



### ***Our Mission:***

To effectively communicate sound, science-based information on food safety, health and nutrition to media and other key audiences in the Asia region.

### ***Our Organisation:***

Founded in 1998 and registered in Singapore, the AFIC team of scientific, health and communications professionals work in close collaboration with the academic and scientific communities in the region to close the gap between scientific understanding and popular consumer perception on a wide range of food and health topics.

AFIC is funded largely by the food, beverage and agricultural industries. AFIC however plays no role in marketing or lobbying on behalf of industry, its products, or ingredients.

### ***Our Target Audiences:***

The media, scientific community, health professionals, government agencies, food manufacturers, health educators and the general public with interest in, or responsibility for, food-health communications.

## ***What Can AFIC Do for You:***

### **1. Provide Information on Food Safety and Nutrition**

AFIC produces and distributes a wide range of science-based, consumer-friendly information on food safety and nutrition through workshops, interviews, articles, information leaflets and our website. Free public access to this information is a unique feature of AFIC services. AFIC's publications include:

- *Food Facts Asia* newsletter, which is published 3 times a year, examining contemporary topics in food safety and nutrition.
- *AFICNews*, an E-bulletin giving the latest information on current food and health news trends across the Asia Pacific region.
- *Short Briefings and Backgrounders* designed to provide clear and easy-to-understand updates and analysis on key issues in food safety, health and nutrition.
- *Brochures and leaflets* providing easy to understand summaries of current scientific understanding and advice on current consumer food and health topics and issues.
- *Website* – a comprehensive collection of information resources in English, Thai, Chinese. Some resources are also available in Korean, and Bahasa Malay.

### **2. Direct Links to Databases and Experts**

As a result of its extensive network of food safety and nutrition experts, scientists, researchers, institutes and other affiliated organizations, AFIC is able to connect you with many resources in the field, whether it is for research purposes, professional opinions, interviews or other activities. In addition, AFIC can direct you to key databases around the world for in-depth data on many food and health issues.

### **3. Consumer Research Data**

AFIC conducts research into consumer behaviour, perceptions and expectations, providing valuable insight for those responsible for consumer health on appropriate communication and intervention strategies. This research is available in reports, brochures, articles and leaflets for public information and use.

### **4. Understanding Current Public Perception Trends with Media Research**

AFIC tracks and analyses media trends in food safety, health and nutrition across Asia, and shares this data with its stakeholder groups and interested parties through reports, articles and conference presentations.