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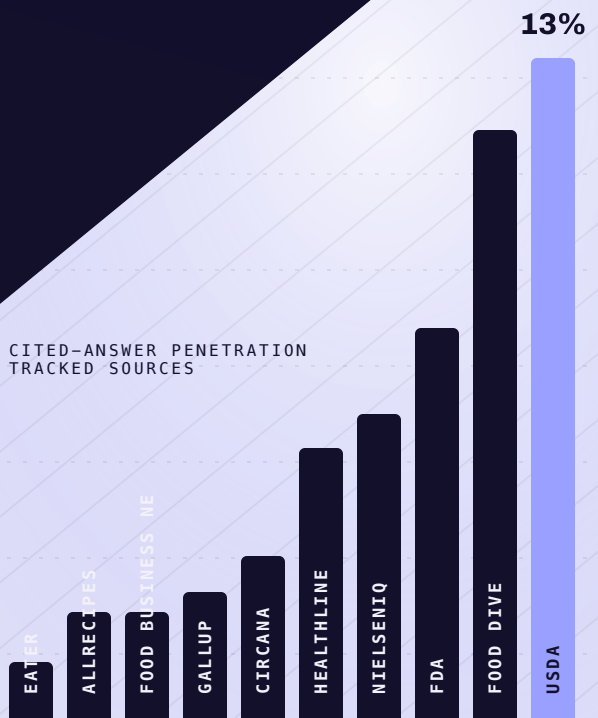
FOOD SOURCES INDEX 2.0

Which food and drink sources AI engines cite
288 AI answers · November 2 to 3, 2026

Measured :
November 2 to 3, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 57 Google AI Overviews

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AT A GLANCE

USDA, Food Dive and FDA lead. All three are within the margin.

USDA: 37/285 (13.0%; 95% interval 9.6–17.4%). Food Dive: 33/285 (11.6%; 95% interval 8.4–15.8%). Their 95% intervals overlap. FDA (22/285, 7.7%; 95% interval 5.2–11.4%) is also within the margin. The most-cited untracked site, mordorintelligence.com, was cited in 29 answers, more than the FDA.

Version 2. This version replaces the first version of this study, first published July 20, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

13.0%
of 285 grounded answers cited USDA (37/285)

15
tracked sources cited at least once (of 17)

96.6%
of Google searches showed an AI Overview (57 of 59)

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KEY FINDINGS

01 What the data shows

MOST CITED TRACKED SOURCES

37/285 (13.0%)

USDA, Food Dive and FDA lead this measured set. USDA: 37/285 (13.0%; 95% interval 9.6–17.4%). Food Dive: 33/285 (11.6%; 95% interval 8.4–15.8%). Their 95% intervals overlap; neither can be called the sole leader. The ranking covers tracked sources only. Untracked cited domains include mordorintelligence.com (29 answers), foodnavigator.com (24 answers), bevindustry.com (21 answers), datassential.com (21 answers), grandviewresearch.com (19 answers), health.clevelandclinic.org (19 answers), tastewise.io (19 answers), beveragedaily.com (18 answers), webmd.com (18 answers), en.wikipedia.org (17 answers).

NAMED FIRST

39/288 (13.5%)

USDA was the first tracked source named in 39 of 288 answers, more than any other tracked source. Its average first position was 1.5.

CHATGPT SKEW

18/72 (25%)

ChatGPT named NielsenIQ in 18 of 72 answers. The other engines named it in 2 to 5 of 72.

CHATGPT SKEW

17/72 (23.6%)

ChatGPT named Circana in 17 of 72 answers. The other engines named it in 3 to 7 of 72.

OWN-SITE CITATIONS

37/285 (13%)

USDA's own domains were cited in 37 of 285 grounded answers, more than any other tracked source. Food Dive followed at 33 of 285. 2 of 17 tracked sources had 0 of 285.

AIO TRIGGER

57/59 (96.6%)

Google AI Overviews appeared on 57 of 59 searches (CI 88.5–99.1%). On the other 2, no overview was shown.

AIO LEADER

11/57 (19.3%)

USDA was the source named most often in AI Overviews, at 11 of 57, followed by FDA at 10 of 57 (17.5%). In the four-engine set, USDA was named in 37 of 288 answers (13%).

TOP DOMAIN

11/285 (3.9%)

ams.usda.gov was cited in 11 of 285 grounded four-engine answers, with 48 of 2,443 citations (2%). fooddive.com came second with 38 citations in 32 answers (11.2%).

NO TRACKED NAME

0/12 (0%)

For 'What counts as ultra-processed food?', none of the tracked sources was named in any of 12 four-engine answers.

02 THE LEADERBOARD

Tracked sources by cited-answer penetration

Ranking of tracked sources by citation penetration across 285 grounded answers; not textual mentions.

	BRAND	0% 10% 20%	RATE	NAMED IN
1	USDA		13.0%	37/285
2	Food Dive		11.6%	33/285
3	FDA		7.7%	22/285
4	NielsenIQ		6.0%	17/285
5	Healthline		5.3%	15/285
6	Circana		3.2%	9/285
7	Gallup		2.5%	7/285
8	Allrecipes		2.1%	6/285
9	Food Business News		2.1%	6/285
10	Eater		1.1%	3/285
11	Mintel		1.1%	3/285
12	NYT Cooking		1.1%	3/285
13	Serious Eats		1.1%	3/285
14	BevNet		0.7%	2/285
15	IWSR		0.7%	2/285

02 THE LEADERBOARD

The full list

Tracked platforms only. Text mention and first-mention data remain separate in the evidence.

#	TRACKED SOURCE	CITED ANSWERS	CITATION PENETRATION	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	USDA	37/285	13%	9.6–17.4%	1.5	13% (37/285)	4.2%
2	Food Dive	33/285	11.6%	8.4–15.8%	1.6	11.6% (33/285)	1.6%
3	FDA	22/285	7.7%	5.2–11.4%	1.2	7.7% (22/285)	1.3%
4	NielsenIQ	17/285	6%	3.8–9.3%	1.5	6% (17/285)	0.9%
5	Healthline	15/285	5.3%	3.2–8.5%	2	5.3% (15/285)	1%
6	Circana	9/285	3.2%	1.7–5.9%	1.7	3.2% (9/285)	0.4%
7	Gallup	7/285	2.5%	1.2–5%	1	2.5% (7/285)	0.4%
8	Allrecipes	6/285	2.1%	1–4.5%	1.5	2.1% (6/285)	1.1%
9	Food Business News	6/285	2.1%	1–4.5%	1.4	2.1% (6/285)	0.2%
10	Eater	3/285	1.1%	0.4–3%	–	1.1% (3/285)	0.1%
11	Mintel	3/285	1.1%	0.4–3%	2.6	1.1% (3/285)	0.2%
12	NYT Cooking	3/285	1.1%	0.4–3%	1.1	1.1% (3/285)	0.2%
13	Serious Eats	3/285	1.1%	0.4–3%	1.3	1.1% (3/285)	0.1%
14	BevNet	2/285	0.7%	0.2–2.5%	3.5	0.7% (2/285)	0.1%
15	IWSR	2/285	0.7%	0.2–2.5%	1.8	0.7% (2/285)	0.1%
16	Beverage Digest	0/285	0%	0–1.3%	4.2	0% (0/285)	0%
17	FoodNavigator-USA	0/285	0%	0–1.3%	2.6	0% (0/285)	0%

02 UNTRACKED SOURCES

Top untracked domains beside the tracked ranking

The ranking covers tracked sources only. Untracked cited domains include mordorintelligence.com (29 answers), foodnavigator.com (24 answers), bevindustry.com (21 answers), datassential.com (21 answers), grandviewresearch.com (19 answers), health.clevelandclinic.org (19 answers), tastewise.io (19 answers), beveragedaily.com (18 answers), webmd.com (18 answers), en.wikipedia.org (17 answers).

DOMAIN	CITED ANSWERS	PENETRATION	CITATION SHARE
mordorintelligence.com	29/285	10.2%	1.2%
foodnavigator.com	24/285	8.4%	1.2%
bevindustry.com	21/285	7.4%	1.1%
datassential.com	21/285	7.4%	0.9%
grandviewresearch.com	19/285	6.7%	0.8%
health.clevelandclinic.org	19/285	6.7%	0.9%
tastewise.io	19/285	6.7%	0.9%
beveragedaily.com	18/285	6.3%	0.9%
webmd.com	18/285	6.3%	1.0%
en.wikipedia.org	17/285	6.0%	1.0%
restaurant.org	16/285	5.6%	0.7%
heart.org	15/285	5.3%	0.7%
youtube.com	15/285	5.3%	0.6%
sec.gov	14/285	4.9%	1.1%
foodnetwork.com	13/285	4.6%	0.5%
forbes.com	12/285	4.2%	0.5%
risingtrends.co	12/285	4.2%	0.5%
foodprocessing.com	11/285	3.9%	0.8%
health.harvard.edu	11/285	3.9%	0.7%
marketresearchfuture.com	11/285	3.9%	0.5%

02

TEXT MENTIONS

Secondary measure: text mentions

Answers naming each tracked source in text, out of 288 four-engine answers. This is secondary; the main ranking above is citation penetration of grounded answers.

#	TRACKED SOURCE	NAMED ANSWERS	APPEARANCE RATE	NAMED FIRST
1	**USDA**	50/288	17.4%	39
2	**FDA**	42/288	14.6%	35
3	**Circana**	31/288	10.8%	16
4	**NielsenIQ**	29/288	10.1%	20
5	**Mintel**	17/288	5.9%	1
6	**BevNet**	14/288	4.9%	0
7	**Food Business News**	12/288	4.2%	7
8	**Food Dive**	12/288	4.2%	5
9	**FoodNavigator-USA**	12/288	4.2%	3
10	**Gallup**	8/288	2.8%	8
11	**NYT Cooking**	8/288	2.8%	7
12	**Beverage Digest**	5/288	1.7%	0
13	**IWSR**	5/288	1.7%	1
14	**Serious Eats**	3/288	1.0%	2
15	**Allrecipes**	2/288	0.7%	1
16	**Healthline**	2/288	0.7%	0
17	**Eater**	0/288	0.0%	0

PROFILES

03 The top eight, side by side

13%

RANK 1

USDA

Cited in 37/285 grounded answers · 95% interval 9.6–17.4%

1.5	13%	4.2%
first-mention position	owned-domain citation (37/285)	citation share

12%

RANK 2

Food Dive

Cited in 33/285 grounded answers · 95% interval 8.4–15.8%

1.6	11.6%	1.6%
first-mention position	owned-domain citation (33/285)	citation share

8%

RANK 3

FDA

Cited in 22/285 grounded answers · 95% interval 5.2–11.4%

1.2	7.7%	1.3%
first-mention position	owned-domain citation (22/285)	citation share

6%

RANK 4

NielsenIQ

Cited in 17/285 grounded answers · 95% interval 3.8–9.3%

1.5	6%	0.9%
first-mention position	owned-domain citation (17/285)	citation share

5%

RANK 5

Healthline

Cited in 15/285 grounded answers · 95% interval 3.2–8.5%

2	5.3%	1%
first-mention position	owned-domain citation (15/285)	citation share

3%

RANK 6

Circana

Cited in 9/285 grounded answers · 95% interval 1.7–5.9%

1.7	3.2%	0.4%
first-mention position	owned-domain citation (9/285)	citation share

2%

RANK 7

Gallup

Cited in 7/285 grounded answers · 95% interval 1.2–5.0%

1	2.5%	0.4%
first-mention position	owned-domain citation (7/285)	citation share

2%

RANK 8

Allrecipes

Cited in 6/285 grounded answers · 95% interval 1.0–4.5%

1.5	2.1%	1.1%
first-mention position	owned-domain citation (6/285)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

Cited-answer penetration for tracked sources, using each engine's own grounded-answer denominator.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

USDA	**20.8%**
NielsenIQ	**20.8%**
FDA	**16.7%**
Food Dive	**4.2%**
Gallup	**4.2%**
Mintel	**4.2%**

Claude

72 ASKED | 72 RETURNED | 69 GROUNDED

Food Dive	**13%**
Healthline	**8.7%**
USDA	**5.8%**
Circana	**4.3%**
Gallup	**2.9%**
FDA	**0%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Food Dive	**16.7%**
USDA	**12.5%**
FDA	**9.7%**
Circana	**5.6%**
NielsenIQ	**2.8%**
Gallup	**2.8%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

USDA	**12.5%**
Food Dive	**12.5%**
Healthline	**12.5%**
Allrecipes	**8.3%**
FDA	**4.2%**
Food Business News	**4.2%**

04

BY SECTOR

Which platforms each sector cites

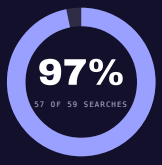
Up to three tracked sources cited in the most grounded answers per sector (three questions each), as cited answers / grounded answers. Sources with no citations are left out.

SECTOR	FOUR CHAT ENGINES: MOST-CITED TRACKED PLATFORMS	GOOGLE AI OVERVIEWS
business	**Food Dive (31/156), NielsenIQ (17/156), USDA (13/156)**	Food Dive (3/26), Gallup (3/26), USDA (3/26)
consumer	**USDA (24/129), FDA (22/129), Healthline (15/129)**	FDA (6/31), USDA (6/31), Allrecipes (3/31)

GOOGLE AI OVERVIEWS

05 The fifth engine

AI Overview rankings below use citations to tracked source domains; they are not pooled with text-mention rankings.



TRIGGER RATE

57 of 59 successful searches showed an AI Overview. USDA was cited in 9/57 overviews (15.8%). FDA was cited in 6/57 overviews (10.5%). Food Dive was cited in 3/57 overviews (5.3%). Healthline was cited in 3/57 overviews (5.3%).

TRACKED PLATFORM RANK IN AI OVERVIEWS (CHAT CITATION RANK IN ARROWS)

1	USDA	15.8%	=	
2	FDA	10.5%	▲	1
3	Food Dive	5.3%	▼	1
4	Healthline	5.3%	▲	1
5	Gallup	5.3%	▲	2
6	Allrecipes	5.3%	▲	2
7	NYT Cooking	5.3%	▲	5
8	Serious Eats	5.3%	▲	5
9	Food Business News	1.8%	=	
10	Mintel	1.8%	▲	1

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions, ranked by cited-domain penetration within each question's grounded answers.

Q01 · 12 GROUNDED ANSWERS

Allrecipes 0%

TIED WITH BEVNET, BEVERAGE DIGEST

BevNet	0%
Beverage Digest	0%

AI Overview shown on 3 of 3 successful searches

Q02 · 12 GROUNDED ANSWERS

Food Dive 41.7%

NielsenIQ	25%
BevNet	8.3%

AI Overview shown on 0 of 0 successful searches

Q03 · 12 GROUNDED ANSWERS

Mintel 16.7%

TIED WITH NIELSENIQ

NielsenIQ	16.7%
Circana	8.3%

AI Overview shown on 3 of 3 successful searches

Q04 · 12 GROUNDED ANSWERS

USDA 8.3%

Allrecipes	0%
BevNet	0%

AI Overview shown on 1 of 3 successful searches

Q05 · 12 GROUNDED ANSWERS

FDA 50%

TIED WITH HEALTHLINE

Healthline	50%
Allrecipes	0%

AI Overview shown on 3 of 3 successful searches

Q06 · 12 GROUNDED ANSWERS

Healthline 25%

FDA	16.7%
Allrecipes	0%

AI Overview shown on 3 of 3 successful searches

07 WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,443 citations in total. ams.usda.gov was cited most often, with 48 citations (2%) across 11 answers. Next came fooddive.com (38), fda.gov (31), foodnavigator.com (30), mordorintelligence.com (30), usda.gov (28).

FOUR AI ENGINES · SHARE OF 285 GROUNDED ANSWERS

fooddive.com	**11.2%**
mordorintelligence.com	**10.2%**
foodnavigator.com	**8.4%**
fda.gov	**7.7%**
bevindustry.com	**7.4%**
datassential.com	**7.4%**
health.clevelandclinic.org	**6.7%**
tastewise.io	**6.7%**
grandviewresearch.com	**6.7%**
webmd.com	**6.3%**

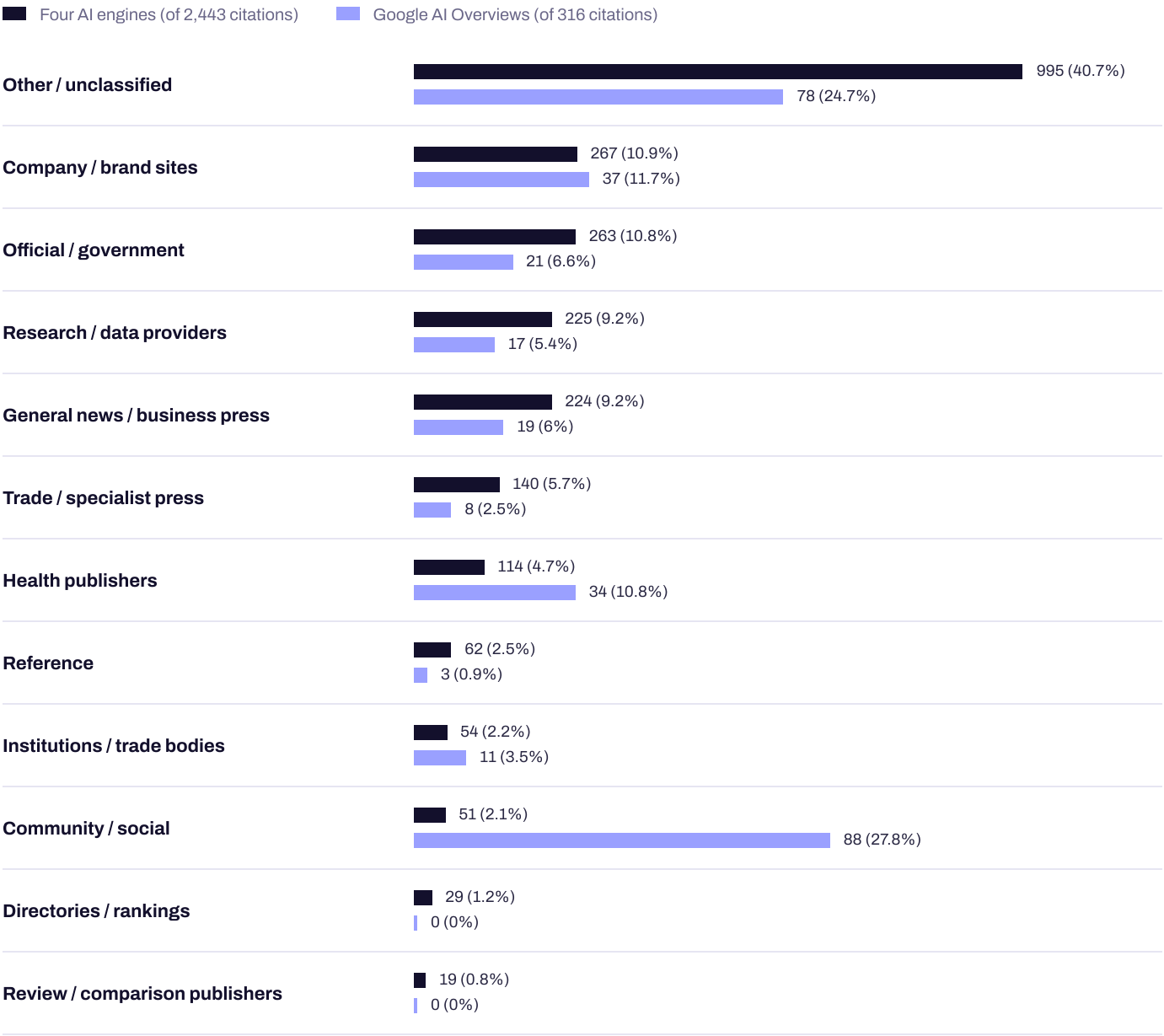
GOOGLE AI OVERVIEWS · SHARE OF 57 OVERVIEWS

youtube.com	**57.9%**
facebook.com	**22.8%**
health.clevelandclinic...	**15.8%**
heart.org	**15.8%**
instagram.com	**15.8%**
webmd.com	**10.5%**
fda.gov	**10.5%**
health.com	**10.5%**
mdanderson.org	**10.5%**
reddit.com	**10.5%**

WHO THE ENGINES CITE

08 Citation share by source type

Share of all citations by the type of site cited.



09

WHAT THE DATA SUGGESTS

How can food and drink sources improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	USDA's own domains were cited in 13.0% of grounded answers, Food Dive's in 11.6% and FDA's in 7.7%. Food Dive was named in only 4.2% of answers, yet its own domains were cited in 11.6%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were mordorintelligence.com (in 10.2% of grounded answers), foodnavigator.com (8.4%), bevindustry.com (7.4%), datassential.com (7.4%) and health.clevelandclinic.org (6.7%). Official and government supplied 10.8% of citations and research and data providers 9.2%.
Check each engine separately.	ChatGPT named NielsenIQ in 25.0% of answers against 2.8% on Perplexity. ChatGPT named Circana in 23.6% of answers against 4.2% on Perplexity.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

10 What AI answers

Q1 Which tracked sources are cited most often?

USDA, Food Dive and FDA lead this measured set. USDA: 37/285 (13.0%; 95% interval 9.6–17.4%). Food Dive: 33/285 (11.6%; 95% interval 8.4–15.8%). Their 95% intervals overlap; neither can be called the sole leader. The ranking covers tracked sources only. Untracked cited domains include mordorintelligence.com (29 answers), foodnavigator.com (24 answers), bevindustry.com (21 answers), datassential.com (21 answers), grandviewresearch.com (19 answers), health.clevelandclinic.org (19 answers), tastewise.io (19 answers), beveragedaily.com (18 answers), webmd.com (18 answers), en.wikipedia.org (17 answers).

Q2 Which source is named first most often?

USDA was the first tracked source named in 39 of 288 answers, with an average first position of 1.5.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 57 of 59 searches (96.6%, CI 88.5–99.1%). Within those 57 overviews, USDA was named most often, in 11 (19.3%).

Q4 Which sources do the engines cite?

Across 2,443 four-engine citations, ams.usda.gov was cited most (48 citations, in 11 of 285 grounded answers), followed by fooddive.com (38 citations).

Q5 Do the four engines agree?

Only in part. ChatGPT named NielsenIQ in 18 of 72 answers, against 2 to 5 of 72 on the other engines. ChatGPT named Circana in 17 of 72 answers, against 3 to 7 of 72 on the other engines.

METHODOLOGY

11 How this study was measured

24	×	3	×	4	=	288	+	59
questions		runs each		AI engines		answers		Google searches · 57 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 2 to 3, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Exact declared matching terms take precedence. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	69
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	59	57 shown	57

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Citation penetration: grounded answers citing tracked source domains ÷ grounded answers, with Wilson 95% intervals. Text mentions remain separate in the evidence.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 17 tracked sources are ranked; results are not an exhaustive market ranking.
- 347 of 360 planned results were returned. 13 AI Overview lookups were excluded after at most three total attempts.
- 59 successful Google searches: 57 overviews shown; 2 without an overview. Failures are excluded, not scored as zero.
- 3 chat answers had no search sources and are left out of the citation figures.
- Question 8 names the USDA, so its count includes up to 12 answers to that question. Without it, Food Dive is cited in 33 of 273 grounded answers, the USDA in 25 and the FDA in 22, and all three stay within the margin.
- Measured across two days, November 2 to 3, 2026.
- Unverified own domains are not available, never zero or guessed. Source types use Company / brand sites only for verified official organisations; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- Ranked by citation penetration of grounded answers, with text mentions secondary and the top untracked cited domains beside the ranking. Business and consumer questions are reported separately.
- The ranking covers tracked sources only. Untracked cited domains include mordorintelligence.com (29 answers), foodnavigator.com (24 answers), bevindustry.com (21 answers), datassential.com (21 answers), grandviewresearch.com (19 answers), health.clevelandclinic.org (19 answers), tastewise.io (19 answers), beveragedaily.com (18 answers), webmd.com (18 answers), en.wikipedia.org (17 answers).
- Answers came from each engine's API (model IDs above); the consumer apps can answer differently.

APPENDIX

12 The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	Are plant-based meat sales growing or declining?	Food Sources Index 2.0	CORE QUESTION
02	Which beverage categories are growing fastest in the US?	Food Sources Index 2.0	CORE QUESTION
03	What are the biggest food trends this year?	Food Sources Index 2.0	CORE QUESTION
04	What counts as ultra-processed food?	Food Sources Index 2.0	CORE QUESTION
05	Is stevia safe to eat?	Food Sources Index 2.0	CORE QUESTION
06	What is monk fruit sweetener?	Food Sources Index 2.0	CORE QUESTION
07	What are the best sources for food and beverage industry news?	Food Sources Index 2.0	CORE QUESTION
08	How does USDA organic certification work?	Food Sources Index 2.0	CORE QUESTION
09	What is the best chocolate chip cookie recipe?	Food Sources Index 2.0	CORE QUESTION
10	Why is alcohol consumption declining in the US?	Food Sources Index 2.0	CORE QUESTION
11	How big is the US packaged food market?	Food Sources Index 2.0	ADDED QUESTION
12	Which snack brands are growing fastest?	Food Sources Index 2.0	ADDED QUESTION
13	How are GLP-1 drugs affecting food sales?	Food Sources Index 2.0	ADDED QUESTION
14	Are energy drink sales still growing?	Food Sources Index 2.0	ADDED QUESTION
15	What are the biggest beverage industry trends this year?	Food Sources Index 2.0	ADDED QUESTION
16	How are food prices changing in the US?	Food Sources Index 2.0	ADDED QUESTION
17	Who are the largest food companies in the US?	Food Sources Index 2.0	ADDED QUESTION
18	Where can I find food industry market data?	Food Sources Index 2.0	ADDED QUESTION
19	Are artificial food dyes safe?	Food Sources Index 2.0	ADDED QUESTION
20	What is the healthiest cooking oil?	Food Sources Index 2.0	ADDED QUESTION
21	What does a non-GMO label mean?	Food Sources Index 2.0	ADDED QUESTION
22	What is the difference between a sell-by date and a use-by date?	Food Sources Index 2.0	ADDED QUESTION
23	What is the best banana bread recipe?	Food Sources Index 2.0	ADDED QUESTION
24	How much protein should I eat per day?	Food Sources Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Food Sources Index 2.0

Measured November 2 to 3, 2026 · 5W Public Relations

WEB
5wpr.com

RESEARCH
5wpr.com/research