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

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

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 (8.4%)
- 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?

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.)

What influences consumer perception?

- 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

Of lesser importance
- Sustainability
- Locally sourced
- Fair trade
- Food waste

GMO-free and sustainable foods have experienced an average of 20% decrease 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
Where do you think most consumers get their nutrition information?

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogs</td>
<td>68%</td>
<td>41%</td>
<td>42%</td>
<td>73%</td>
</tr>
<tr>
<td>Social Media</td>
<td>42%</td>
<td>17%</td>
<td>21%</td>
<td>70%</td>
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Where do you feel consumers get the most nutrition misinformation?

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<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogs</td>
<td>--</td>
<td>37%</td>
<td>34%</td>
<td>67%</td>
</tr>
<tr>
<td>Social Media</td>
<td>--</td>
<td>27%</td>
<td>30%</td>
<td>78%</td>
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Which of the following should consumers consider when making purchasing decisions?

- GMO-free
- Gluten-free
- Artificial additive-free
- Sustainable
- Grass-fed
- Free-Range/Cage-Free
- Clean Food/Ingredient List
- High-Quality Protein
- Organic
- Sugar-free
- Locally Sourced
- Antibiotic-free
- Low Sodium
- Wheat-free
- High-Quality Carbs
- Plant-based Protein
- Fair Trade

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

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<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
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</thead>
<tbody>
<tr>
<td>Paleo Diet</td>
<td>--</td>
<td>40%</td>
<td>40%</td>
<td>28%</td>
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<tr>
<td>Gluten-free</td>
<td>--</td>
<td>66%</td>
<td>47%</td>
<td>35%</td>
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<tr>
<td>Whole 30</td>
<td>--</td>
<td>--</td>
<td>11%</td>
<td>19%</td>
</tr>
<tr>
<td>Ketogenic Diet</td>
<td>--</td>
<td>--</td>
<td>8%</td>
<td>16%</td>
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Are you using MyPlate in your nutrition education?

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<tr>
<th>Year</th>
<th>Yes</th>
<th>75%</th>
<th>74%</th>
<th>77%</th>
<th>80%</th>
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</thead>
</table>

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

Diet trends in perfect world
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% Eat more plant-based proteins
- 60.9% Limit added sugars in the diet
- 57.2% Drink less sugary beverages
- 57% Limit consumption of fast foods
- 57% Limit consumption of sodium
- 54% Drink less sugary beverages
- 46.5% Eat more whole grains
- 46% Limit consumption of sodium
- 46% Reduce saturated and trans fat in the diet
- 39% Reduce consumption of refined grains
- 38% Choose noncaloric drinks, like unsweetened tea or coffee
- 30% Consider the full nutrient package when reading the Nutrition Facts Panel
- 26% Eat a balance of meals and snacks
- 23% Eat more whole grains
- 22% Reduce consumption of fast foods
- 20% Limit consumption of fast foods
- 18% Choose noncaloric drinks, like unsweetened tea or coffee
- 17.6% Reduce total fat in the diet
- 17.5% Maintain current diet but exercise
- 17% Maintain current diet but eat less of everything
- 6.8% Other
- 6.4% Other

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
- 24.9% Choose noncaloric drinks, like unsweetened tea or coffee
- 20% Consider the full nutrient package when reading the Nutrition Facts Panel
- 17.6% Eat a balance of meals and snacks
- 14.1% Reduce total fat in the diet
- 13.5% Maintain current diet but exercise
- 11.2% Maintain current diet but eat less of everything
- 7.5% Maintain current diet but exercise
- 6.8% Other
- 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%

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) 49%
- 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.

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.

**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

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