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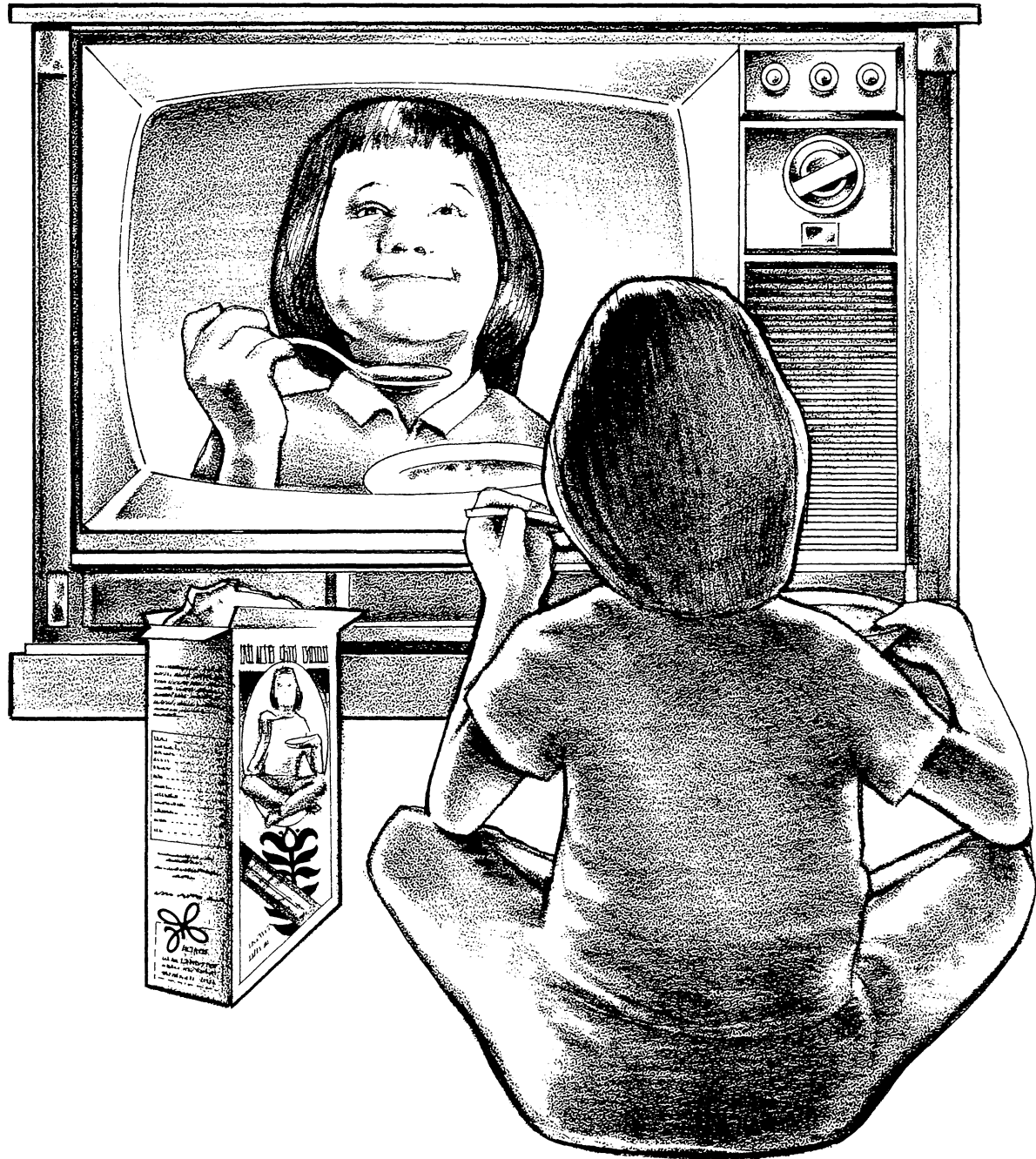
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# National Food Review **FILE**

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## How Does Advertising Affect Food Sales?

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## How Does Advertising Affect Food Sales?

As might be expected, advertising's impact on food sales is significant. It affects the specific brands of foods consumers buy, the types of food, and the total amounts of food purchased.

These food consumption patterns and how advertising affects them were examined by ERS researchers in a recent study. The results: while advertising may cause a shift in the foods Americans eat, almost never has it

caused the total amount of foods eaten to increase.

Researchers also detailed the impacts of brand advertising, determined which foods are most heavily and least heavily promoted, and analyzed the cumulative impacts of all advertising and promotion. The article, "Advertising and American Food Consumption Patterns" begins on page 2.

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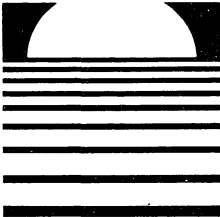


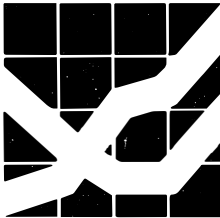

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