

FOOD TRENDS

A MOWAA Nutrition Section Webinar

Presented by

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Objectives

On completion of this course, participants will:

- **Identify food trends occurring today that will likely impact meal programs for older Americans**
- **Discuss foods and/or changes in eating practices associated with today's food trends**
- **Identify population segments associated with developing food trends**
- **Discuss the impact that today's food trends may have on meal programs for older Americans**

Factors "Driving" Today's Food Trends

- **Changes in Population Demographics**

- Aging Baby Boomers – 33% of US population already over age 55; 31 million boomers turning age 65 over the next 10 years
- Large numbers of generation “Y” (millennial generation)(age range from about age 16 – age 35 today)



- **Economic Changes**

- Current economic “depression”
 - 33% of consumers believe their economic condition will worsen during 2011
 - 40% believe the economy will fail to improve over the rest of 2011



- **Rising costs of health care**

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Factors "Driving" Today's Food Trends

- **Unprecedented level of culinary sophistication**

- Changes in concept of “quality” in food
- Increased understanding of food preparation techniques and alternatives



- **Re-centering of activities around the home**

- More interest in home prepared meals – less “eating out”
- “Re-invention” of food preservation activities



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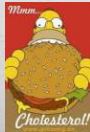
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Factors "Driving" Today's Food Trends

- **Environmental - Sustainability Concerns**
 - Relationship to current economic conditions
 - Concern about carbon footprint



- **Increasing Interest in Health and Wellness**
 - Obesity – cardiovascular disease – diabetes – Alzheimer's



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Current Food Trends

Some of the current food trends today include:

- **Increased demand for variety in foods**
 - Today, meal preparers expecting to put something different on the dinner table every night
 - Sharp contrast to families having a repertoire of about 7-9 "standard" dishes for dinner only a few years ago
- **Appreciation of ethnic foods and varied flavors**
- **Increased desire to have choices in foods**
 - to be able to select desired foods and/or food combinations



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Current Food Trends



- Increased concern with sodium level in foods – [new 2010 Dietary Guidelines](#)
- Increased interest in the use of locally grown foods
- Changes in the way consumers spend their food dollars for foods eaten at home

Nutrition Facts	
Serving Size 20 g	
Amount Per Serving	
Calories 44	Calories from Fat 77
% Daily Value*	
Total Fat 1g	2%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0g	0%
Sodium 140mg	34%
Total Crap 10g	20%
Dietary Fiber 0g	0%
Sugars 0g	0%



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Current Food Trends, Continued

- Cooking at home again – not just reheating meals
- Rapidly rising concern about food safety
- Transfer of “sustainability” and “green” food interest from organic to natural and/or humanely raised

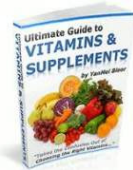


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Current Food Trends, Continued

- Self-medicating for health and/or eating for health maintenance & disease prevention
 - Movement toward the consumption of functional foods
 - High degree of interest in nutraceuticals
(Functional Foods & Nutraceuticals are covered in another webinar)



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Increased Demand for Variety in Foods

- Accustomed to finding wide variety of foods in stores year round
- Accustomed to seeing foods from all parts of the world in the store
- Are "adventurous" and willing to try new foods
- No longer happy with just the "same old thing" – meat loaf, mashed potatoes and gravy with a side of peas, beans or corn.



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Appreciation of Ethnic Foods and Varied Flavors



- Influx of many ethnic populations have brought new foods and flavors – use of spices – to the US
- Wide range of ethnic restaurants now found throughout the US
- Most common: Italian, Chinese, Mexican
- New ethnic foods: Mediterranean, Greek, Vietnamese, Indian, Japanese (sushi)
- Wider variety of spices being used – bitter, warm, earthy flavors
- Use of high impact flavor combinations
 - Bitter greens with caraway seed
 - Roasted cumin and chickpeas



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Appreciation of Ethnic Foods and Varied Flavors

- Redefinition of convenience foods – driven by Generation “Y” (16-33 years)
 - Looking for “helpers”, such as spice rubs, simmering sauces, sandwich sauces
 - Attracted to unusual food forms, flavor profiles tweaked with unexpected or dramatic twists, intense spice levels
 - Want “interactive eating” with mix-in and add-on’s, layers of flavors/crusts, and fusion of global cuisines



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Increased Desire to Have Choices in Foods

- Increased variety of available foods and increased variety of flavors leads to increased food options for consumers
- Consumers accustomed to choices in dining – at home & at restaurants
- Expect to have options and to be able to choose foods they prefer for meals AND how they will be prepared
- Expect to have options to choose from in regard to time/place of meal/snack service



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Increased Concern with Sodium in Foods

- Increasing linkages between sodium intake and cardiovascular problems (research)
- Increasing recognition of very high sodium intake among the US population
- Increasing recognition of very high sodium content of most processed foods
- Changes in taste perception of sodium in foods
- Interest in exploring flavor alternatives



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Increased Interest in Locally Grown Foods

- **Related to sustainability and concerns with the carbon foot print of the foods**
 - Transport distances
 - Environmental impact of processing
- **Related to concerns about food safety**
 - Way foods are grown in some countries – water used
 - Use of GMO foods
 - Only 30% of consumers are very comfortable with food grown outside of the U.S.
 - Food Contamination – Recent e-coli outbreak from new strain in Europe – can't identify source



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Increased Interest in Locally Grown Foods

- **Related to economic concerns**
 - Support of local farmers
 - Growing and preparing own foods at their homes



More than 43 million households planned to grow their own fruits, vegetables, herbs, and berries in 2009

The reasons:

- ❖ Better taste
- ❖ Saving money
- ❖ Knowing the products are safe



.Nearly 60% of consumers have shopped in a farmers' market during this past year

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Cooking at Home Again



- **53% of consumers report cooking from scratch more frequently**
 - Sales of basic ingredients such as frozen poultry, plain vegetables, rice, instant potatoes, Italian sauces, spices/seasonings are up
- **Consumers returning to one-dish meals (casseroles)**
 - Stretch expensive meats
 - Save time – Crock Pot (Slow Cookers) Woks
- **Consumers looking for products that make it easier for them to cook (not reheat) meals at home**



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Cooking at Home Again



- **Interesting side notes:**
 - Increased sale of cast iron skillets – indicative of the way foods are being prepared in homes
 - Increased sales of home canning and freezing supplies – up 11% for an 8 week period ending in early January, 2009
- **Consumers are interested in learning food preparation and food preservation skills**
 - 67% consider themselves knowledgeable and interested in food
 - 53% of U.S. adults watch television cooking shows, on average 4.2 hours per week



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Appeal of Americana

- One of the most promising trends anticipated over the next 10 years
 - 2/3 of adults say they really enjoy American food
- Popular regional Americana foods are:
 - Southern – American BBQ – Pacific Northwest – American Spicy/Hot – American Seaboard
- Top 10 Americana comfort foods are:
 - Chili, Fried Chicken, Ribs, Grilled Cheese, Macaroni & Cheese, Catfish, Waffles, Meatloaf, Chicken Fried Steak



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Changes in the Way Consumers Spend Their Food Dollar

- Decline in purchase of frozen, refrigerated and shelf stable meals/entrees
- 40% of shoppers purchased more canned, frozen, and boxed foods (individual foods, not meals) in 2008
 - SPAM dollar sales up 14%
 - Canned vegetables up 9%
 - Frozen vegetables up 7%
 - Pouches are increasingly popular packaging option (tuna, microwaveable single serve pouches)
- Fewer individual serving packages purchased – cost savings per serving with larger packages
- Product shelf life is important – consumers now shopping less frequently per week
- Consumers expect food industry to deliver products with benefits important to their lives – time; economy; health



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Rapidly Rising Concern About Food Safety

- **Consumer confidence in food safety has plunged**
 - In 2009, only 23% of consumers were confident the food supply was safer than a year ago
 - 58% have changed their buying habits – not buying products with safety and/or quality issues
- **Consumers overriding safety concerns include:**
 - Improper food handling (61% of consumers)
 - Imported food safety (57%)
 - Exposure to foodborne pathogens (55%)
 - Unpasteurized foods (54%)
 - GMO-containing foods (33%)



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Rapidly Rising Concern About Food Safety

- **Consumers extremely concerned about safety of products produced outside the U.S.**
 - Particularly food products from China, Southeast Asia, and Mexico.
 - Required country-of-origin labeling will likely impact this trend and how consumers purchase
- **Pesticides, antibiotics, hormones, GMO's and cloned animal/fowl products are significant safety concerns**
 - Both Yoplait and Dannon eliminated milk from cows injected with rBGH* from their products in 2009



* rBGH = recombinant bovine growth hormone

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Transfer of “Sustainability” and “Green” Food Interest

- Economic pressures have caused growth rates for organics and “green” products to slow
- Consumers are shifting their organic spending to categories that seem more closely tied to freshness or health
- “Natural” claims now have greater appeal than organic
- “Natural” claims are more strongly associated with no artificial flavors/color/preservatives



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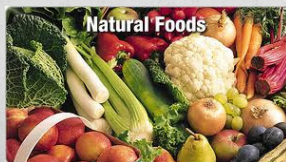
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Transfer of “Sustainability” and “Green” Food Interest

- There is a hierarchy of consumer interest in product terms related to sustainability/”green” products
 - “Natural” claim – important to 32% of consumers
 - Locally grown – important to 23%
 - USDA organic – important to 19%
 - Organic – important to 15%



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This soap must be loaded with additives. The label says that "requent use of this product requires periodic liver function tests."

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Transfer of “Sustainability” and “Green” Food Interest

Interest in organic foods has given way to concern with “humane treatment”

- “Humane Treatment Certified” is a descriptor label very or somewhat important to 40% of consumers

With the decline in consumer interest in “organic”, other terms have come into use and have attracted consumer attention:

- “non-processed”, “real”, “authentic”, “handcrafted”, “free of negative ingredients”
- There are legal definitions as to what can be labeled “organic” or “USDA organic”. All other terms are simply marketing efforts to attract consumers



Eating for Health Maintenance and Disease Prevention

- The poor economy has repositioned self-care and healthier eating as money saving strategies; an April 2011 report* indicates:

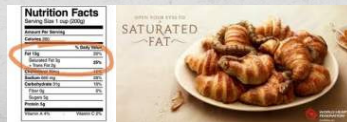
- 33% of consumers plan on self-treating more and going to the doctor less in 2011
- Consumers are very concerned about risk factors for disease
 - 68% of baby boomers are concerned about cholesterol; 66% concerned about blood pressure
 - Even 40% of Gen Y consumers are concerned about cholesterol and blood pressure



Eating for Health Maintenance and Disease Prevention

2011 Report, Continued:

- In 2010, 63% of consumers made a serious effort to lower their caloric intake; 60% seriously worked to reduce their sugar intake
- Eating small portions for weight loss is now the approach most used for weight control – ahead of exercise and dieting
- Whole grains topped the list of most sought after health claims on packages in 2010; whole wheat bread outsold white bread
- More baby boomers avoid saturated fat than any other form of fat



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Eating for Health Maintenance and Disease Prevention

In 2010, this same author reported:

- 61% of consumers are eating to manage a health condition
- 89% are concerned about the nutritional content of their food – 46% are VERY concerned
- 20% consult with in-store nutritionists when they are available, although only 6% of stores have a nutritionist in the store

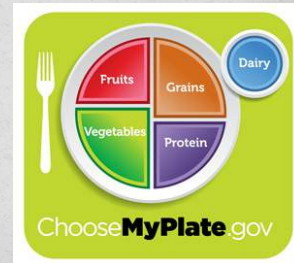


*Sloan, A.E. (2011, April). Consumer Trends. *Food Technology*, 65(4), 24-40.

*Sloan, A.E. (2010, Feb). Consumer Trends. *Food Technology*, 64(2), 13.

Eating for Health Maintenance and Disease Prevention

- New interactive graphic and guidelines from the USDA supports eating smaller portions and increased proportion of fruits, vegetables, and whole grains.
- Graphic supports the new 2010 Dietary Guidelines Recommendations



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Eating for Health Maintenance and Disease Prevention

Dietary Guidelines 2010 Selected Messages for Consumers

Balancing Calories

- Enjoy your food, but eat less.
- Avoid oversized portions.



Foods to Increase

- Make half your plate fruits and vegetables.
- Make at least half your grains whole grains.
- Switch to fat-free or low-fat (1%) milk.



Foods to Reduce

- Compare sodium in foods like soup, bread, and frozen meals — and choose the foods with lower numbers.
- Drink water instead of sugary drinks



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Eating for Health Maintenance and Disease Prevention

- High cost of prescription drugs and growing concern over the safety of both prescription and over-the-counter drugs has prompted consumers to take health into their own hands
 - 66% of consumers made a strong effort or some effort to eat fortified foods in 2008
 - Creates a unique window of opportunity for functional foods
- ***Interest in naturally functional foods and whole food nutrition is likely to be one of the strongest health trends for the next 10 years!!!!***



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Implications for Older Americans' Meal Programs

- ❖ Over the next 10 years, baby boomers will become your key clientele
- ❖ Program success will likely be tied to your ability to adjust to the needs and wants of the baby boomers
- ❖ Baby boomers have ideas of their own, but they will also be influenced by Generation "Y", many of whom are their children.
- ❖ Generation "Y", while not your clients, will have an influence on your programs
 - ❖ Are roughly 26% of today's total population
 - ❖ Many have a close relationship with their parents
 - ❖ Already have, and will continue to have, massive spending power to influence the consumer food marketplace (as well as all other aspects of the marketplace)



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Implications for Older Americans' Meal Programs

Your clientele is going to want:

- ❖ Choices in the foods served to them, including choices in how the foods are prepared
- ❖ “Flavor” in their foods – use of multiple spices and herbs in food preparation
- ❖ Inclusion of foods of multiple ethnic origins – likely both in their traditional form and as a fusion of flavors, foods and preparation techniques to form new foods
- ❖ Lower sodium content in foods – replacement of salt with other spices and herbs
- ❖ Use of fresh, locally grown foods in your meal preparation



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Implications for Older Americans' Meal Programs

Your clientele is going to want:

- ❖ Quality Food – “mushy”, overcooked food served unattractively will not be acceptable
 - ❖ Clientele will know how to cook – accustomed to cooking quality food in their homes
 - ❖ Clientele will have culinary experience and understand quality in food preparation
- ❖ Variety in foods - will need to use many different foods prepared in multiple ways
- ❖ Choices in service – when/where meals are served



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Implications for Older Americans' Meal Programs

Your clientele is going to be concerned about:

- ❖ **The environment and sustainability**
 - ❖ Reducing the carbon footprint of your program
 - ❖ Use of local foods whenever possible
 - ❖ Use of foods in season
 - ❖ Use of foods with limited processing
 - ❖ Use of humanely produced and/or organic foods
- ❖ **Food Safety**
 - ❖ Country of origin of your foods
 - ❖ Current issues regarding the safety of food products
 - ❖ Your program procedures to ensure the safety of the foods you serve to them
 - ❖ Food safety training/practices of your program personnel



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Implications for Older Americans' Meal Programs

Your clientele is going to be concerned about what your food is going to do for their health and wellness

- ❖ The nutritional value of your food will become increasingly important
- ❖ Clients may be asking for foods oriented toward their specific health and wellness concerns
- ❖ Clients will likely want to see functional foods regularly incorporated into your menu options (remember the need to offer choices)
- ❖ Client concern about nutrition will be related to their expectations regarding food preparation techniques



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SUMMARY

- Times are changing. Tomorrow's meal programs are going to be shaped by the food trends of today
- Food trends and client expectations are going to be driven by the aging baby boomers and their children - the huge population cohort formed by generation "Y" that will have a significant influence on the market place and product development as well as on their parent's and their perception of and use of products in the market place



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SUMMARY

Meal programs are going to need to consider how to incorporate *variety and choices* in foods that:

- Represent multiple flavors and ethnic heritages
- Consider the program's carbon footprint and environmental sustainability
- Incorporate client concerns about food safety
- Are very high in nutritional value, particularly relative to health concerns of the clients



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SUMMARY

Meal programs are going to need to consider how to incorporate *variety and choices* in foods that:

- Provide health and possible medicinal benefits to clients
- Are of high quality and that quality is maintained throughout the production and service process
- Provide flexibility in service options to best meet client needs and desires



*Our efforts
for them*

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QUESTIONS????



**THANK YOU FOR YOUR
ATTENTION!!**

For any further questions or comments, you can contact me directly
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