

FROM YOU TO YUM!

**Leveraging Nutrition Communications,
Trends and Perceptions to Become
Relevant to Today's Consumers**

Leslie Bonci, MPH, RDN, CSSD, LDN

**PRODUCE FOR®
BETTER HEALTH
FOUNDATION**

 **california[™]
prunes**
Prunes. For life.



Our Purpose

The Produce for Better Health Foundation (PBH), a 501(c)3, is the only national non-profit organization committed to helping people live happier, healthier lives by eating more fruits and vegetables in all their glorious forms every day.

**PRODUCE FOR®
BETTER HEALTH
FOUNDATION**

Our Movement

Research shows, rather than a prescriptive recommendation to eat a certain amount of fruits and vegetables each day, consumers (particularly Gen Z and Millennials) want actionable, realistic and FUN approaches that make eating fruits and vegetables easy, helping them feel confident, happy and healthy.

That's where PBH's Have A Plant® movement comes in. It's a way to tap into the emotional connection consumers have to the fruit and vegetable eating experience while inspiring long-term, sustainable behavior change. And it does so with a no-nonsense approach that's simple, understandable, and, importantly for this audience, non-prescriptive.



Spread the Fruit and Veggie Love

#haveaplant

 @fruits_veggies

 @fruitsandveggies

 @fruitsandveggies



SPEAKER SPOTLIGHT



Leslie Bonci

MPH, RDN, CSSD, LDN

Active Eating Advice by Leslie

***Disclosure:** Leslie Bonci is a paid nutrition spokesperson for the California Prune Board. Other clients include the National Dairy Council, the Wonderful Brand, Douglas Labs, and Bayer.*

**SO MUCH HAS
CHANGED.**

**THE NEED FOR
RELEVANCE HAS
NOT.**

TOP-OF-MIND NUTRITION CONCERNS

Nutrition and the immune system

Food insecurity

Food shopping safety

The new normal when it comes to eating out

Inclusion over exclusion

CONSUMER TRENDS OF RELEVANCE

Rising Concern About Covid-19 Reshapes Grocery Shopping Routines

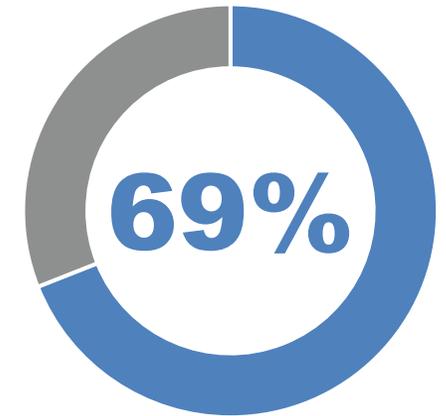
Concern extends to food:

60%
“EXTREMELY” “VERY” OR
“SOMEWHAT” CONCERNED
about getting sufficient food for
their households

Concerns about COVID-19
continue to rise:

74%
“EXTREMELY” OR “VERY”
CONCERNED
(VS. 69% to prior week)

CHANGES IN WHERE/HOW YOU SHOP FOR FOOD

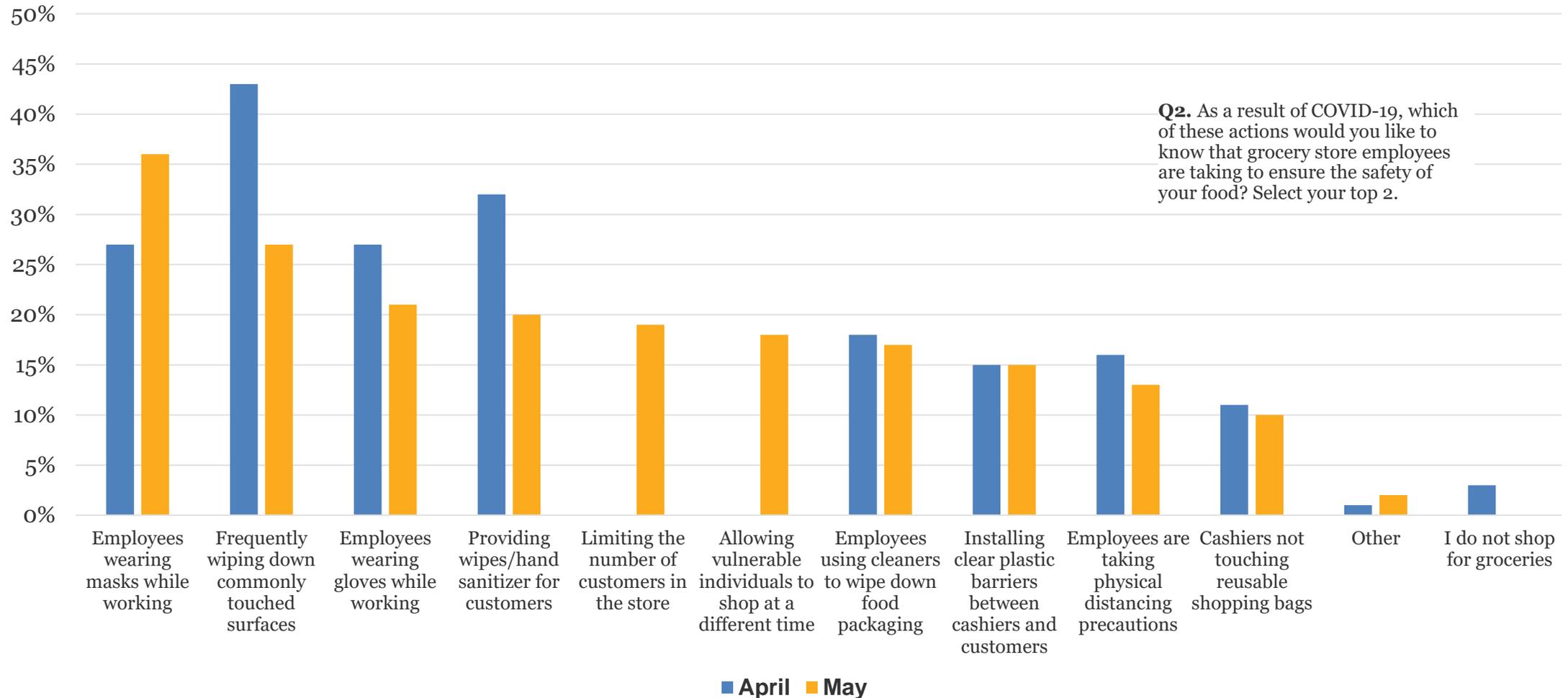


Rate their
primary store
between 8-10
on their response
to COVID-19

(On a scale of 1-10
with 10 being best)

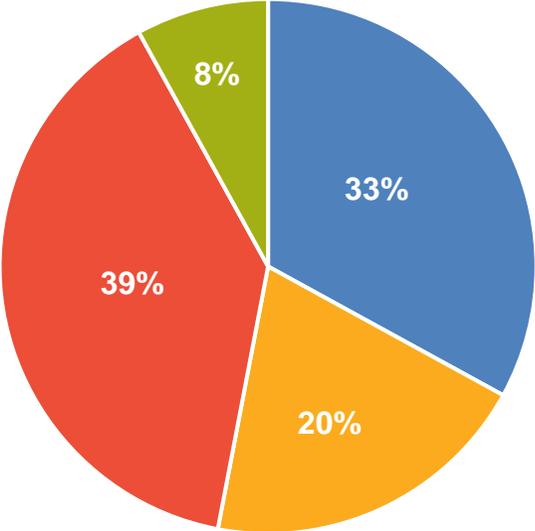
IFIC FOOD AND NUTRITION COVID-19 SURVEY MAY 2020

Over one-third of shoppers say they would like grocery store employees to wear masks to ensure food safety



IFIC FOOD AND NUTRITION SURVEY COVID-19 MAY 2020

One-third of consumers have a more favorable opinion about the safety of packaged foods since COVID-19's impact; yet 4 in 10 haven't changed their opinion



- Yes, I have a more favorable opinion of the safety of packaged foods
- Yes, I have a less favorable opinion of the safety of packaged foods
- No, my opinion of the safety of packaged foods hasn't changed
- Not sure

Q5. Since the start of COVID-19's impact across the United States, has your opinion about the safety of packaged foods changed?

CHANGING CONSUMER CONCERNS

Stress and Anxiety

Fatigue and Depression

Gen-Z and Millennials: focused on managing mental and emotional health

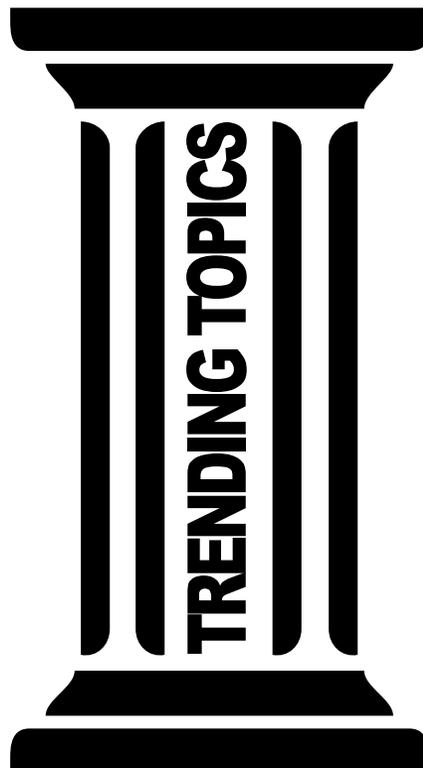
Boomers: focused on lifestyle and age related issues

Opportunities to emphasize food as comfort

PILLARS OF INFLUENCE



COMMUNICATIONS

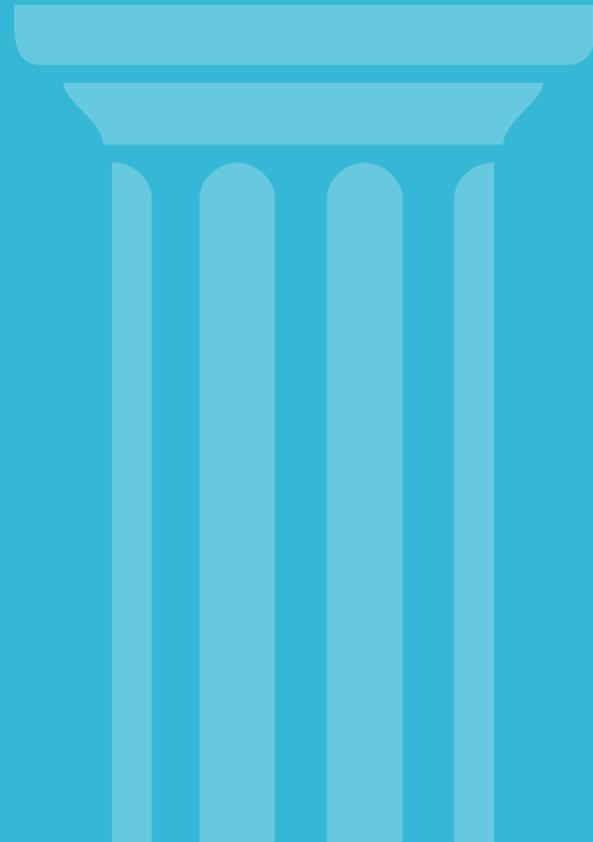


TRENDS



PERCEPTIONS

NUTRITION COMMUNICATIONS



TRUST DOCTORS, FAMILY, FRIENDS...AND YOU!

PHYSICIANS & HEALTH PROFESSIONALS



FRIENDS



FAMILY



RDNS



COMMUNICATION CHALLENGES

What are we up against?

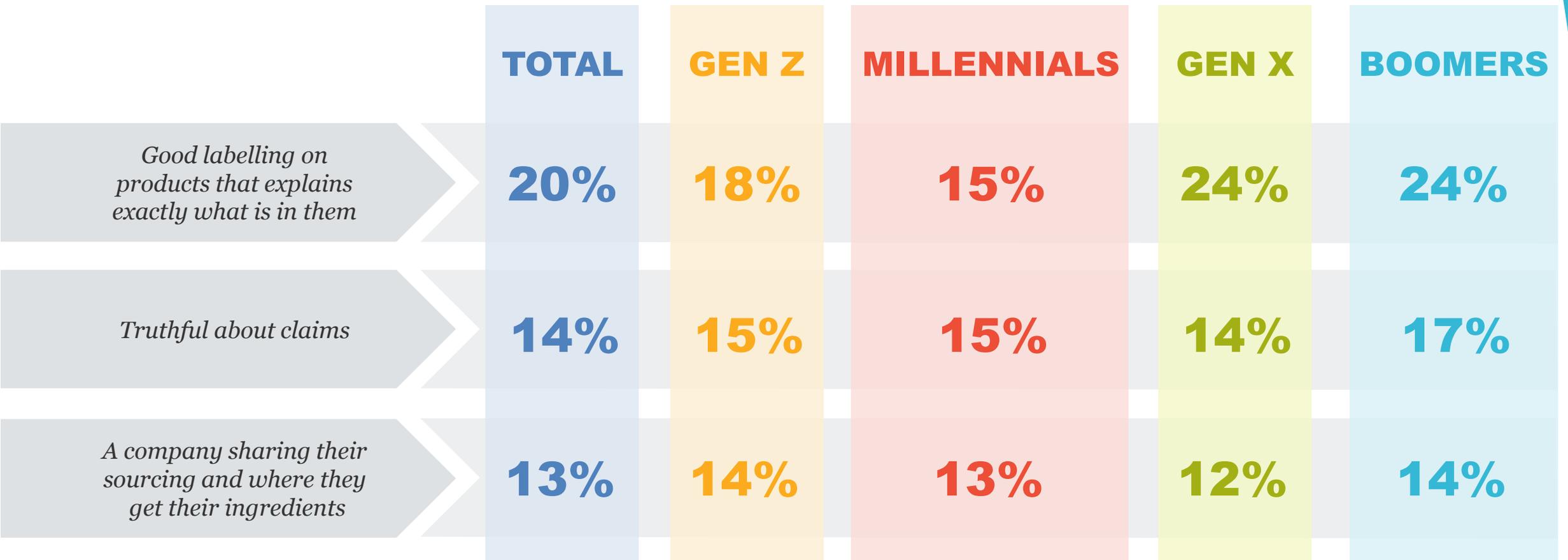
Media reinforces messages (good or bad) and strengthens public perception by repetition (re-tweets)

Accuracy, objectivity and sourcing may be lacking

BUT- the public perception of scientists is not necessarily understood or appreciated

Food scare and fear is a concern for consumers

TRANSPARENCY DEFINED AS HONEST COMMUNICATION

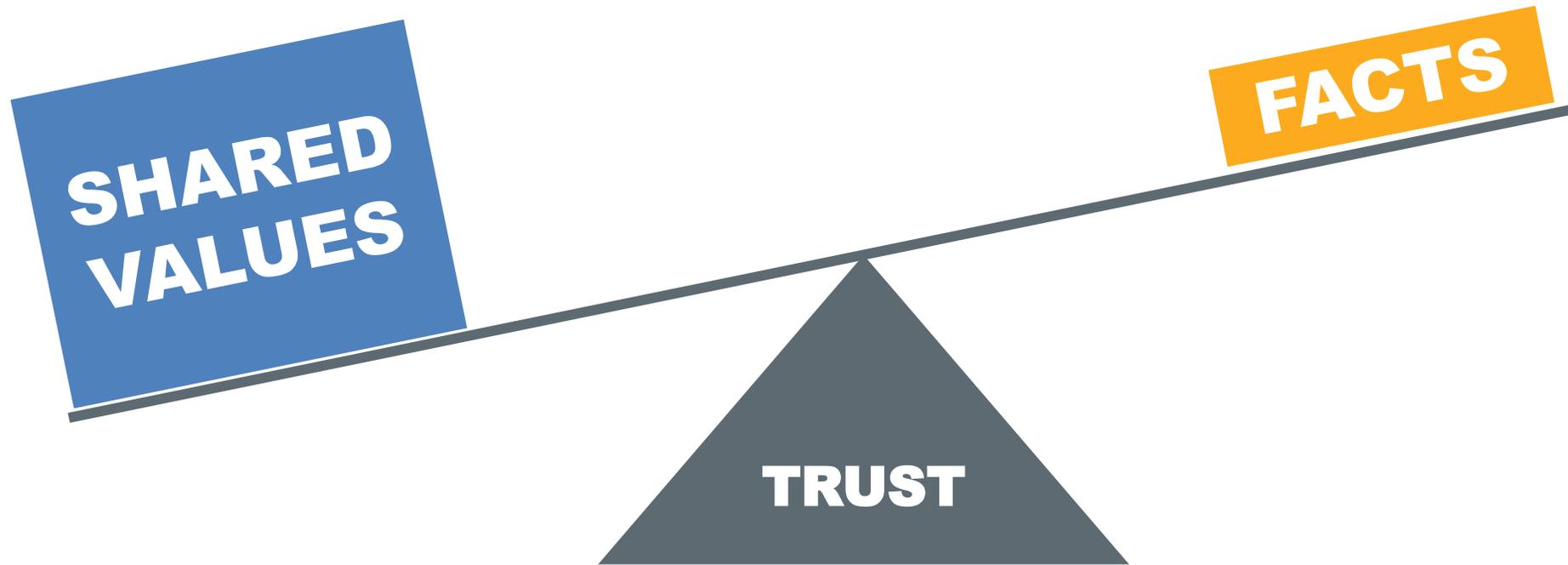


WHAT MAKES YOU VALUABLE?

Your Strengths

- Convey personality/professionalism
- Translate science to consumer speak
- Provide trustworthy content

WHAT DRIVES CONSUMER TRUST?



Shared values are **3-5x** more important in building trust than sharing facts or demonstrating technical skills/expertise

SCIENCE SAVVY

We must all accept responsibility to understand and respond to research, not just those in universities and researchers (Rosa Hand, MS, RDN, LD)

Let Science Guide Your Nutrition Advice (Asker Jeudenkrup, PhD)

Opinions about science often based on some level of fact but extrapolated way beyond the available evidence and supported mostly by belief rather than data (Louise Burke, PhD, BSc, Grad Dip Diet, FSMA, FACSM)

We need to be science pushers and science-less repellers

YOUR ROLE

How can you make science and technology the food hero?

How can you provide simple, clear knowledge not just to educate but activate and motivate clients/consumers/your audience to change?

BE AN EMOTE-ICON

Start with emotion

Emotions drive behavior along with a small dose of logic!

Can go from emotion → to logic, NOT from logic → emotion

Emotional response is first , 3 seconds later logic comes to mind

Our old role was to inform, now our goal is to transform

HOW TO ENGAGE NOT ENRAGE

Engage trust by focusing on benefits, but acknowledge uncertainties/obstacles

Influence through action & communication - not PubMed

Risk perception is an essential component of handling risk in society

Show what is possible, likely, certain, wrong or absurd

Clear and empowering messages



Leslie Bonci

@lesliebonci

Follow



#ActiveAdvice-when we talk to athletes about carbohydrate we must meet them where they are and address their interests: physique, physiology or performance

#fuelsofengagement



Leslie Bonci

@lesliebonci

Follow



#ActiveAdvice-Honored to speak about teaching young athletes how to eat to reach their peak in growth, health and performance. Provide and guide with **#scienceandsense**

#foodiesnotfeudies #fuelsofengagement



Leslie Bonci

@lesliebonci

Follow



#ActiveAdvice-Squash biscuits, crispy tofu, red cabbage kimchi, ginger and avocado-plant based eating that provides taste and texture to delight the eyes and excite the palate **#producetoperform #colormyworld #fillupnotout #fiveadayeveryway #dirtcandy #nyc #fuelsofengagement**

EDUCATE & ENTERTAIN

Health-related messaging alone has limited impact on changing eating habits

Combine nutrition information with trending topics to get attention and drive interest

TEST, LEARN AND REPEAT... AND REPEAT... AND REPEAT..



7 points of contact needed
to have an impact

Consumers see up to
200 ads a day

CHEW ON THIS – PRACTICAL TAKEAWAYS



You're a trusted source – own it!

#ResonatewithRelevance

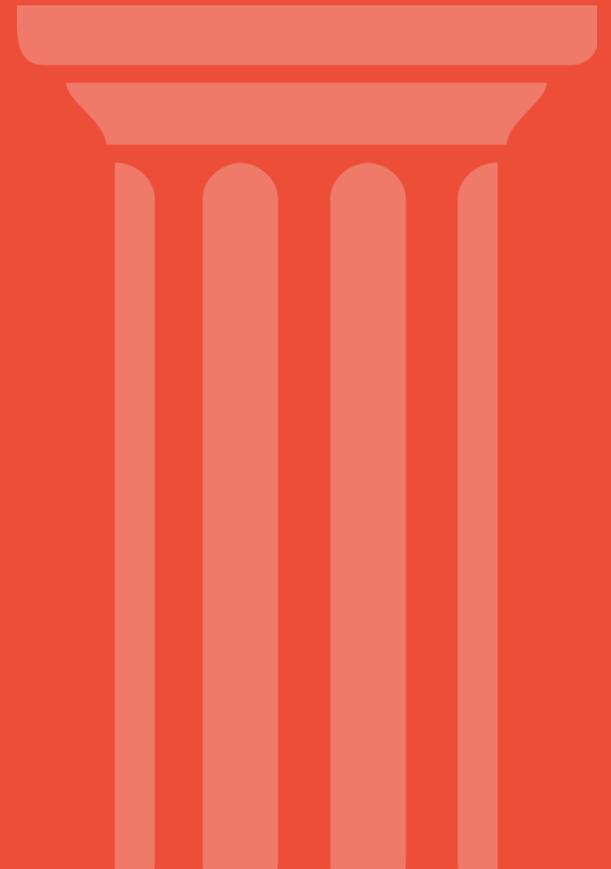
Be the GPS and help clients find their way

Make transparency a priority

Emotion + Relevance + Education = Yum

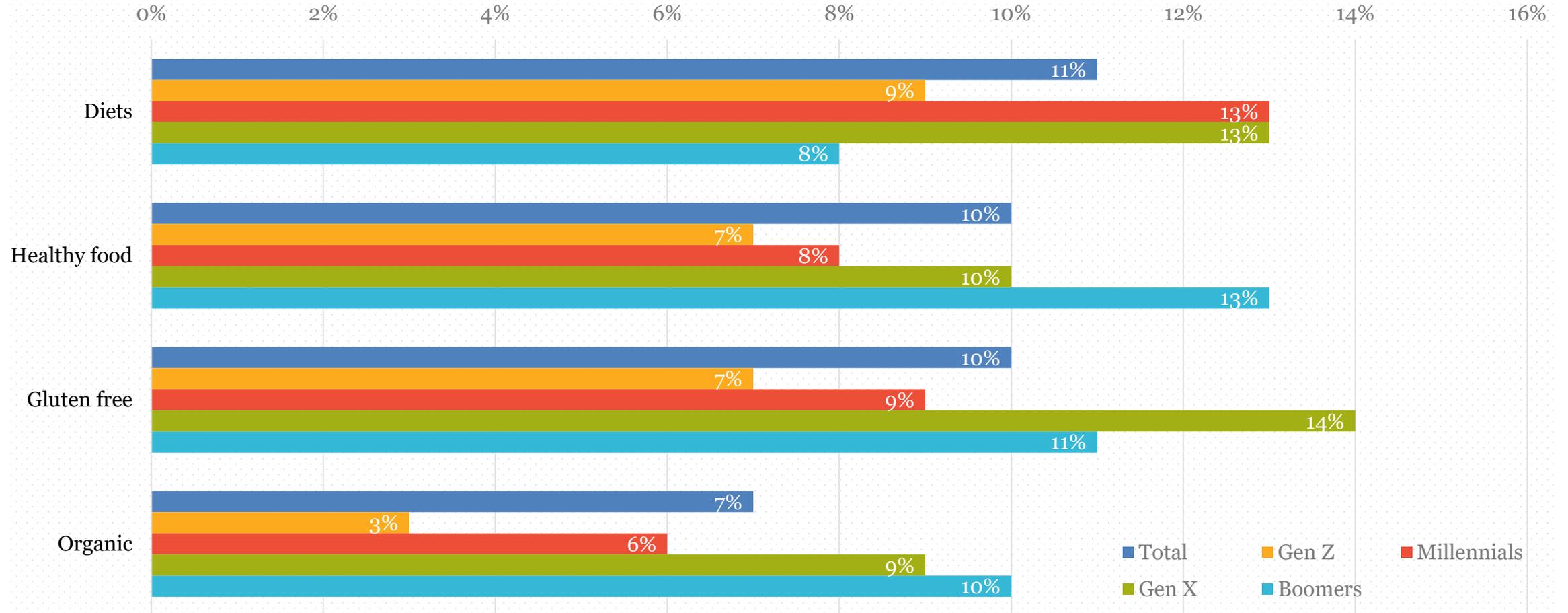
Consistency and repetition are key

TRENDS



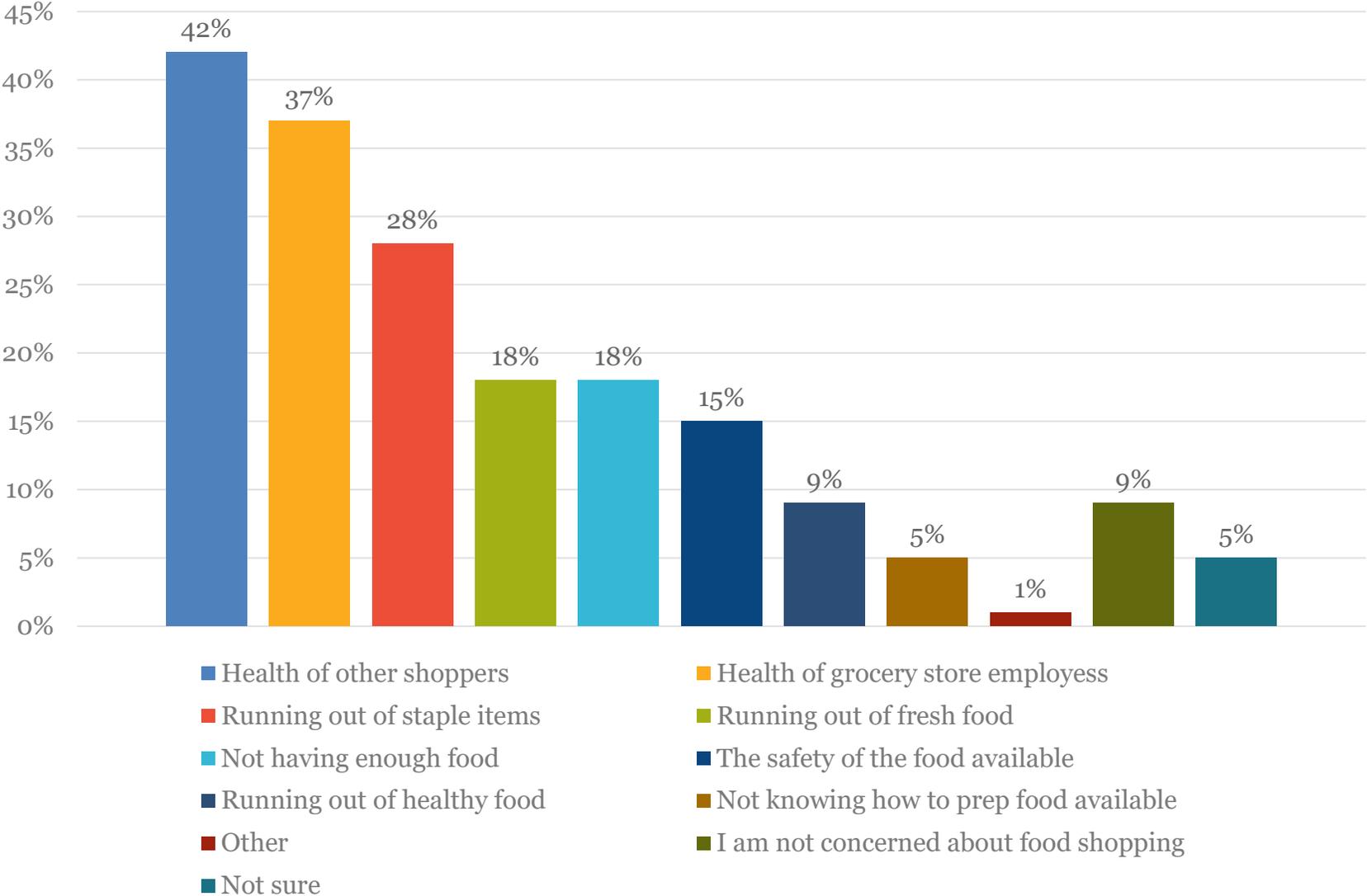
DIETS & HEALTHY FOODS SEEN AS BIGGEST FOOD TRENDS

FleishmanHillard Gen Food Survey:
Biggest Food Trends
Total



CURRENT FOOD SHOPPING CONCERNS

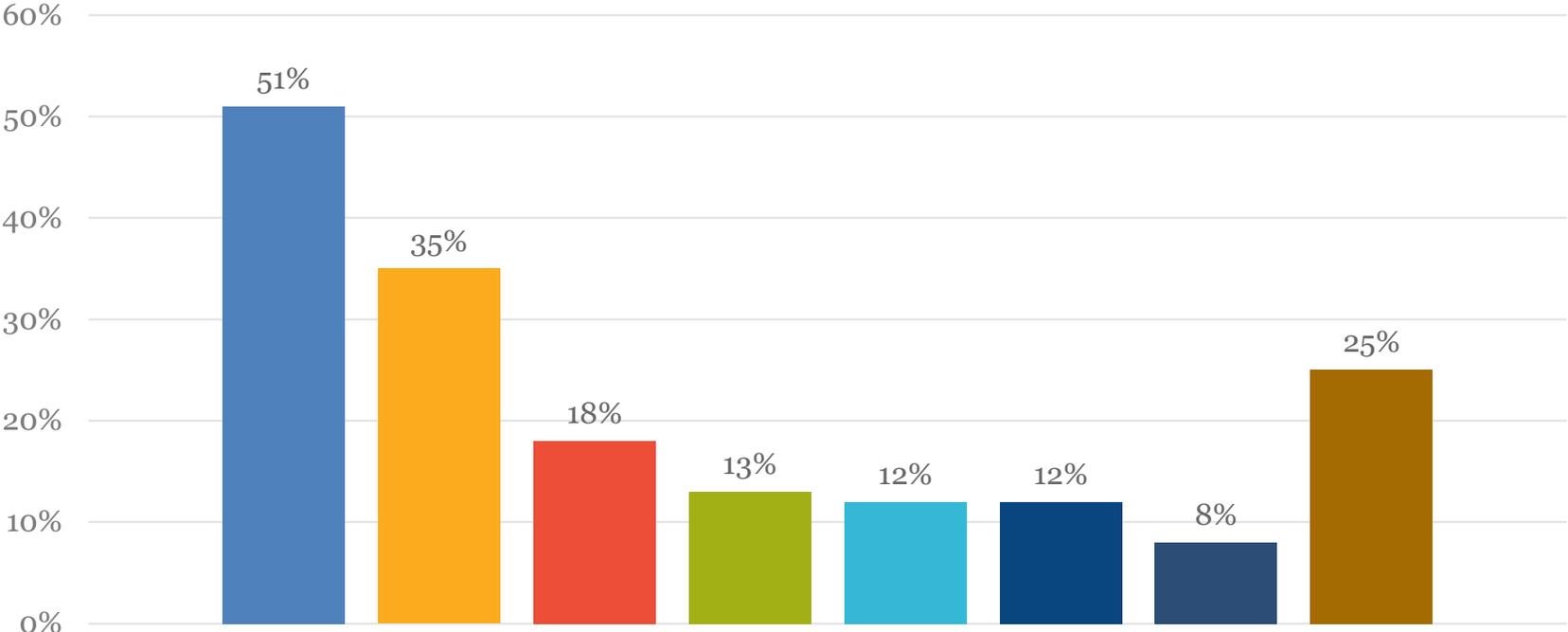
Food Shopping Concerns Include the Health & Safety of Other Shoppers and Employees and Running out of Staple Items



Q: Over the past month, what about food shopping has concerned you the most? Select your top two.

CURRENT FOOD SHOPPING CONCERNS

Over Half Would Like Information About How to Safely Shop for Groceries In-Person



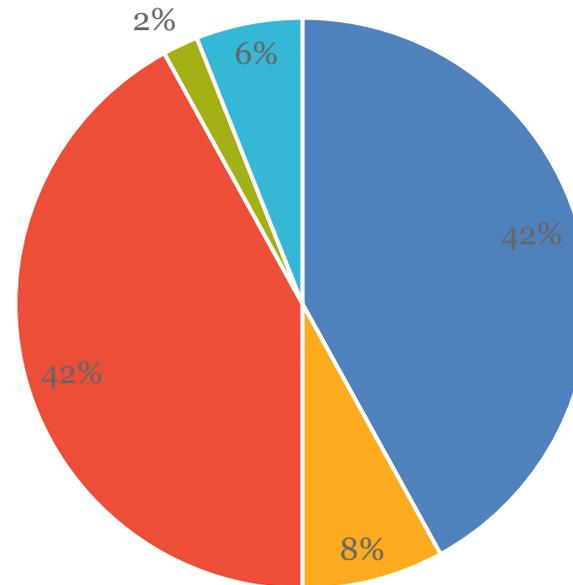
- Safely shop for groceries in-person
- Unpack groceries at your home
- Safely order, receive and handle takeout/delivery food
- Eat healthfully on a budget
- Safely prepare food in your home
- Eat healthfully with pantry staples
- Properly store food at home
- None of these

Q: When it comes to purchasing and preparing foods, what type of information related to COVID-19 would be most helpful to you?

% Ranked 1 or 2

CURRENT TRENDS

*Four in Ten Are Purchasing More Packaged Foods; Same Number Haven't Changed
Amount of Packaged Food Purchases*



Q: Over the past month, has the amount of packaged foods you are buying changed?

- Yes, I have purchased more packaged foods than I usually do
- Yes, I have purchased less packaged foods than I usually do
- No, the amount of packaged foods I purchase has not changed
- I do not shop for groceries
- Not sure

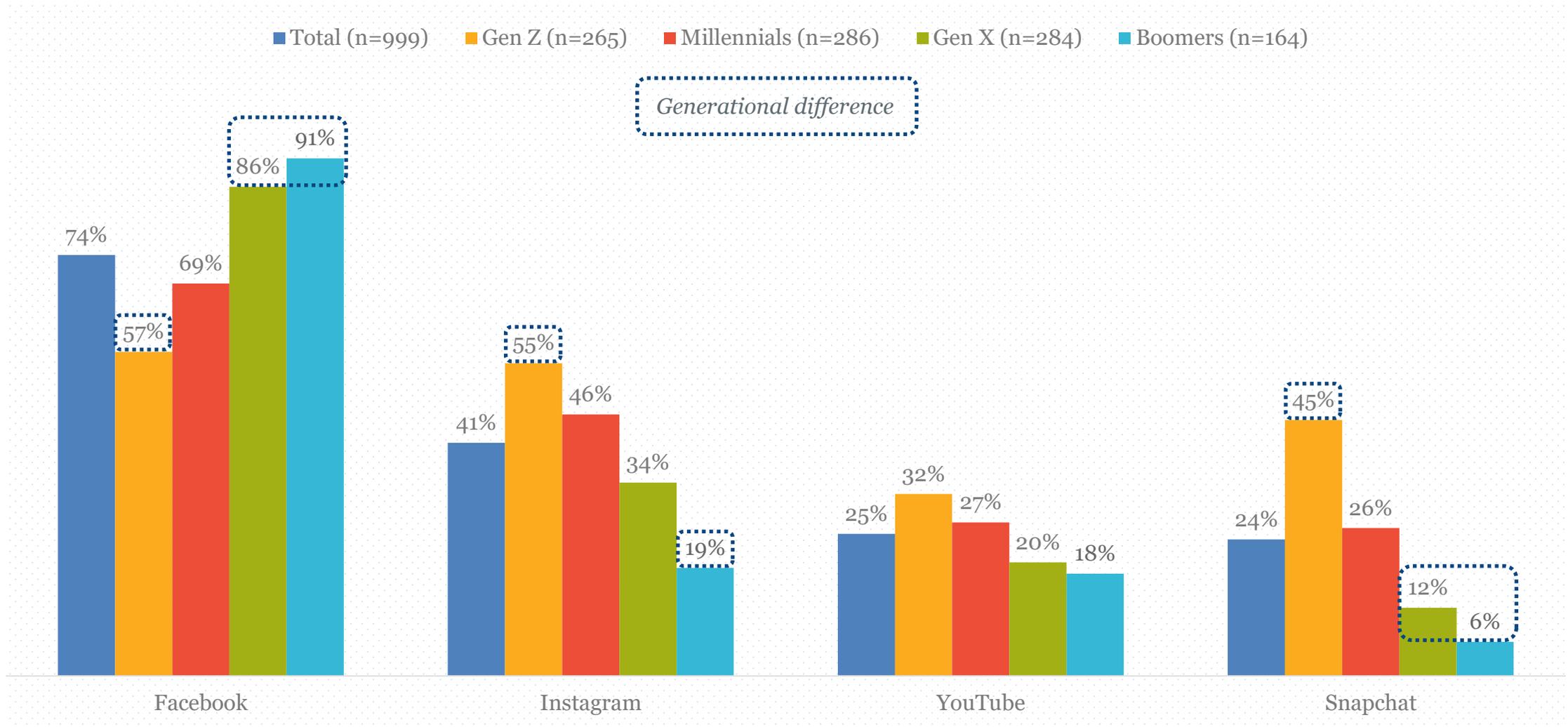
FACEBOOK MOST POPULAR SOCIAL MEDIA PLATFORM

FleishmanHillard Gen Food Survey:

Which social media platforms do you share food-related content on?

■ Total (n=999) ■ Gen Z (n=265) ■ Millennials (n=286) ■ Gen X (n=284) ■ Boomers (n=164)

Generational difference



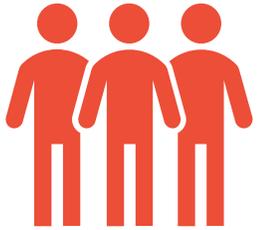
OTHER:
 Tumblr
 Reddit
 Messenger
 Texting
 Discord
 LinkedIn
 iMessage

IF Q32=01 Q33: On which social media platforms do you most often share food-related content? *Select all that apply.*

DIGITAL AROUND THE WORLD IN 2019

The essential headline data you need to understand global mobile, internet and social media use

TOTAL POPULATION



**7.676
BILLION**

Urbanization: 56%

UNIQUE MOBILE USERS



**5.112
BILLION**

Penetration: 67%

INTERNET USERS



**4.388
BILLION**

Penetration: 57%

ACTIVE SOCIAL MEDIA USERS



**3.484
BILLION**

Penetration: 45%

MOBILE SOCIAL MEDIA USERS



**3.256
BILLION**

Penetration: 42%



SOCIAL MEDIA HAS PUT #FOOD IN FOCUS



“Who loves snacking on and cooking with prunes? If you’ve never baked with prunes, this whole wheat focaccia with prunes & prosciutto is a great place to start! Salty and sweet, it’s perfect for snacking or serving alongside your favorite soup or stew. @californiaprunes #ad” - @cookincanuck



#foodporn
187,498,476 posts

Follow



#foodstagram
48,668,059 posts

Follow

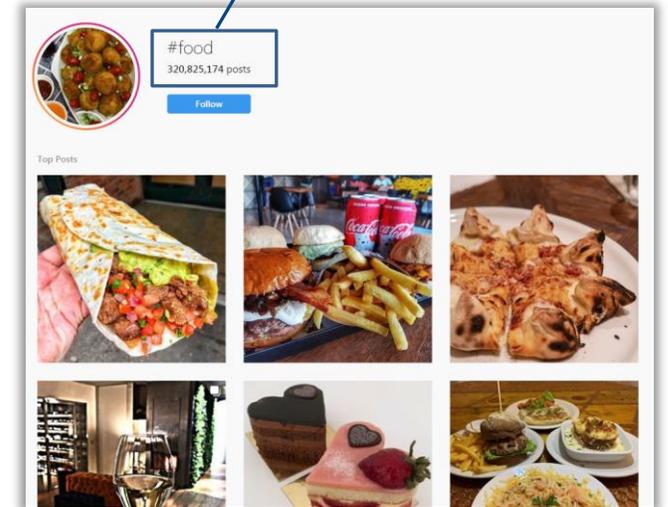


#foodie
114,043,943 posts

Follow

#food

320,825,174 posts



SOCIAL DISTANCING = SOCIAL MEDIA SURGING



↑ 43%

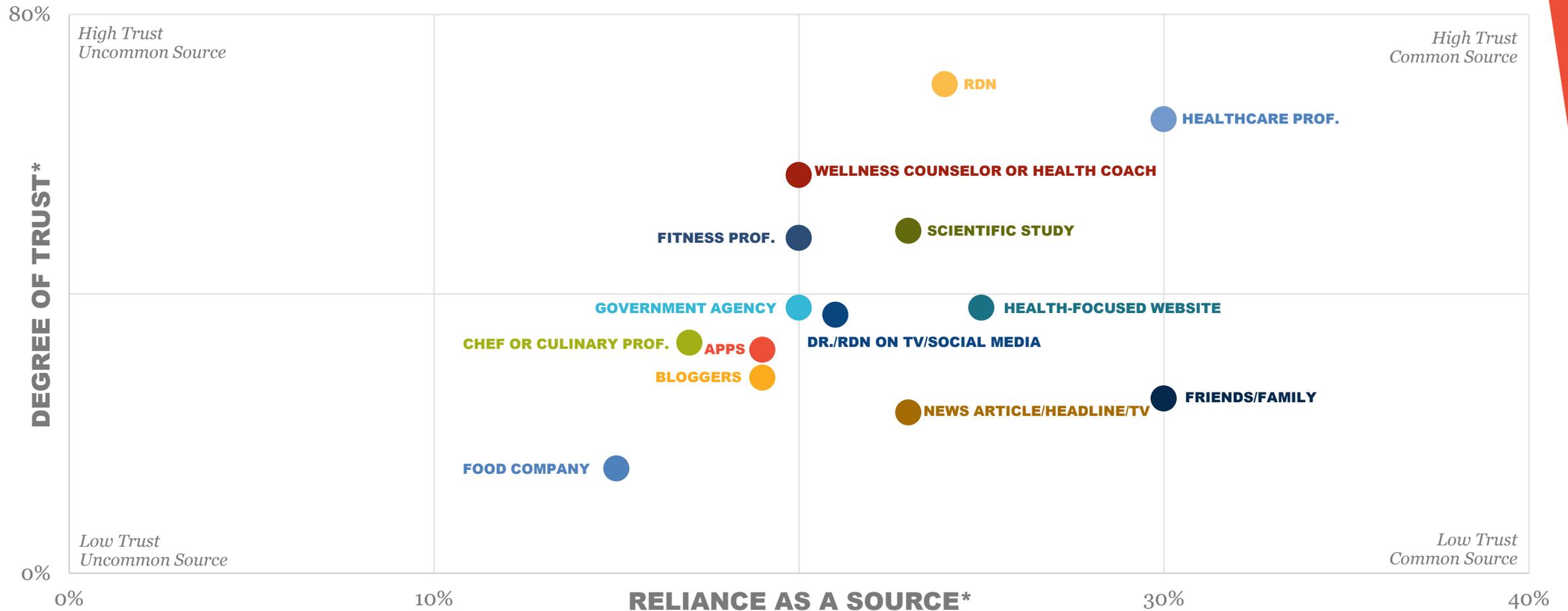
↑ 63%

↑ 40%+

↑ 64%

WHY WE ARE NEEDED

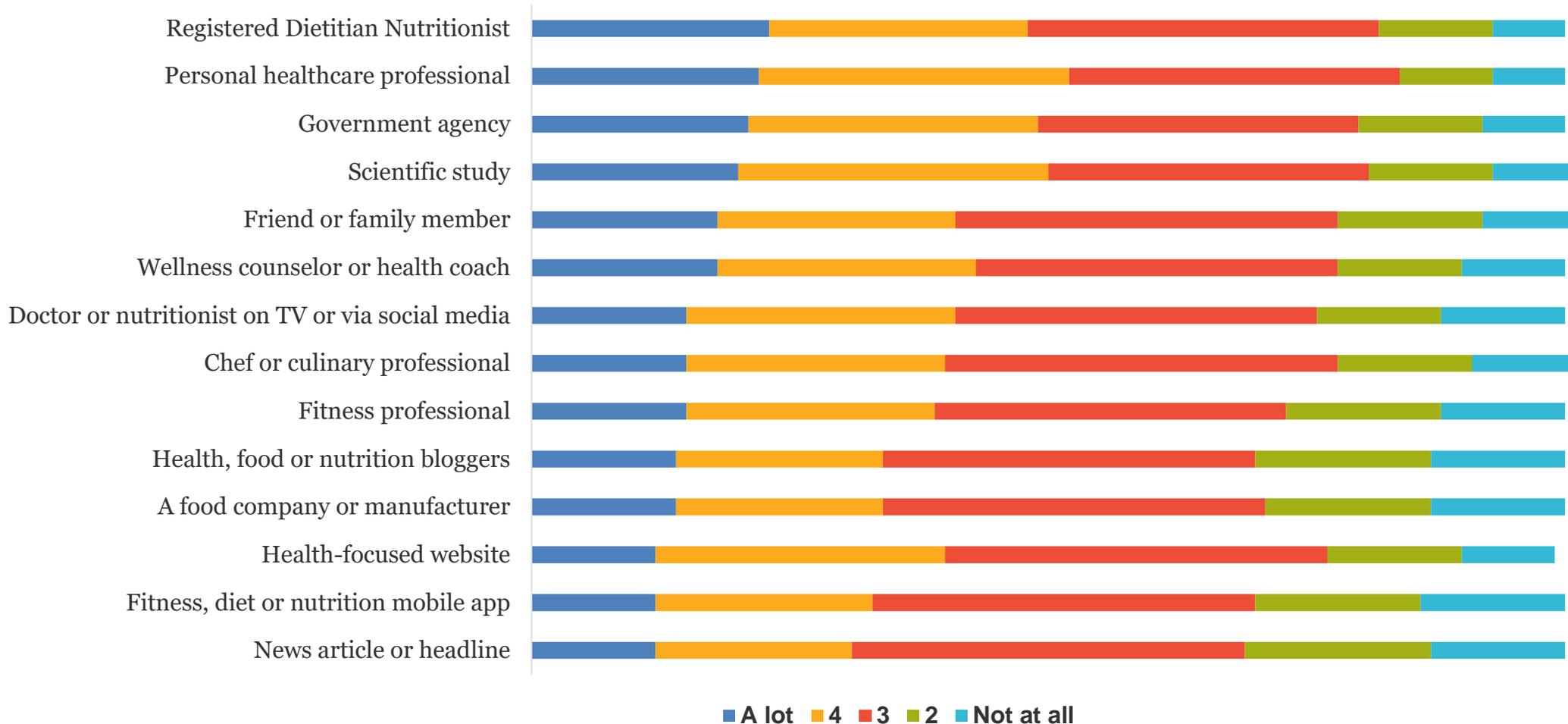
LEVEL OF TRUST VS. RELIANCE AS A SOURCE



*% 4-5 out of 5
 Source: The International Food Information Council – 2018 Food and Health Survey, U.S.

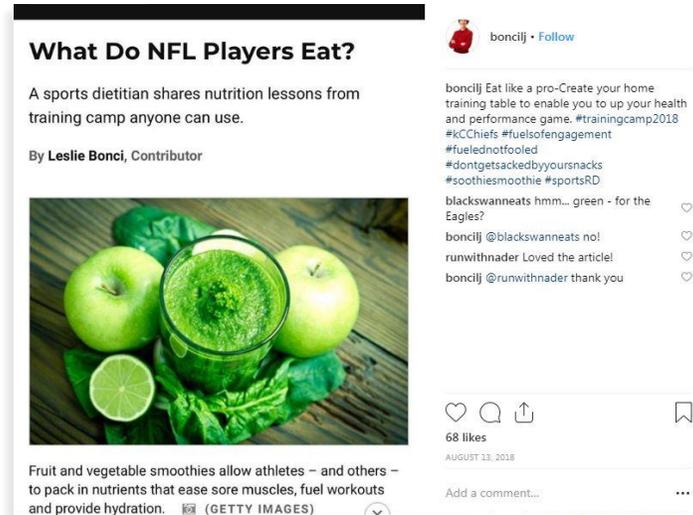
IFIC FOOD AND NUTRITION SURVEY COVID-19 MAY 2020

Dietitians, healthcare professionals and government agencies are the most trusted sources of information about food

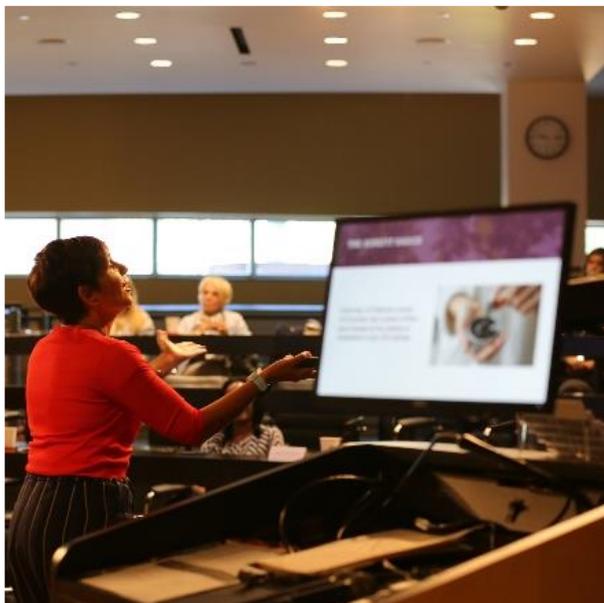


Q11. How much would you trust information from the following on what foods to eat and avoid?

NUTRITION COMMUNICATIONS AMPLIFIED



- Brands are relying on influencers to build awareness for their products
- As an RDN, don't miss out on leveraging your *own* brand!
- Nutrition pros offer both reach *and* credibility



FROM RD TO FB

California Prunes...

- Improve absorption of calcium
- Act as an **antioxidant at a cellular level**
- Support **healthy bones** by providing potassium, **magnesium** and **vitamin K**
- Are sweet, delicious, and **versatile**

– Leslie Bonci



**Amy Flanigan -
Belly Full**
*Attends the
experience;
Listens to RD
presentation*

NUTRITION MESSAGE AMPLIFICATION

**Creates recipe in blog post
with nutrition messaging**



**Original
Content**

5 social posts
9 photos
1 recipe
1 video
=
**16 content
items**

**Shares with
her audience**



**Belly Full
audience shares**



48K



147



133



22



338

964,531
**Online
impressions**

“They (California Prunes) improve absorption of calcium, act as an antioxidant at a cellular level, support healthy bones by providing potassium, magnesium and vitamin K. Plus, they’re sweet, delicious, and versatile!” – BellyFull

CHEW ON THIS – PRACTICAL TAKEAWAYS



Leslie Bonci @lesliebonci · Feb 9
#ActiveAdvice-CI-ass.S-ass.Smart-ass and more-love this sign in a clothing store.Our behinds are for more than sitting. #youvegottomoveit #runyourbuttoff #walkyourbuttoff #bikeyourbuttoff #fuelsengagement



Own your influencer abilities!

Use short and succinct soundbites to edutain and explain; stay in touch with trends

Always make it “Instagrammable”

Hashtags, hashtags, hashtags

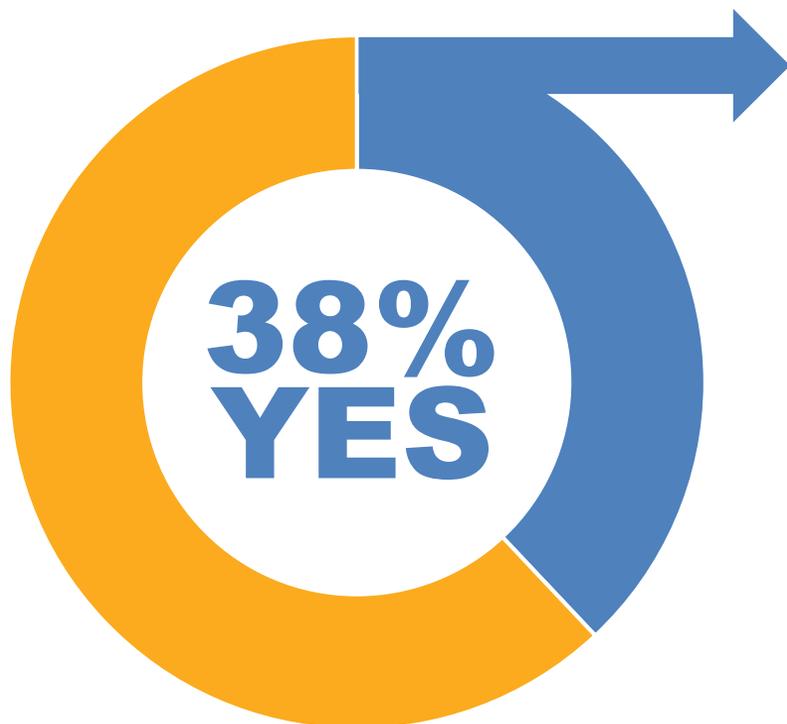
PERCEPTIONS



CLEAN EATING THE MOST WIDELY CITED DIET IN 2019

Most common eating patterns/diets include clean eating and intermittent fasting

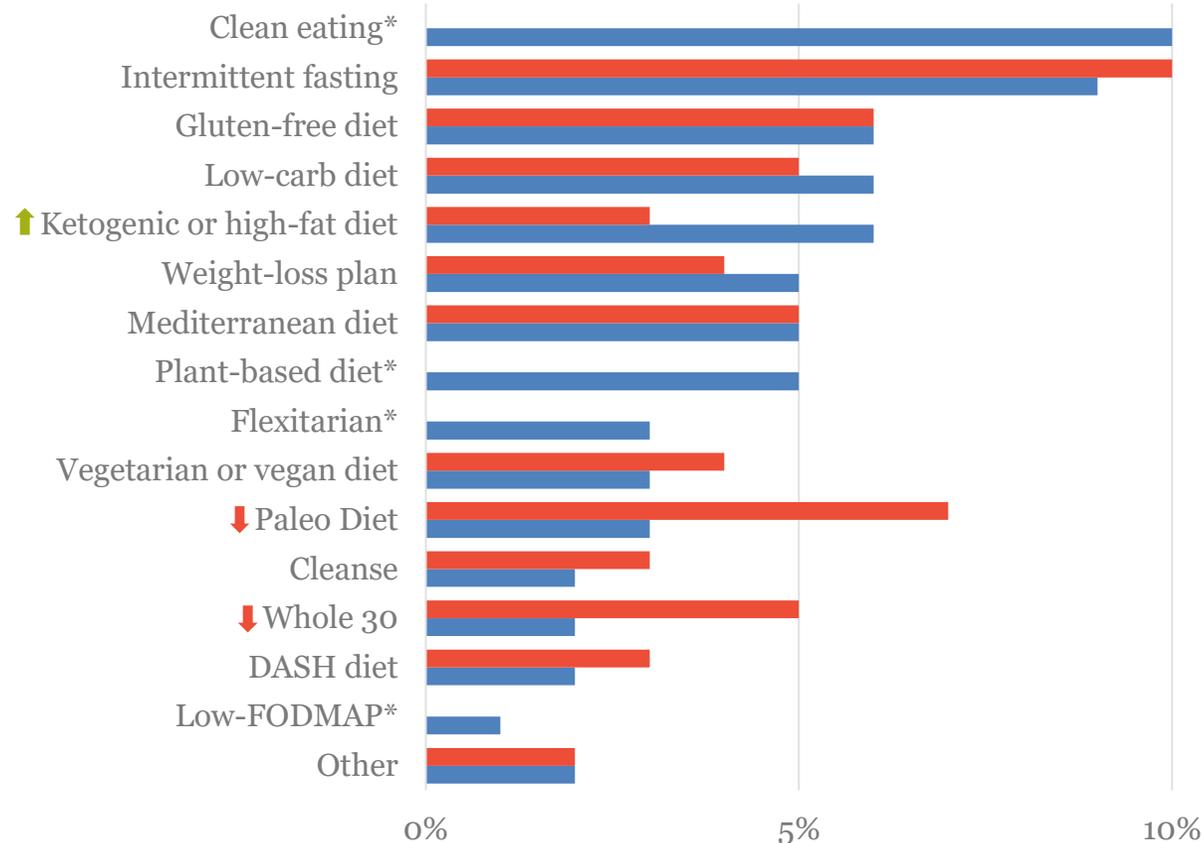
FOLLOWED A DIET IN 2019



Compared to
36% in 2018

TYPE OF DIET FOLLOWED

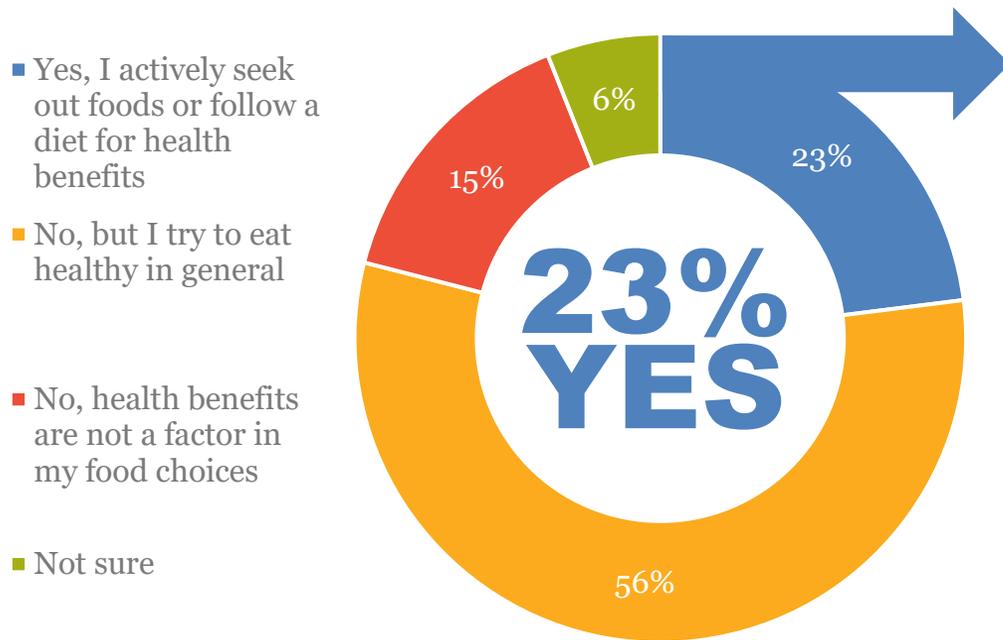
■ 2018 ■ 2019



1 IN 4 CONSUMERS SEEK HEALTH BENEFITS FROM FOOD

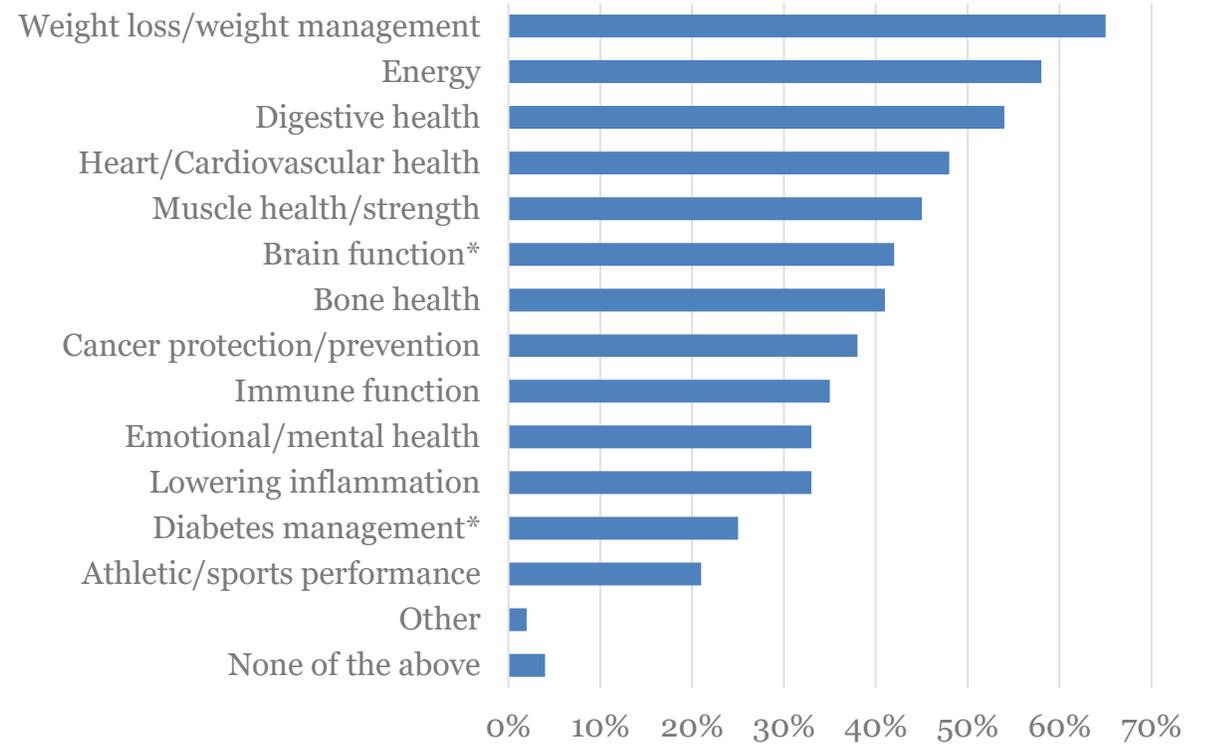
Weight loss, energy and digestive health are the most sought after benefits

SEEK HEALTH BENEFITS FROM FOOD



TOP SOUGHT AFTER HEALTH BENEFITS

(Of those who seek health benefits from foods)



*Response text abridged

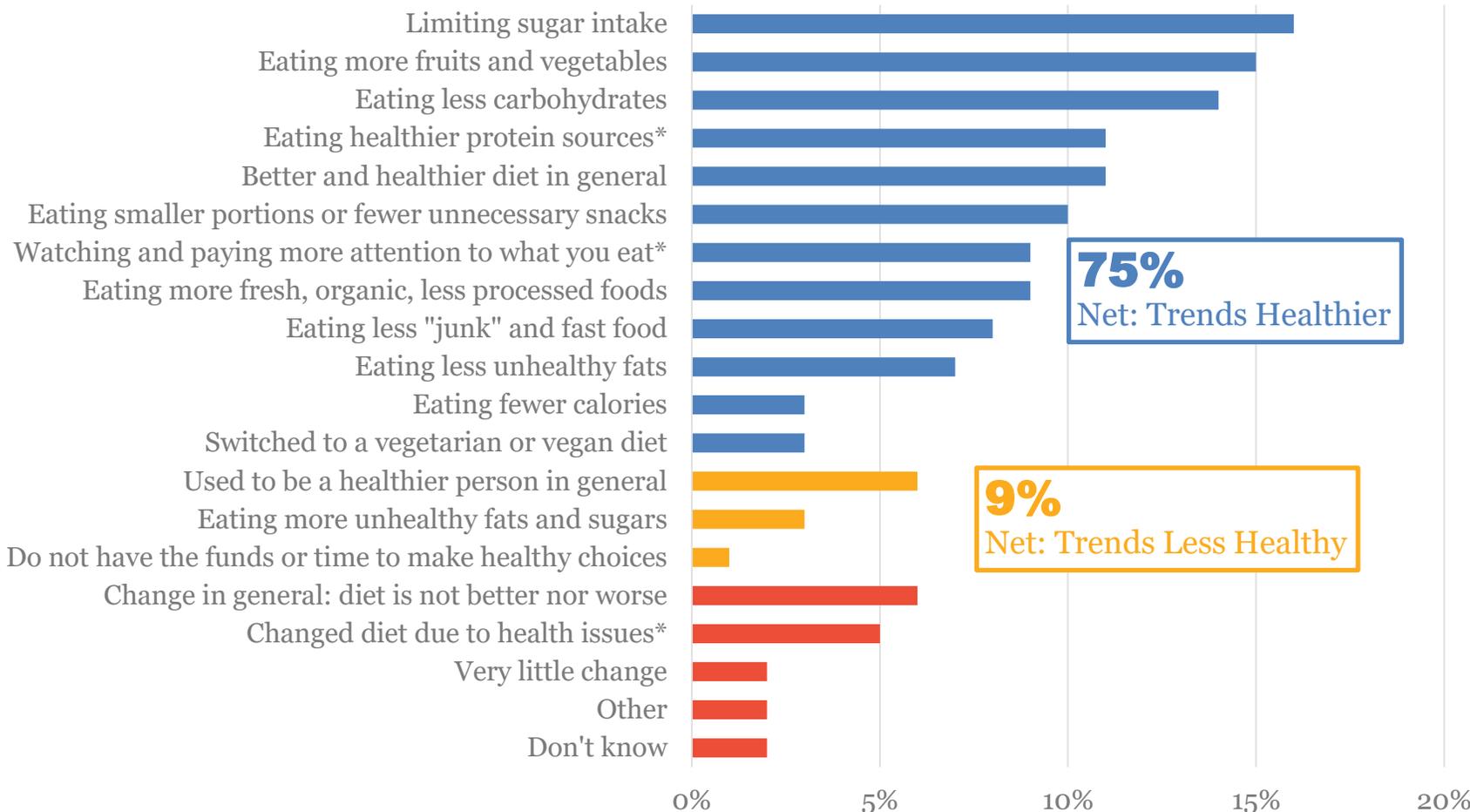
Q36: Do you seek out certain foods or follow a particular diet because of the health benefits that those foods/diet provide? (n=1,012)

Q39: Which of the following health benefits are you seeking to get from foods or nutrients? Select all that apply. (Of those who seek health benefits from foods, n=247)

PEOPLE SAY THEY ARE EATING HEALTHIER NOW

Limiting sugar intake and eating more fruit and vegetables are the top ways in which consumers' diets have changed

WAYS IN WHICH DIET HAS CHANGED



Consumers **from the South** are less likely than their counterparts to report that their diet is better now vs. 10 years ago

80%

Of consumers with an income of \$75k report having a better diet compared to 62% of consumers with an income of less than \$35k

79%

Of consumers without children under 18 report having a better diet compared to 66% of consumers with children under 18

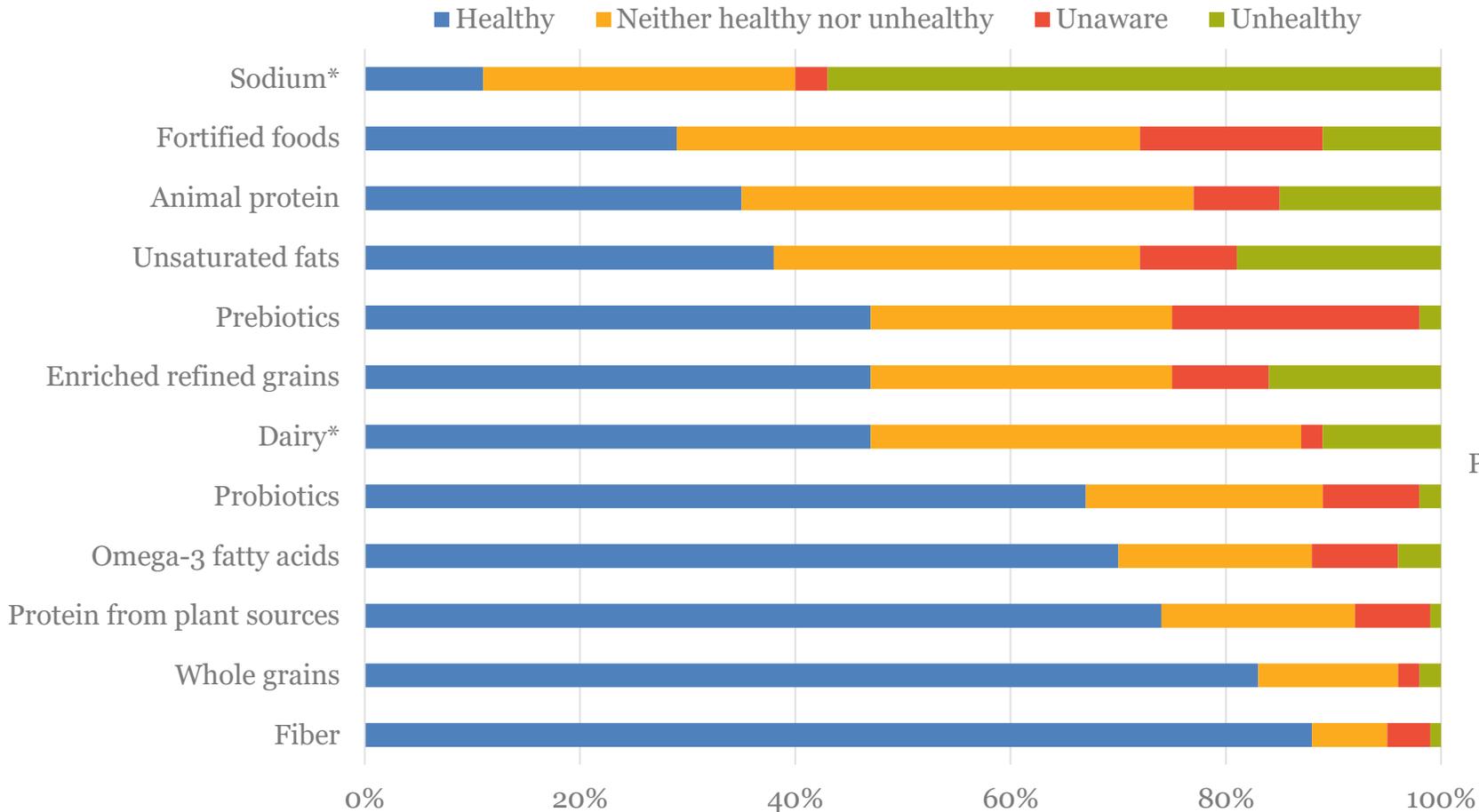
*Response text abridged

Q7: In what ways is your diet different from what it looked like 10 years ago? Please give as much detail as possible. (Of those who's diet is different, (n=386)

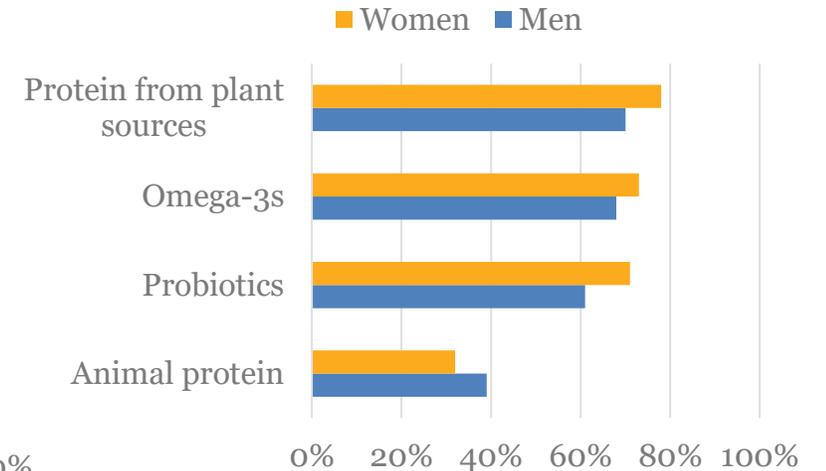
FIBER AND PREBIOTICS PERCEIVED AS MORE HEALTHFUL THIS YEAR

As was seen in 2018, whole grains and protein from plant sources remain at the top

PERCEIVED HEALTHFULNESS OF FOODS



% HEALTHY BY GENDER



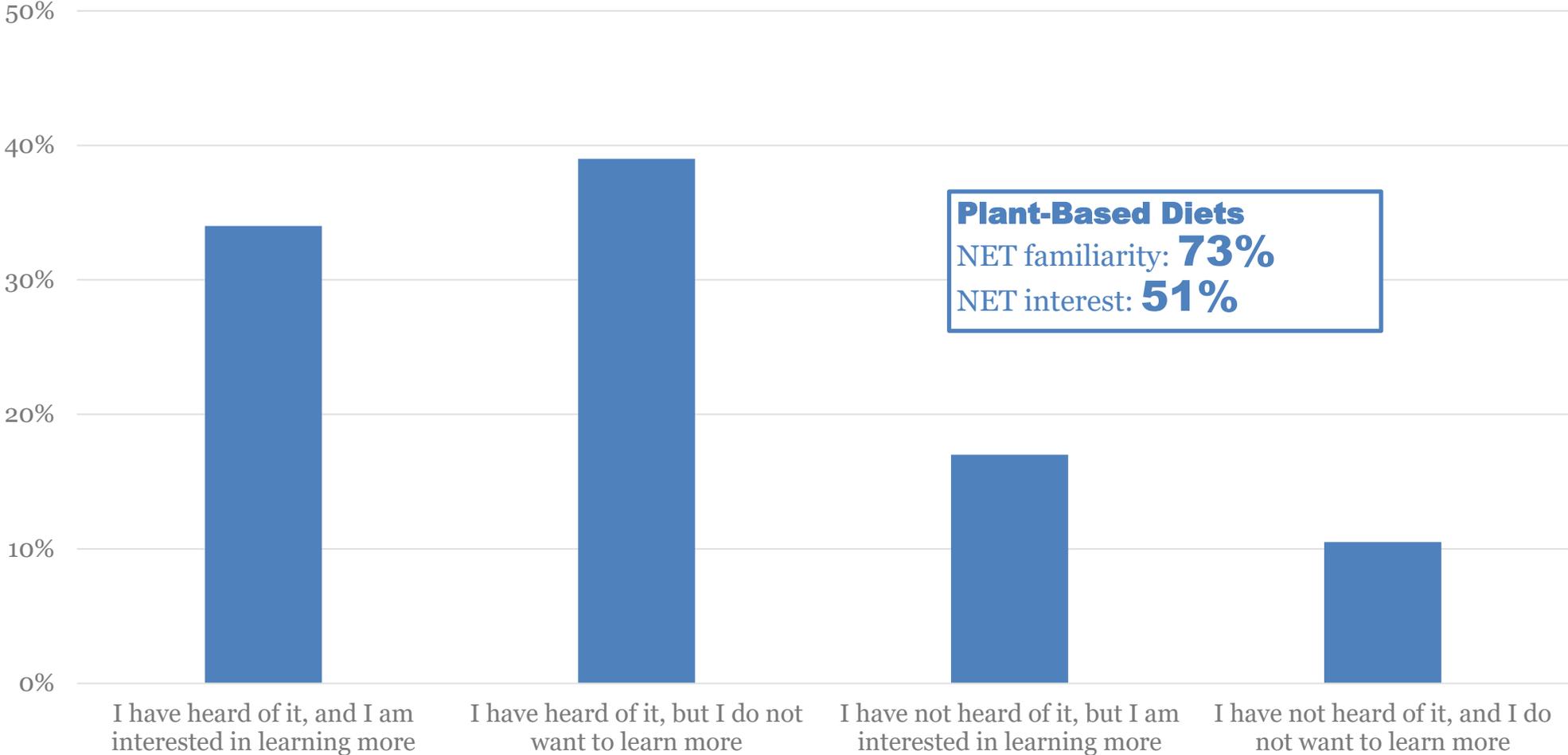
Q37: How would you rate the healthfulness of each of the following? (n=1,2012)

*Indicates new addition to list starting 2019

CONSUMERS ARE FAMILIAR WITH PLANT-BASED DIETS

Three quarters are familiar with plant-based diets and half are interested in learning more

FAMILIARITY AND INTEREST IN PLANT-BASED DIETS



82%
Of consumers who have tried a diet in the past year say that they have heard of plant-based diets compared to 68% who have not tried a diet

Q12: Which of the following best describes your familiarity and interest with “plant-based diets”? (n=1,012)

*What wasn't
cool yesterday
can become
cool today and
vice versa*

GUT HEALTH IS IN

Forbes

Gut Health and Functional Foods
Top Charts of 2019 Food Trends

CookingLight

Gut Health Could Help Fight Depression,
Study Says

GREATIST

The Beginner's Guide to Better Gut
Health

healthline.

If Your Gut Could Talk: 10 Things
You Should Know

CREATE RELEVANCE



**WHAT IS JACKFRUIT? THE VEGAN
MEAT ALTERNATIVE YOU NEED TO TRY**

The giant, spiky fruit is often used as a meat substitute

- Consumer demand can give foods a whole new identity
- #ResonateWithRelevance by tapping into what motivates

TOUCHPOINTS

Taste

Convenience

Tie in to the grower

Sustainability story

Minimal waste

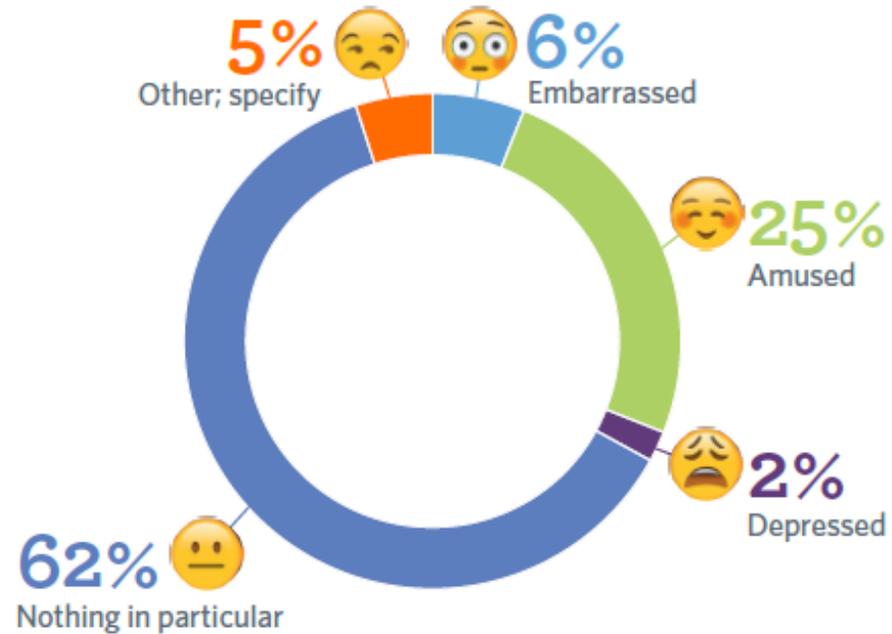
Foods with value added benefits

IS IT THE
BAGGAGE
OR THE
SILENCE?

“*There is only one thing in the world worse than being talked about, and that is not being talked about.*”

– *Oscar Wilde*

ALWAYS QUESTION ASSUMPTIONS – IT'S LESS ABOUT BARRIERS AND MORE ABOUT REMINDERS



50%

I forget about them – prunes are just not top of mind for me

CHEW ON THIS – PRACTICAL TAKEAWAYS



Don't let a “perceived” negative bias get in the way of sharing how awesome something is

Meet consumers where they are, and accompany them on their journey

Think about how nutrition counseling can be relevant in the world of quick fixes and fad diets

#EngageDontEnrage

RESOURCES

CALIFORNIA PRUNE BOARD

CaliforniaPrunes.org

@CaPrunes



FLEISHMANHILLARD

fleishmanhillard.com

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 @P365sportsRDs

 @LeslieBonci



Q & A

Join the Movement



SEPTEMBER IS NATIONAL FRUITS & VEGGIES MONTH
#HAVEAPLANTPLEDGE
#HAVEAPLANT #NFVM2020

Show your support by taking and sharing the [Have A Plant® pledge](#) at [fruitsandveggies.org](#). While you're there, check out the useful resources to equip you with the tools you need to enhance your nutrition knowledge and empower consumers to enjoy more fruits and vegetables every day.

Follow PBH's social channels to keep up to date on all the insights and inspiration. #haveaplant



September is National Fruits & Veggies Month and this year we're celebrating Have A Plant® Nation alongside National Family Meals Month™! Take a moment to celebrate how we can enjoy more fruits and vegetables during the month of September and beyond to support your health and happiness!



Join the discussion during our next Webinar on August 11th with the FMI Foundation!

A catalog of PBH's past webinars is available at fruitsandveggies.org/expert-professionals/webinars.

Continuing professional education units (CPEU) are available for live and pre-recorded webinars.





THANK YOU!