

What changes in consumer behavior are needed on F&V as foods?

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July 30 – August 3, 2018



Disclosures

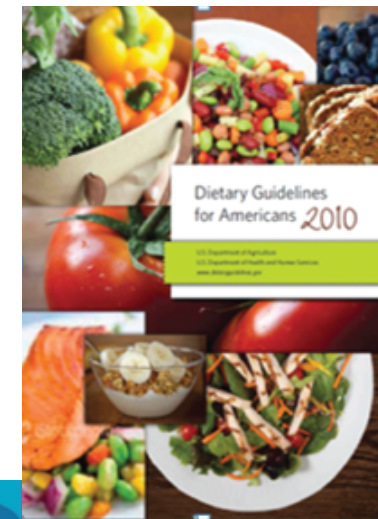
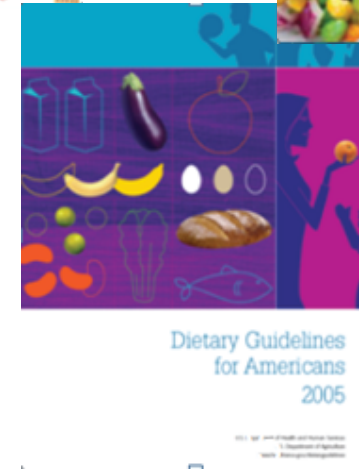
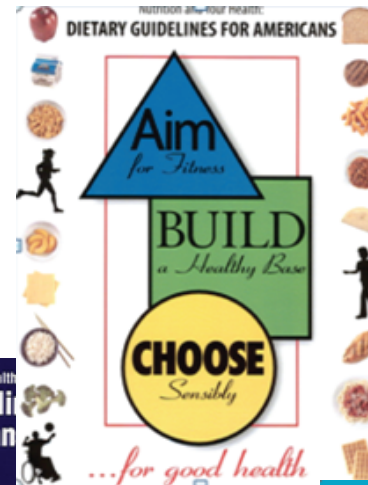
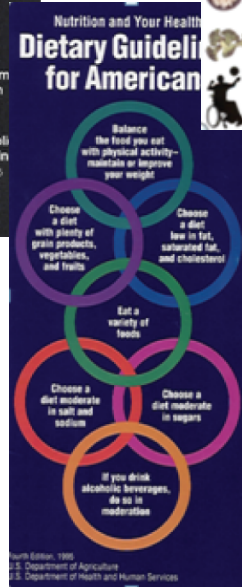
- Adjunct Professor – Tufts Friedman School of Nutrition Science and Policy and the University of Massachusetts Amherst
- Chair, National Academy of Medicine Food Forum and Member of NAM Roundtable on Obesity Solutions
- Member of National Academies of Science Committee on the Science of Science Communications: A Research Agenda
- SR Strategy (President) - Serves on several non-profit and industry boards/advisory committees. Consults with a number of food, beverage, and agriculture companies
- International Food Information Council (IFIC) and the IFIC Foundation (former President & CEO) – organizations primarily supported by the broad-based food, beverage, and agriculture industries



Trust and Transparency



Dietary Guidelines for Americans History 1980 – 2010



**DIETARY
GUIDELINES
FOR AMERICANS
2015-2020
EIGHTH EDITION**



DietaryGuidelines.gov

The Insurmountable Gap

Knowledge \longleftrightarrow **Behavior**



Dietary Guidelines for Soldiers 1861

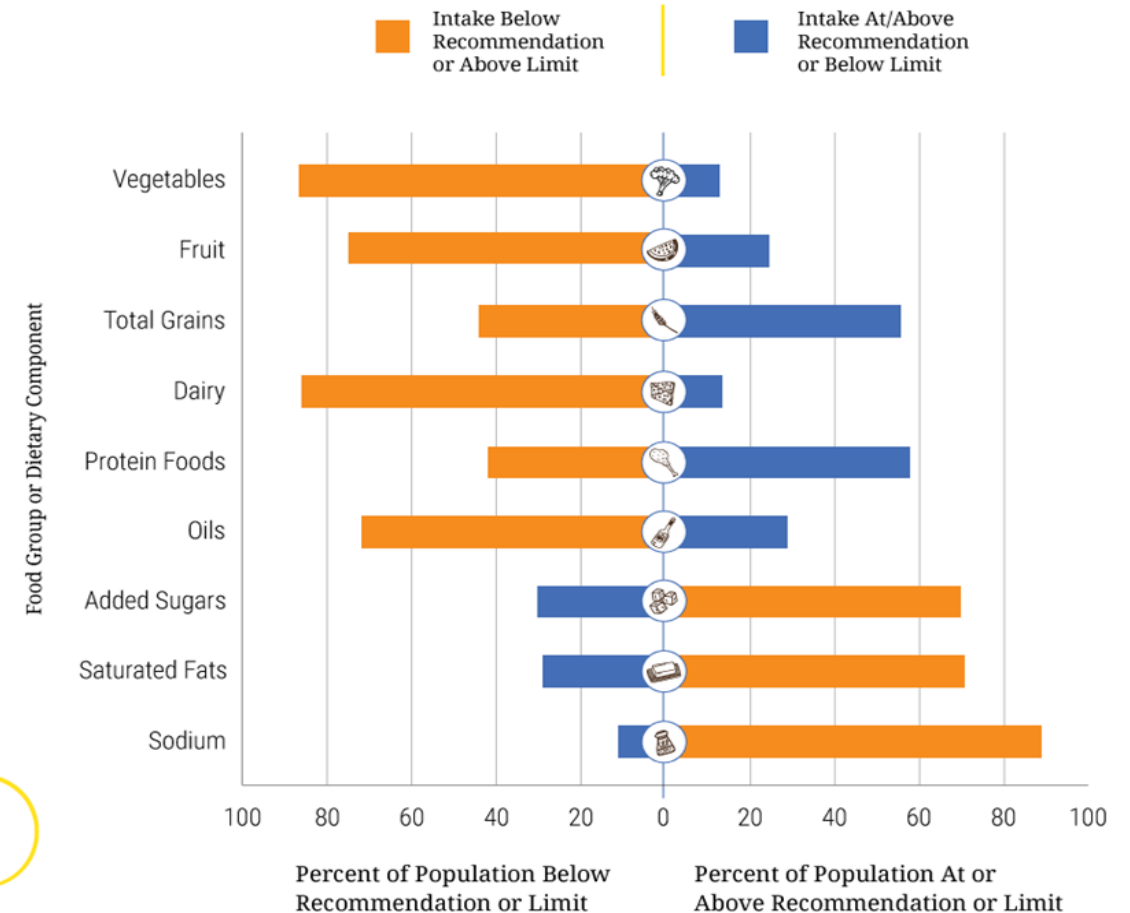
- Soldiers should be fed a mixed diet of animal and vegetable substances.
- A variety of foods are needed to avoid monotony and increase assimilation.
- A healthy diet must conform to the physiological requirements of the season with less animal fats in the summer dietary and more starch, vegetables and fruits.
- Fresh fruits are always preferable to dry or preserved ones.
- Farinaceous vegetables are more nourishing than roots and grasses.
- The best soldiers in the world are fed on dark colored bread.
- The woody fibre of the vegetable provides bulk as well as nourishment.
- Each company should have at least one educated cook.
- Beans, unless thoroughly cooked, are only fit for horses, when half-cooked they provoke indigestion and diarrhea.
- Ardent spirits are not necessary for health and the soldier is better off without them.
- Soldiers must be well fed to bear the fatigues of marching, to encounter unaffected the changes of climate, and to develop a high muscular tone.

John Ordonaux, M.D., LL.D. "Hints on the Preservation of Health in the Armies: For Use of Volunteer Officers and Soldiers." Appleton Co. 1861.



Fruit and vegetables: recommendations vs. behavior

- Healthy eating patterns are the foundation of the *Dietary Guidelines for Americans 2015-2020*; higher intakes of fruit and vegetables are associated with healthy patterns.
- Conundrum: *Telling* consumers that fruit and vegetables are integral to health is *not* resulting in recommended intake.

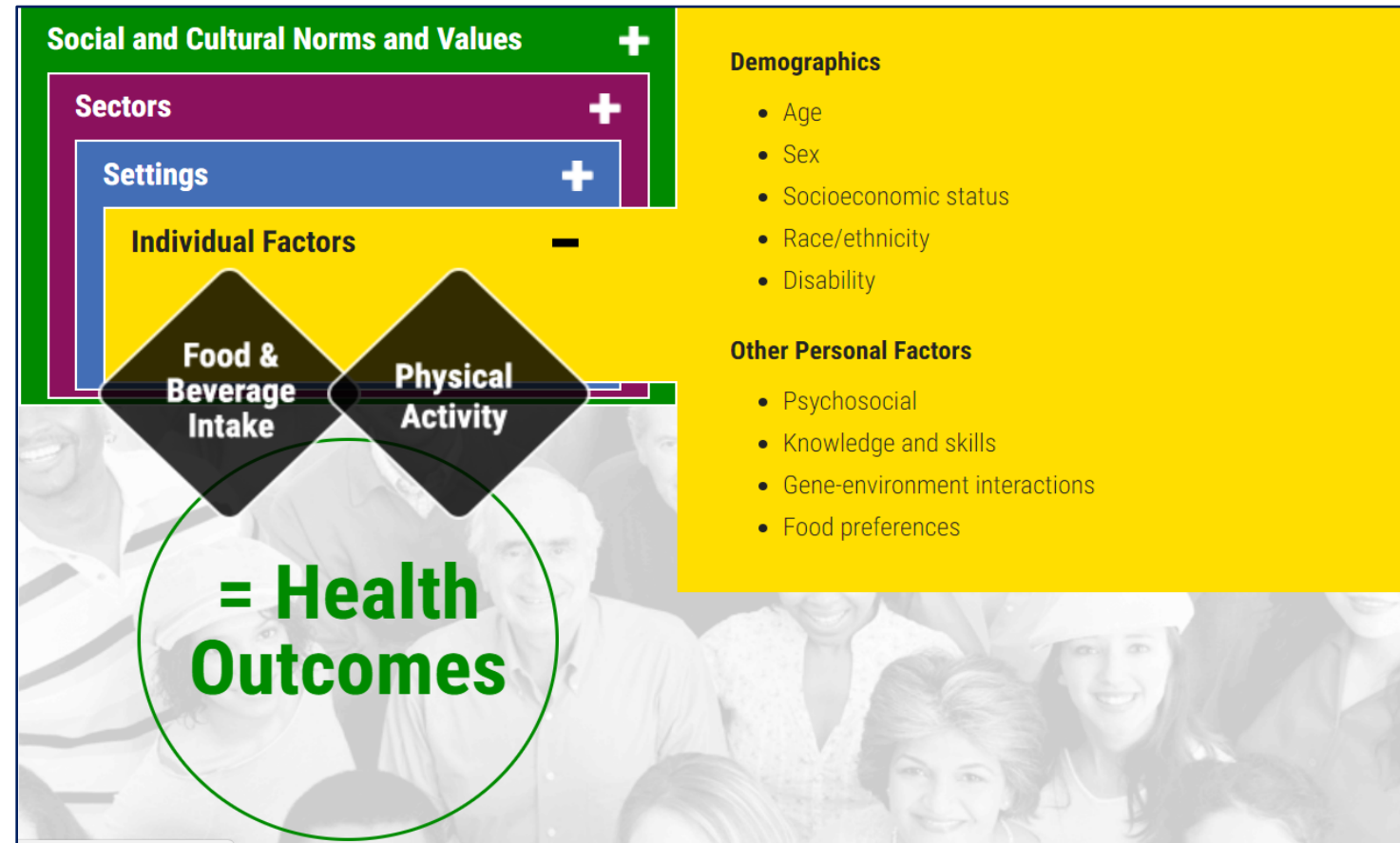


Source: *Dietary Guidelines for Americans, 2015-2020*

DGA's "Social-Ecological Model for Food & Physical Activity Decisions" highlights personal factors affecting eating behaviors.

Understanding individual and personal factors will help us to meet consumers where they are and influence food choices.

- Psychosocial
- Food Preferences
- Knowledge and Skills

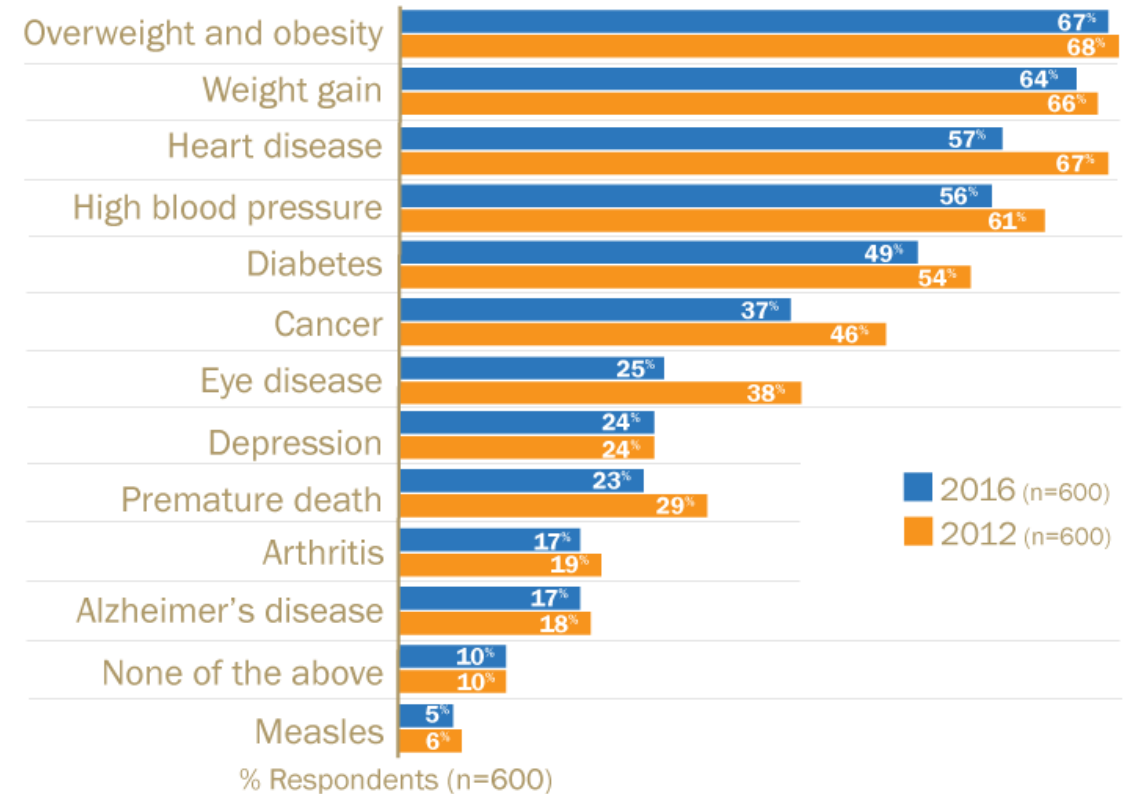


Source: *Dietary Guidelines for Americans, 2015-2020*

Knowledge vs belief: What do consumers *believe* about produce?

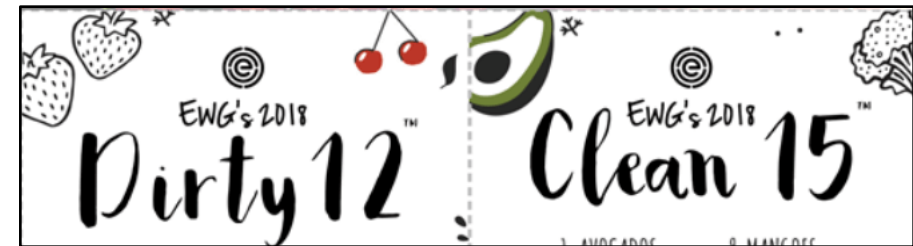
Q. Which of the following do you believe consuming fruit and vegetables may be beneficial for preventing? (Please select all that apply.)

- Belief in health benefits conferred by fruit and vegetables, and their components, has declined over time.
- Are consumers tuning out *health benefits* in favor of *subjective values* (e.g., local, sustainable, organic, natural)?



Source: PBH Primary Shoppers' Attitudes and Beliefs Related to Fruit & Vegetable Consumption, 2012-2016

It's no wonder consumers have difficulty identifying credible sources, prioritizing diet/nutrition behaviors and taking action.



Consensus



Conflict

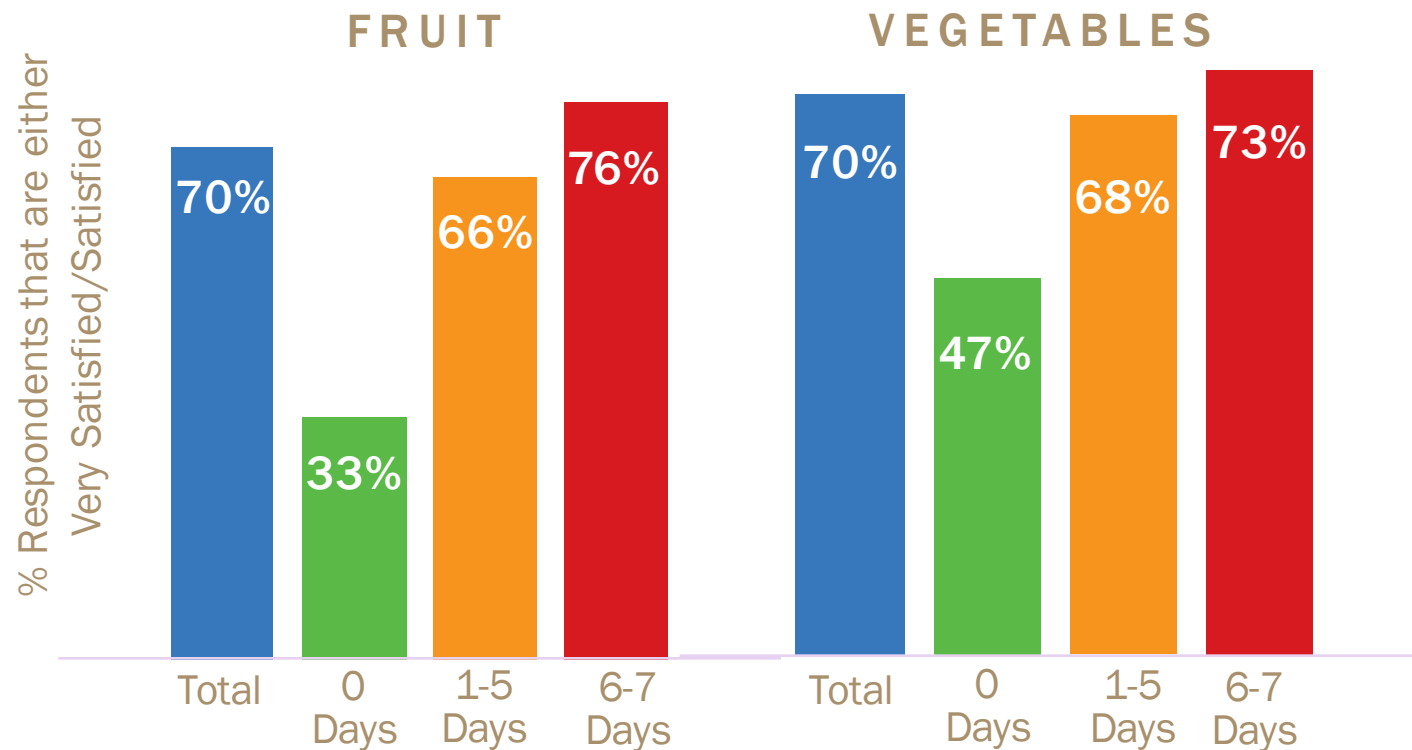


Those who eat fruit and vegetables 6-7 days in a week note a variety of physical, emotional, and social benefits including:

- Pride in their choices.
- Feeling good in their day-to-day activities.
- Alleviation of physical illness.
- Confidence in their future health.
- Emotional and social benefits.



There is a correlation between number of days per week fruit and vegetables are consumed and a person's level of life satisfaction.

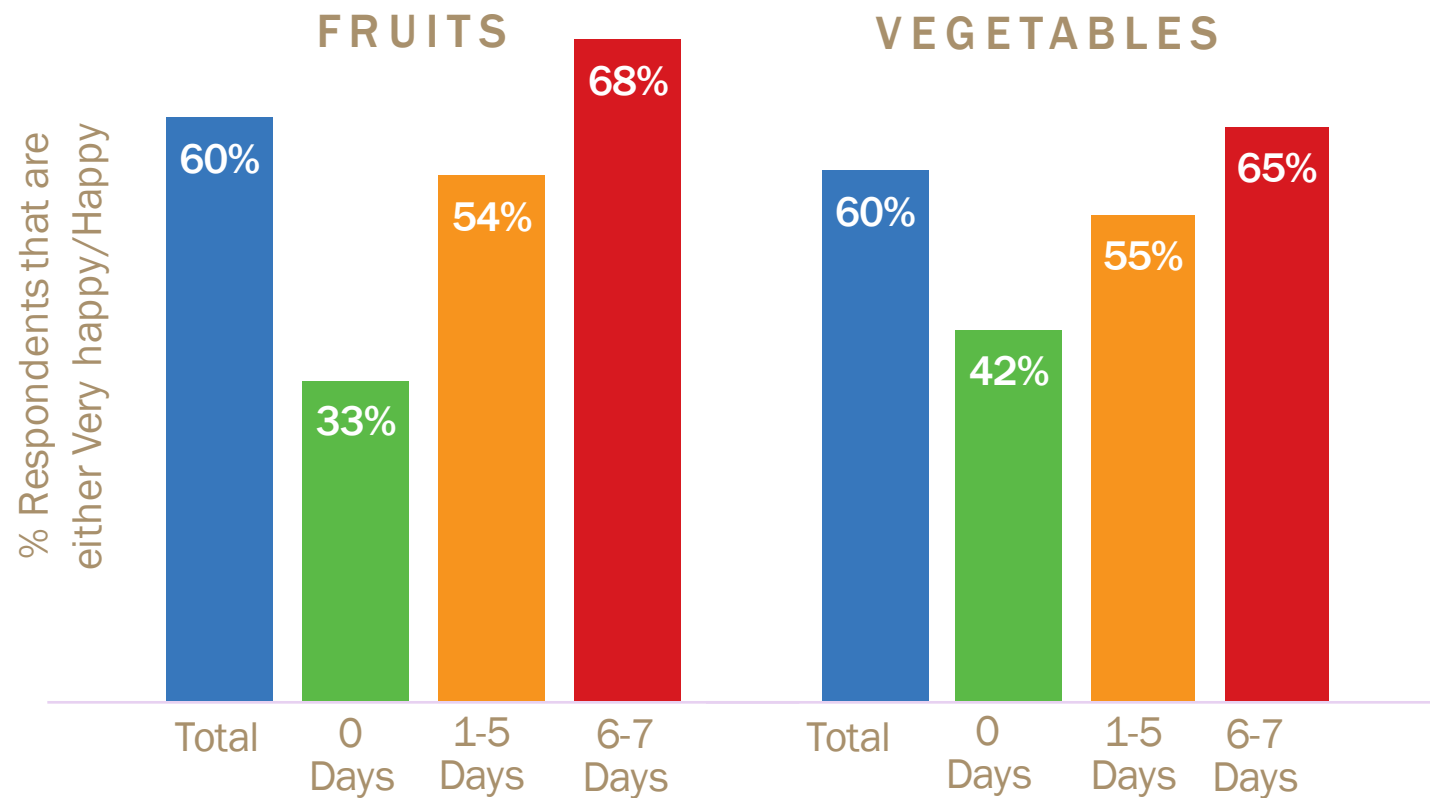


76% of people who eat fruit 6-7 days of the week say they are satisfied with their life as a whole, compared to 66% of those who eat fruit less often and 33% of people who eat no fruit at all.

73% of people who eat vegetables 6-7 days of the week say they are satisfied with their life as a whole, compared to 68% of those who eat vegetables less often and 47% of people who eat no vegetables at all.

Source: PBH Novel Approaches to Measuring and Promoting Fruit and Vegetable Consumption, 2017

There is a correlation between number of days per week fruit and vegetables are consumed and a person's level of happiness.



68% of people who eat fruit 6 -7 days of the week say they have been happy in the last four weeks, compared to 54% of those who eat fruit less often and 33% of people who eat no fruit at all.

65% of people who eat vegetables 6 -7 days of the week say they have been happy, compared to 55% of those who eat vegetables less often and 42% of people who eat no vegetables at all.

Source: PBH Novel Approaches to Measuring and Promoting Fruit and Vegetable Consumption, 2017

How individual food preferences are positioned and perceived can affect whether they become barriers or solutions.

- Healthy habits can be difficult to build, but fruit and vegetable intake appears to be habitual. ¹
- Barriers to consumption are in the eyes of the beholder. ¹
- Consumers are already experimenting with various diets (e.g., Whole 30, Paleo, fasting, keto, elimination diets).
- Greater availability and preparation of all forms of fruit and vegetables in the home is associated with higher fruit and vegetable consumption overall. ^{1, 2}
- Each person is an expert in their own food/health/nutrition experience.



The Insurmountable Gap

Knowledge \longleftrightarrow **Behavior**



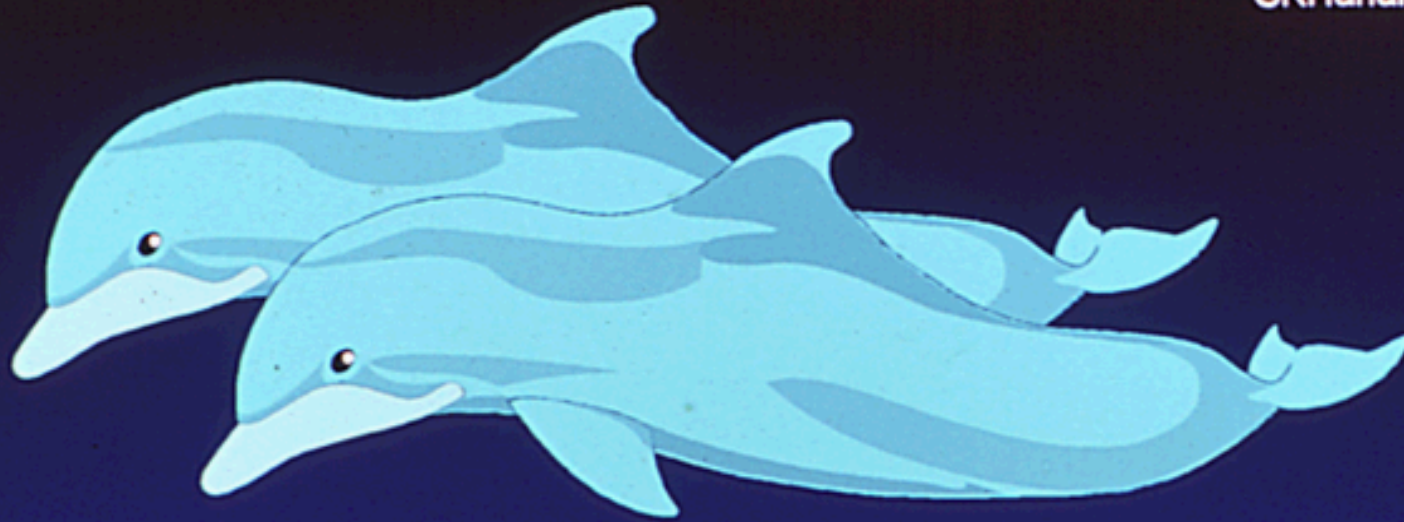
Practical opportunities to move the needle and increase fruit and vegetable consumption.

1. Focus on emotional well-being benefits—more compelling and immediate than “health.”
2. Couple fruit and vegetable habits with other healthy lifestyle choices.
3. Pair fruit and vegetables with other food groups into “one-dish” meals.
4. Encourage long-time practices that have recently declined.
5. Place value in variety and diversity of fruit and vegetable choices.
6. Leverage social support.
7. Utilize kids as a point of entry.
 - Role modeling
 - Advocating to adults
8. Create personal strategies and solutions.
9. Use truthful terms that speak to consumer values and social norms.
10. Connect with sustainability and the food system.
11. Talk about fruit and vegetables in all forms.
12. Explore new technologies to enhance taste.
13. Utilize a multifactorial, multi-sector approach!

The need for empathy and a narrative



SKHarlander



“Although humans make sounds with their mouths and occasionally look at each other, there is no solid evidence that they actually communicate among themselves”

Questions??

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