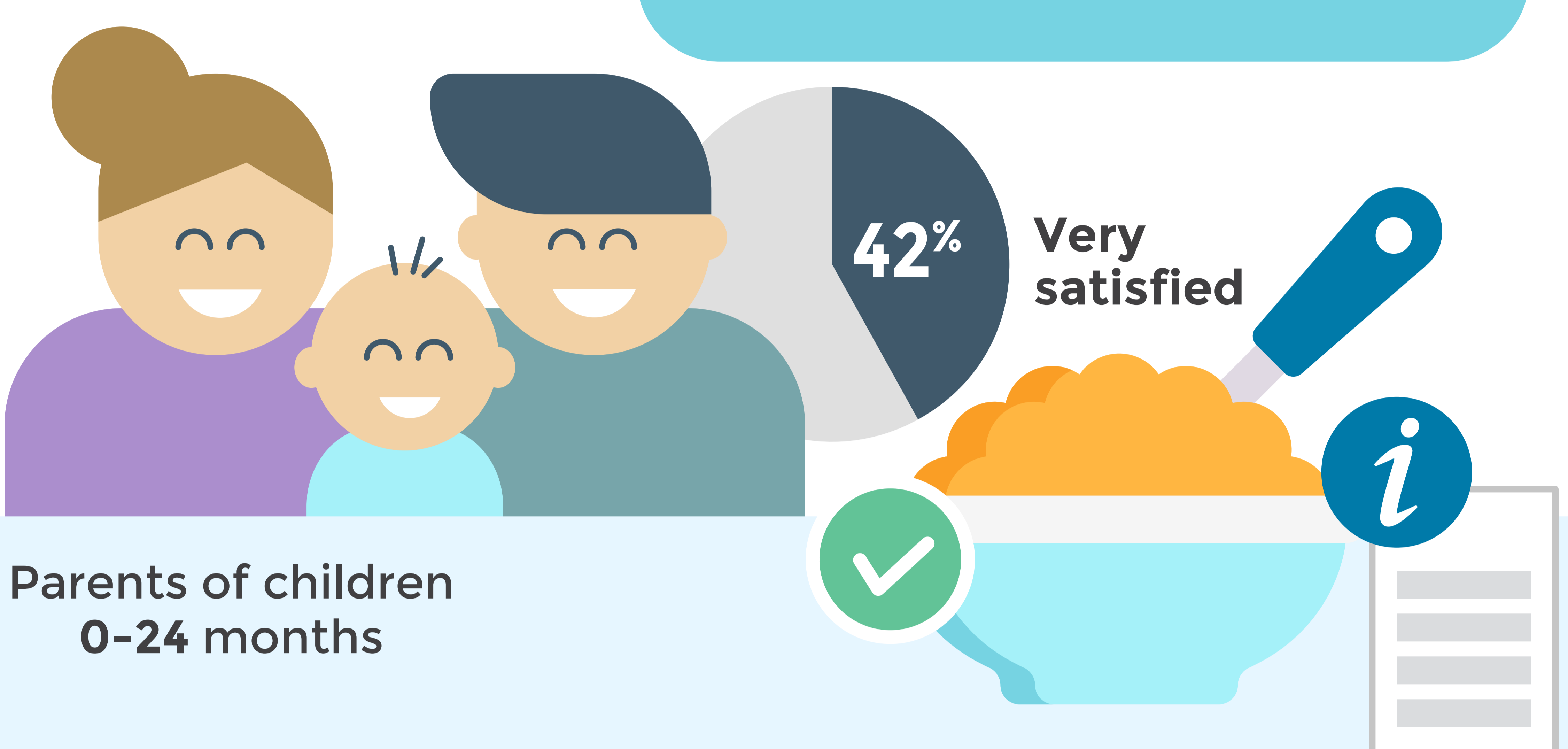
International Food Information Council (IFIC) Foundation study



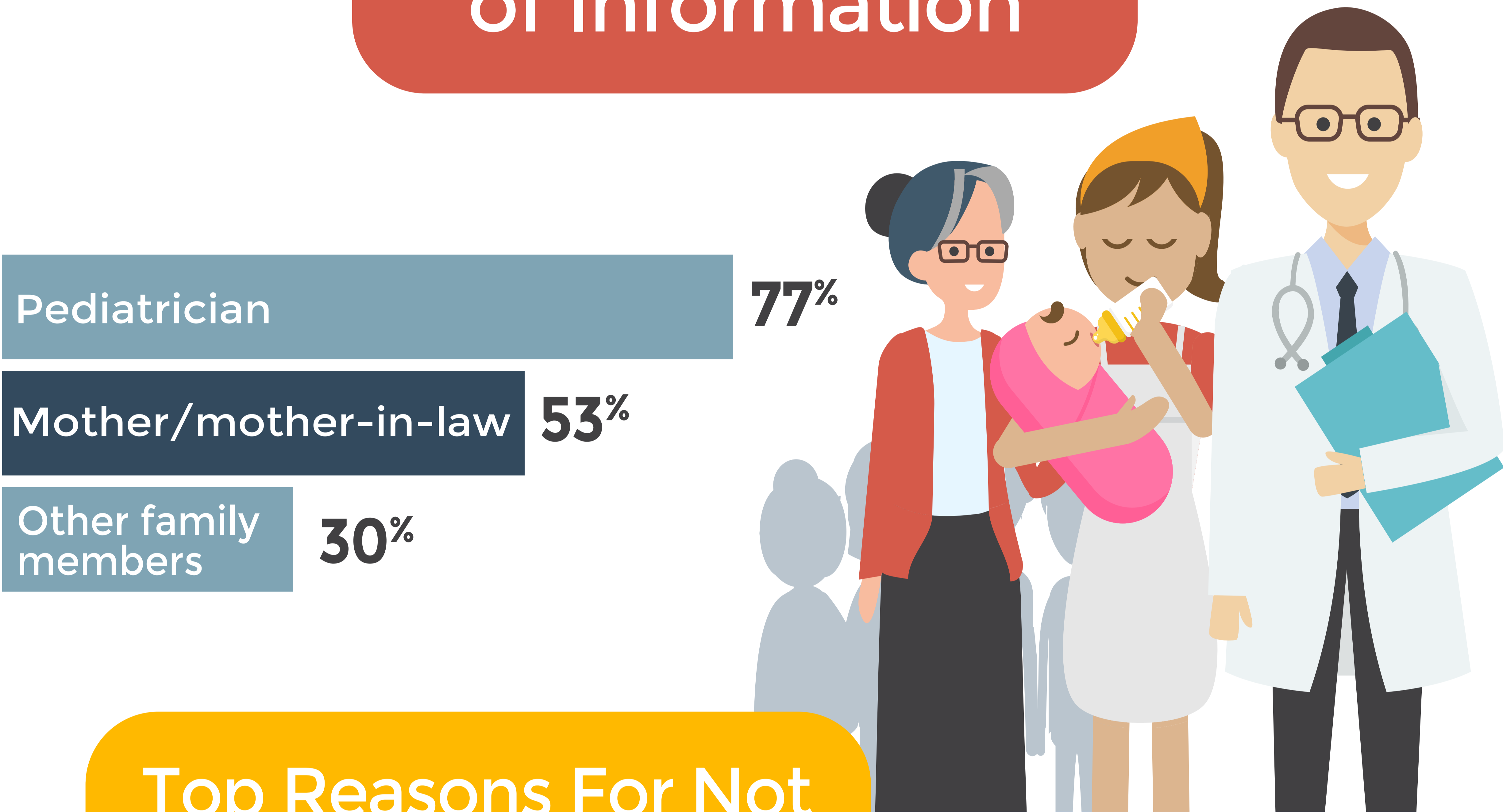
## Parent Concerns when introducing solid foods to their children



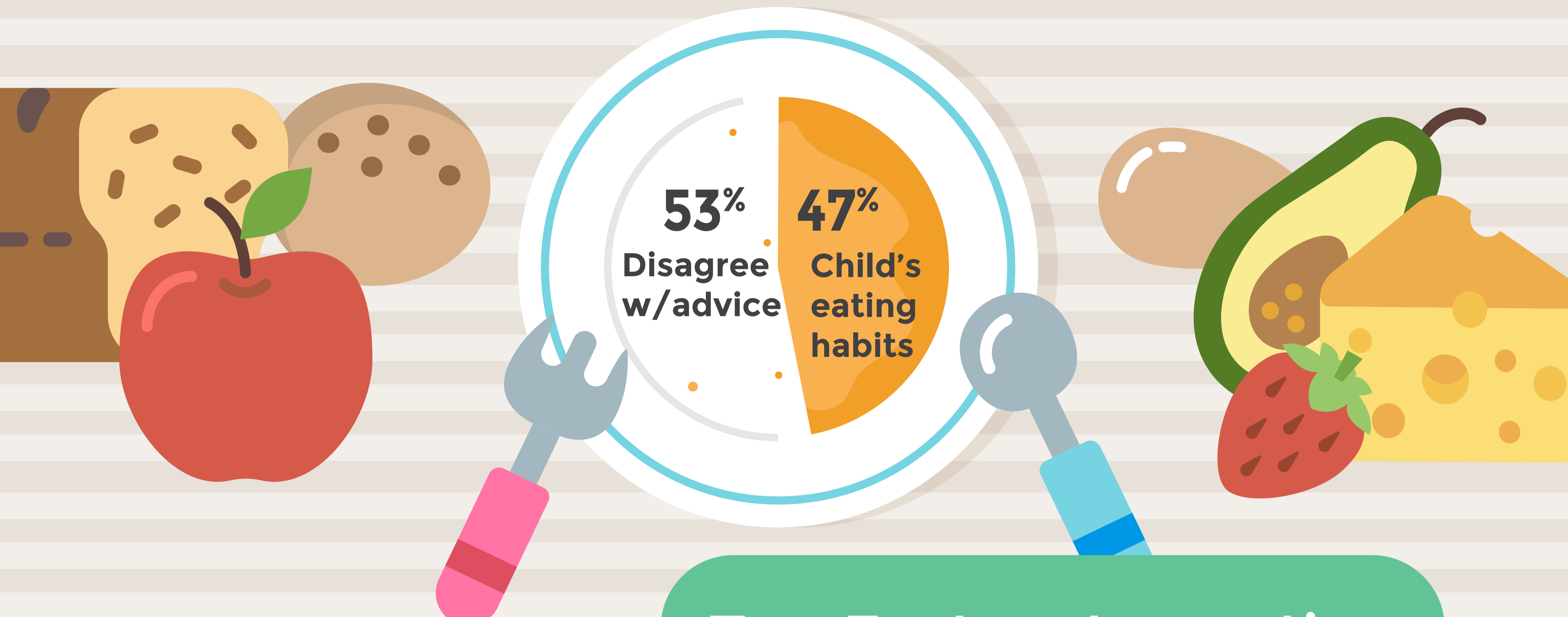
## Parent Satisfaction with nutrition information



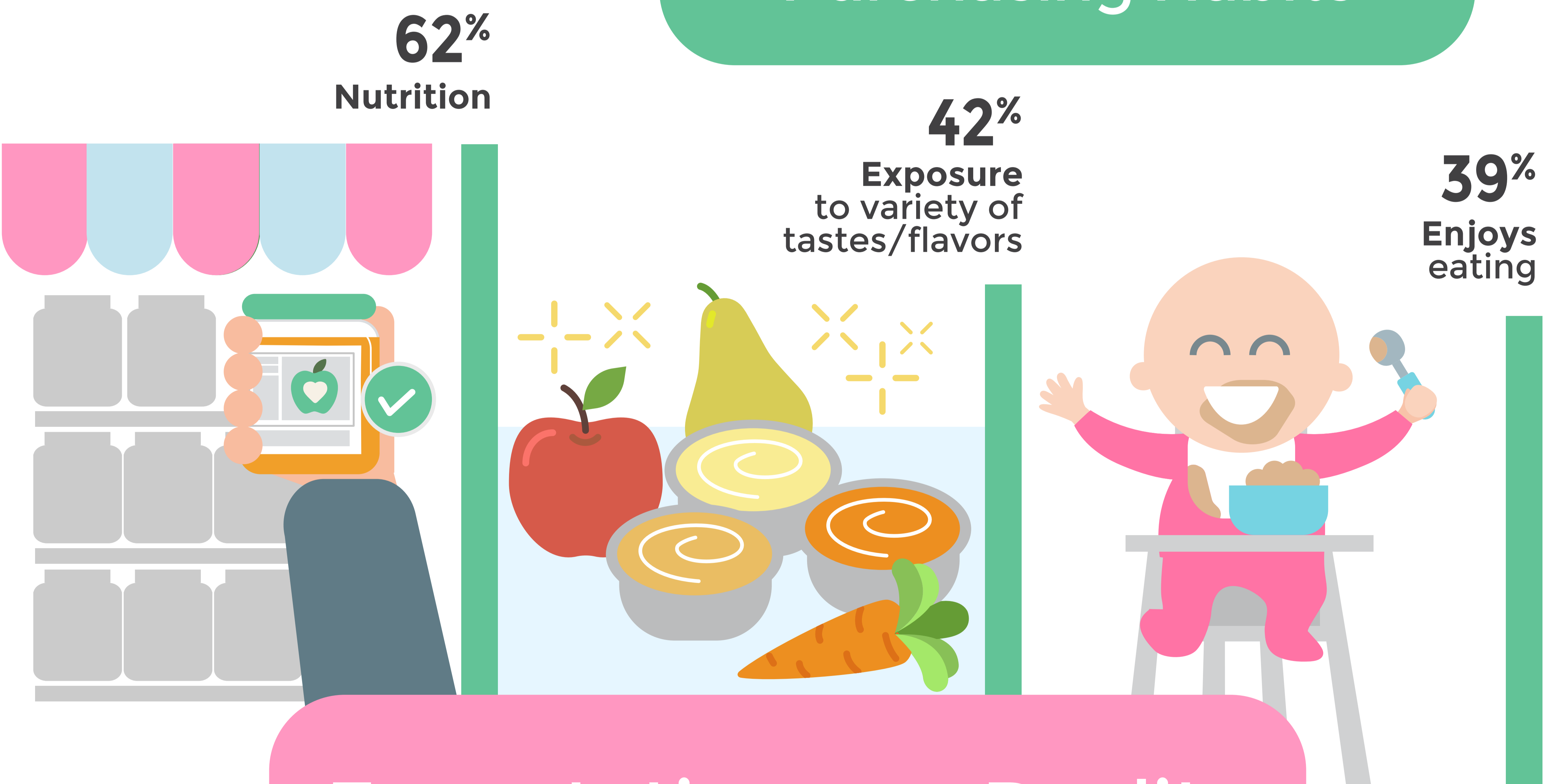
## Top Source of Information



## 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

