A Healthy Perspective – Understanding What Drives America’s Food Purchasing Decisions

Presenter: Alexandra Lewin-Zwerdling, IFIC

Moderator: Dr. Robert C. Post, Senior Director

Chobani. Health and Wellness
Session Objectives

This session will:

✓ **Highlight new research** on purchasing trends and buying habits of a segment of consumers: older adults

✓ **Identify new factors** re-shaping food systems today

✓ **Demonstrate** how nutrition educators can use communication takeaways from the 2018 IFIC Food & Health Survey to facilitate healthy behavior change
Making health and wellness for all

At Chobani, we believe that health and wellness should be universal. That’s why we are embracing a comprehensive and integrated approach to health and wellness throughout our company, in the communities in which we operate, and the nation as a whole.

Standards
Our health starts with what we put in our bodies. That’s why we ensure that our naturally nutrient-dense yogurt is made using the highest standards.

More than food
At Chobani, we have a multidimensional view of wellness, which includes physical, emotional, and social well-being.

Transforming the country
Through our partnerships and programs, we are working to lead the communities where we live, work, and do business on a path toward better health.
Health is Important to Consumers, But So Are Safety, Naturality, and Lifestyle Beliefs

- ~30% Buy foods because they are labeled “natural” or “no added hormones/steroids”
- ~40% Say knowing where food comes from and how it is produced is important
- ~50% Note it is important for food to be produced in a sustainable way

Source: Deloitte. Food Value Equation Survey 2015, Deloitte Analysis
Source: Center for Food Integrity, A Clear View of Transparency and How it Builds Trust, 2015
Factors Impacting Food Choices As We Age: Understanding Habits Informs Education/Communication

- Psychological determinants
  - Mood, stress, guilt
- Social determinants
  - Culture, family, peers, meal patterns
- Biological determinants/health status
  - Potential for changes in health, hunger, taste
  - Need fewer calories, more nutrient-dense foods, better portion control
- Economic determinants
  - Average expenditures of 55+ households = 50K/year
  - ~12% of income (~ $6000) for food annually
  - Cost, income, availability
- Physical determinants
  - Access, education, cooking skills, time
- Attitudes, beliefs, knowledge
  - Staying abreast of new information
  - Channels are changing: newspapers reporting science decreased 2/3 in past 20 years

Chobani™ Health and Wellness
NAS/IOM, Providing Healthy and Safe Foods As We Age, 2014
EUFIC, The Determinants of Food Choice, 2006