



GETTING *Better with Age*

(Hint: Start by eating fruit and vegetables!)

Produce for Better Health Foundation

#MoreMatters



Moderator

Wendy Reinhardt Kapsak, MS, RDN

President & CEO

Produce for Better Health Foundation



Presenter

Alex Lewin-Zwerdling, PhD, MPA

Vice President, Research and Partnerships

International Food Information Council (IFIC) Foundation



Presenter

Shelley Maniscalco, MPH, RDN

Food and Nutrition Communications Specialist

Produce for Better Health Foundation Consultant



Follow Leslie Bonci, MPH, RD, CSSD, LDN on Twitter, @lesliebonci, where she will be live tweeting during the webinar.

#MoreMatters

NUTRITION OVER 50

USING FOOD TO ADDRESS CHANGING HEALTH CONCERNS

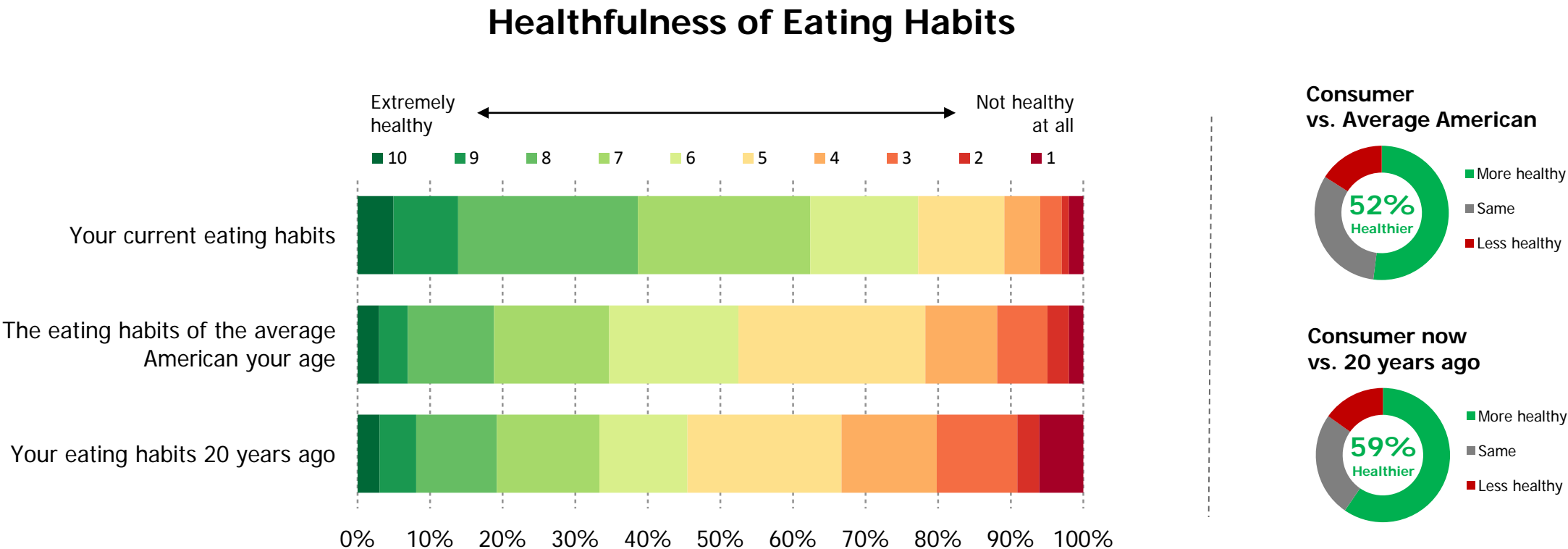


INTERNATIONAL
FOOD INFORMATION
COUNCIL FOUNDATION



Eating Habits Have Improved for 6 in 10

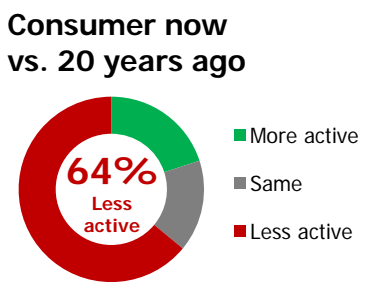
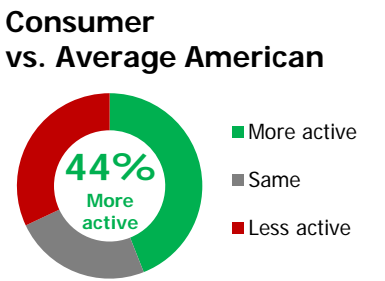
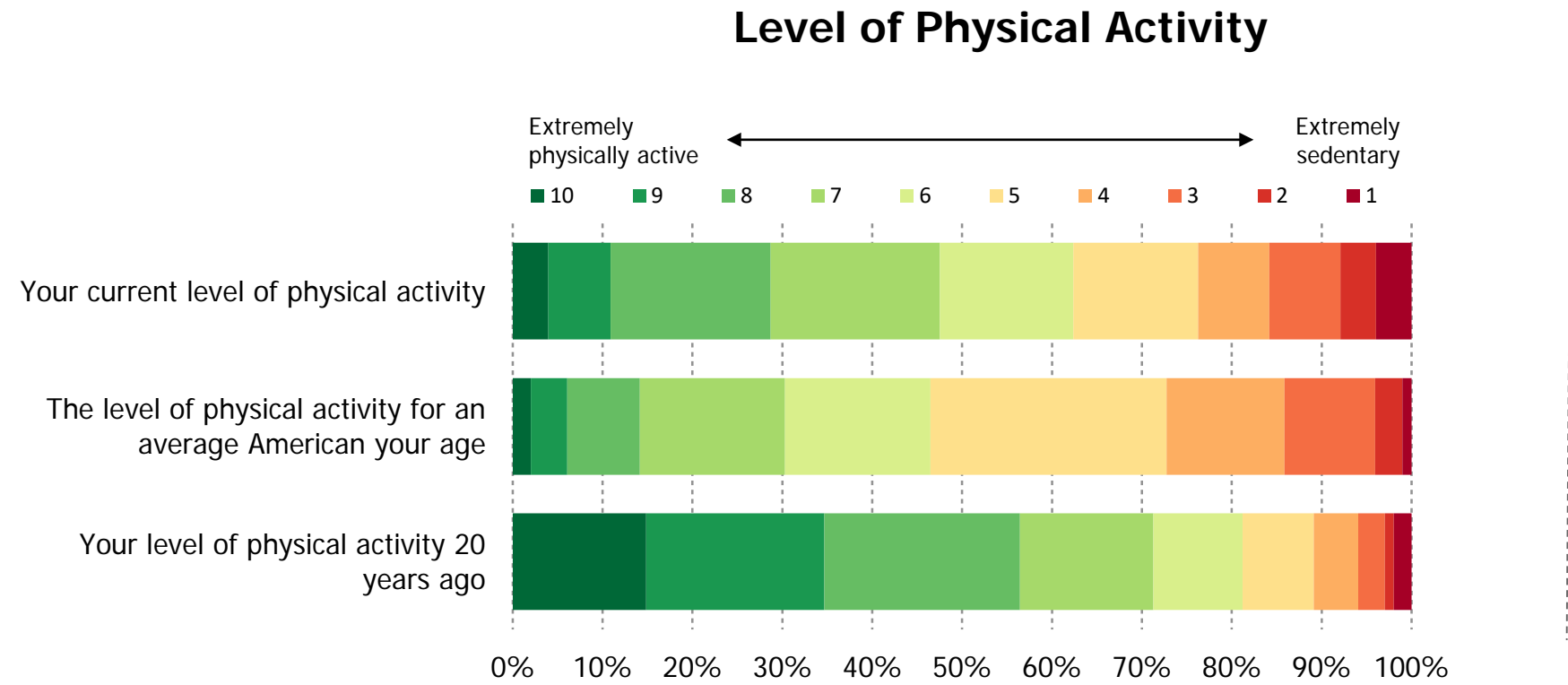
6 in 10 say their current eating habits are healthier than they were 20 years ago and half consider their diet superior to that of the average American their age



Q2: On a scale of 1 to 10, with 1 being "not healthy at all" and 10 being "extremely healthy," how would you rate the following? (n=1,005)

While Diets Improve, Physical Activity Declines

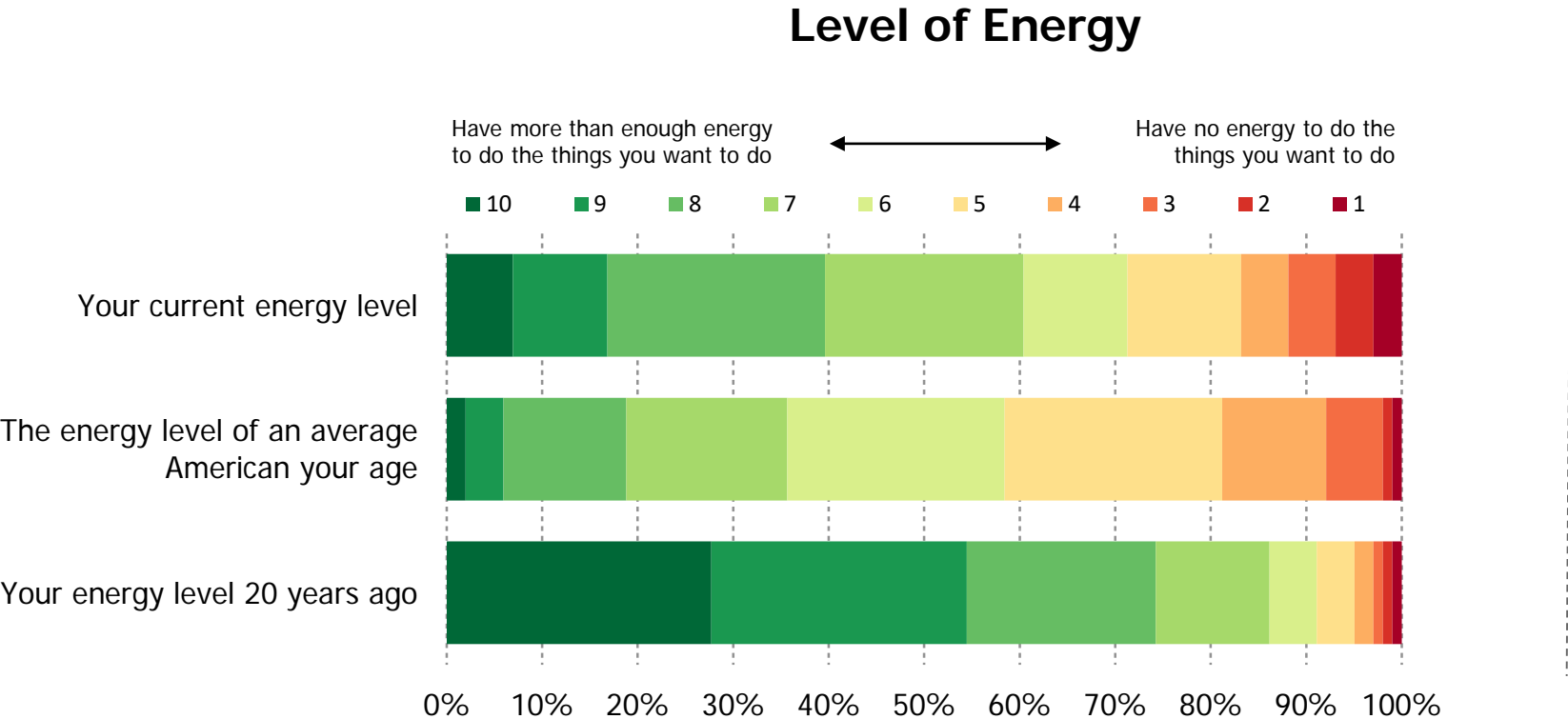
Nearly two-thirds say they were more physically active 20 years ago than they are now; Interestingly, income has no impact on consumers' level of activity earlier in life, but a strong impact on their activity today



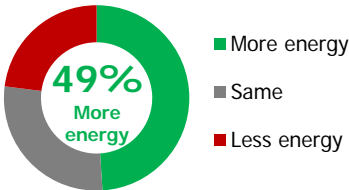
Q3: On a scale of 1 to 10, with 1 being "extremely sedentary" and 10 being "extremely physically active," how would you rate the following? (n=1,005)

7 in 10 Have Less Energy vs. 20 Years Ago

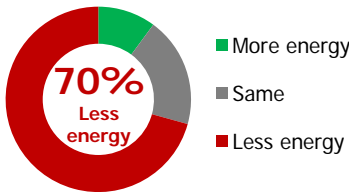
Those with higher income and those who are married or have a partner report higher levels of energy



Consumer vs. Average American



Consumer now vs. 20 years ago

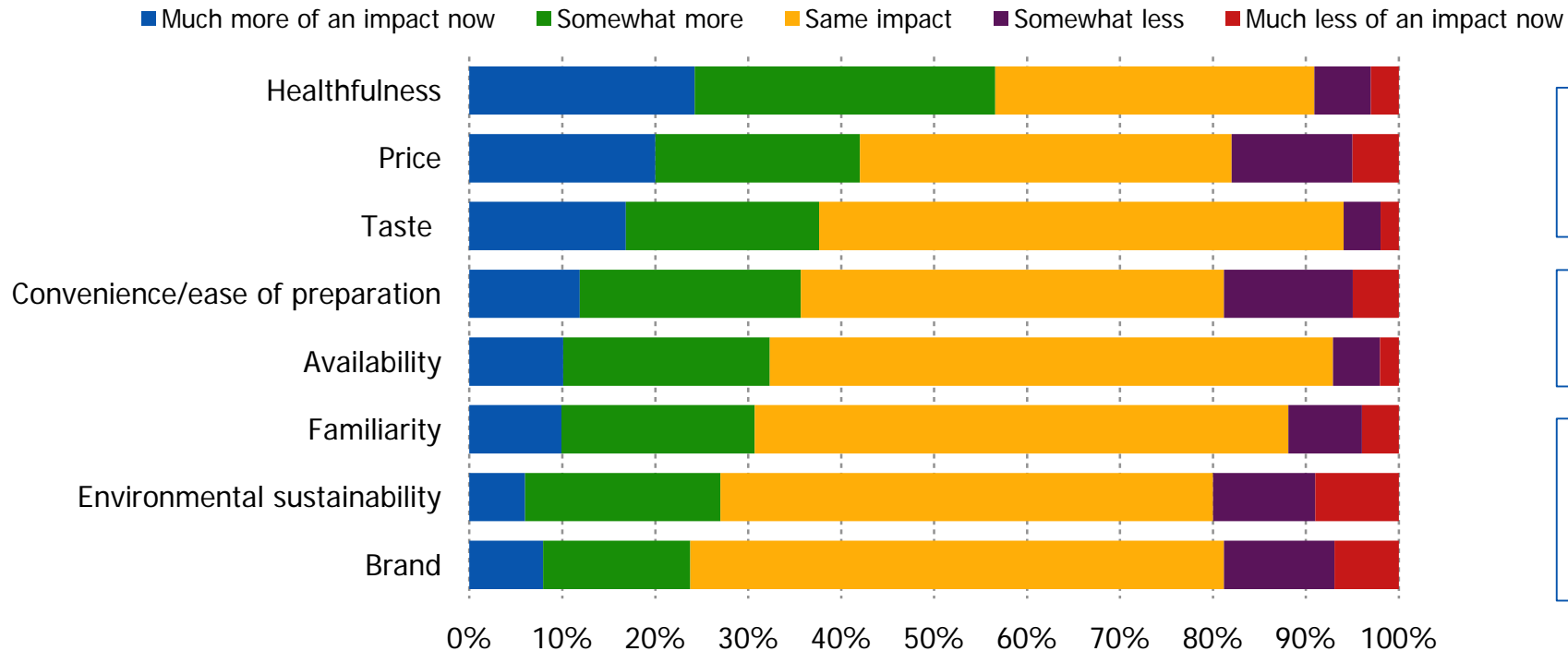


Q4: On a scale of 1 to 10, with 1 being "have no energy to do the things you want to do" and 10 being "have more than enough energy to do the things you want to do," how would you rate the following? (n=1,005)

Impact of Healthfulness is the Biggest Change

More than half say healthfulness has more of an impact on buying food and beverages compared to 20 years ago

Impact on Buying Food and Beverages Compared to 20 Years Ago



Those in poorer health are more price sensitive now, but not more influenced by healthfulness.

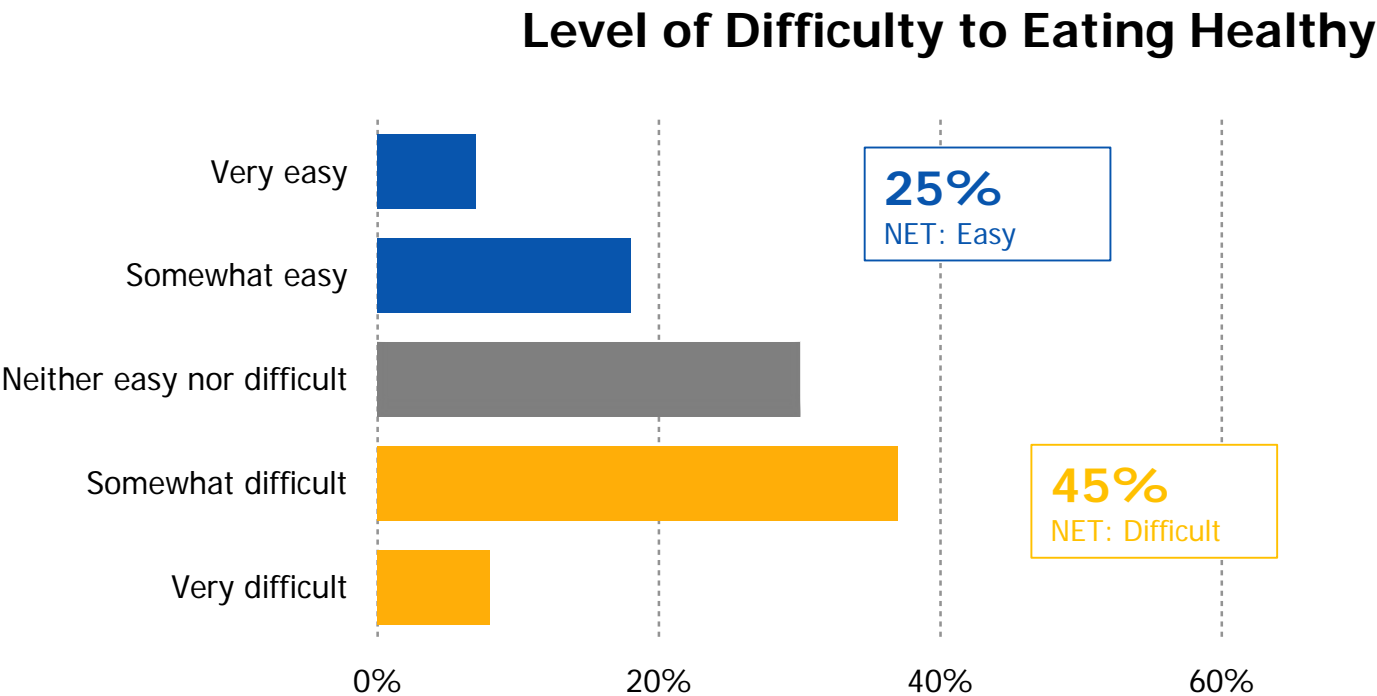
Environmental sustainability is now more impactful on women and college grads.

Consumers in their 70s are much more likely to say that taste and convenience now play a bigger role in their decision.

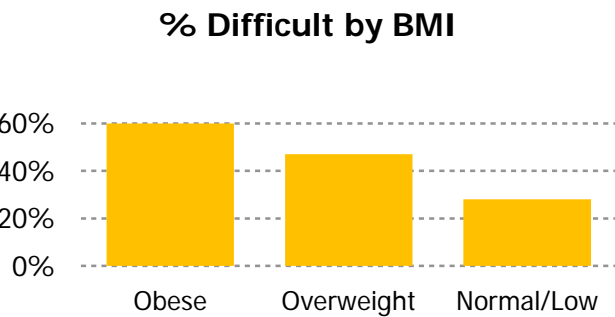
Q22: Compared to 20 years ago, to what extent do the following have more or less of an impact on your decision to buy foods and beverages than they did when you were younger? (n=1,005)

For Many, Healthy Eating is Not Easy

45% say it is difficult to eat a healthy diet, while only a quarter find it at least somewhat easy to do



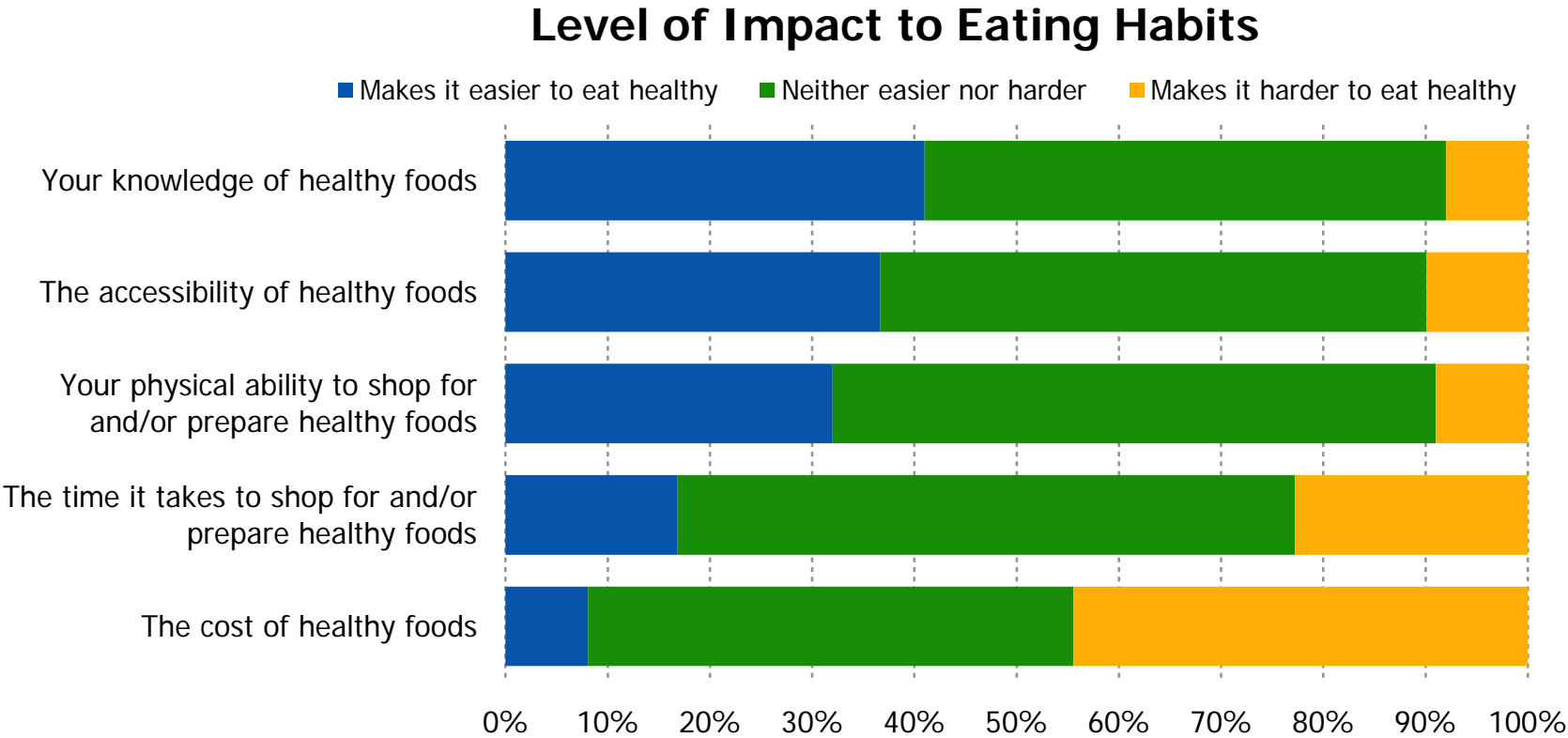
Those who receive food assistance, those who have a high BMI, and those with less energy find it more difficult to eat healthy.



Q8: How difficult is it for you personally to eat a healthy diet? (n=1,005)

Knowledge helps 4 in 10 eat healthier

Accessibility and physical ability are the two other biggest facilitators that help Americans over 50 eat healthy



Other than cost, all of the following make it easier for women, those in better health, and those who have high energy to eat healthy.

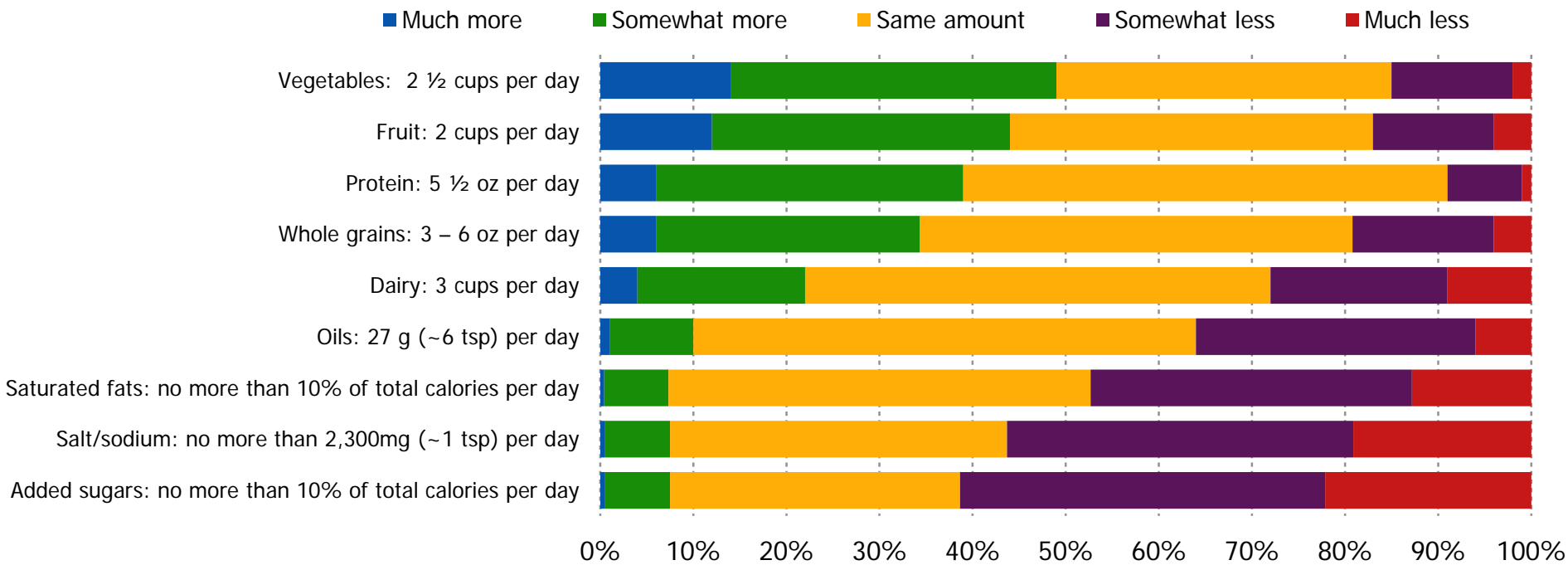
Those with low income are more likely to see all following, especially cost as making it more difficult.

Q9: How do each of the following impact your eating habits? (n=1,005)

Americans over 50 Often See Difference in Needs

While Americans over 50 may see their needs as distinct from the average healthy adult, there is little difference in perceived needs across demographics and health within this age group

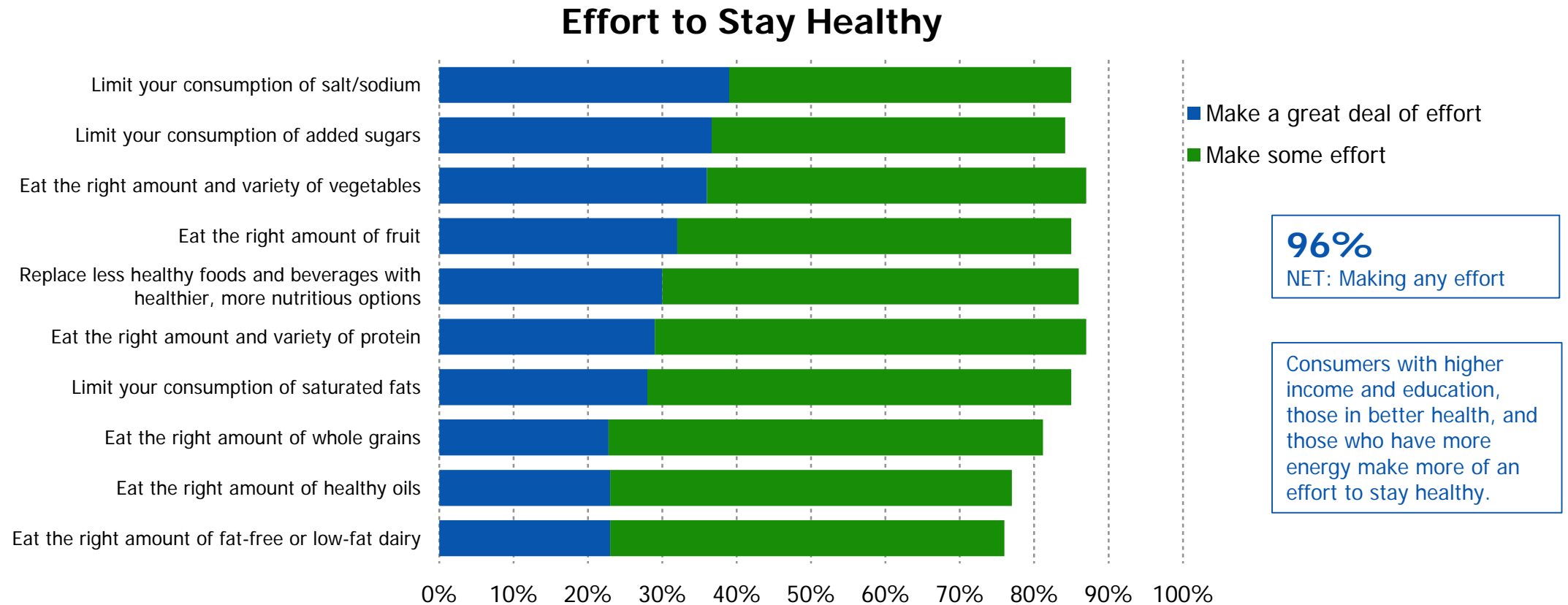
**Perceived Food Group Needs of Americans over 50 vs.
Recommended Amount for Average Healthy Adult**



Q5: The USDA recommends the following amounts of each food group per day for the average healthy adult. Based on your current age, do you think you personally need more, less, or the same amount in order to stay healthy? (n=1,005)

Americans over 50 Make an Effort to Stay Healthy

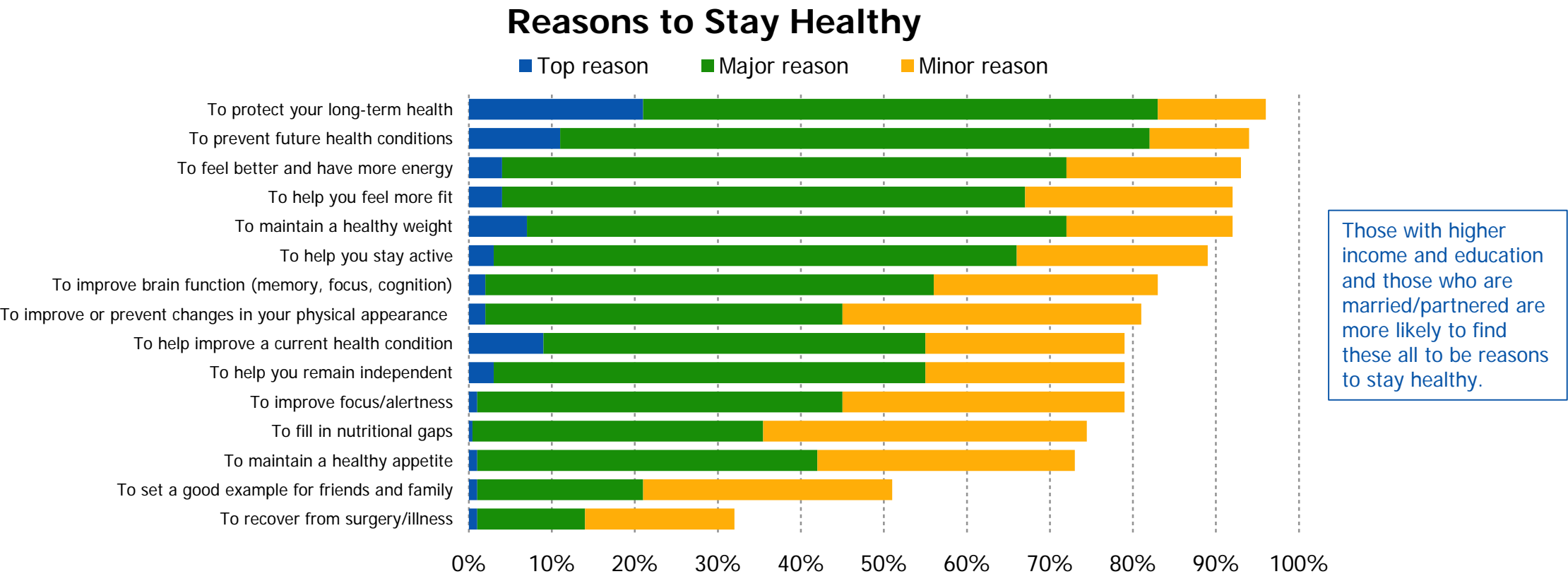
Eating the right amount and variety vegetables tops the list, along with protein



Q6: To what extent do you make an effort to do the following to stay healthy? (n=1,005)

Vast Majority Seek to Protect Long-Term Health

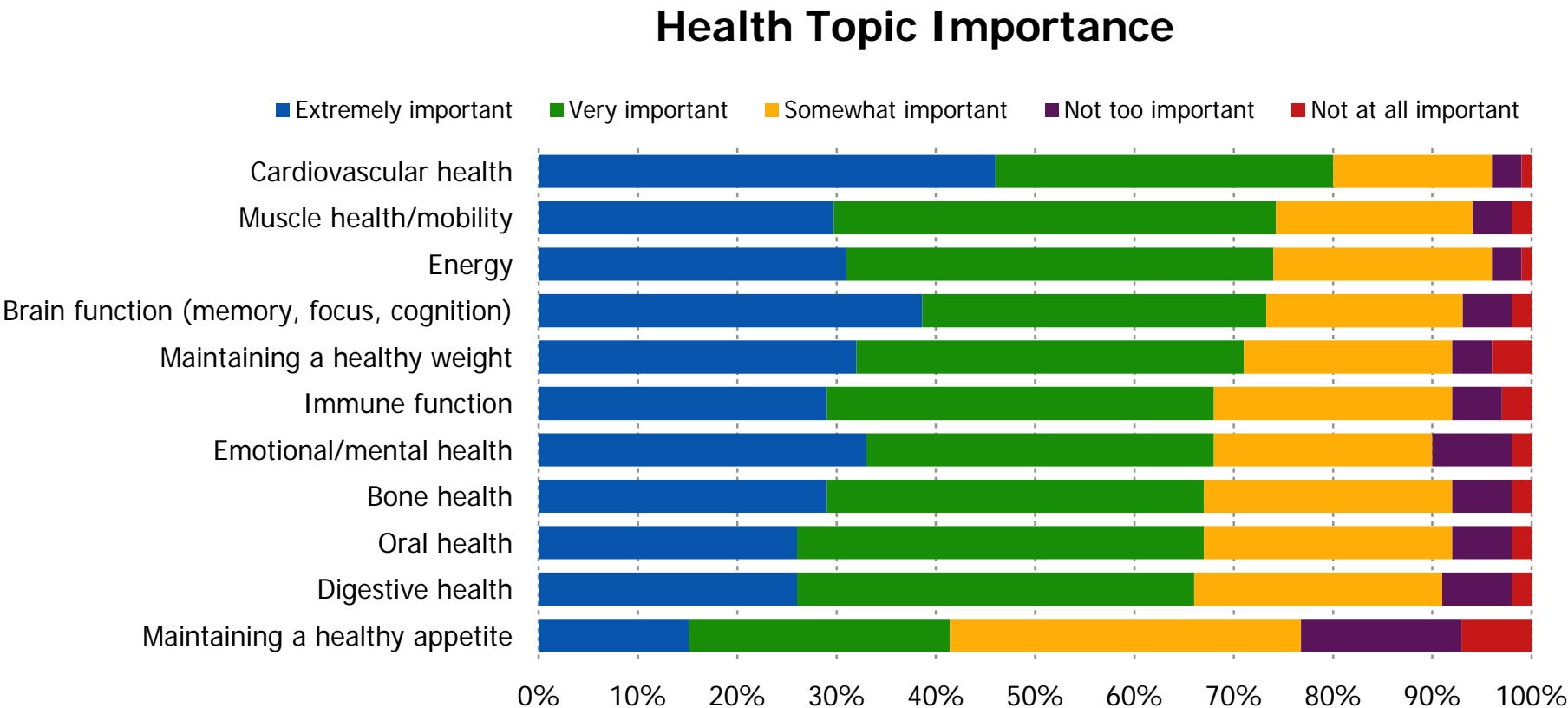
More than 8 in 10 say protecting long-term health and preventing future health conditions are major/top reasons why they eat healthy; 2 in 10 say protecting long-term health is their primary reason



Q7: Which of the following are reasons why you make an effort to eat this way? (Of those making an effort to stay healthy, n=977)

Americans over 50 See Many Topics as Important

Nearly half find cardiovascular health to be extremely important; Mobility, energy, and brain function are also topics of significance



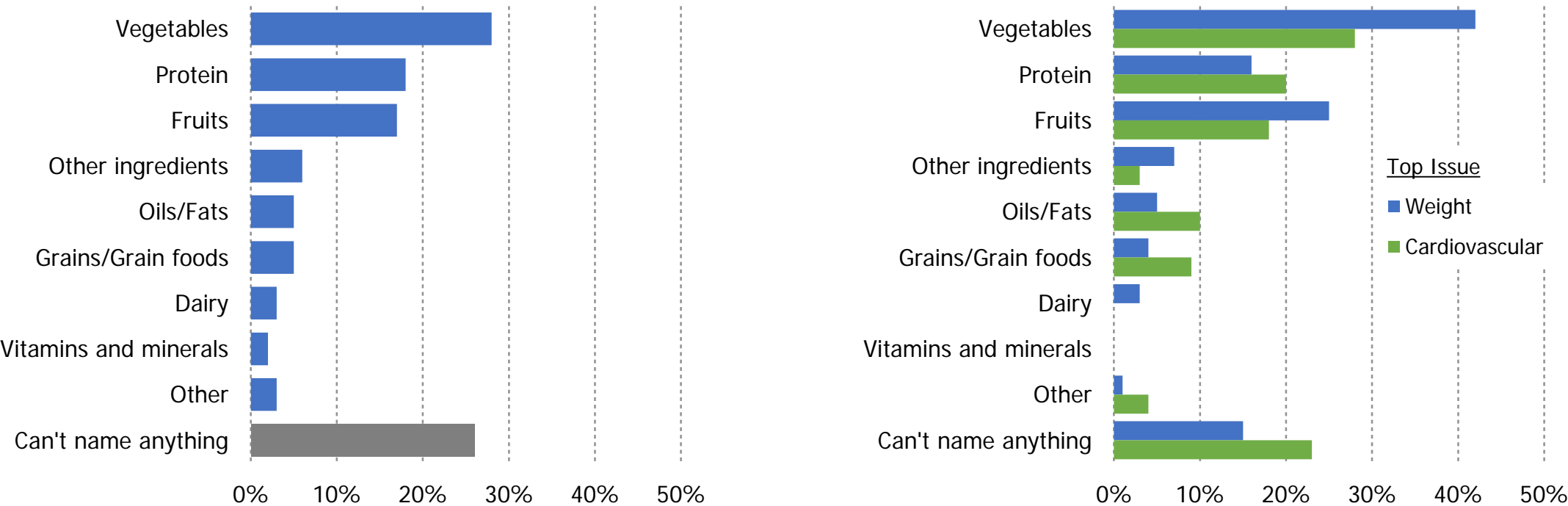
While those in better health see nearly all of these topics as more important than their counterparts in poorer health, the same is not true across BMI.

Q10: How important are the following health topics to you currently? (n=1,005)

Vegetables Most Often Sought Due to Health

Although consumers had already indicated that a health issue has a significant impact on their diet, a quarter can't name a food they seek because of it; Those focused on weight are more likely to seek veggies and fruits

Foods and Nutrients Sought Due to Top Health Issue

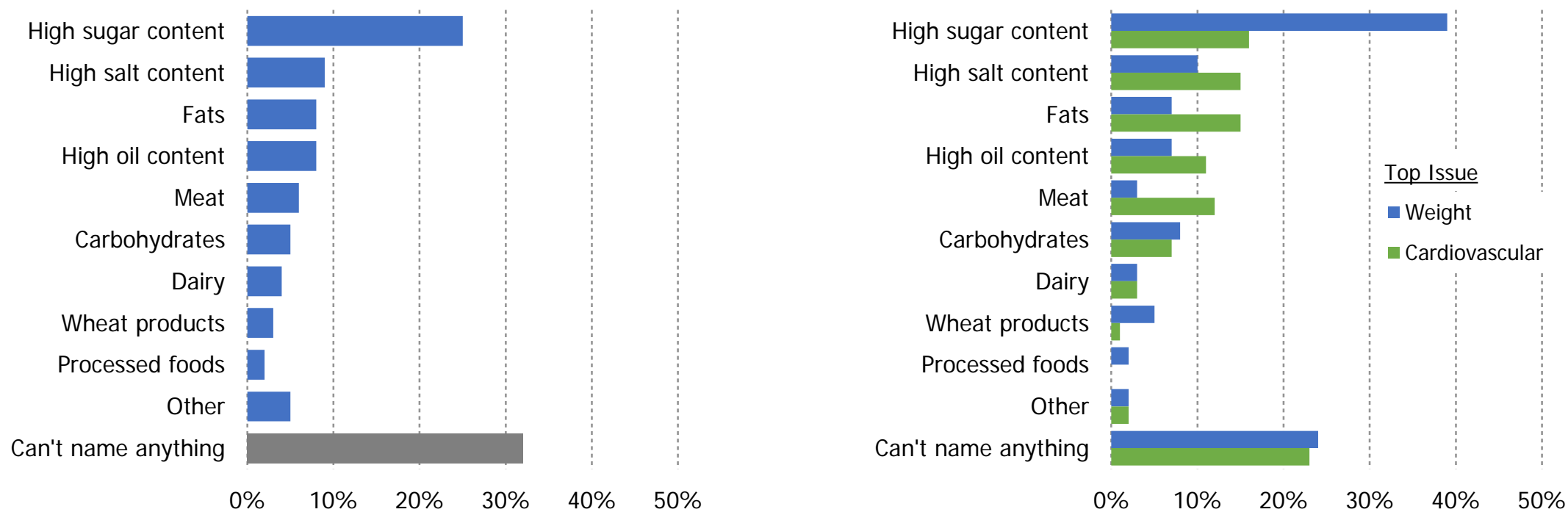


Q13: Can you name a specific food or nutrient that you seek out or eat more of as a result of your concern about [TOP HEALTH ISSUE]? (Of those who selected top issue, n=611)

One-Quarter Avoid Sugar Due to Health Issue

Although consumers had already indicated that a health issue has a significant impact on their diet, one-third can't name a food they avoid because of it; Those focused on weight are especially likely to target sugars

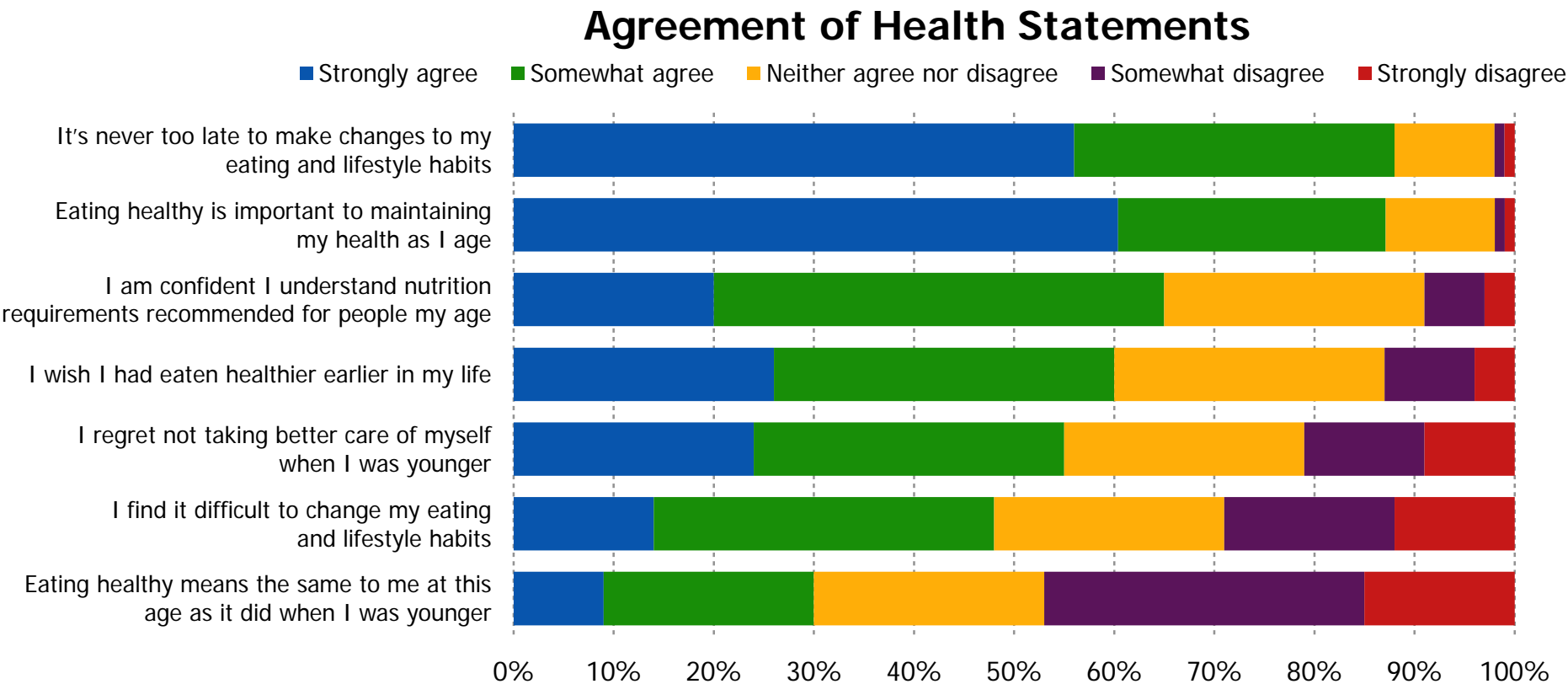
Foods Avoided Due to Top Health Issue



Q12: Can you name a specific food or nutrient that you avoid or limit as a result of your concern about [TOP HEALTH ISSUE]? (Of those who selected top issue, n=611)

9 in 10 Agree: Never Too Late to Make Changes

A similar share agree that eating healthy is important to maintaining their health as they age; Few agree that eating healthy means the same now as it did when they were younger



Those with less than a college degree, those with less energy, and those with a high BMI wish they had eaten healthier earlier and regret not taking better care of themselves.

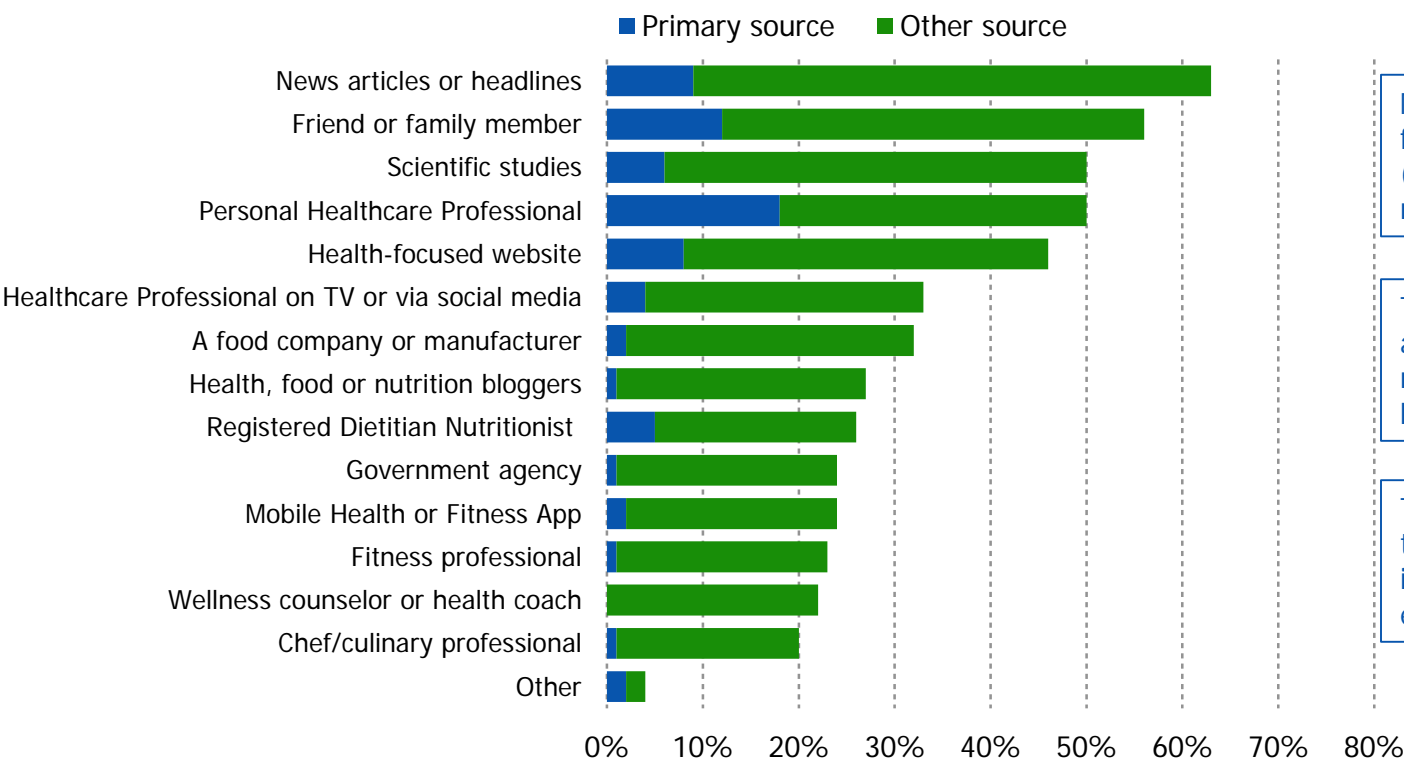
70%
Of women are confident that they understand the nutrition requirements recommended, vs. 59% of men.

Q16: To what extent do you agree or disagree with the following statements? (n=1,005)

News and Family are Most Common Sources

However, one's own personal healthcare professional is most likely to be the primary source of nutrition information

Sources for Information About Nutrition and Food Choices



Men are more likely to consider a friend or family member a primary source of information (16% vs. 9%), although a doctor is still the most common primary source.

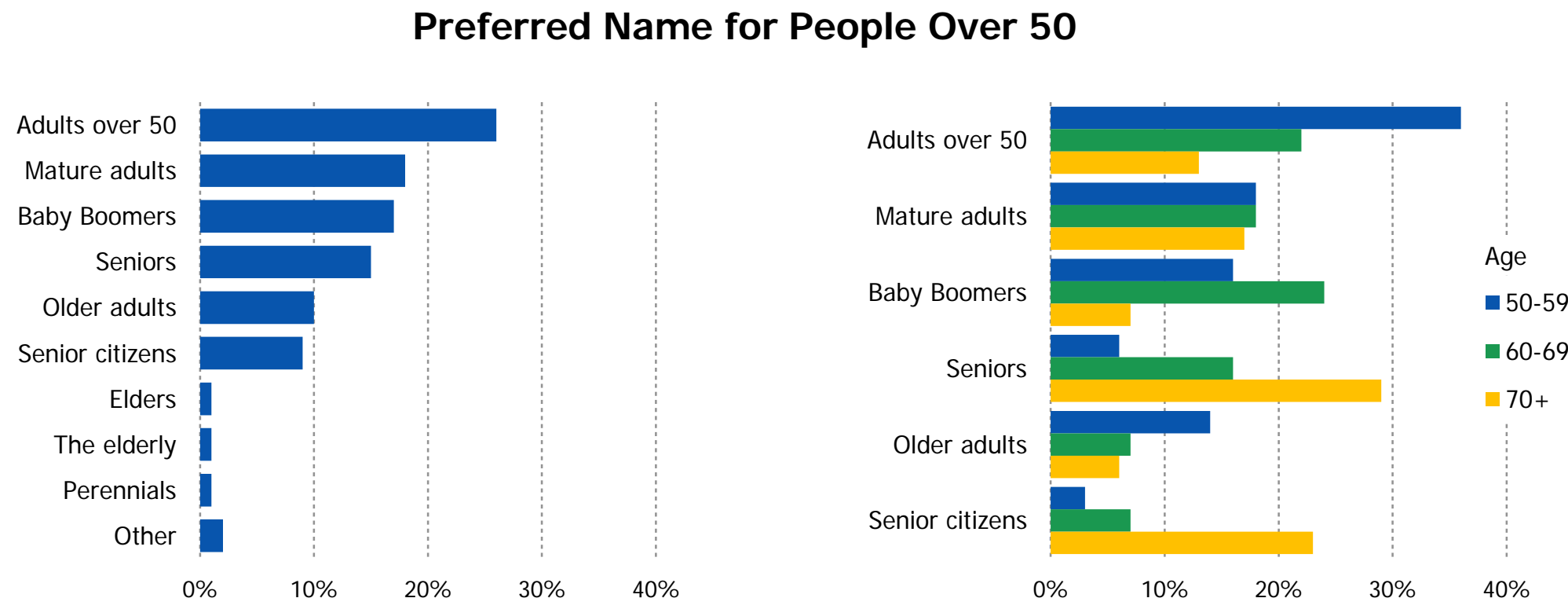
Those in better health and with a lower BMI are more likely to get information from the news and scientific studies. Those in poorer health are more reliant on their doctor.

Those with higher income and education and those who are married are more likely to get information from several of these sources, especially the more common sources overall.

Q14: Which of the following do you use as sources of information about nutrition and food choices? (n=1,005)

Label Preference Greatly Dependent on Age

Those in their 50s prefer to be described as “adults over 50,” while “seniors” and “senior citizens” are popular among those 70+



Q25: Which of the following names for people age 50 and older do you prefer? (n=1,005)

An Appeal to Quality of Life is Highly Motivating

Motivational messages were tested on randomly chosen subsets of consumers; the clear favorite was the message which made an appeal to improving one's quality of life late in life

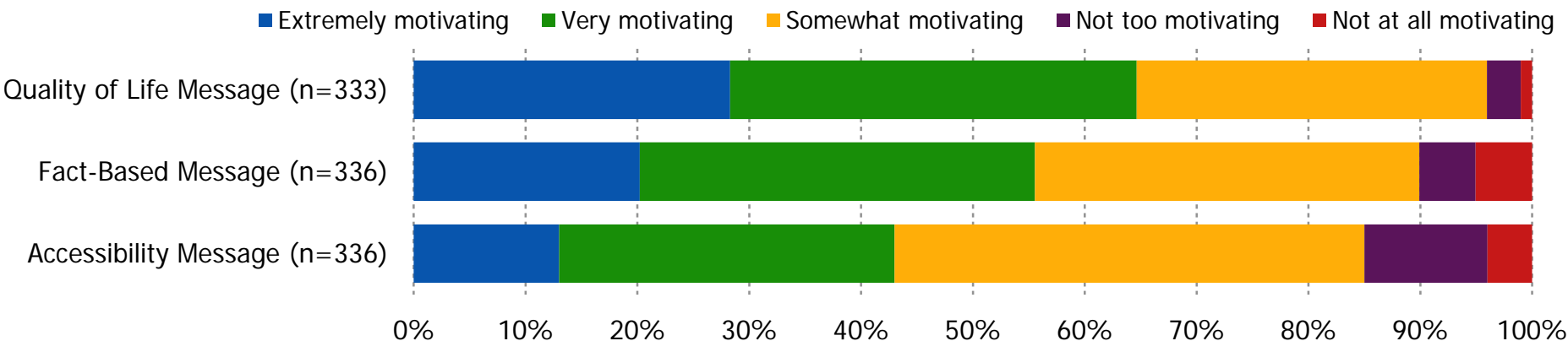
Motivational Messages to Eat Healthier

Fact-Based Message: *Eating a balanced diet* has been shown to reduce your risk of heart disease by nearly one-third.*

Quality of Life Message: *Eating a balanced diet* can not only help you live longer, but it can help you remain independent and active.*

Accessibility Message: *Eating a balanced diet* is not only good for your health, but it is easy to do and affordable.*

** a balanced diet maximizes fruits and vegetables, whole grains, and healthy proteins, and limits things like added sugar, sodium, or saturated fat*



The quality of life message is even more motivating for those age 70+.

Q26: How personally motivating is the following message as a reason to eat healthier foods? (SPLIT SAMPLE)



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

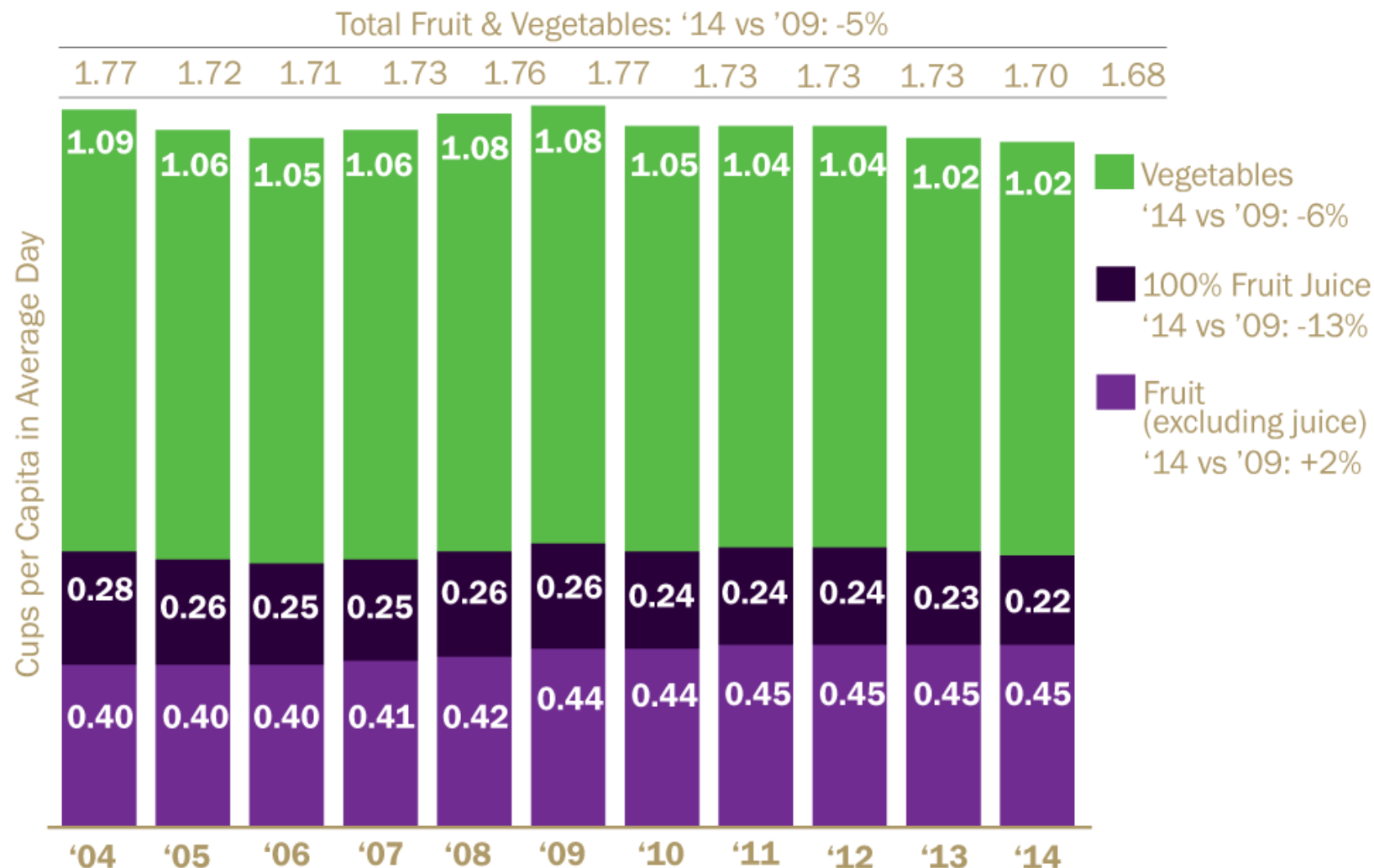
A Focus on Adults Aged 50+

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For a future without senior poverty.

Fruit and vegetable consumption peaked in 2009 and then declined 5% through 2014.



Source: PBH State of the Plate: 2015 Study on America's Consumption of Fruit and Vegetables

Older adults have historically been the highest consumers of fruit and vegetables; changes in eating behaviors impact intake.

- 1 Adults ages 45 and older, and particularly those ages 65 and older, demonstrated double digit consumption declines.
- 2 Fruit declines related to:
 - Decreases in all meals, particularly dinner and lunch
 - Decreased intake of 100% fruit juice for breakfast
 - Fewer consuming them “as is”
 - Less including fruit as a dessert
- 3 Vegetable declines of one fewer eating a week per capita driven by lower side dish “as is” use at in-home dinner meals.

Source: PBH *State of the Plate: 2015 Study on America's Consumption of Fruit and Vegetables*



50+ vs. General Population:

More frequent consumers of fruit and vegetables.

General Population

- Average days per week of intake: Fruit: **4.9**, Vegetables: **5.6**.
- **35%** consume fruit daily.
- **47%** consume vegetables daily.

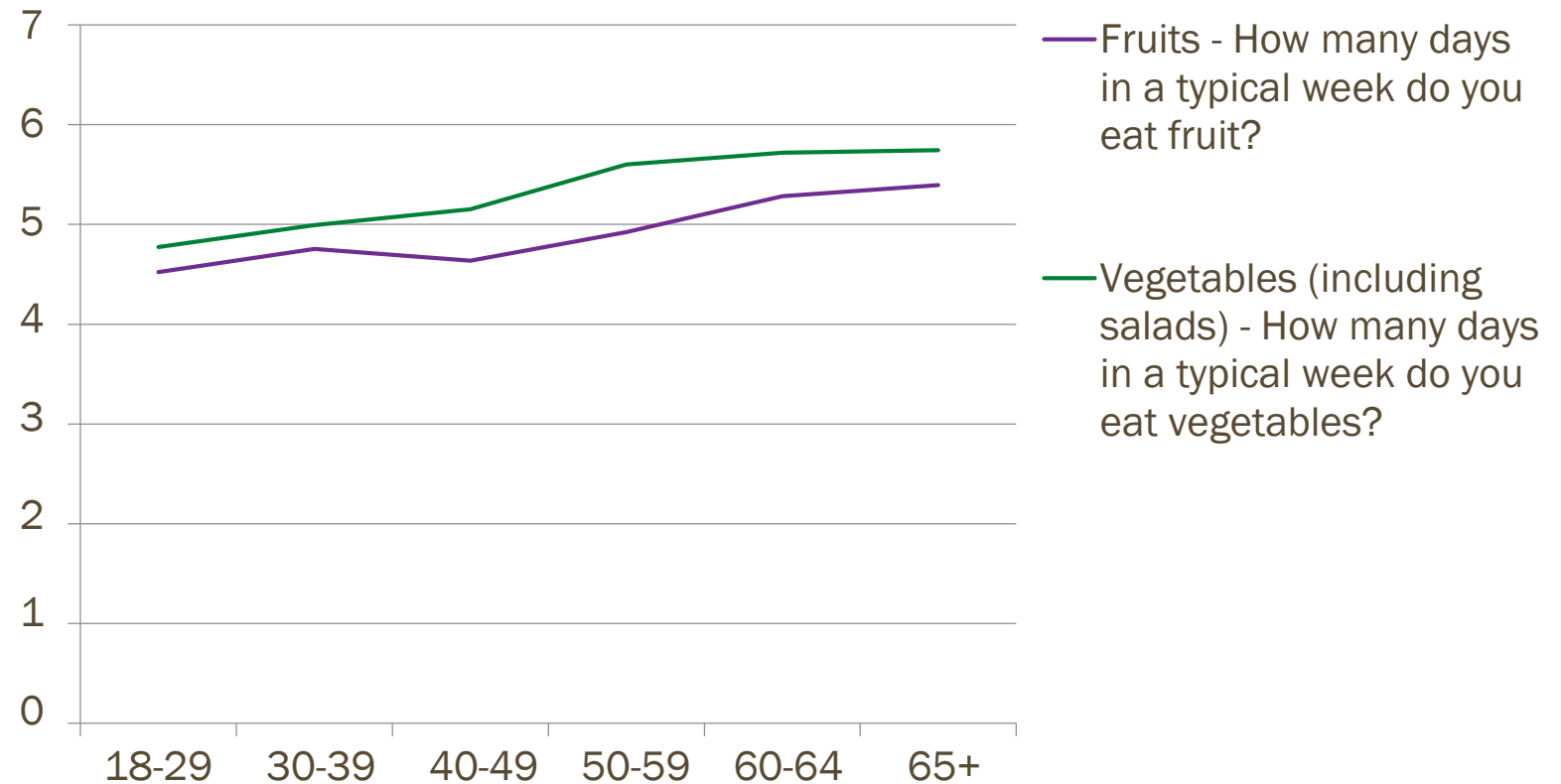


Adults 50+

- Average days per week of intake: Fruit: **5.2**, Vegetables: **5.7**.
- **42%** consume fruit daily.
- **49%** consume vegetables daily.

Source: PBH Novel approaches to measuring and promoting fruit and vegetable consumption, 2017: A Focus on Adults Aged 50+

Consumption days trend up linearly and significantly with age; those aged 65+ consume significantly more fruit and vegetables than those aged 18-29.



Source: PBH Novel approaches to measuring and promoting fruit and vegetable consumption, 2017: A Focus on Adults Aged 50+

50+ vs. General Population:

Comparable in percentage reporting underconsumption.



General Population

- 54% under recommendations for fruit
- 61% under recommendations for vegetables



Adults 50+

- 54% under recommendations for fruit.
- 59% under recommendations for vegetables.

Source: PBH Novel approaches to measuring and promoting fruit and vegetable consumption, 2017: A Focus on Adults Aged 50+

50+ vs. General Population:

More accurate understanding of vegetable requirements.

General Population

Perceived* gap:

- 0.55 cups fruit
- 0.74 cups vegetables

Adults 50+

Perceived* gap:

- 0.5 cups of fruit
- 0.6 cups of vegetables



*Perceived gap defined as the perceived fruit and vegetable intake recommendation minus reported consumption.

Source: PBH Novel approaches to measuring and promoting fruit and vegetable consumption, 2017: A Focus on Adults Aged 50+

50+ vs. General Population:

Comparable “actual”
reported fruit and vegetable
consumption gap.



General Population Below MyPlate Recommendations Actual Gap:

- 0.9 cups for fruit (54%)
- 1.16 cups for vegetables (61%)

Adults 50+ Below MyPlate Recommendations Actual Gap:

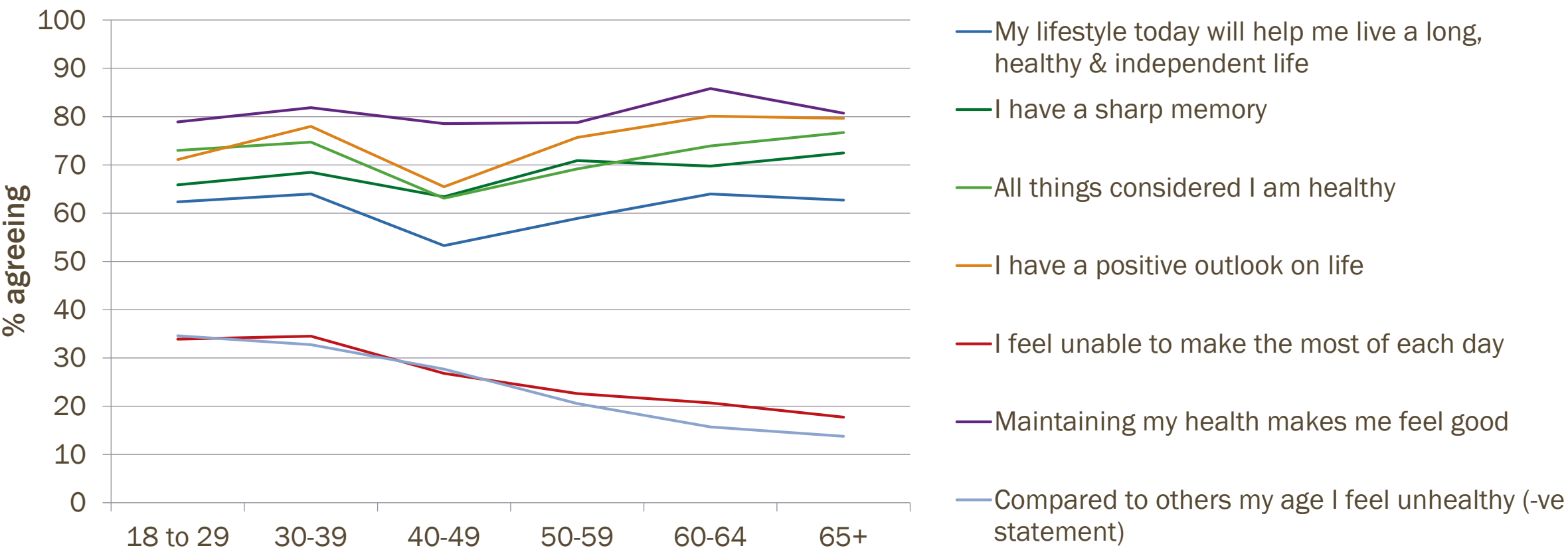
- 0.9 cups for fruit (54%)
- 1.11 cups for vegetables (59%)

*Actual gap defined as the MyPlate fruit and vegetable recommendations for sedentary individuals minus reported consumption.

Source: PBH Novel approaches to measuring and promoting fruit and vegetable consumption, 2017: A Focus on Adults Aged 50+

Attitudes toward overall well-being trend more positively 50+.

Q. Please tell us how much you agree or disagree with each of the following statements. Base: All

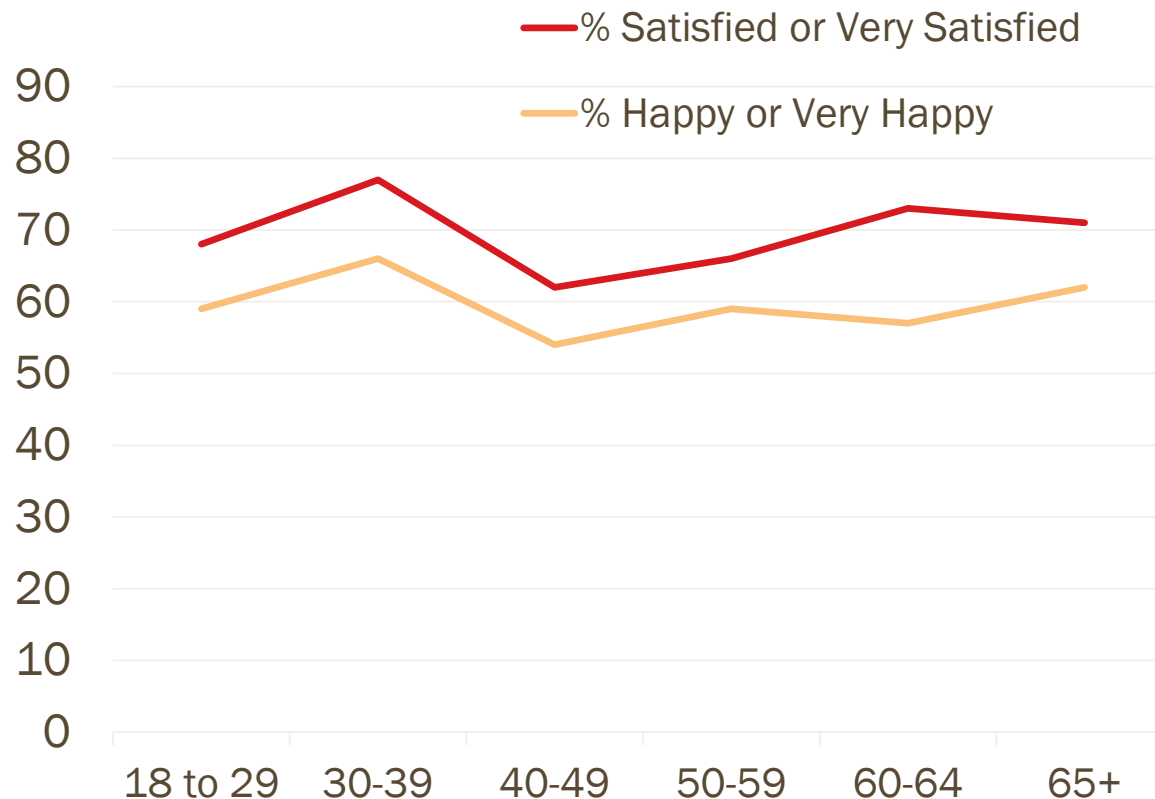


Source: PBH Novel approaches to measuring and promoting fruit and vegetable consumption, 2017: A Focus on Adults Aged 50+

Individuals beyond age 40 report higher levels of life satisfaction and happiness.

Happiness and satisfaction:

- Highest among those in their 30s
- Lowest among those in their 40s
- 60% and 70% of those 50+ report being happy over the past 4 weeks and satisfied with their life as a whole, respectively



Source: PBH Novel approaches to measuring and promoting fruit and vegetable consumption, 2017: A Focus on Adults Aged 50+

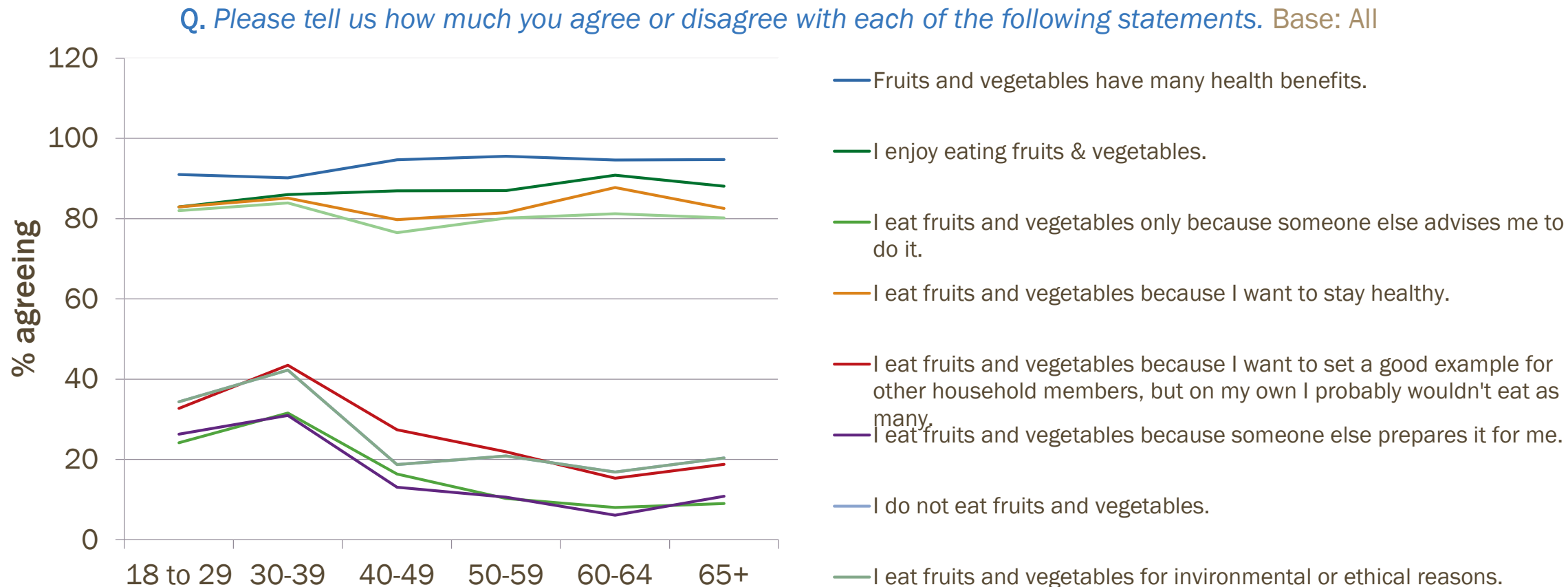
As individuals get older, attitudes toward fruit and vegetables, specifically, become more positive.



- 1 Older adults are motivated by long- and short-term lifestyle benefits of eating healthfully (e.g., feeling good about their health and physical appearance, living longer, etc.).
- 2 95% of those over 50 agree that fruit and vegetables have many health benefits.
- 3 89% say they enjoy eating fruit and vegetables.

Source: PBH Novel approaches to measuring and promoting fruit and vegetable consumption, 2017: A Focus on Adults Aged 50+

Appreciation of the health benefits of fruit and vegetables trends up with age; eating them for extrinsic reasons trends down.

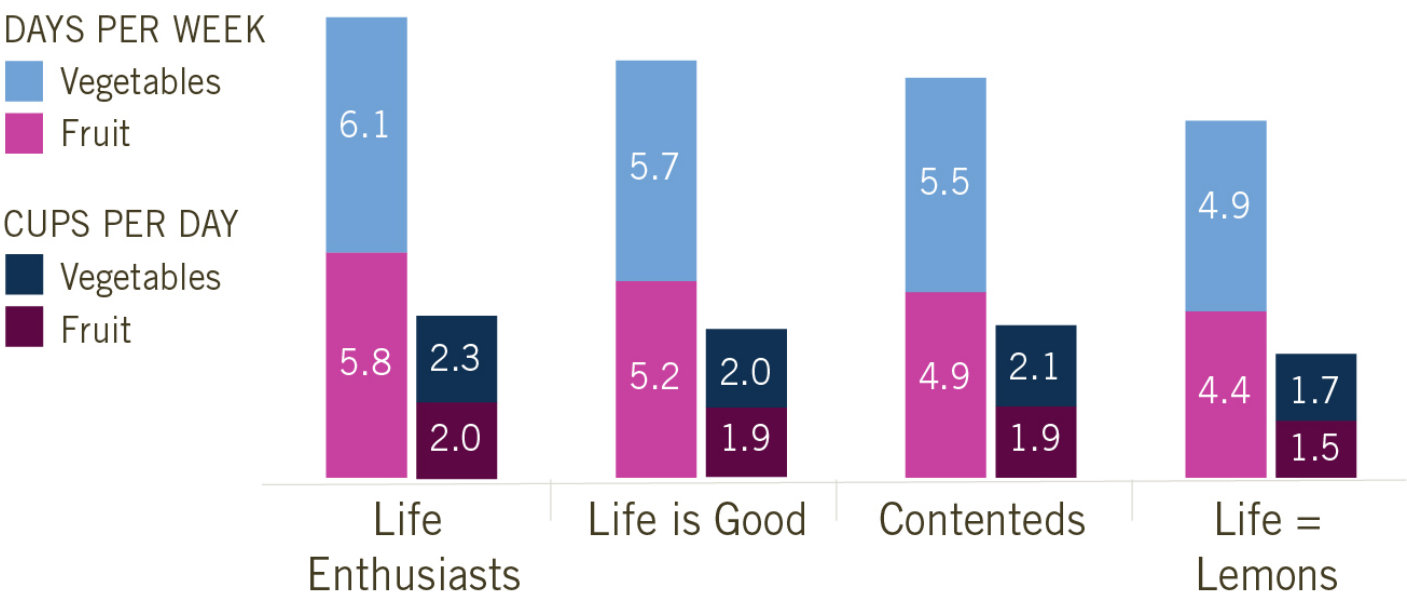


Source: PBH Novel approaches to measuring and promoting fruit and vegetable consumption, 2017: A Focus on Adults Aged 50+



Targeting adults 50+ through segmentation

Segments that score higher in life satisfaction and happiness eat fruit and vegetables more often.



Source: PBH Novel approaches to measuring and promoting fruit and vegetable consumption, 2017: A Focus on Adults Aged 50+

1. Life Enthusiast

Internally motivated to consume fruit and vegetables to stay healthy and feel good about themselves—and are tuned in to many physical benefits of doing so. Demographics compared to other segments skew higher in men, lower in women; higher in age; and significantly more working full-time as well as those retired.

3. Contented

Feel they are doing the best they can. The majority acknowledge that maintaining their health makes them feel good, but are less in touch with physical benefits of fruit and vegetable intake, and are higher in age, compared to other segments.

2. Life is Good

Majority appreciate the benefit of a current lifestyle in long-term longevity, health and independence. They see the benefits between produce intake, weight management, and bowel regularity. Compared to other segments, they are significantly higher in men and lower in women; significantly higher in those ages 50-59, lower than most segments in those 65+; and higher in income.

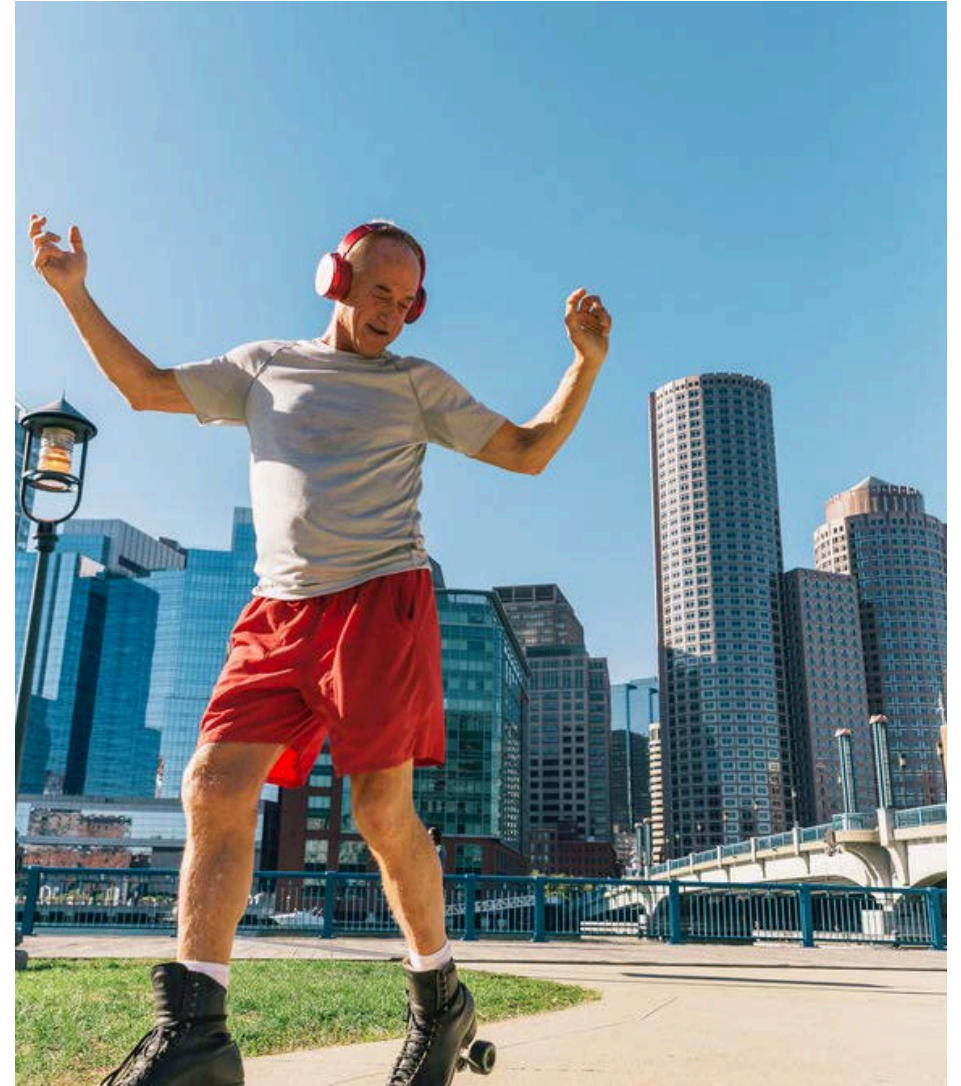
4. Life = Lemons

Compared to other segments, they skew lower in income, higher in unemployment, and lower in full-time employment. They are least likely to report enjoying fruit and vegetables; to say they choose them to be healthy; significantly less likely to think that eating them make them feel energetic; and most likely to feel that intake is contraindicated for them physically. Significantly less men and more women than other segments. Significantly more individuals 50-59 years old and significantly less 65+.

Source: PBH Novel approaches to measuring and promoting fruit and vegetable consumption, 2017: A Focus on Adults Aged 50+

Targeting the *Life Enthusiast* segment

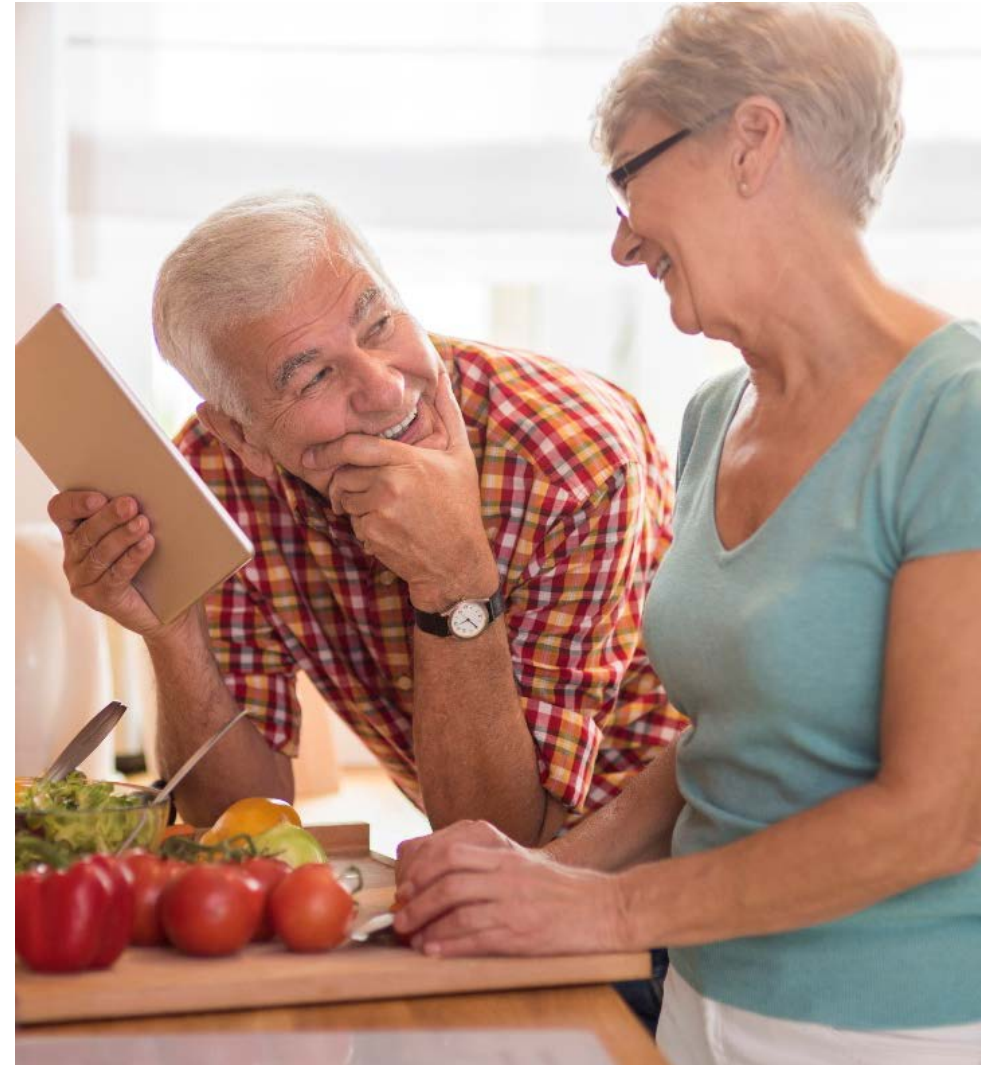
- Remind them of the variety of health benefits conferred by fruit and vegetables and connect them to how maintaining their health makes them feel good and give them better quality of life over the long term.
- This group is about moderation—help them gradually increase their intake and show them realistic ways to make that happen.
- Since they are already consuming an average of 5 days per week, help them add one more each day.



Source: PBH Novel approaches to measuring and promoting fruit and vegetable consumption, 2017: A Focus on Adults Aged 50+

Targeting the *Life is Good* segment

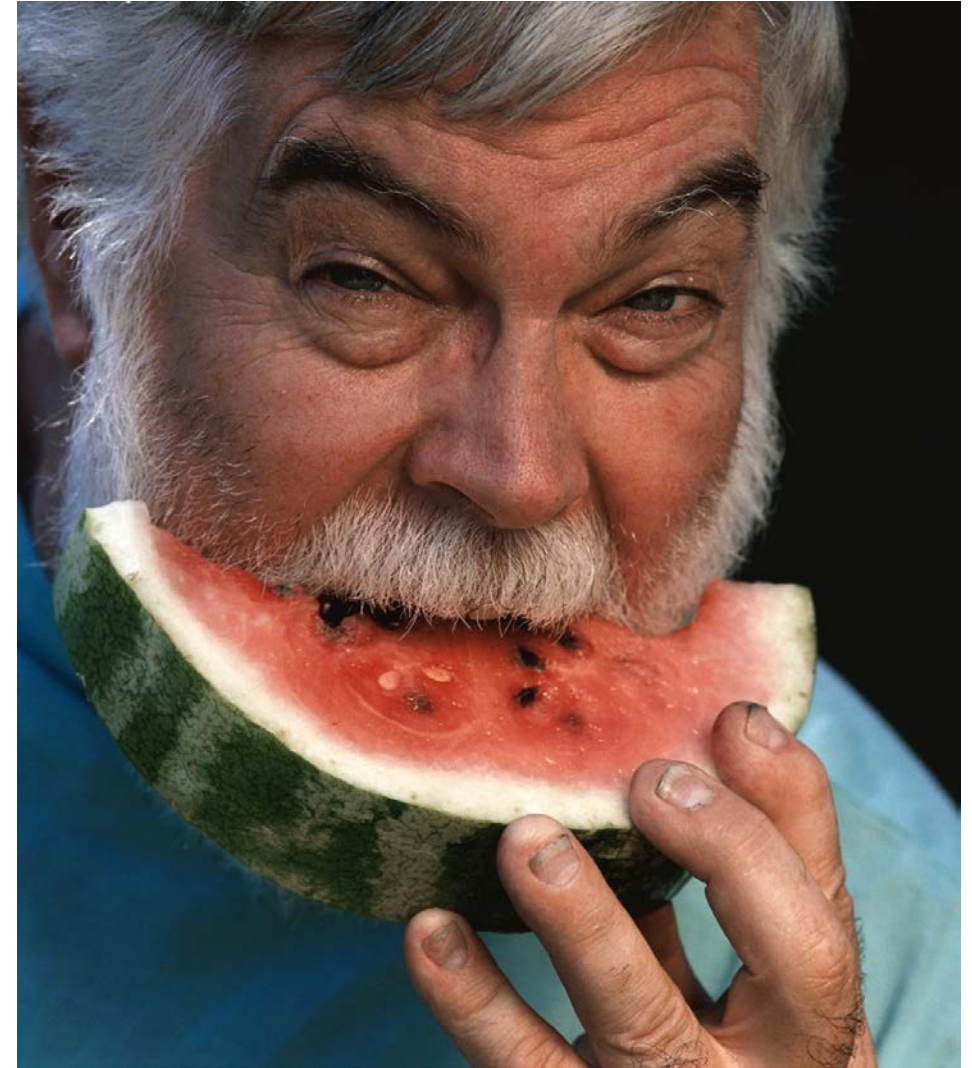
- Focus simultaneously on the physical and potential emotional benefits of fruit and vegetable consumption.
- Make sure that solutions include quick fixes for those with little time for preparation.
- Show them that lifestyle now pays dividends later.



Source: *PBH Novel approaches to measuring and promoting fruit and vegetable consumption, 2017: A Focus on Adults Aged 50+*

Targeting the *Contented* segment

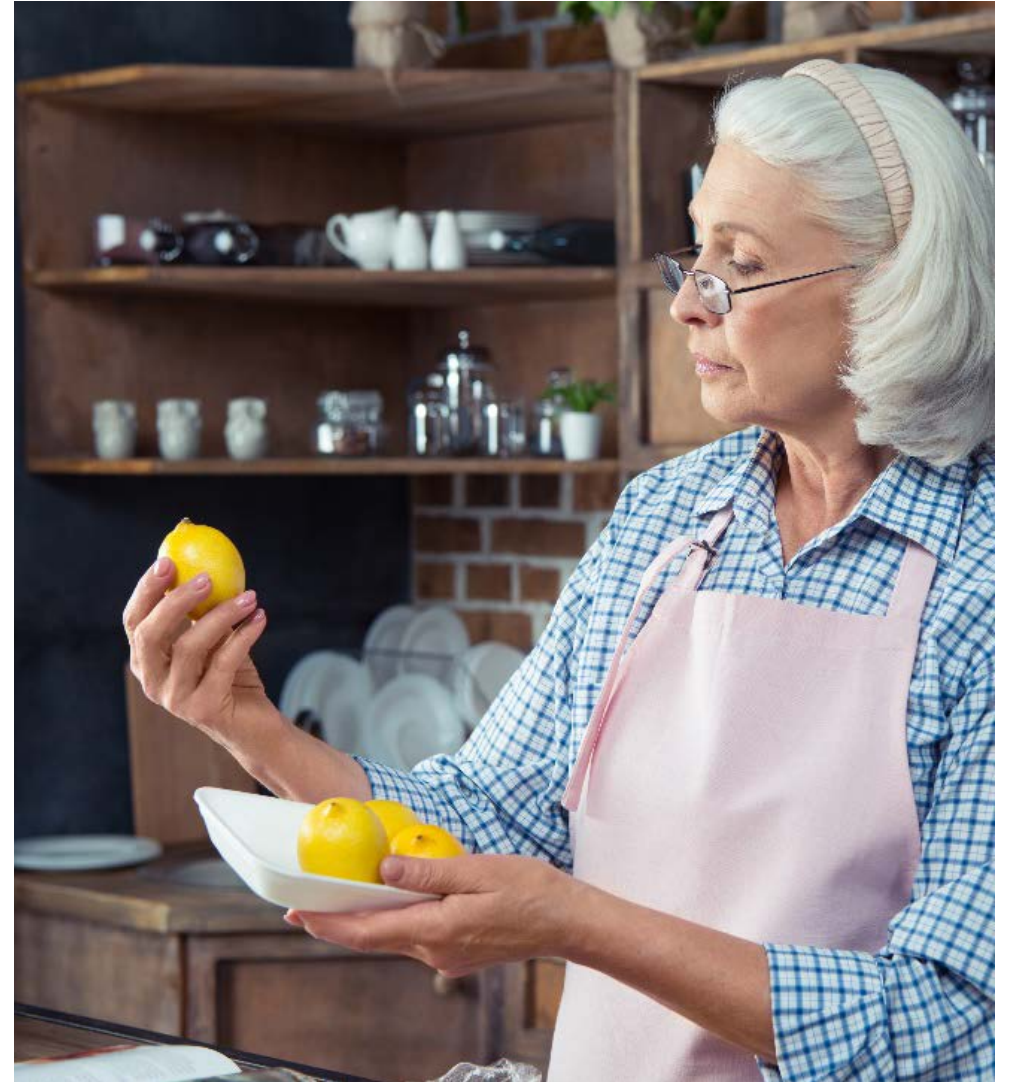
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Source: *PBH Novel approaches to measuring and promoting fruit and vegetable consumption, 2017: A Focus on Adults Aged 50+*

Targeting *Life* = *Lemons* segment

- Focus on the potential life satisfaction and happiness benefits of fruit and vegetable consumption.
- Express empathy for the challenges they face and suggest ways to help make it easier to cope with life.
- Work toward building intake habits.
- Demonstrate low-cost options for consuming fruit and vegetables.
- Give permission to enjoy fruit and vegetables in all forms.
- Provide simple, affordable recipes to prepare fruit and vegetables in different ways.



Source: PBH Novel approaches to measuring and promoting fruit and vegetable consumption, 2017: A Focus on Adults Aged 50+

Grocery Delivery for Older Americans

INTERNATIONAL FOOD INFORMATION
COUNCIL FOUNDATION IN COLLABORATION WITH AARP
FOUNDATION

July 2018

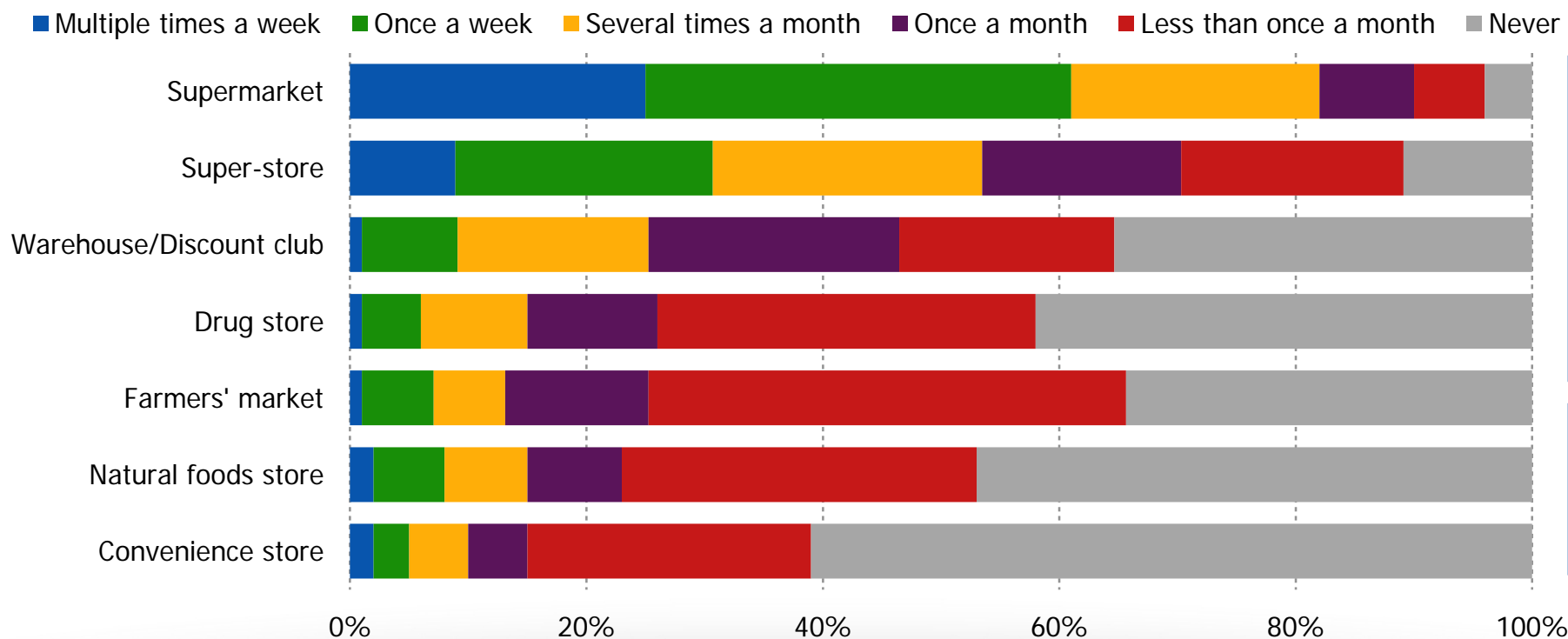


FOODINSIGHT.ORG

Most Older Americans Shop at Supermarkets and Superstores

Three in four visit at least one type of store at least once a week

Frequency of In-Person Grocery Shopping



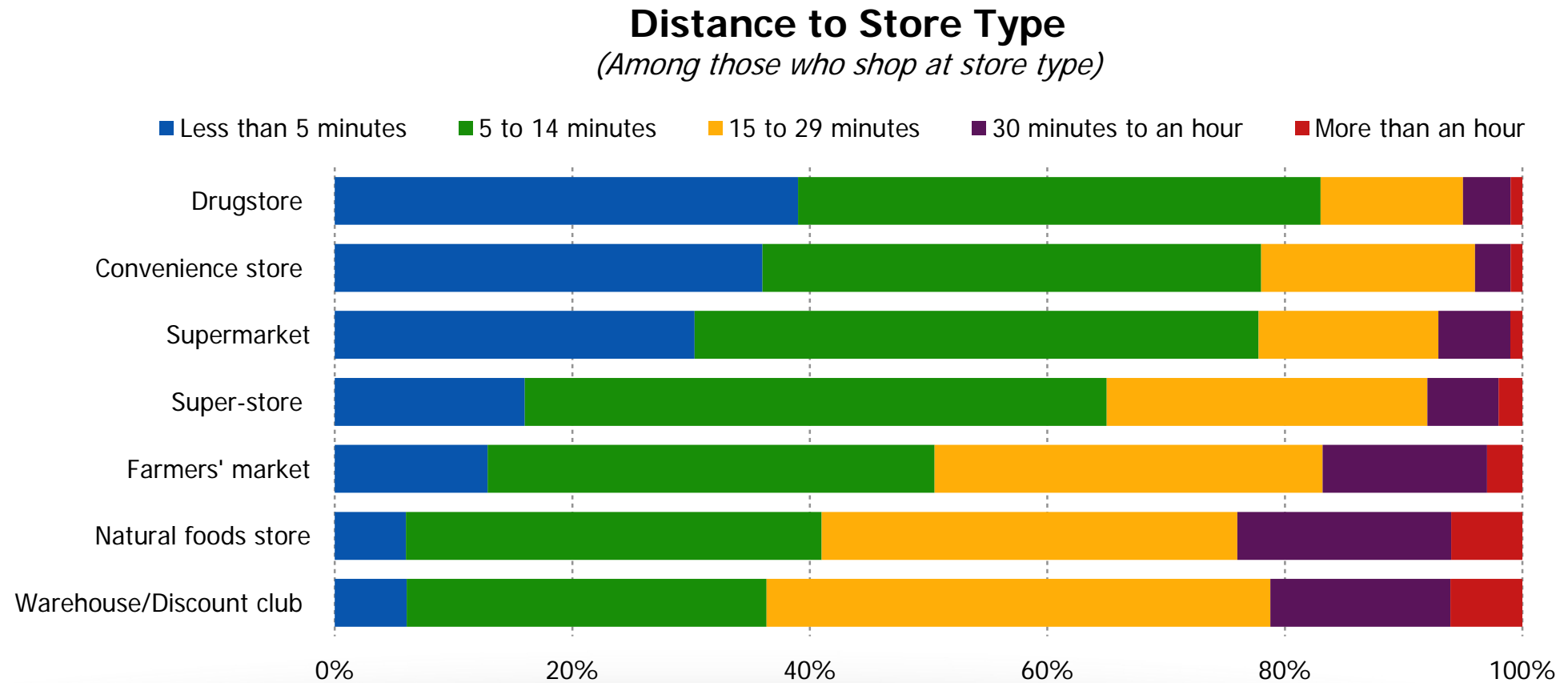
Those who order grocery delivery are more frequent visitors of natural food stores such as Whole Foods and farmers' markets. 43% shop at natural food stores at least once a month and 34% say the same of farmers' markets.

While supermarkets dominate overall, those in fair/poor health shop less frequently at this type of store.

Q9: How often do you purchase groceries in-person... (n=1,004)

Grocery Stores Are Often in Close Proximity

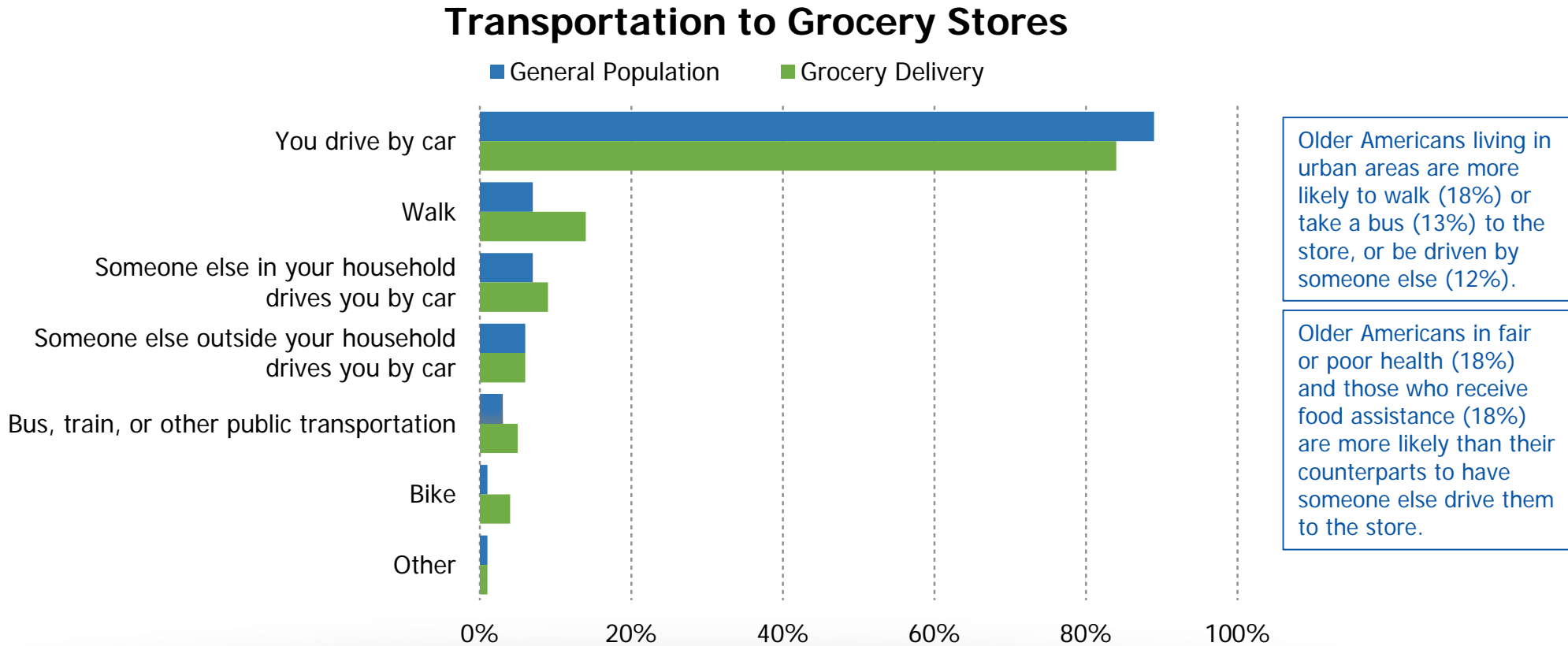
Nine in ten older Americans who order groceries for delivery live within 15 minutes of a store



Q10: About how long does it take you to get to each of these locations from your home?
Base sizes vary by store type

Nearly All Get to the Grocery Store by Driving

Compared to all older Americans, those ordering grocery delivery are slightly more likely to walk to the store when shopping in-person. Driving is the dominant mode of transportation for both groups, however.



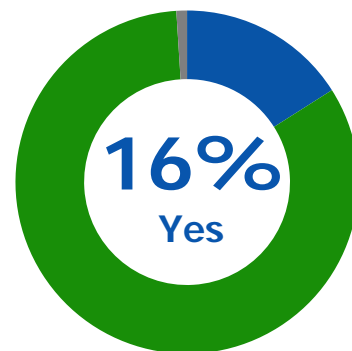
Q11: How do you typically get to these locations to grocery shop? Please select all that apply. (General Population n=994; Grocery Delivery n=367)

One in Three have Ordered Groceries, Meal Kit or Prepared Meals

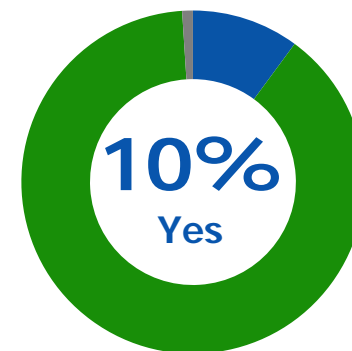
Those who order groceries are more likely to also order groceries for pick up and meal delivery, for example

Alternatives to Shopping In-person

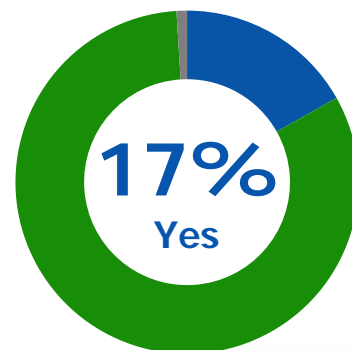
Ordered groceries to be delivered:



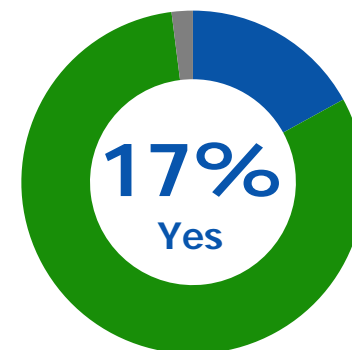
Ordered from a meal-kit delivery service:



Ordered groceries to be picked up from a store:



Ordered from a prepared meal delivery service:



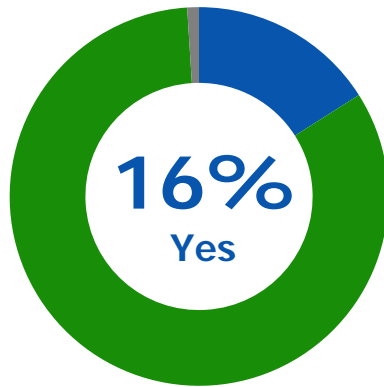
■ Yes ■ No ■ Not sure

Those who have ordered groceries to be delivered are much more likely to participate in the other alternatives, such as ordering groceries for pick up (43%), from a prepared meal delivery service (35%), and a meal kit delivery service (25%).

Q1: Have you ever done any of the following? (n=1,004)

Who is Ordering Their Groceries for Delivery?

One in six older Americans has ordered groceries for delivery. These consumers tend to be from the Northeast, younger, working full-time, with higher levels of education, and are more likely to be white.



Have you ever done any of the following –
Order groceries to be delivered to you:

■ Yes ■ No ■ Not sure

Demographics

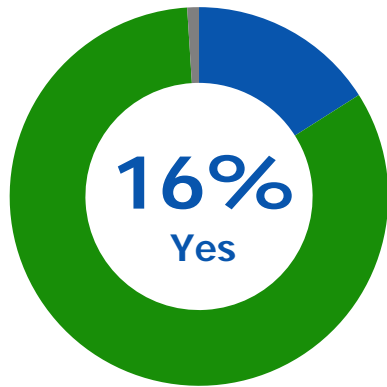
- These consumers are **younger**. 44% of consumers ordering groceries for delivery are between the ages of 50 and 59, only 8% are over age 75.
- Consumers ordering groceries for delivery are more likely to be from the **Northeast (25%)**. Consumers in the Midwest are less likely to have groceries delivered.
- A majority of consumers ordering groceries have at least a **college degree (59%)**.
- Many consumers who order groceries to be delivered are **white (86%)**.

Food/Health Differences

- Consumers ordering groceries for delivery are likely to take a **prominent role in their household's shopping**.
- Consumers who order groceries for delivery are a little more likely to **indicate difficulty shopping for their household's needs**.
- They are more likely to **walk to the grocery store** when shopping in-person, although most still drive.
- These consumers are more likely to be attentive shoppers, meaning they **pay attention to food labeling** - especially labels indicating sourcing and quality of ingredient.
- **Mobility and finding time to go to the store** are more likely to be challenges for these consumers.

Who is Ordering Their Groceries for Delivery?

Those facing mobility issues and those with higher income are likely customers of this service, but represent two distinct groups



Have you ever done any of the following –
Order groceries to be delivered to you:

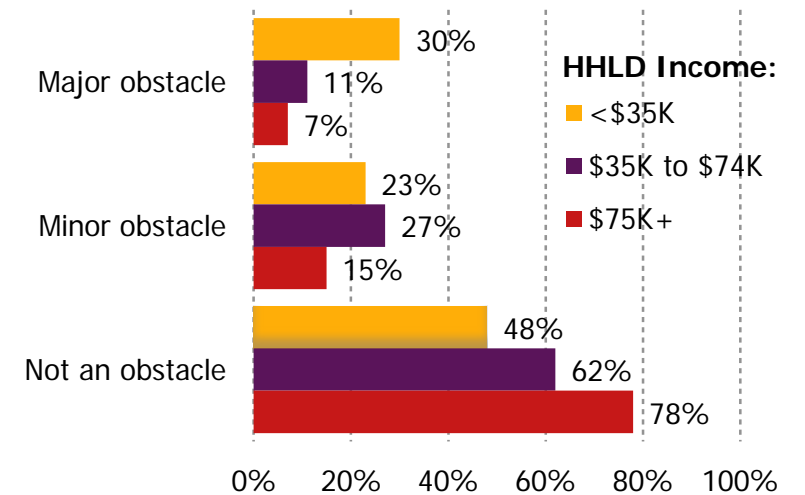
■ Yes ■ No ■ Not sure

Two Key Segments

- Not everyone that has tried a grocery delivery service fits neatly in the same profile. In fact, there are two key segments within this group of consumers that deserve special attention.
- Those who have tried a grocery delivery service skew higher income and are also more likely to face mobility issues, but these are distinct groups. Those with at least \$75K in household income are very unlikely to face mobility issues. Among those with less than \$35K, however, half face mobility issues and 3 in 10 describe it as a major obstacle.
- In comparison to the “**high income**” segment, those in the “**mobility issue**” segment are more likely to be women (70% vs. 41%), under age 65 (79% vs. 65%), and order a wider variety of food products for delivery.

Mobility Issues by Income

(Among those who order groceries)



A Few Companies Dominate the Grocery, Meal Kit and Prepared Meal Delivery Market

Grocery Delivery Companies		Meal Kit Delivery Companies		Prepared Meal Delivery Companies	
(Top Responses Shown)					
Amazon Fresh	58%	Blue Apron	63%	Schwann's	37%
Peapod	24%	Hello Fresh	42%	Ordered from a restaurant	16%
Google Express	18%	Sun Basket	10%	Freshly	12%
Fresh Direct	17%	Green Chef	9%	Mom's Meals	8%
Instacart	11%	Plated	4%	Prepped	6%
Jet	9%	Chef'd	3%	BistroMD	2%
Wal-Mart	6%	Purple Carrot	3%		
Shipt	5%				

Q4: Which of the following companies have you ever used for ordering groceries? Please select all that apply. (n=174)

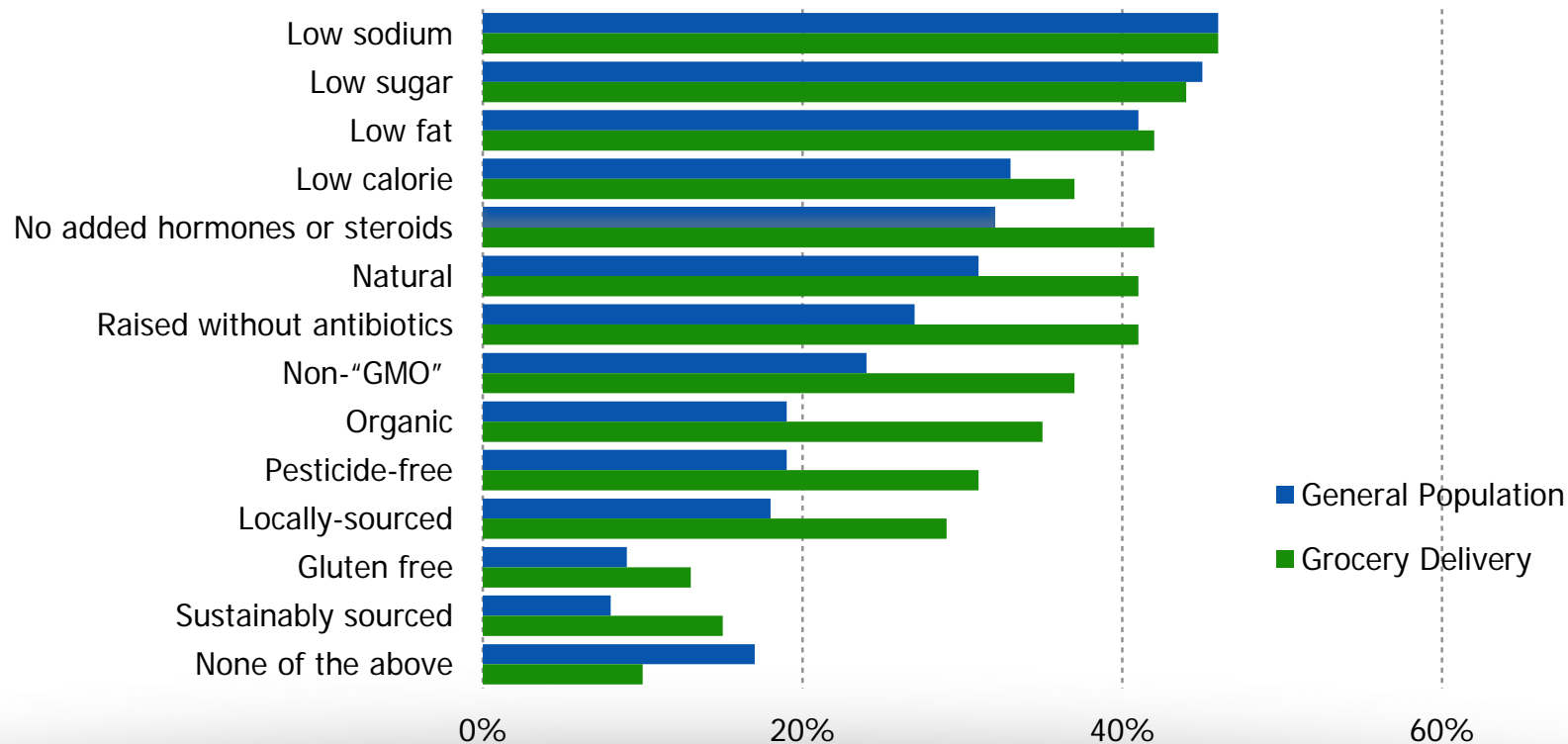
Q5: Which companies have you ever used for meal kit delivery? Please select all that apply. (n=95)

Q6: Which companies have you ever used for ordering prepared meals? Please select all that apply. (n=139)

Those Ordering Groceries Are More Attentive to Labels

Low sodium and low sugar labels garner the most overall attention, but those ordering groceries are also particularly attentive to labels related to how food is produced

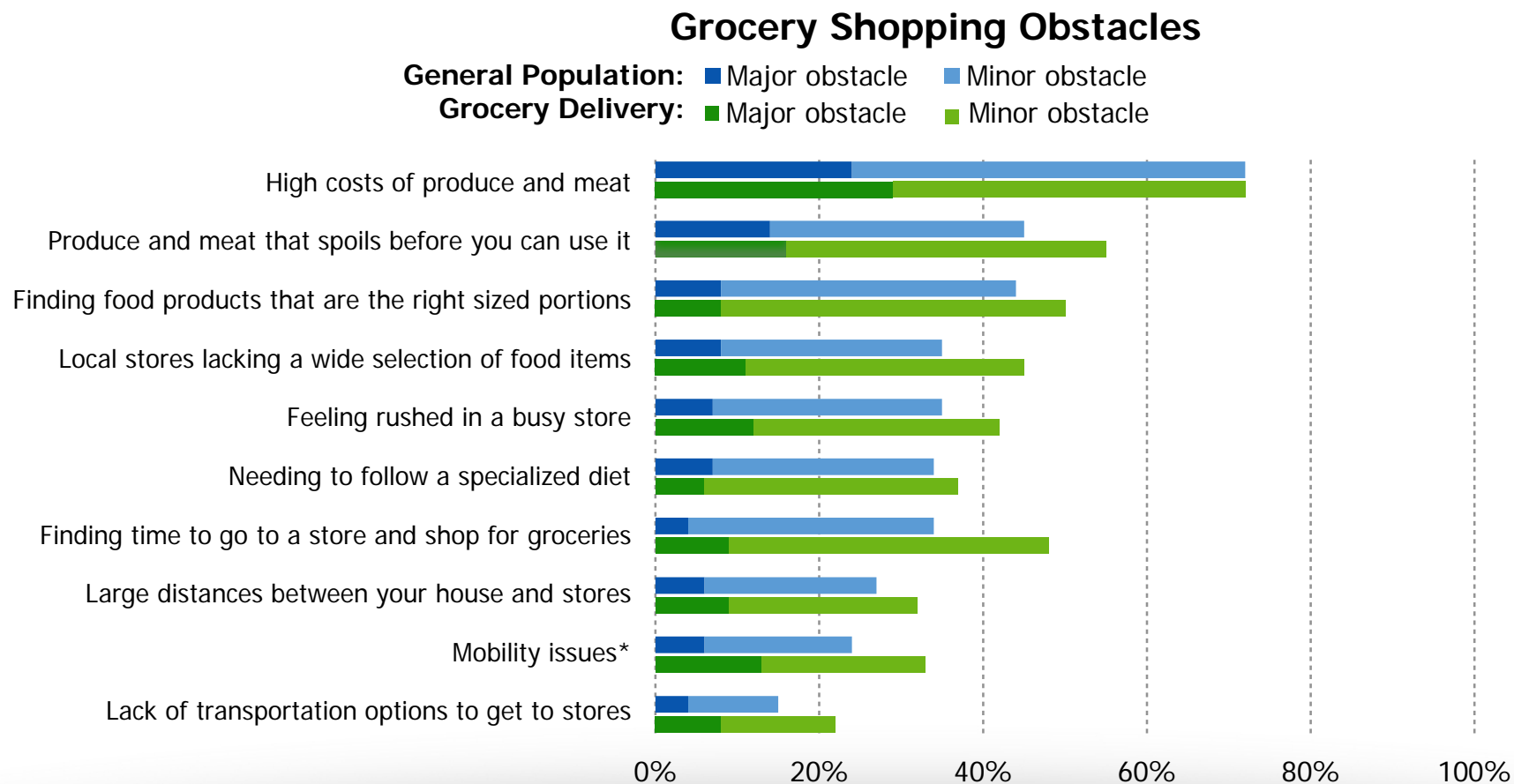
Labels Most Commonly Looked for



Q13: Which of the following labels do you generally look for when shopping for foods and beverages? Please select all that apply. (General Population n=1,004; Grocery Delivery n=370)

Cost and Spoilage Are the Biggest Shopping Obstacles

Half of those who get groceries delivered indicate at least one major shopping obstacle



Those ordering groceries express that it is difficult to find the right sized portions and that their local stores lack a wide selection. Additionally, they are more likely to cite produce and meat spoiling as an obstacle.

Access & Mobility:
Those ordering groceries report greater difficulty getting to, and around, the grocery store.

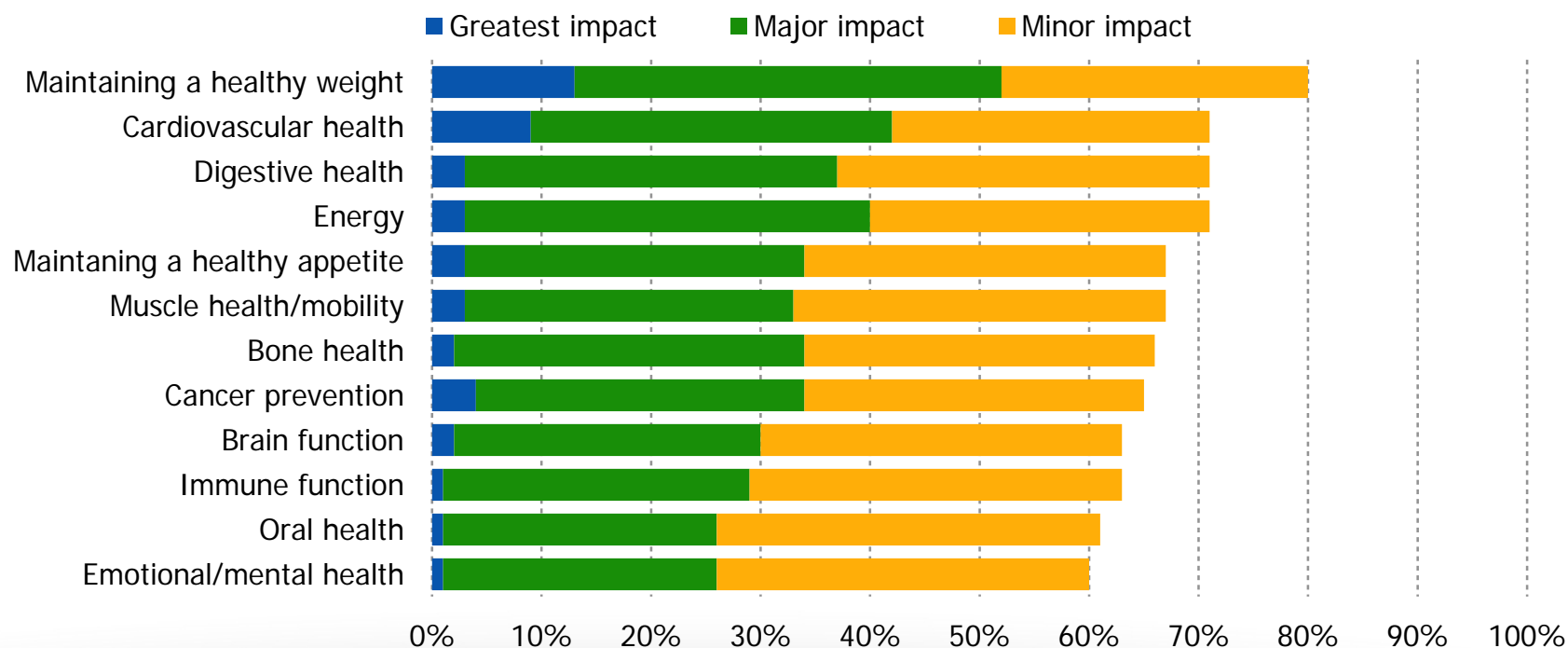
This group is more likely to cite feeling rushed at the store, finding time to shop, large distances to the store, mobility issues, and lack of transportation options as obstacles.

Q18: Thinking about shopping for all the groceries your household needs, to what extent are the following obstacles for you? (General Population n=1,004; Grocery Delivery n=370) *Response text has been abridged

Those Ordering Groceries Do Not Differ on Impact of Issues

Of the identified important health topics, healthy weight and cardiovascular activity are the most likely to impact grocery shopping habits

Impact of Topics on Shopping Habits (Of those who place some importance on each topic)



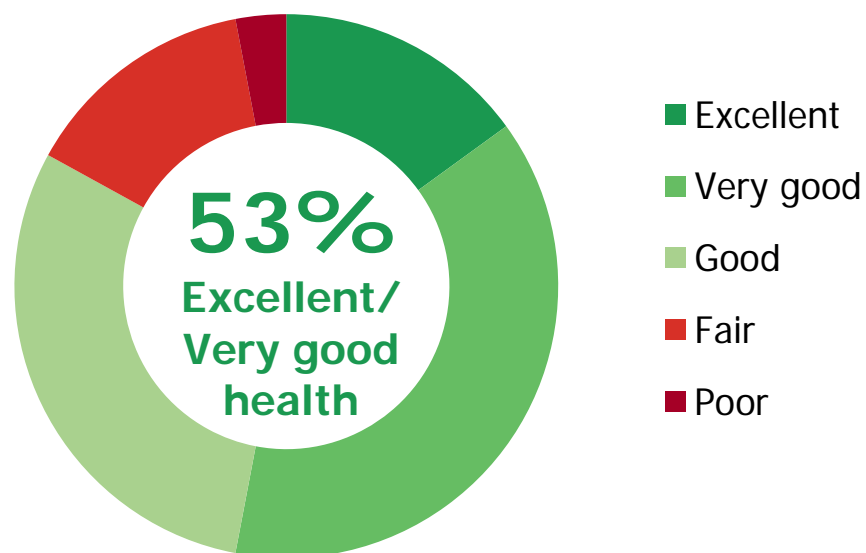
Q33: Which of the following health topics currently have an impact on your grocery shopping habits?

Note: Includes only statements from Q32 ranked somewhat important or higher

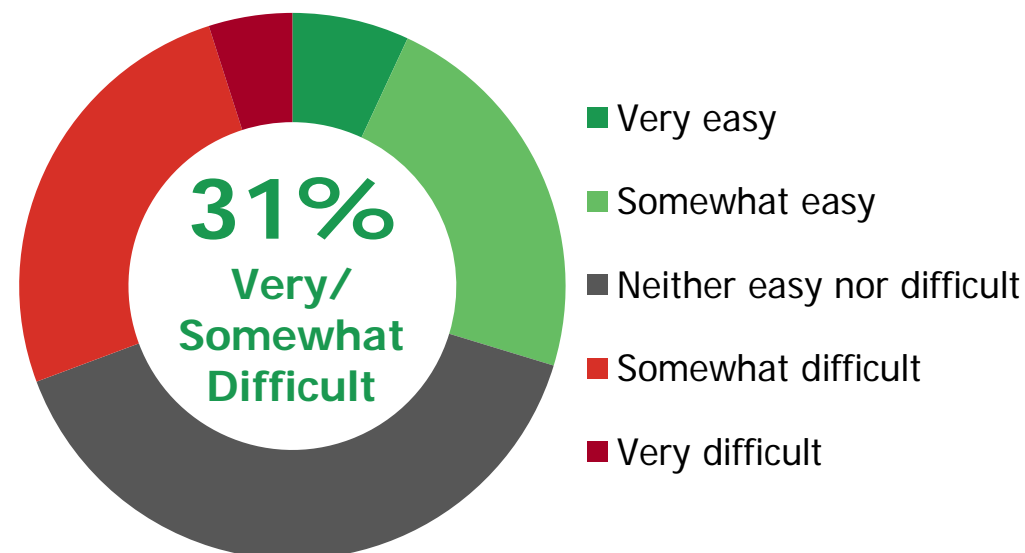
Over Half Report Good Health But One in Three Find it Difficult to Maintain a Healthy Diet

There is no difference in health status between all respondents and those who get groceries delivered. Consumers in their 50s find it harder to maintain a healthy diet with 39% saying it is very/somewhat difficult compared to 25% of those over 65.

Current Health Status



Difficulty in Maintaining a Healthy Diet

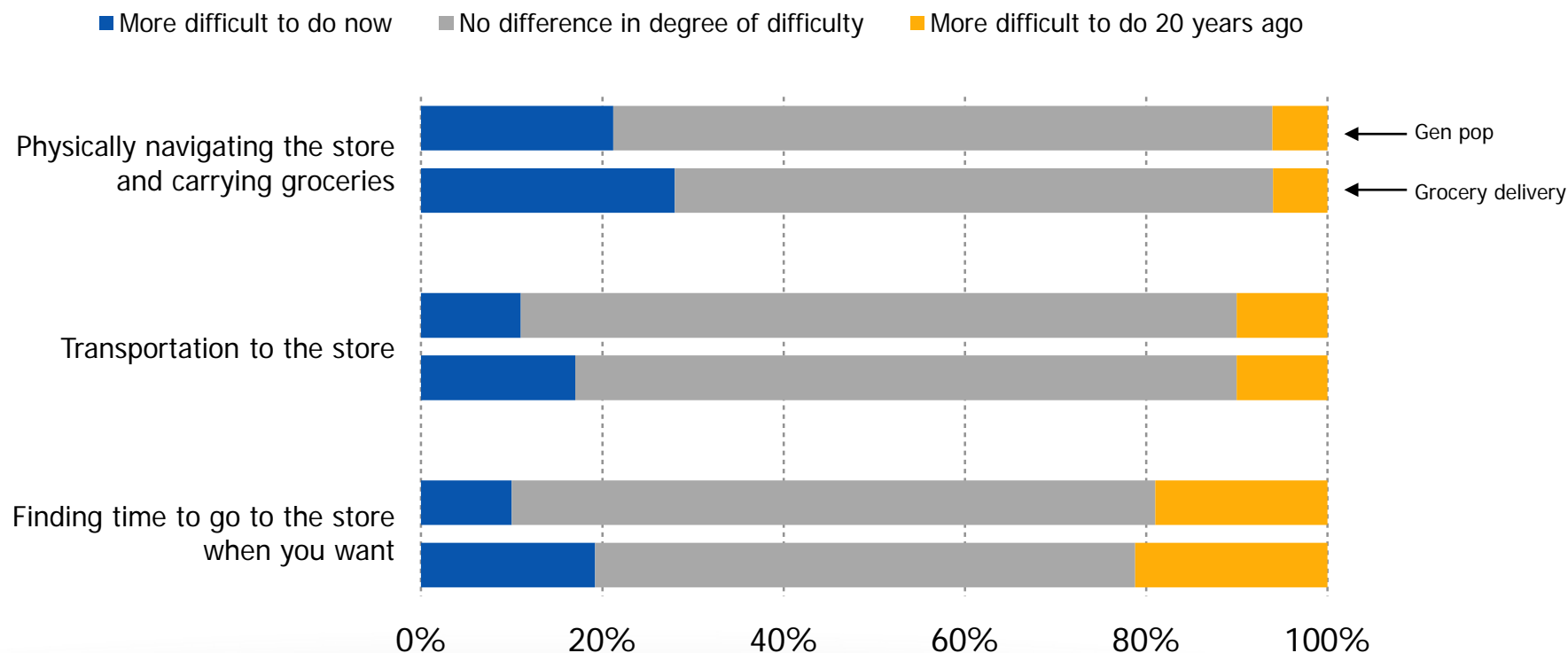


Q30: How would you rate your current health status? (n=1,004)

Q31: How difficult is it for you personally to maintain a healthy diet? (n=1,004)

Those Ordering Groceries Find Navigating the Store, Transportation and Finding Time to Shop More Difficult Now

Degree of Difficulty Now vs. 20 Years Ago

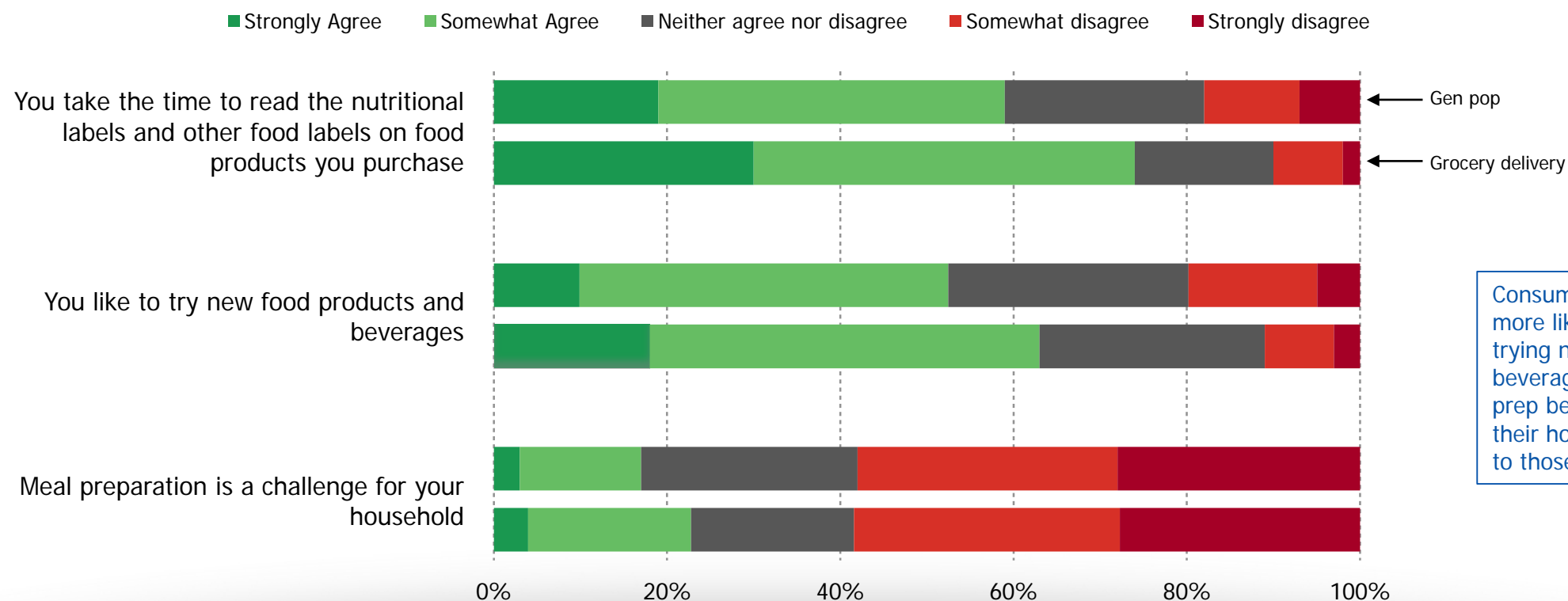


Q34: Which of the following do you find more difficult to do now versus 20 years ago? (General Population n=1,004; Grocery Delivery n=370)

Those Ordering Groceries Differ on Label Attentiveness, Trying New Food Products, and Meal Prep

Three in four of those ordering online take the time to read nutritional labels compared to a little more than half of the general population

Sentiments About Grocery Shopping

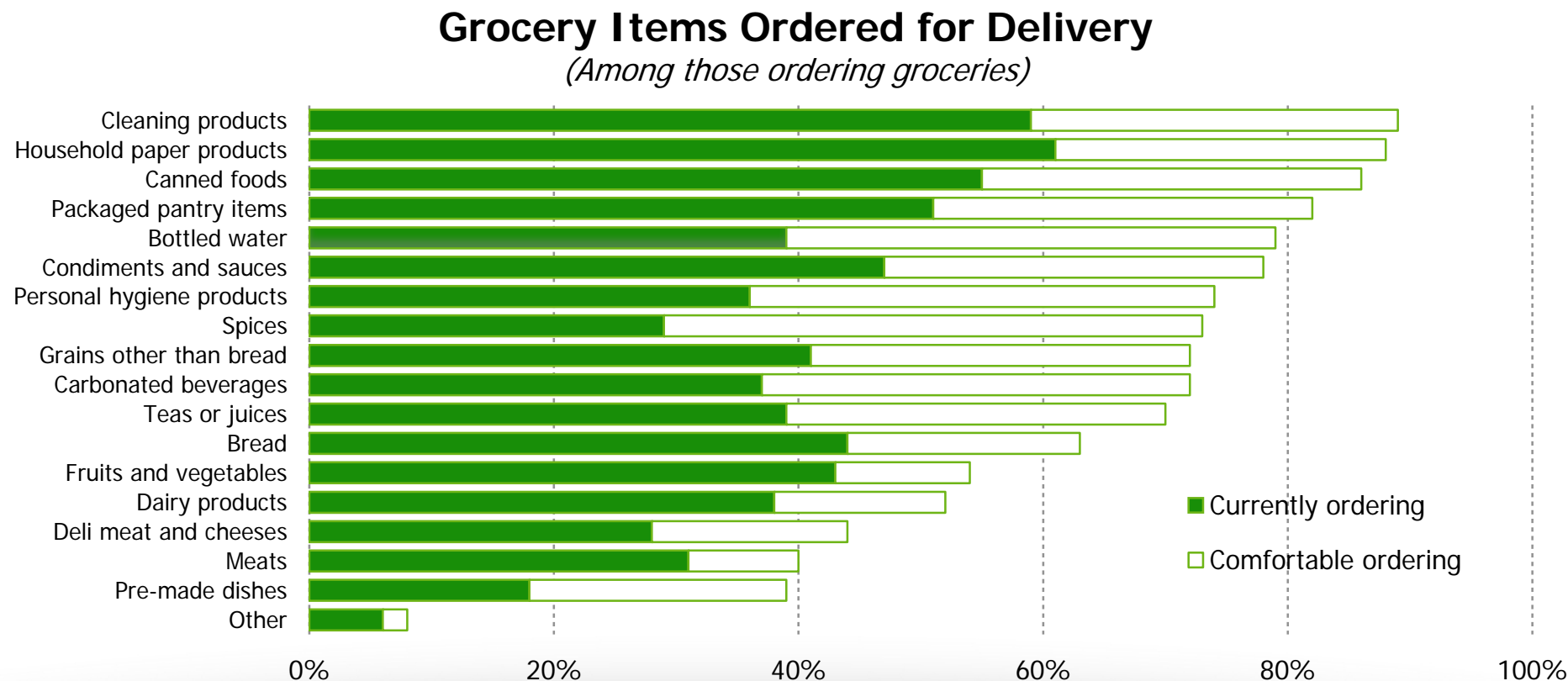


Consumers in their 50s are more likely to say they like trying new food and beverages as well as meal prep being a challenge for their household compared to those older than 65.

Q19: Please indicate if you agree or disagree with the following statements. (General Population n=1,004; Grocery Delivery n=370)

Cleaning Products, Paper Products and Canned Foods Are the Most Commonly Ordered Items for Delivery

The majority of those ordering groceries either already do or would be comfortable ordering most items, with the exception of deli meat/cheese, meats, and pre-made dishes



Q20: Which of the following grocery items have you ever ordered to be delivered? Please select all that apply. (Grocery Delivery n=370)

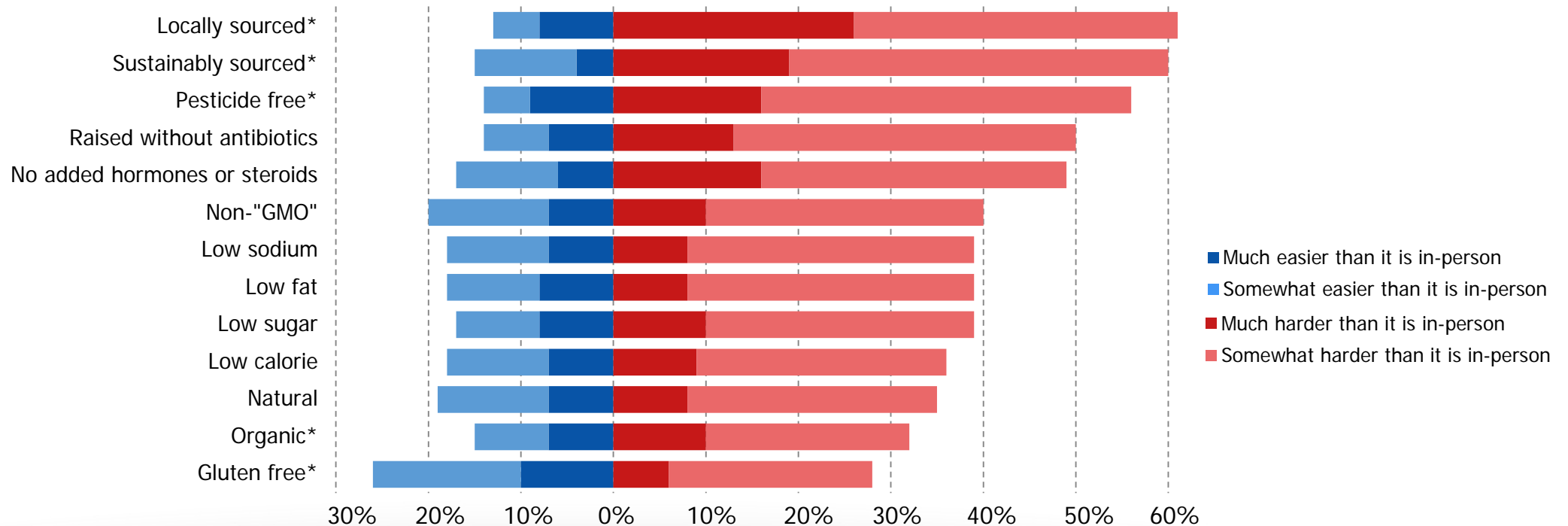
Q21: Which of the following grocery items would you be comfortable ordering to be delivered, even if you haven't done so yet? (Grocery Delivery n=370)

Online Ordering Does Not Make Looking at Labels Easier

Despite healthfulness being a higher priority, few claim ordering makes it any easier to identify these criteria compared to in-person

Ease of Looking for Labels When Ordering Groceries

(Among those ordering groceries and looking for these labels)



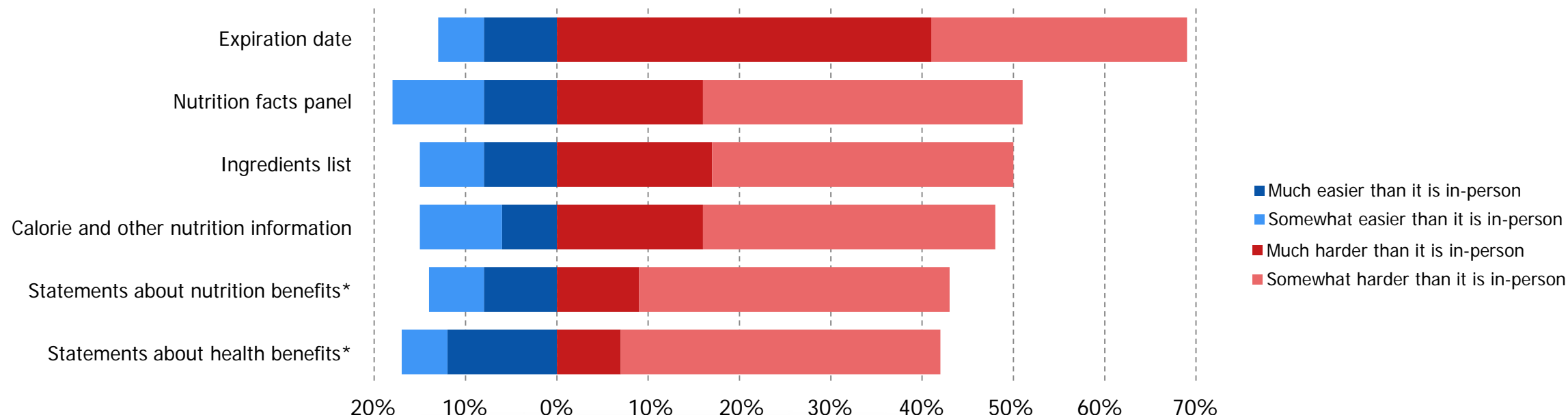
Q14: You identified the following as food and beverage labels you look for in general. Now think about your experience ordering groceries to be delivered. In comparison to shopping in-person, how easy is it to identify whether the food you are ordering meets these criteria? (Sample sizes vary by item) *Small sample size

Packaging Info is Also Harder to Find When Ordering

Expiration date is by far the hardest packaging information to identify when ordering groceries

Ease of Looking for Packaging Information When Ordering Groceries

(Among those ordering groceries and looking for this information)

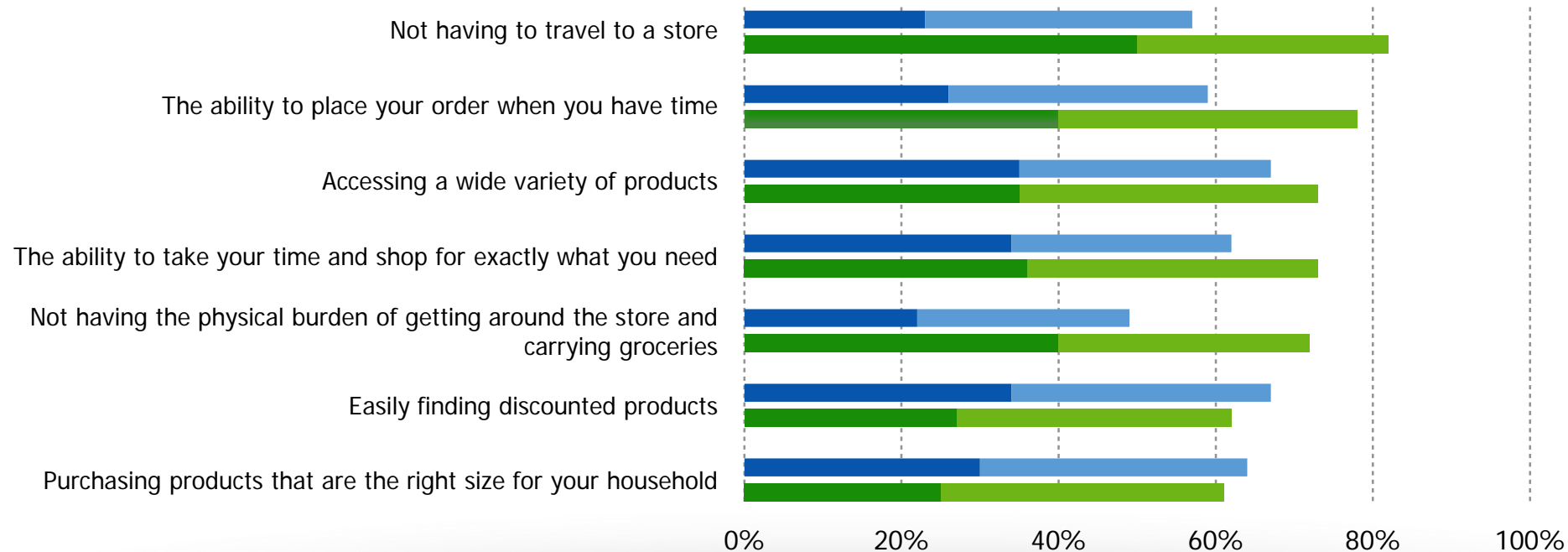


Q16: You identified the following as food and beverage packaging information you look at in general. Now think about your experience ordering groceries to be delivered. In comparison to shopping in-person, how easy is it to find this information when ordering groceries? (Sample sizes vary by item) *Small sample size

Those Ordering Grocery Delivery Are Motivated by Physical and Time Constraints of Traditional Grocery Shopping

Motivating Factors for Ordering Grocery Delivery

Not Currently Ordering: Major factor Minor factor
Orders Grocery Delivery: Major factor Minor factor



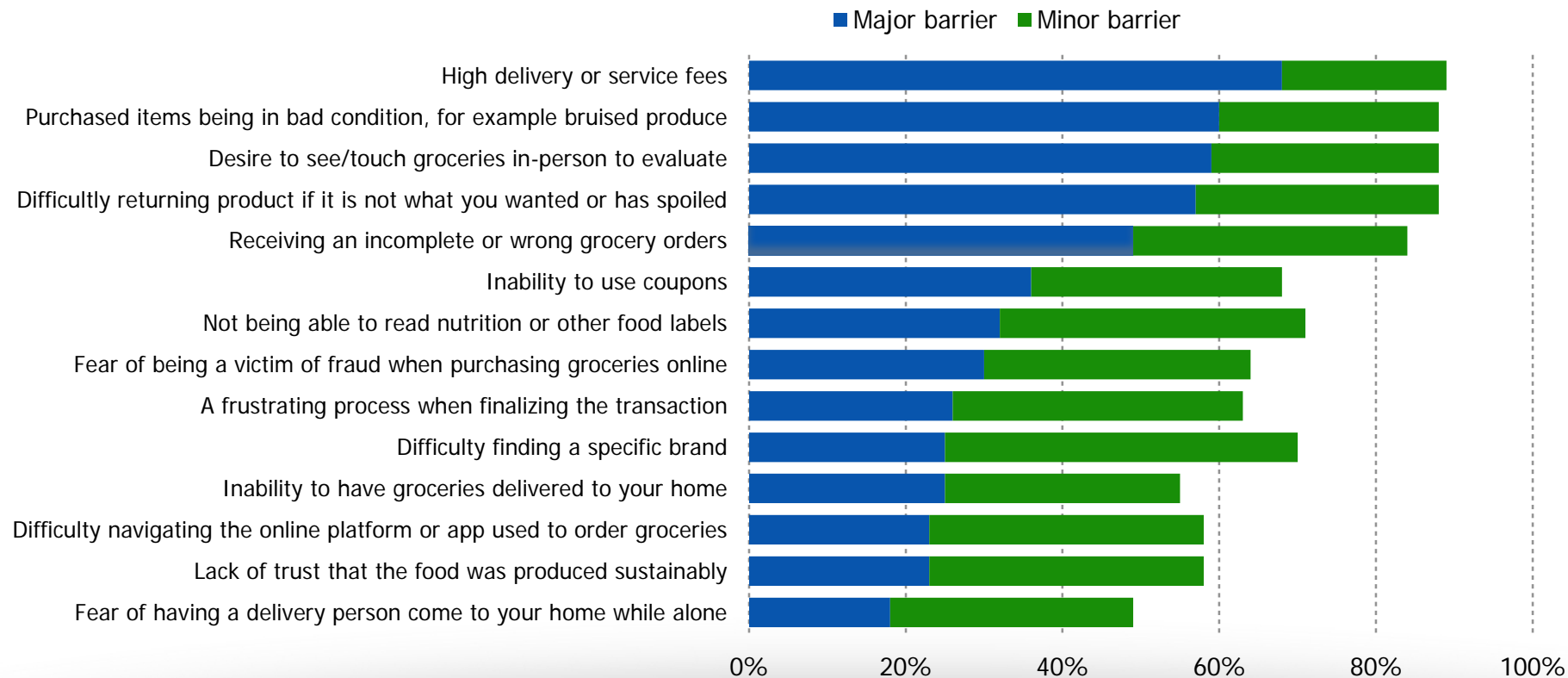
Consumers in their 50s are more likely to be motivated by many aspects including the ability to place an order when they have time, ability to take their time shopping, and the ability to try new foods.

Q27: To what extent do the following factors motivate you to order groceries to be delivered? (Not Currently Ordering n=857; Grocery Delivery n=370)

High Fees Are the Top Barrier to Ordering Groceries

Lack of quality and desire to see/touch foods are also perceived as significant barriers. All barriers are higher among those not currently ordering groceries.

Barriers Preventing Ordering Groceries



Those over age 65 are more likely than younger participants to find these concerns to be barriers.

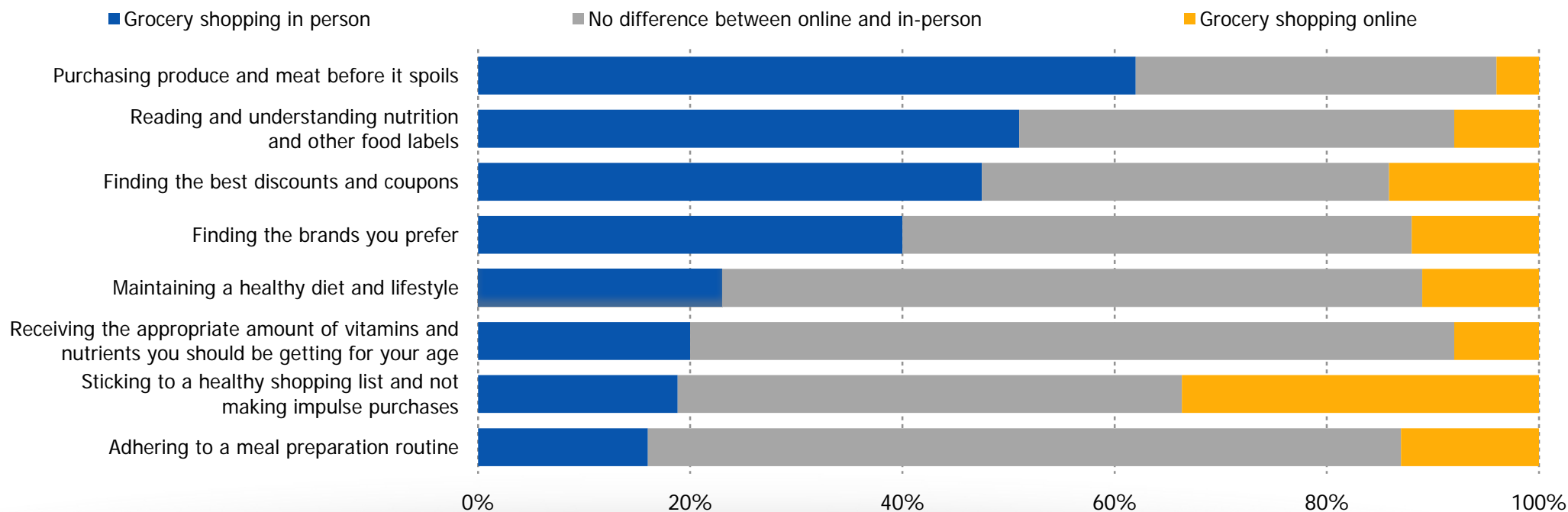
Q28: To what extent do the following prevent you from ordering groceries to be delivered (more than you already do)? (General Population n=1,004)

Many Ordering Groceries Still See Benefits to Shopping In-Person Including Finding Quality Products and Reading Labels

That said, over one-third say it is easier to stick to a health shopping list when ordering groceries

What is Easier to do In-Person vs Online

(Among those ordering groceries)



Q35: Which of the following do you think would be easier to do while grocery shopping in-person or online? (n=370)

Guaranteed Delivery Time and Personally Inspected Produce Are the Top Factors to Encourage Ordering

Extent Would Encourage to Order Delivery

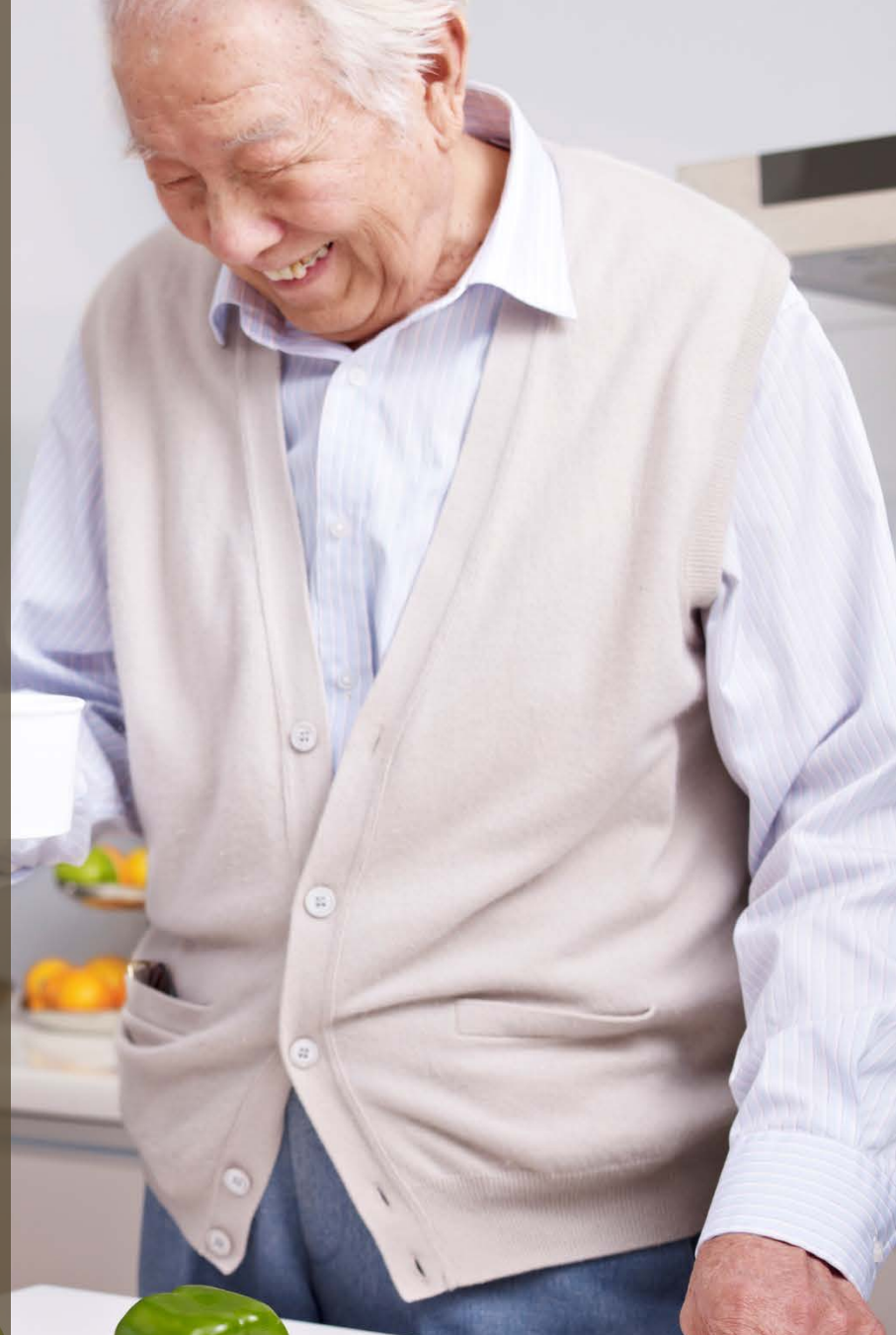


Those with groceries delivered are more likely to be encouraged by loyalty programs (66% vs. 59%).

Q29: To what extent would the following encourage you to shop for groceries to be delivered (more frequently)? (n= 1,004)

Considerations for increasing produce intake declines among older adults

- 1 Similar to the general population, those 50+ are diverse; further targeting can help make messages on fruit and vegetables most relevant and actionable.
- 2 Encourage positive associations with increased fruit and vegetable intake, including:
 - Physical health benefits.
 - Enjoyment associated with fruit and vegetable consumption.
 - Potential association with life satisfaction and happiness.
- 3 Focus on both the short- and long-term lifestyle benefits and the intrinsic reasons for consumption.
- 4 Give permission to consume all forms for increased compatibility with lifestyle factors and intake patterns.
- 5 Concentrate on building habits through incremental improvement in intake (one more day, one more per day).



Join PBH for the next health and wellness webinar.

**Thursday, October 11
2:00 pm EST**

Join PBH, Toby Amidor, MS, RD, CDN and the Can Manufacturers Institute to learn more about the nutrition benefits of cooking with cans, as we uncover why they are a convenient, nutritious and delicious option.



**NUTRITION, CONVENIENCE
AND SUSTAINABILITY:**

IT'S IN THE CAN

Webinar Presented By **Toby Amidor, MS, RD, CDN**
Thursday, October 11 at 2pm EST

**Cans Get You
COOKING.** Produce for Better
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Thank you!

For more information:

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