

ANSWERING YOUR CUSTOMERS' QUESTIONS: PHONE SCRIPTS

Please feel free to use these phone scripts when responding to consumer inquiries. You can also find additional information in our Consumer FAQs. Please contact us for information on other questions you may receive.



Phone Script One:

WHAT IS HIGH FRUCTOSE CORN SYRUP (HFCS)?

Thanks for calling <Company name> regarding our use of high fructose corn syrup. Your concerns are important to us, and we're happy to answer your questions.

High fructose corn syrup got its name from the fact that it is high in fructose compared to corn syrup. However, high fructose corn syrup has approximately the same amount of fructose that's in sugar or honey.

Are there any other questions I can help you with today?

If no other questions, close with:

Again, thank you for calling. You can also find more information about high fructose corn syrup on our website <your URL here> and at Corn dot org.

• • • *Phone Script Two:*

IS HIGH FRUCTOSE CORN SYRUP SAFE AND NATURAL?

Thanks for calling <Company name> regarding our use of high fructose corn syrup. Your concerns are important to us, and we're happy to answer your questions.

High fructose corn syrup, also called HFCS, is a safe and natural ingredient.

The safety of high fructose corn syrup is based on science and expert review accumulated over the past 40 years. In 1983, the Food and Drug Administration, or the FDA, listed high fructose corn syrup as "Generally Recognized as Safe" (known as GRAS status) for use in food and reaffirmed that ruling in 1996. GRAS recognition by the FDA is important because it recognizes a long history of safe use as well as adequate scientific studies proving an ingredient's safety.

High fructose corn syrup is made from corn, a natural grain product. It is refined with similar production methods to other sugars, making it no more "processed" than any other sweetener.

You can be assured that any of our products containing high fructose corn syrup are safe for you and your family to eat.

Are there any other questions I can help you with today?

If no other questions, close with:

Again, thank you for calling. You can also find more information about high fructose corn syrup on our website <your URL here> and at Corn dot org.

• • • *Phone Script Three:*

HIGH FRUCTOSE CORN SYRUP AND WEIGHT GAIN

Thanks for calling <Company name> regarding our use of high fructose corn syrup. Your concerns are important to us, and we're happy to answer your questions.

High fructose corn syrup, also called HFCS, has the same number of calories as table sugar, which is 4 calories per gram. Those in the scientific community, including the American Medical Association and the Academy of Nutrition and Dietetics, have found that HFCS does not contribute to obesity any differently than sugar. As with any caloric sweetener, it's fine to eat foods in moderation that have high fructose corn syrup. You can learn more about calories and food choices at Choose My Food Plate dot gov.

Are there any other questions I can help you with today?

If no other questions, close with:

Again, thank you for calling. You can also find more information about high fructose corn syrup on our website <your URL here> and at Corn dot org.

• • • *Phone Script Four:*

AREN'T MOST PEOPLE AVOIDING HIGH FRUCTOSE CORN SYRUP?

Thanks for calling <Company name> regarding our use of high fructose corn syrup. Your concerns are important to us, and we're happy to answer your questions.

Although consumers are becoming more mindful of their health, they continue to buy products made with high fructose corn syrup (HFCS) at the same rate. This may be caused in part by consumers realizing the relative importance of moderation over avoiding any particular ingredient. In fact, a recent study shows that even the most "health conscious" consumers are nearly five times more concerned about total sugars than they are about HFCS.

Are there any other questions I can help you with today?

If no other questions, close with:

Again, thank you for calling. You can also find more information about high fructose corn syrup on our website <your URL here> and at Corn dot org.

• • • **Phone Script Five:**

WHY IS HIGH FRUCTOSE CORN SYRUP IN SO MANY PRODUCTS, EVEN ONES THAT AREN'T SWEET?

Thanks for calling <Company name> regarding our use of high fructose corn syrup. Your concerns are important to us, and we're happy to answer your questions.

Many consumers are surprised by the presence of HFCS in food and beverage products that don't taste sweet. The truth is that HFCS plays a key role in the texture, consistency and stability of many products. For example, using HFCS instead of granulated sugar in baked goods helps lock in moisture, giving products a longer shelf life and creating a desirable soft texture in cookies and snack bars.

Are there any other questions I can help you with today?

If no other questions, close with:

Again, thank you for calling. You can also find more information about high fructose corn syrup on our website <your URL here> and at Corn dot org.

• • • **Phone Script Six:**

IS HIGH FRUCTOSE CORN SYRUP GENETICALLY MODIFIED?

Thanks for calling <Company name> regarding our use of high fructose corn syrup. Your concerns are important to us, and we're happy to answer your questions.

High fructose corn syrup (HFCS) itself is not genetically modified, though it can be made from GMO corn. However, research demonstrates that high fructose corn syrup made from GMO corn is exactly the same as high fructose corn syrup made from conventional corn because the genetically modified DNA or protein is degraded during the process that breaks down corn into HFCS, rendering the genetically modified DNA or protein undetectable.

Are there any other questions I can help you with today?

If no other questions, close with:

Again, thank you for calling. You can also find more information about high fructose corn syrup on our website <your URL here> and at Corn dot org.