

Agricultural Outlook Forum
U.S. Department of Agriculture

Presented: March 1-2, 2007

PRIVATE SECTOR RESEARCH IN NUTRITION MARKETING

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Private Sector Research in Nutrition Marketing

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MyPyramid: April 2005 – August 2006

Over 2.1 billion hits on website



MyPyramid: Survey Findings

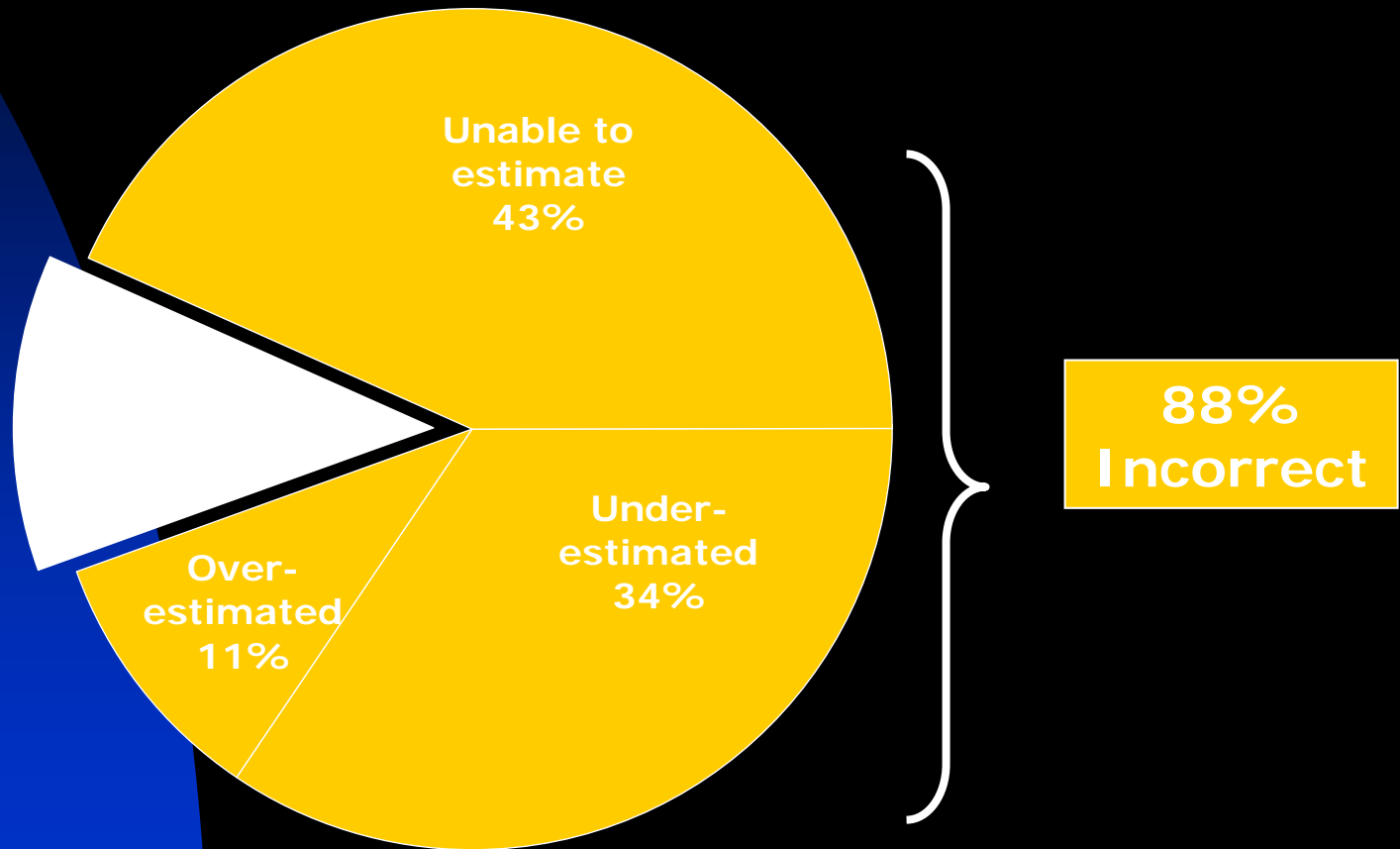
- 88% of consumers aware
- 12% have used it to customize their eating pattern
- Top two barriers:
 - ◆ Don't need to/following different diet
 - ◆ Don't know enough about it

Where are Consumers Today?



Limited Knowledge of Calorie Needs per Day

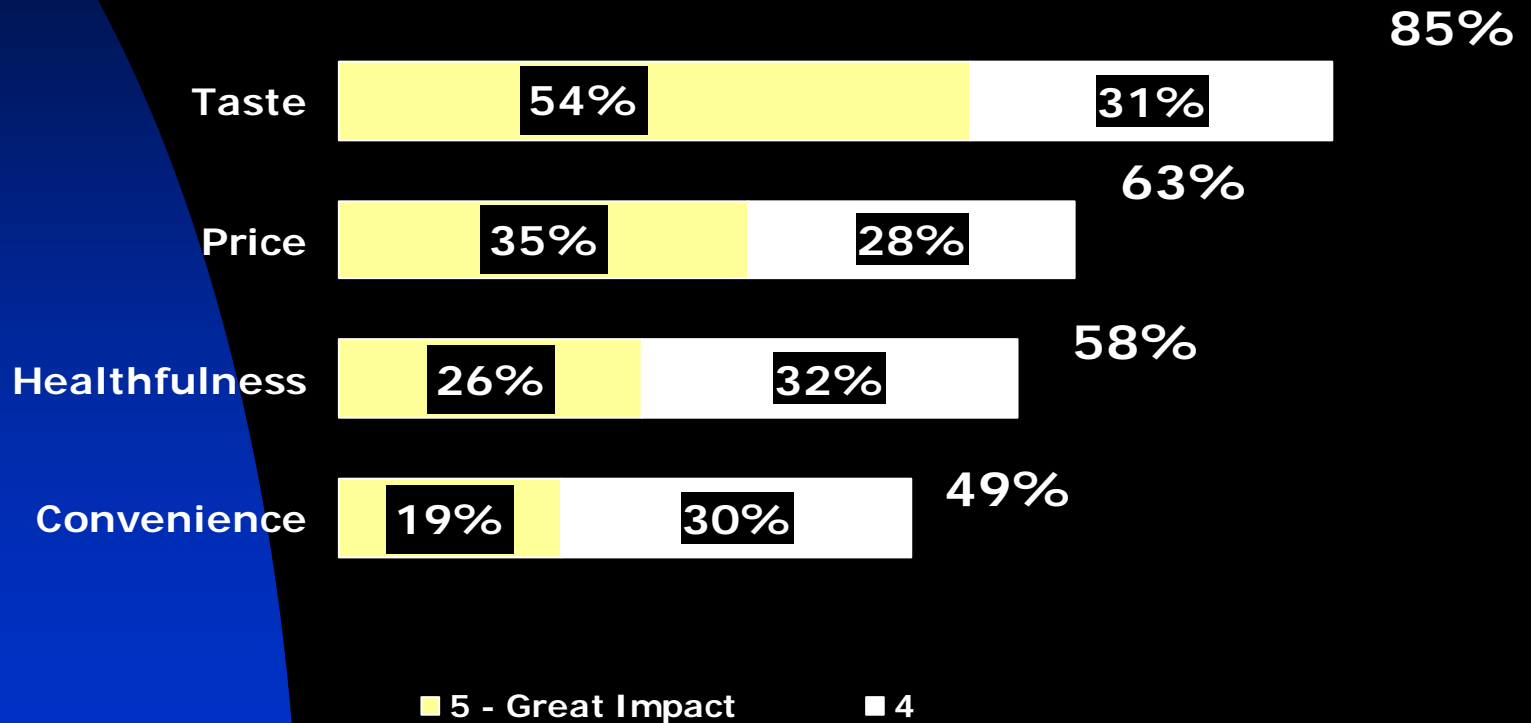
As far as you know, how many calories should a person of your age, weight, and height consume per day?



Taste and Price Top Purchase Drivers

How much of an impact do the following have on your decision to buy foods and beverages?

(Top 2 Box)



Consumers say they know **WHAT**
they need to do for a balanced diet ...



... they need
advice on
HOW
to do it.

SOURCE: IFIC Foundation, 2004
Borra 2006

Private Sector Response

- Proliferation of Labeling Systems on individual products and at the individual retailer level
- WHY??????

Responding to Consumer Demand

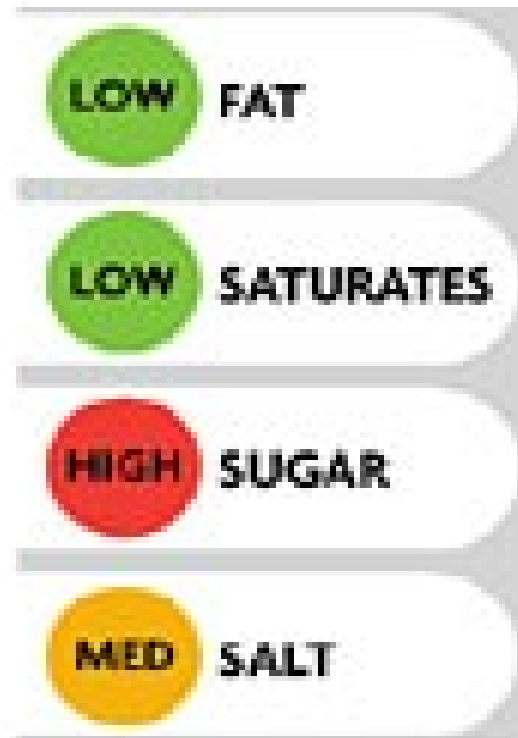
- Data indicate that growing customer segment interested in health and nutrition
- Build Customer loyalty – either to a brand or to a store
- Pre emptive strike

-Government

- UK – Food Standards Agency
- Red – stop
- Yellow – caution
- Green – Go Ahead
- Based on sugar, fat and salt in products

Traffic Light System

Multiple Traffic Lights



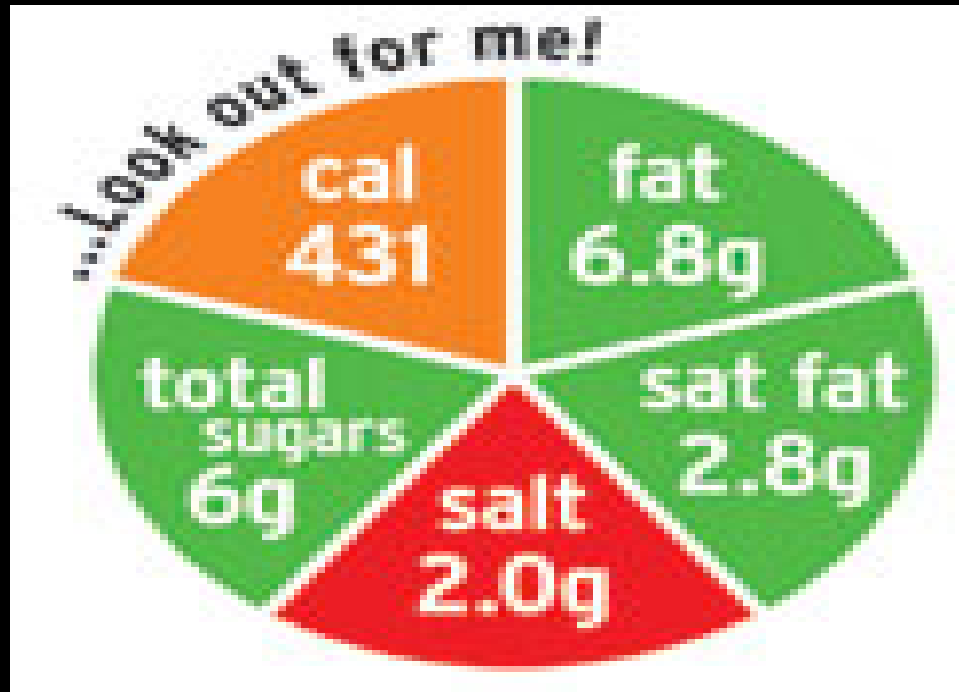
Retailers

- Tesco – UK
- Modified Traffic Light System
- Signposting system
- Lists salt, sugar, saturated fat and calories in grams
- Relates this to daily intake on their own products

Sainsbury

- Wheel of Health
- Uses a Modified Traffic Light System

Wheel of Health



Hannaford Brothers

- New England Based Retailer
- Guiding Stars Program – 3 stars
 - One star – good nutritional value
 - Two stars – better nutritional value
 - Three stars – best nutritional value

Guiding Stars

- Stars indicate
 - ◆ More of vitamins, minerals, fiber and whole grains
 - ◆ Less of saturated fat, trans fat, cholesterol, sodium , added sugars
 - ◆ 77% of products – no stars
 - ◆ V8 Juice – too much sodium
 - ◆ Most yogurts – too much sugars

Harris Teeter

- Wellness Keys
- 19 keys indicating different nutrients
- EC = excellent source of calcium
- O = Organic
- FF = Fat Free
- L = Lean

Wegmans

- Easy as 1-2-3
- Whole grain wellness keys – helps customer count towards goal of 4 whole grains per day

Individual Companies

- Pepsico – Smart Spot
- Part of Smart Start Lifestyle Program
- S – Start Your Day With Breakfast
- M – Move More
- A – Add More Fruits, Vegetables, Whole Grains
- R – Remember to Hydrate
- T – Try Lower Calorie, Lower Fat Foods

Smart Spot Foods

- Meet Specific Nutrition Criteria
- Must Contain at least 10% of Targeted Nutrient or
- Have Specific Health /Wellness Benefit or
- Food is reduced in calories, fat, sodium or sugars

Alliance for A Healthier Generation

- Clinton Foundation
- Five Companies – Campbell Soup, Dannon, Kraft, Mars and Pepsico
- Establish Nutrition Guidelines for Healthier Choices for foods in schools

USDA Cooperative Agreement

- Making the Pyramid Come Alive!
- Promoting My Pyramid by changing behavior at point of purchase
- Based on Nutrient Density

Putting More Power on American Plates

- “Make Smart Choices for every food group”
- “Get the most nutrition out of your calories”

Food Quality Scores

- Ratio of Shortfall Nutrients to Avoidance Nutrients
- The higher the scores, the more nutrient dense a product
- Nutrient Density a hard concept for consumer to understand

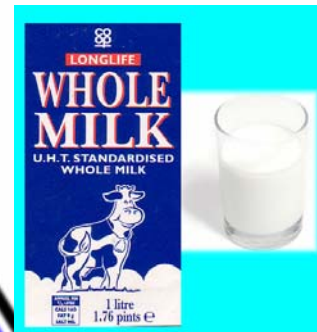
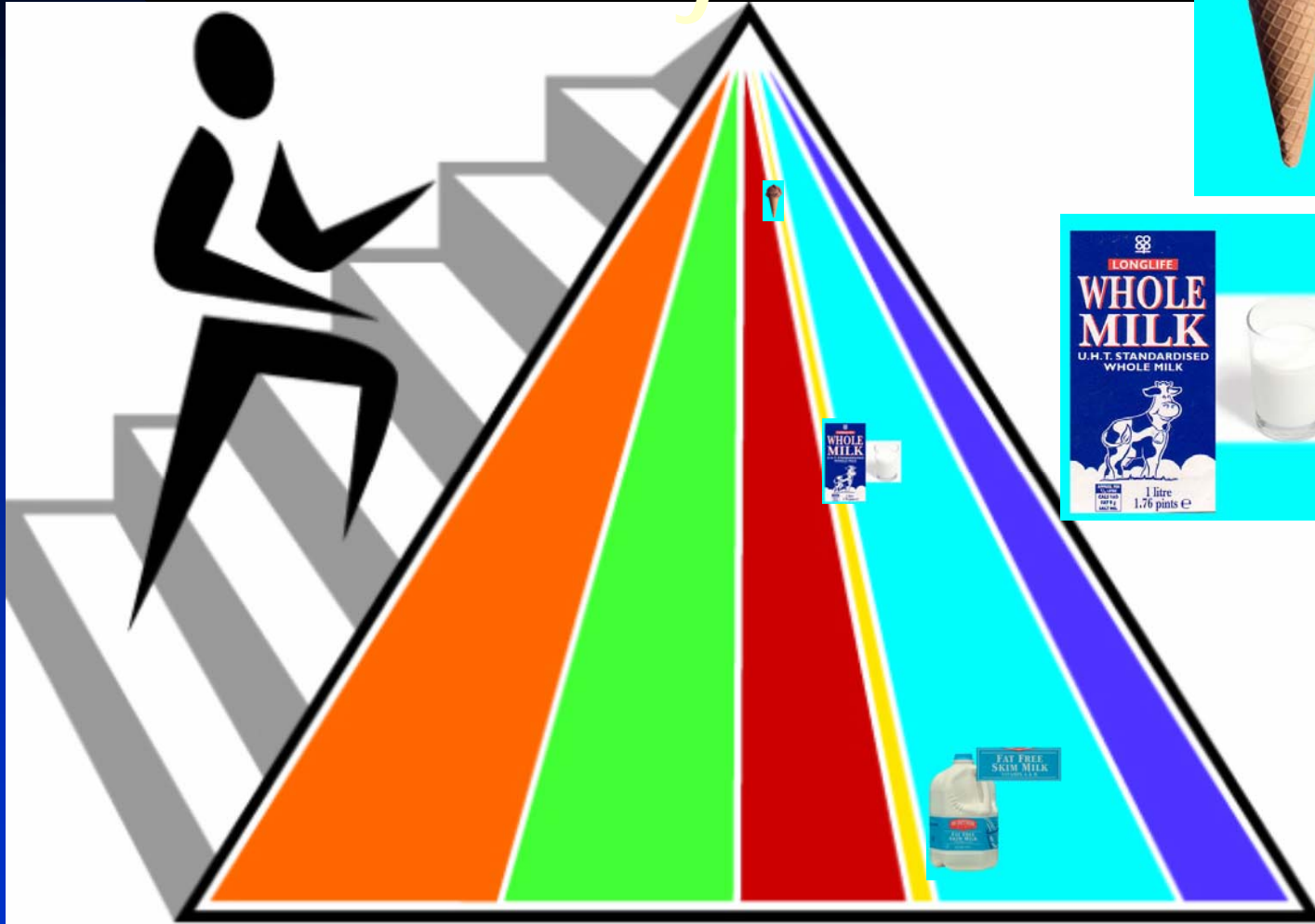
Food Quality Score Averages

Food Group	FQS Score average
Fruits	8.09
Vegetables	8.02
Grains	1.89
Dairy	1.24
Meats	1.03
Other	1.21

Dairy



Good



Better



Best

Vegetables

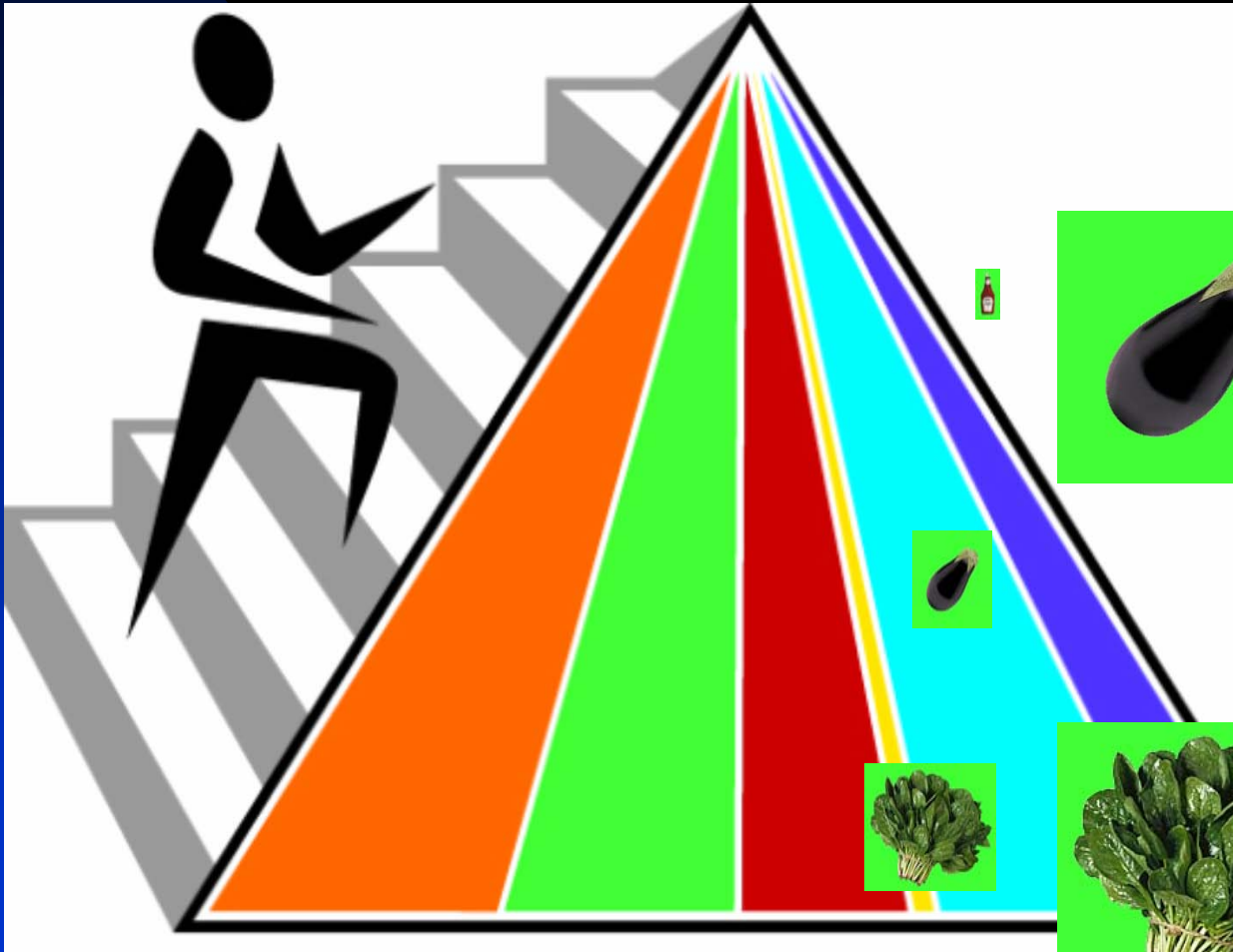
Good



Better



Best



Fruits



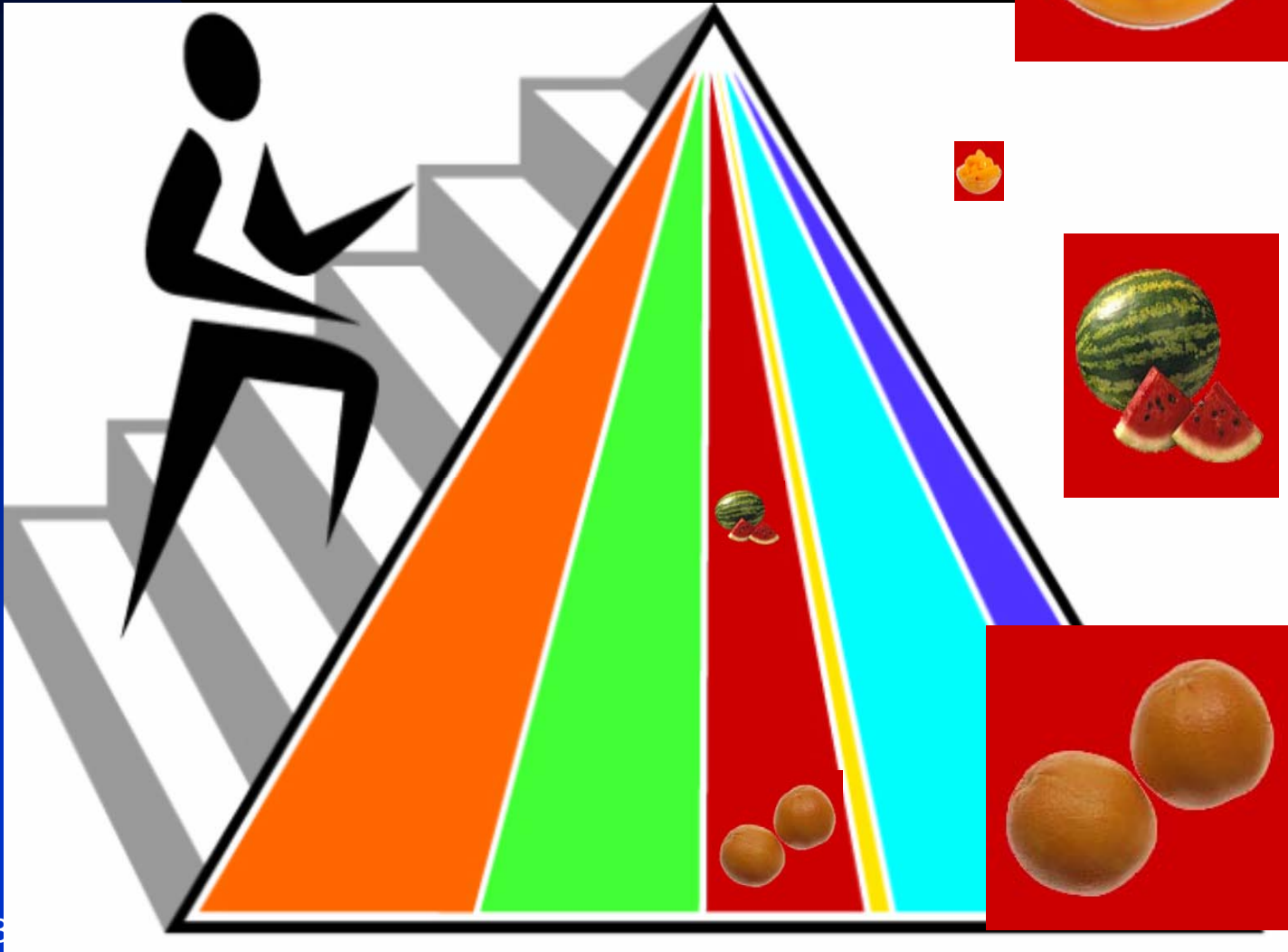
Good



Better



Best



Grains



Good



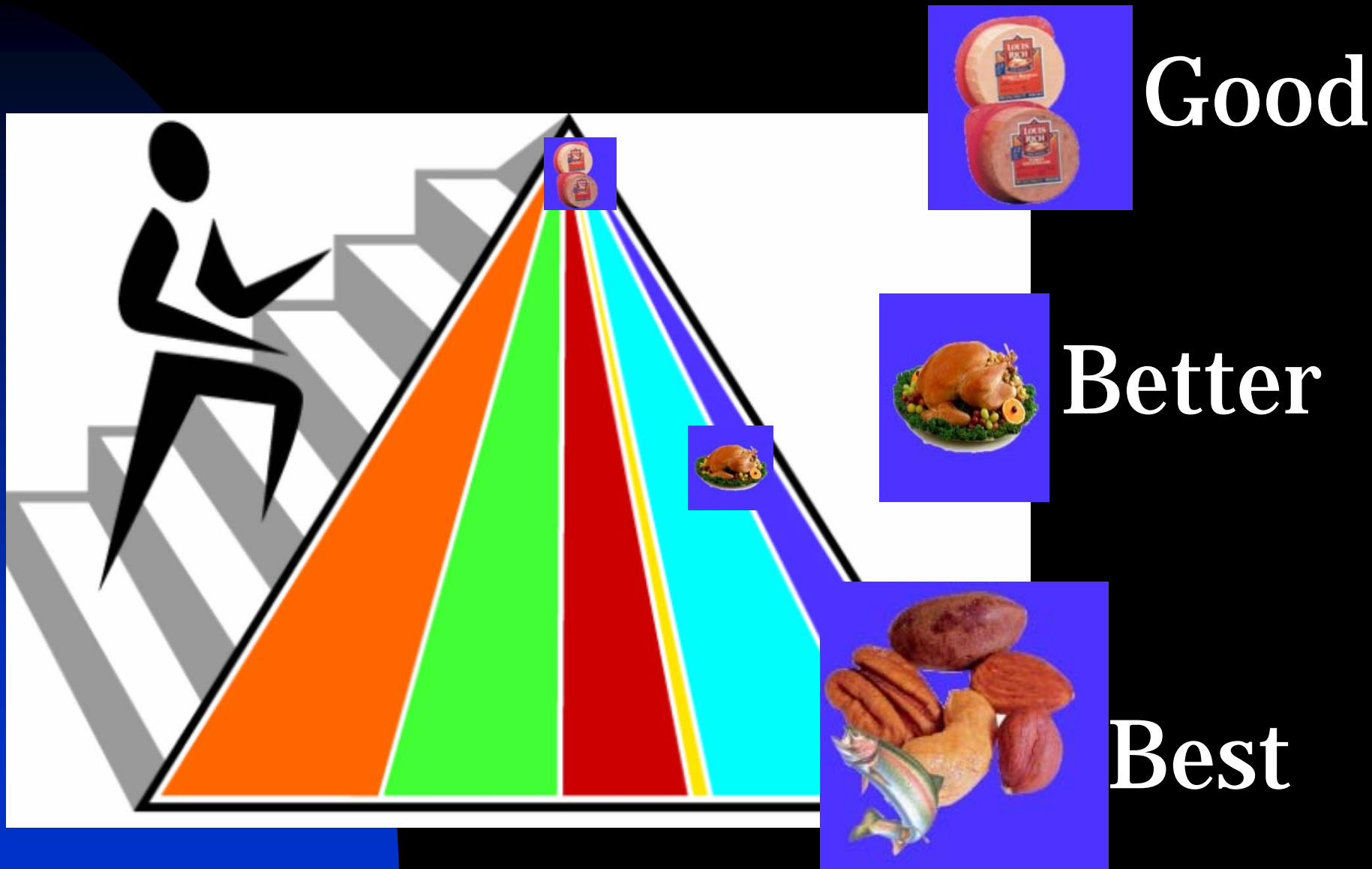
Better



Best



Meats, Fish, Gains, Legumes, Eggs



Challenges

- Consumer Reaction – science linked to behavior
- Effectiveness
- Total Diet
- At What Price?

Other Challenges

- Information Overload
- Consumer Confusion

FDA Petition

- CSPI
- Consistent System for Nutrition Symbols
- “ Front-label nutrition symbols would provide a big benefit beyoun the Nutrition Facts panel. They would empower consumers and greatly improve their diets” Michael Jacobson, CSPI

Beyond Discovery

- Better links between scientific research and reaching the consumer.
- Translational Research Needed