



Campaign at a Glance

The Corn Refiners Association launched a multi-media campaign to change the conversation about high fructose corn syrup. The goal of the campaign is to share the facts about the important role high fructose corn syrup plays in America's foods and beverages. Research indicates that once they learn the facts, many consumers have a more favorable opinion of this versatile sweetener made from corn.

Situation:

- Two-thirds of consumers are aware of high fructose corn syrup, but most do not understand the similarities and differences between high fructose corn syrup and table sugar.

Objectives:

- Share the facts about high fructose corn syrup with consumers and opinion leaders.
- Provide credible sources of information to support the facts.
- Provide additional information and resources about high fructose corn syrup and its role in a healthy diet.
- Communicate in a responsible manner.

Target audiences:

- Consumers ages 25 and above, with a particular focus on moms.
- Opinion leaders: nutritionists, key health and scientific professionals, and media.

Key messages:

- High fructose corn syrup is nutritionally the same as table sugar and honey, and contains the same number of calories.
- When consumers learn the facts, they are in for a sweet surprise.
- We welcome a healthy discussion.

For more information, contact:

Audrae Erickson
President, Corn Refiners Association
pressinquiry@corn.org
(202) 331-1634