

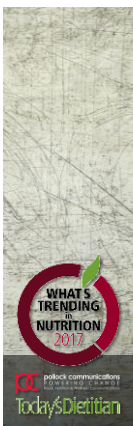
Disclosures



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.

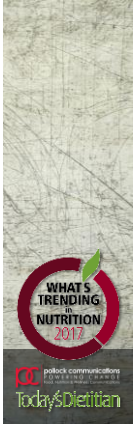
2



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
4. Evaluate opportunities to apply current nutrition trends to public health and private nutrition settings

3



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

4



My, how we've grown

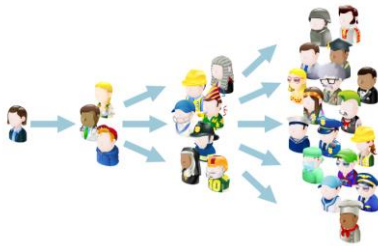


5

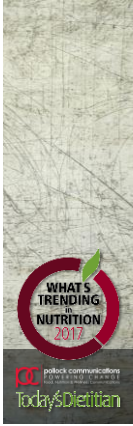


Why RDs?

We are ground zero for nutrition and eating habits



6

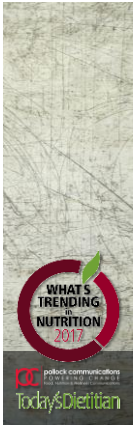


Who cares? Turns out everyone

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





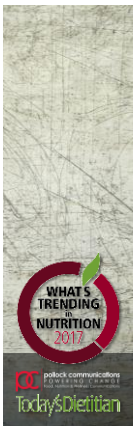
The logistics

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 *misinformation*:
- 77% from Social Media
 - 67% from Blogs and Websites
 - 63% from Celebrities (actors, professional athletes, other personalities)





31

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.



32



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.

33



Credit claiming

You must complete a brief evaluation of the program in order to obtain your certificate. The evaluation will be available for 1 year; you do not have to complete it today.

Credit Claiming Instructions:

1. Go to www.CE.TodaysDietitian.com/BellNutritionTrends OR Log on to www.CE.TodaysDietitian.com, go to "My Courses" and click on the webinar title.
2. Click "Take Course" on the webinar description page.
3. 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.

37



38
