



Disclosures

Exclusive Webinar Presentation
Through the RD's Lens:
A Look at 2017's Nutrition Trends
Presented by Jenna Bell, PhD, RD

Affiliations: Jenna has been with Pollock Communications since 2006 - current clients include Cranberry Institute, Cranberry Marketing Committee, Dannon, USA Rice, Tea Council, Fifty 50 Foods, a2 Milk, PepsiCo Global Nutrition.

Disclosures: Jenna has no relevant disclosures to report regarding this program. She has certified that no conflict of interest exists for this program.



Learning objectives

- 1. List and understand 5 key influencers on patient and client food choices
- 2. Identify 5 trends that may impact the food choices and lifestyle behaviors of patients and clients
- 3. Understand 3 shifts in nutrition perceptions over the past 5 years and the applicability of these shifts to patient and client behaviors
- ${\bf 4.}$ Evaluate opportunities to apply current nutrition trends to public health and private nutrition settings



To-do

- Introducing the What's Trending in Nutrition survey
- The logistics
- · Through the RD lens...
 - Trendsetters
 - Diet trends, food choices and "what's hot"
 - Why we buy
 - In a perfect world per the RD
 - Tools used
 - For the win!
- Turning trends into opportunity

My, how we've grown

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INCRINING
NUTRITION

2016

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Why RDs? We are ground zero for nutrition and eating habits 6



Who cares? Turns out everyone

This year's survey results have peaked the interest of prominent media outlets, which have all published stories featuring the survey's key findings. Topics ranged from the Top 10 Superfoods, to observed changes in eating habits.

355 placements | 150MM impressions







The logistics

26 questions | Over 1700 responses

- Profile of RD respondents

 Hospital/Clinic (44.7%)

 Nursing Home/Long Term Care Facility (15%)

 Private Practice (14.5%)

 Government Agency/Public Health Office (8.8%)

 College/University/School (8.6%)

 Food Company (2.9%)

 Retail/Grocery (2.7%)

 Marketing/Public Relations (1.3%)

 Media (0.7%)

 Pharmaceutical/Supplement Company (0.6%)

 Correctional Facility (0.2%)





Through the RD lens

- Who/what starts a "trend?"
 Trends in diet and the foods that are "super?"
 Factors impacting purchasing decisions?
 Tools and technology used by RDs





Where do nutrition trends start?





Who/what is influencing nutrition information?

Where consumers get their nutrition information:
 73% from Blogs and Websites
 70% from Social Media
 58% from Television/Radio

- Where consumers get the most nutrition <u>misinformation</u>:

 77% from Social Media

 67% from Blogs and Websites

 63% from Celebrities (actors, professional athletes, other personalities)



What influences consumer perception?

- How consumers gauge their health and weight

 72% Compare themselves to people in magazines or on television

 64% Compare themselves to friends/family members

 - 57% Compare themselves to people on social media (i.e. blogs, Facebook, Instagram, Twitter, etc.)





Diet trends

- RDs report clients practicing mindful eating over dieting
- Most popular diet trends with consumers for 2017

 - Clean eating 59%
 Mindful Eating 50%

 - Healthy meal or weight-loss menu delivery programs 43%
- Fading consumer eating trends for 2017
 Low-fat 51%
 - DASH diet 34%
 - Wheat Belly and Alkaline diets tied for third place 33%



WHAT'S TRENDING
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When making food choices...

Moderately important • Healthfulness • Calories • GMO-free

Gluten-free

GMO-free and sustainable foods have experienced on average a $\downarrow\!20\%$ in terms of what concerns consumers





But when we buy...

Compared to 2016, the following will be more important in 2017

GMO-free

Clean foods with clean ingredients

Antibiotic-free

Artificial additive-free





2017's Top 10 Superfoods























Noteworthy shifts in data

Where do you think most consumers get their nutrition information?

Blogs	68%	41%	42%	73%
Social Media	42%	17%	21%	70%



Where do you feel consumers get the most nutrition misinformation?

	2014	2015	2016	2017
Blogs		37%	34%	67%
Social Media		27%	30%	76%





Noteworthy shifts in data

Which of the following should consumers consider when making purchasing decisions?

GMO-Free	High-Quality Protein	High-Quality Carbs
Gluten-Free	Organic	Wheat-Free
Artificial Additive-Free	Sugar-Free	Plant-Based Protein
Sustainable	Locally Sourced	Fair Trade
Grass-Fed	Antibiotic-Free	Low-Sodium





Noteworthy shifts in data

Which eating and diet trends do you believe will be most popular with consumers in 2016?

	2014	2015	2016	2017
Paleo Diet		40%	40%	28%
Gluten-Free		66%	47%	35%
Whole 30			11%	19%
Ketogenic Diet			8%	16%



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Noteworthy shifts in data

Are you using MyPlate in your nutrition education?



Yes	75%	74%	77%	80%



Diet trends in perfect world

Consumers should be...

- Eating more servings of fruits and vegetables
 Choosing high-quality, nutrient-rich foods in all food groups
 Limitting consumption of highly processed foods
 And instead of focusing on diets, RDs recommend choosing foods based on a wholesome ingredient list and high level of quality proteins and carbs



		WHATS TRENDING NUTRITION 2017		
Advi	ice for a perfect world	Today/Spietitian		
The bes	st diet advice RDs can give to consumers to impro			
83.4% 82.5%	diet/health: Eat more servings of fruits and vegetables Choose high quality, nutrient rich foods in all food gr	roups		
74.9% 73% 64.5% 64%	Limit consumption of highly processed foods Drink more water Eat more whole grains Limit consumption of fast foods	400.		
60.9% 57.2% 54%	Limit added sugars in the diet Drink less sugary beverages Eat more plant-based proteins			
46.6% 46.4%	Reduce consumption of sodium Reduce saturated and trans fat in the diet	100		
	•	25		
		- 4		
		WHATS TRENDING NUTRITION 2017		
On t	he other hand	Today Spietitian		
The lea	st popular diet advice RDs can give to consumers verall diet/health:		-	
35.2% 34.9%	Reduce consumption of refined grains Choose noncaloric drinks, like unsweetened tea or co	nffoo		
30% 17.6% 14.1% 7.5%	Consider the full nutrient package when reading the Eat a balance of minimeals and snacks Reduce total fat in the diet Maintain current diet but exercise	Nutrition Facts Panel		
6.8% 6.4%	Maintain current diet but eat less of everything Other			
		30		
	**	26		
		WHAT'S TRENDING NUTRITION 2017		
Perf	ect purchases	Today\$Dletitian		
	RDs think consumers <u>should</u> following when making purch			
	 Wholesome Ingredient List (82 High-Quality Protein (64%) High-Quality Carbs (60%) 	%)		
	V			
1				
		27		

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...and when you talk to consumers

Most effective messages that resonate with consumers

- Make small changes 86%
- Make gradual shifts over time (i.e. shifting milk from whole to 2% to 1% to fat-free) 70%
- The overall eating pattern is more important than a single meal, food or nutrient 66%





What are RDs using as tools?

RD tricks of the trade

- 80% of RDs use MyPlate for nutrition educations
- Most recommended tools for nutrition educations
 - 84% Nutrition Facts Label
 - 80% Food Groups (fruits, vegetables, dairy, grains and protein foods)

 - 77% MyPlate

Additional materials used

- Academy of Nutrition and Dietetics published resources 65%
- Academic Nutrition Resources (university and hospital resources) 45%
- Today's Dietitian articles and handouts 43%

Most common resources

- Tip sheets 91%
- Recipes and menus 79%
- Interactive tools 34%





Digital fitness helps consumers make better food choices

- Technology has undoubtedly made shopping for healthier food and losing weight easier, and dietitians have noticed by unearthing these insights:
- 84% of RDs believe that technology is providing new options to help consumers make better food choices and/or eat healthier.
- New technologies are helping to shape the future of nutrition with 67% of RDs recommending apps, such as MyFitnessPal and the Fitbit App to plan and track food activity.







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Blue Apron





The home delivery age help consumers make better food choices

Pre-portioned meal delivery services such as Blue Apron and Fresh Direct have also skyrocketed – **45%** of consumers are now turning to these and similar healthy meal or weight loss menu delivery programs in order to eat healthier.

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Barriers to purchasing healthy foods

Not all shopping carts are created equal

- Although consumer awareness of healthy food has increased and mindful eating is on the rise in 2017, issues of access and cost continue to prevent certain populations from being able to eat and purchase healthy food.
- For low-income consumers, RDs say that cost, above all other factors including physical health, is the largest barrier when making food purchasing decisions. This often makes healthy eating options out of reach for low income families.





Turning trends into opportunities



For the RD:

Be where consumers their nutrition information

Make the media

Create an opportunity

Connect with the food companies/commoditi

es
Influence the who and

With industry:

Listen to and learn from the RD

Connect with the right influencers

Plan for the future

Create resources



In the media:



Presentation Reference

National survey taps over 1,700 dietitians to predict top 2017 food trends. PR Newswire website. http://www.prnewswire.com/news-releases/national-survey-taps-over-1700-dietitians-to-predict-top-2017-food-trends-300376374.html#continue-jump. Published December 12, 2016.



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- 2. Click "Take Course" on the webinar description page.
- Select "Start/Resume Course" on the webinar description page. If you do not see this button, you may need to select "Start" on the Webinar Evaluation step.
- 4. Complete and submit the Evaluation.
- 5. Download and print your certificate.

