



WHAT'S TRENDING in NUTRITION 2017



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Today's Dietitian

Exclusive Webinar Presentation
Through the RD Lens:
A Look at 2017's Nutrition Trends

Jenna A. Bell, PhD RD

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
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

2012

2016

UP! Diet trend
 Dec. 30, 2012 at 7:53
 Comments
 NEW YORK, Dec. 30 are out, with natural, new year, a survey by
 The survey, conducted 200 registered dietitians and Half of the dietitians good news for bread

PRNewswire
 Home Solutions Resources
 News in Focus Business & Finance Science & Tech
 Dec 21, 2012 10:00 AM EST from Pollock Communications
Top Five Diet Trends for 2013
 Dec 21, 2012 10:00 AM EST from Pollock Communications
 The Nation's Leading Nutrition Experts Weigh in on the State of Food in 2013 with Dietitian Favorites
 NEW YORK, Dec. 21, 2012 (PRNewswire) — Looking for help from the nation's top nutrition experts? As a survey by the nation's leading nutrition experts, the top 2013 nutrition trends were ranked by more than 200 registered dietitians. The survey results show that natural and organic products will continue to be a top trend in 2013, with other trends including clean eating, clean eating, and clean eating. The survey also found that clean eating, clean eating, and clean eating will continue to be a top trend in 2013, with other trends including clean eating, clean eating, and clean eating.

Pollock in commPRObiz: "What's Hot, What's Not? How to Use Surveys to Gain Insights, Uncover Trends and Garner Leads"
 Cas Angeles Times
 Pollock Communications understands powerful PR and marketing tools, maximize their results. In this article, featured on S1/S12 on commPRObiz, how to get the most out of new surveys here to read the full article.

Wright less planned for 2013? Some surveys and predictions
 Search for... In the forecast
 Search for... In the forecast
 Search for... In the forecast

Diet trends reveal new demand for PR leadership
 Natural is "in" and low-fat and low-carb are "out." There's no shortage of foods to help Americans eat healthier and lose weight, but there are some trends impacting consumer brands and food companies in 2013. According to a survey of more than 200 of the nation's registered dietitians, a few big lifestyle trends are set to make waves and influence consumer habits this year.

HUFFPOST LIVING CANADA
 FROM FASHION POLITICS BUSINESS WELFARE FITNESS TRAVEL STYLE ENTERTAINMENT AUTO ALIBIA & ALL OTHERS
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Capital Press
 The West's Ag Website
 THE WEST'S AG WEBSITE 103 JANUARY 20, 2017

Food Business News
 News Columns Events
 Diet Trends
Diet trends forecast: Kale out, clean eating in
 Dec. 30, 2013 - by Melicia Vitarious
 Share This
 Search for similar articles by keyword: Health and Wellness
 now that we have your attention, we'd like to look at the top
 focus nutrition and healthy eating, rather than the latest fad diets. (SND) 473 of whom were polled for the fourth annual survey. The survey was conducted by Pollock Communications and ran a nutrition trade magazine.

CONSUMER AFFAIRS
 Consumer News, Consumer Guides, For Business
"Clean" eating may be 2016's biggest food trend
 Diets also see a bigger role for seeds in the new year diet
 By Mark Hutfman
 Mark Hutfman is a senior reporter for Consumer Affairs since 2004. He covers real estate, gas prices and other topics. He has reported extensively on vegetarian diets. He is also previously an Associated Press reporter in Washington, D.C., a correspondent for Washington One Radio Networks and a contributor to Food52.
 Local Mark Hutfman Phone: 855-773-0221

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 While Google has about 100 diet (also known as the Clean Eating and "Wellness") diet trends in 2016, here are some of the top 10 diet trends in 2016.

Tip the field in your favor.
 DuPont Sentralist
 Most Recent
 Food 5200 Apple likes to go green in 2016
 America's food efforts of Canada's Ontario's national approach
 Encouragement with \$20,000 for healthy children's program
 Oregon seeks first prize in new food
 From the top: Oregon's new food commission will be a model for other states

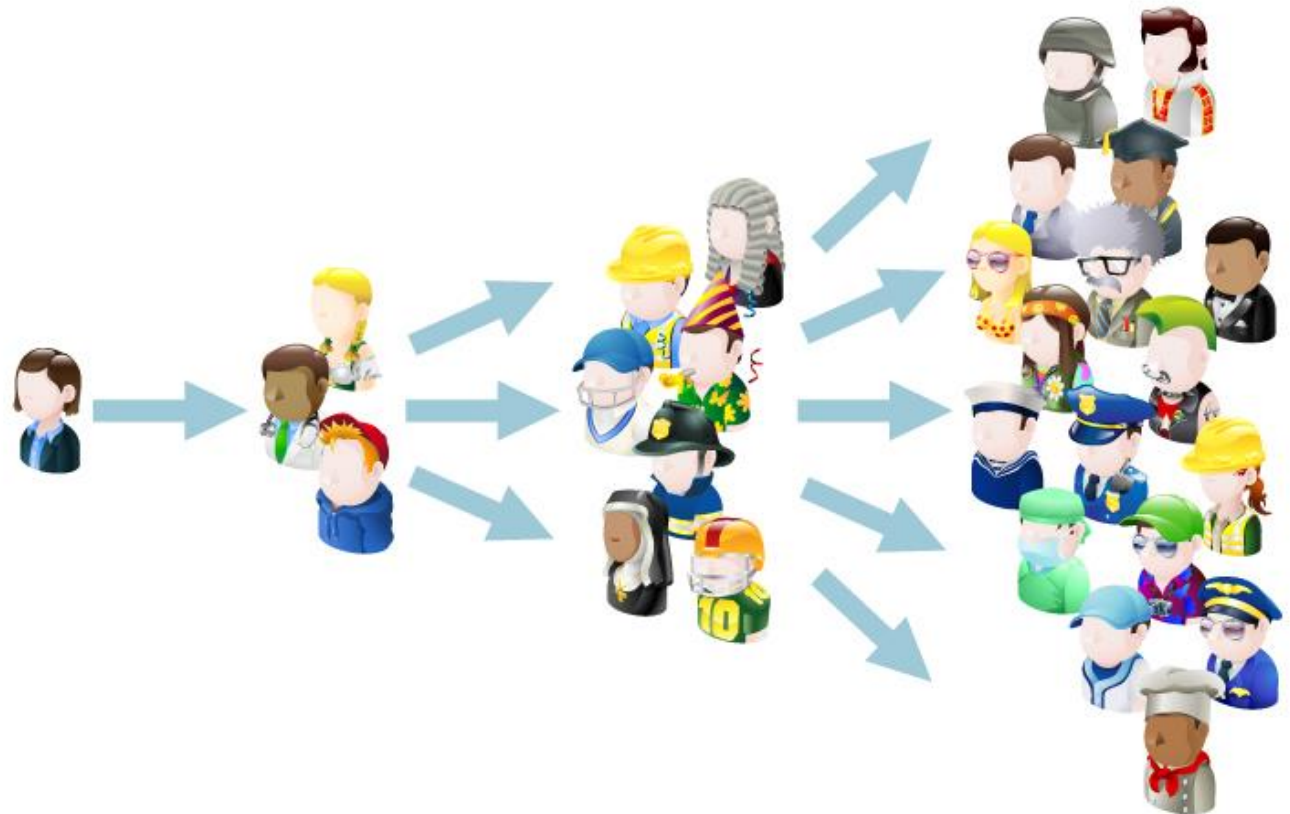
Northwest
 Northwest
 Northwest

Photo (c) nfo - Fotolia
 Popular foods don't change overnight just because the calendar flips. But people who follow food have looked out some emerging trends they think will be big in 2016.
 Experts from Today's Dietitian and Pollock Communications believe "clean" eating, or shopping, will be among 2016's biggest food trends. Clean eating refers to a diet that's mostly made up of fresh fruit and vegetables and avoids processed food.



Why RDs?

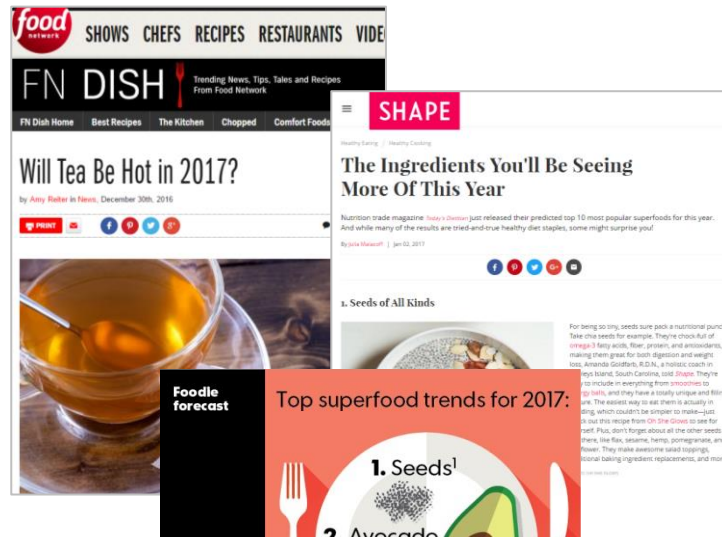
We are ground zero for nutrition and eating habits



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



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Nutrition Trendsetters

Where do nutrition trends start?

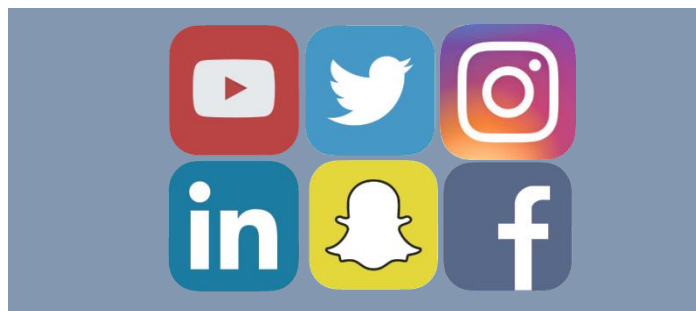
29%

TV Talk Shows or
News Segments



24%

Social Media



16%

Celebrities




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)



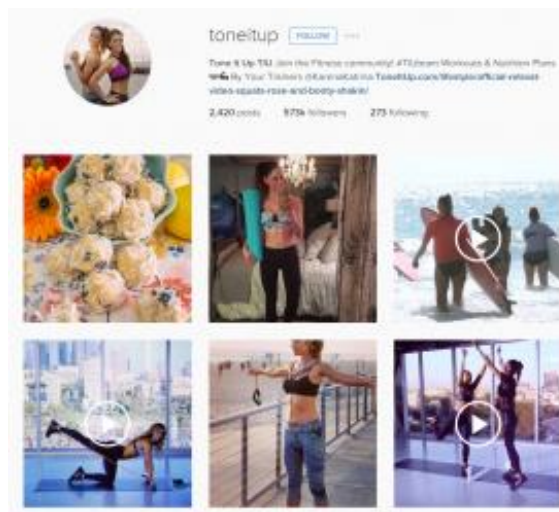
Which is a change from 2016, celebrities were believed to be more influential than social media



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.)





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**Diet trends, food choices
and “what’s hot”**

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%



When making food choices...

Most important

- Cost
- Taste
- Convenience

Moderately important

- Healthfulness
- Calories
- GMO-free
- Gluten-free

Of lesser importance

- Sustainability
- Locally sourced
- Fair trade
- Food waste

GMO-free and sustainable foods have experienced on average a ↓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



1. Seeds, like chia and hemp



2. Avocado



3. Nuts, like almonds & walnuts



4. Fermented foods, like yogurt



5. Ancient Grains



6. Kale



7. Green Tea



8. Coconut Products



9. Exotic fruits



10. Salmon

Noteworthy shifts in data

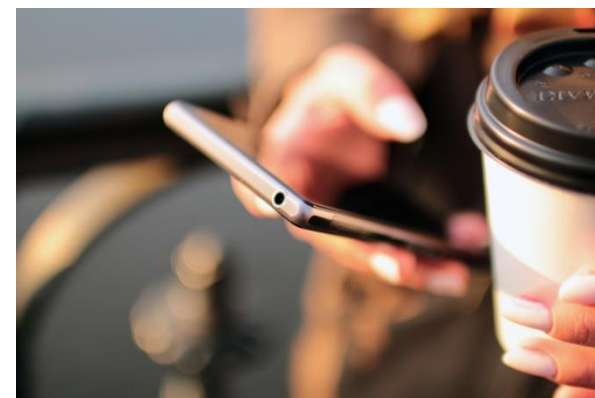
Where do you think most consumers get their nutrition information?

	2014	2015	2016	2017
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
Free-Range/Cage-Free	Clean Food/Ingredient List	



Noteworthy shifts in data

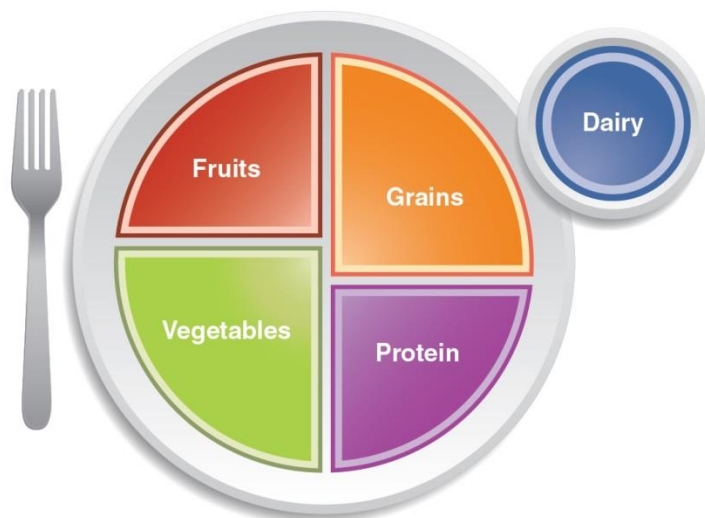
Which eating and diet trends do you believe will be most popular with consumers in 2016?

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



Noteworthy shifts in data

Are you using MyPlate in your nutrition education?



Choose**MyPlate**.gov

	2014	2015	2016	2017
Yes	75%	74%	77%	80%



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In a perfect world...

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
- Limiting 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



Advice for a perfect world

The best diet advice RDs can give to consumers to improve their overall diet/health:

- 83.4% Eat more servings of fruits and vegetables
- 82.5% Choose high quality, nutrient rich foods in all food groups
- 74.9% Limit consumption of highly processed foods
- 73% Drink more water
- 64.5% Eat more whole grains
- 64% Limit consumption of fast foods
- 60.9% Limit added sugars in the diet
- 57.2% Drink less sugary beverages
- 54% Eat more plant-based proteins
- 46.6% Reduce consumption of sodium
- 46.4% Reduce saturated and trans fat in the diet



On the other hand...

The least popular diet advice RDs can give to consumers to improve their overall diet/health:

- 35.2% Reduce consumption of refined grains
- 34.9% Choose noncaloric drinks, like unsweetened tea or coffee
- 30% Consider the full nutrient package when reading the Nutrition Facts Panel
- 17.6% Eat a balance of minimeals and snacks
- 14.1% Reduce total fat in the diet
- 7.5% Maintain current diet but exercise
- 6.8% Maintain current diet but eat less of everything
- 6.4% Other



Perfect purchases

RDs think consumers should consider the following when making purchasing decisions

- Wholesome Ingredient List (82%)
- High-Quality Protein (64%)
- High-Quality Carbs (60%)



...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%





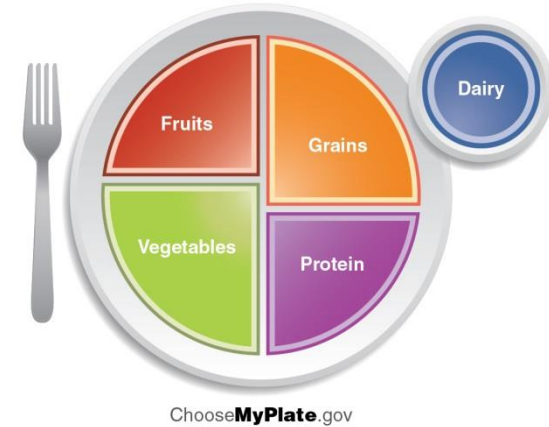
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Tools Used

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%





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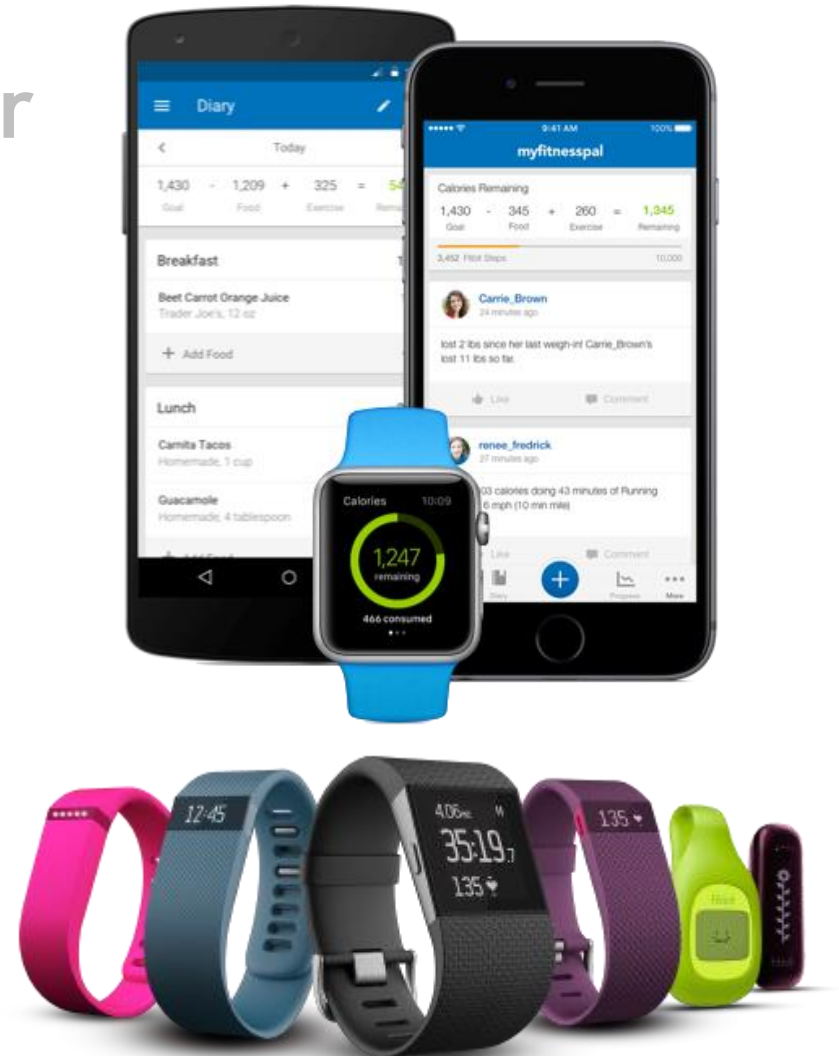
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For the win!

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.





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.

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.

RDs recommend increasing affordability and availability of nutritious food in low-income areas to help reduce barriers to healthy eating.



Turning trends into opportunities

For the RD:

Be where consumers get their nutrition information

Make the media

Create an opportunity

- Connect with the food companies/commodities
- Influence the who and what

With industry:

Listen to and learn from the RD

Connect with the right influencers

Plan for the future

Create resources

In the media:

Tap the right sources

Follow the RD





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.

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.

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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.
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