

Chobani®



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

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**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

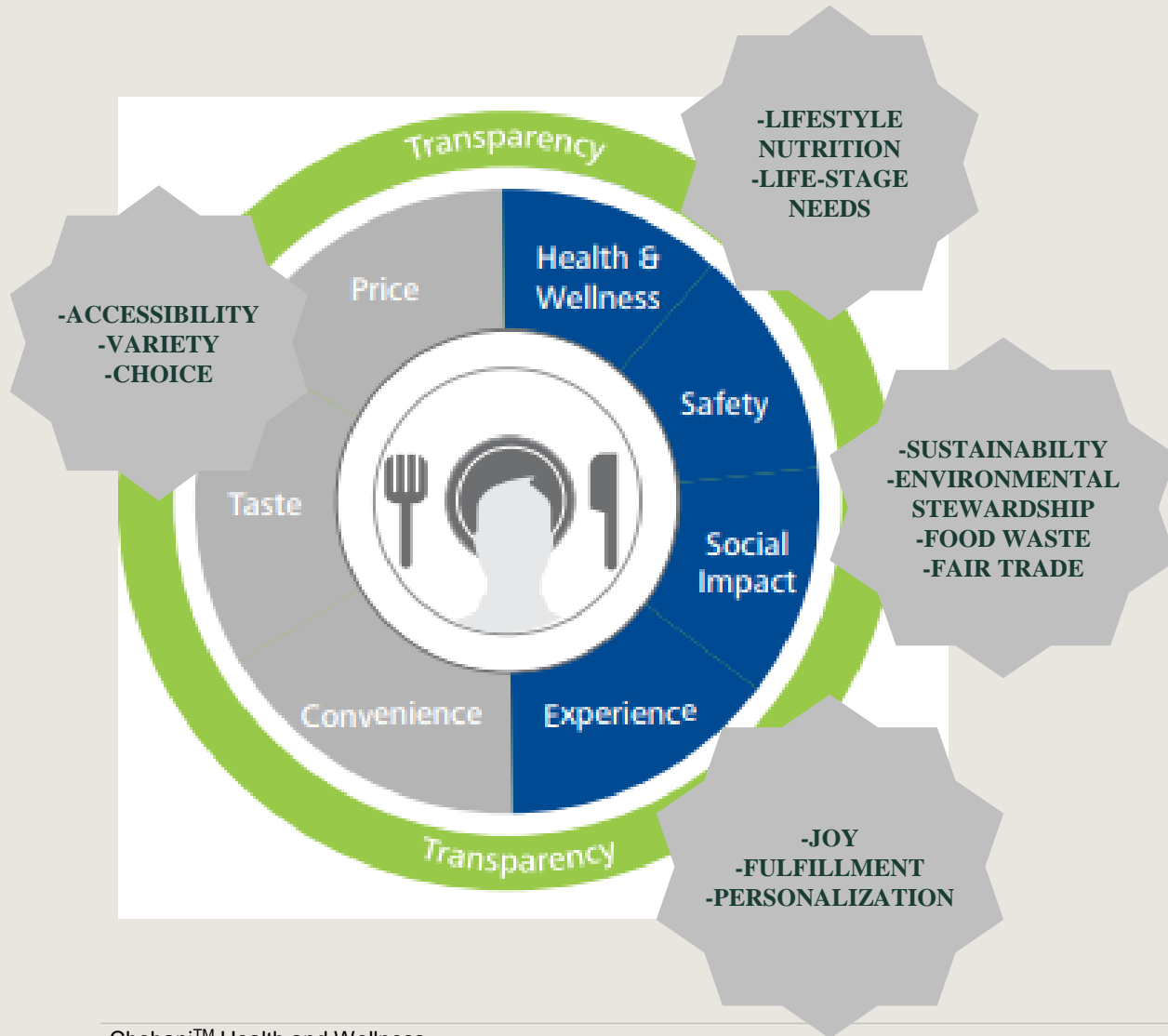
At Chobani, we have a multidimensional view of wellness, which includes physical, emotional, and social well-being.



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

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