



HEALTH & WELLNESS WEBINAR

FOR THE ♥ OF PRODUCE: Consumer Shopping Perceptions, Behaviors & Trends That Impact Consumption With Albert Sanchez

Tuesday, December 17th at 2:00 PM ET



BROUGHT TO YOU BY



**THE
FOUNDATION**
FOR FRESH PRODUCE



WELCOME!



Katie Calligaro

Director, Marketing & Communications

The Foundation for Fresh Produce





Growing a healthier world by changing the trajectory of human health.



BOOST APPEAL



IMPROVE ACCESS



NURTURE PASSIONATE PROFESSIONALS



SCALE PARTNER IMPACT



LEARN MORE



ABOUT HAVE A PLANT®

The award-winning Have A Plant® campaign is committed to helping consumers live happier, healthier lives by boosting appeal for fruits and vegetables.

Have A Plant® programs and the website fruitsandveggies.org are a valuable resource for health and wellness professionals.



HOUSEKEEPING

Completion of this webinar awards 1.0 CPEUs in accordance with the Commission on Dietetic Registration's CPEU Prior Approval Program.

You will receive a link to the certificate of attendance, the webinar recording and PDF of the presentation once approval has been granted.

Type your questions and/or comments into the Q&A section located at the bottom of your screen at any time during the webinar.

Funding from non-CPE revenue for CPE planning, development, review, and/or presentation has been provided by the International Fresh Produce Association.

LEARNING OBJECTIVES

1. Describe the latest consumer shopping behaviors, trends and factors that influence consumer decisions regarding fresh produce.
2. Identify and develop strategies to encourage more fresh produce consumption among different consumer groups.
3. Tailor marketing and engagement approaches to meet the specific needs and preferences of diverse consumer segments.
4. Effectively communicate and advocate for strategies that promote produce consumption.



TODAY'S SPEAKER



Albert Sanchez

President, Market Focus Corporation

Disclosures:

- President of Market Focus Corporation
- Research consultant for the International Fresh Produce Association

Consumer Shopping Perceptions, Behaviors & Trends That Impact Produce Consumption

Talking About...

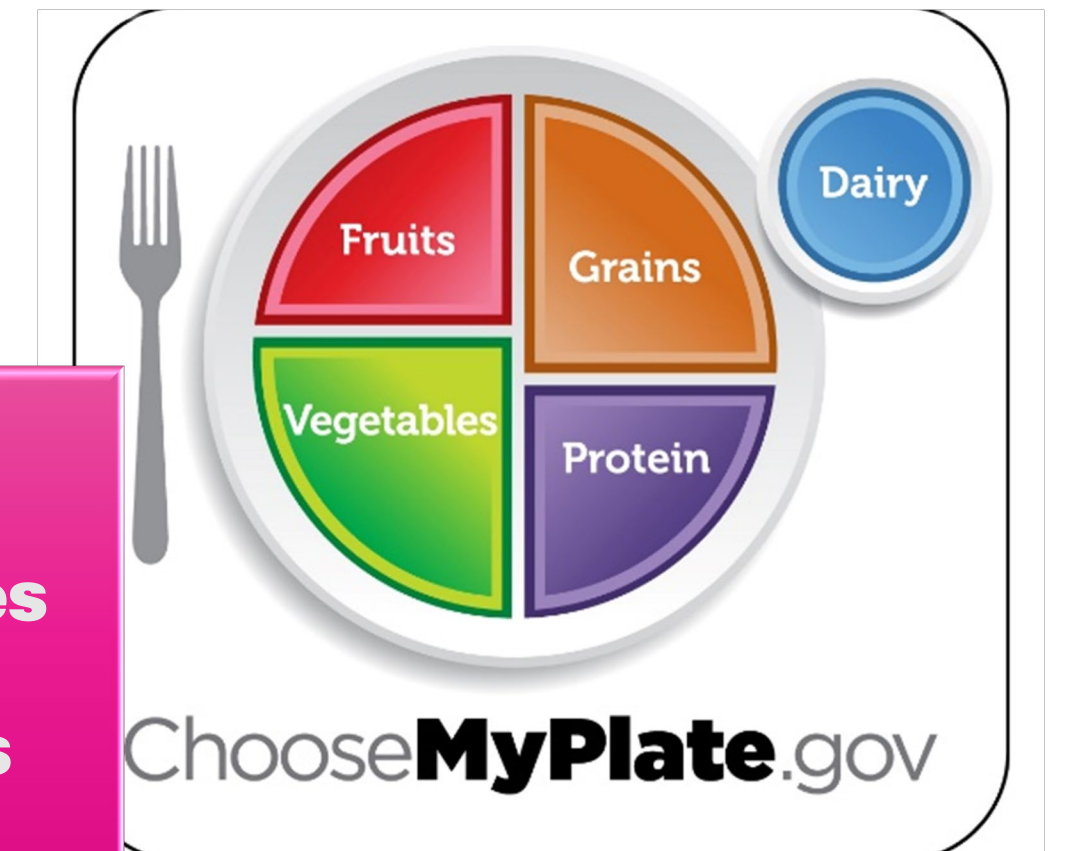
**Who we
talked with**



**How
consumers
feel about
produce**



**What
influences
their
opinions**



**How they
shop**



**Suggestions
to increase
produce
consumption**



Love Letters



We conducted three, 90-minute focus groups in Suburban Chicago on August 27th and spoke to...

Gen Z , Age 19 - 27

Parents, Age 28 - 49 with at least one child over 2

Baby Boomers, Age 60 - 69

All Respondents

- Grocery shop at least once a week
- Purchase fruits and vegetables at least once per week



- Are the primary shopper
or share responsibility
equally

**Why is fresh produce always
on your grocery list?**

There's a LOT to LOVE!

- Nutrition density
 - Vitamins
 - Antioxidants
 - Fiber
- Documented contributor to heart, eye, brain, and digestive health
- Can eat MORE with LESS calories
- A source of energy (functional and emotional – “a runner’s high”).
- Mental health – “doing something good for myself”



Sources of Education & Inspiration

In the beginning....



“What kid didn’t grow up with their parents constantly saying eat your vegetables if you want to be strong?!”

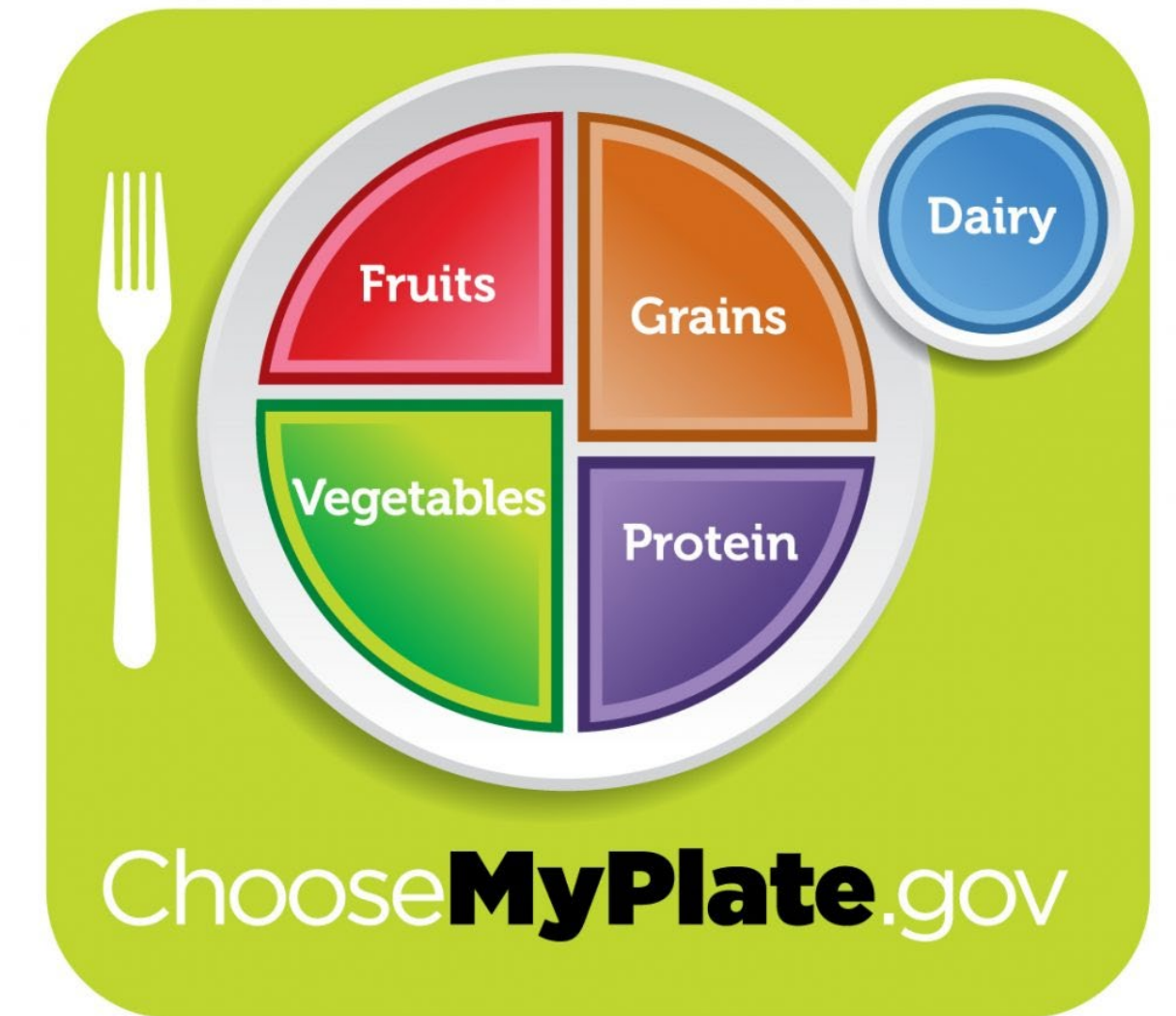


“You get the food pyramid all through school, and in high school you get the science and biology of nutrition.”

Respected Professionals



“Our pediatrician was advising us as soon as the kids started on solids.”



“My personal trainer cleaned up my diet.”

“The CDC or the FDA tells you stuff like which pesticides are bad or which foods to avoid.”

Cooking Shows / Videos



“It’s a great way to learn new and clever ways to use common ingredients.”



“Sometimes they use vegetables I’ve never used before, and it makes me want to try them.”



“Everything always looks so fresh and colorful – and I think, ‘I want that!’”



Online & Social Media Searches

Searches Mentioned

How to eat star fruit

Cooking beets

Best way to store tomatoes

Nutritional value of pomegranate



Recipes using butternut squash

Google Search

I'm Feeling Lucky

allrecipes

Find a recipe or ingredient



Log In

DINNERS

MEALS

INGREDIENTS

OCCASIONS

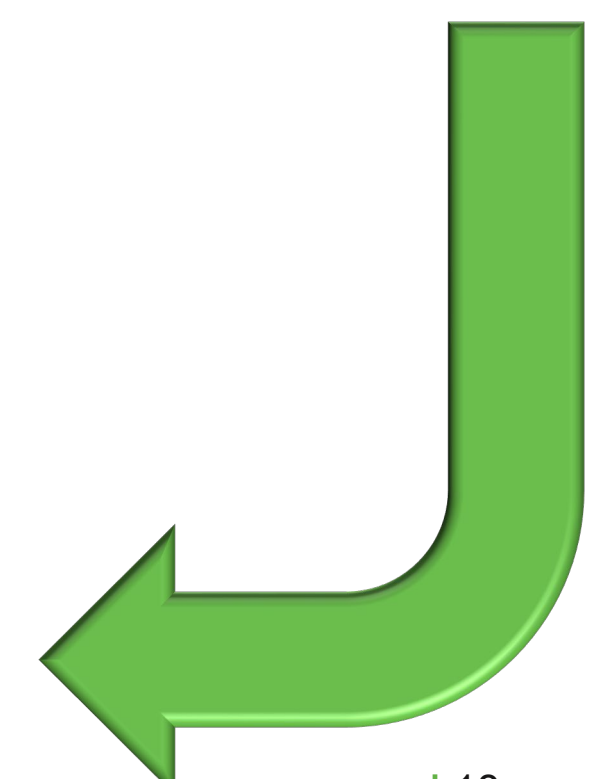
CUISINES

KITCHEN TIPS

NEWS

FEATURES

ABOUT US



The Grocery Store



What's Trending



Bowl Foods

“There’s always a new trendy food or a special diet.”



Diet du Jour



Overnight Oats

Social Media

Social media is a great ambassador (and influencer) for produce!



Social Media Influencing Kids Influencing Parents

“My son saw Dragon Fruit online and kept asking for it. I had no idea what to do with it. How do you peel it? How do you eat it? All I know is that I ended up buying Dragon Fruit!”



Let's Go Shopping!

Grocery Store Navigation

Consumers admit to a largely habitual path through the store, but excited eyes are drawn to attractive displays, colorful/fresh-looking products, and SALES!



“I’m drawn to a great display ... everything just looks so colorful and fresh ... it’s so enticing.”

“I’m like a magnet for the sales! And it’s always up front – you can’t miss it.”

“When I see something new that I haven’t seen before, I have to check it out.”

Planned vs. Spontaneous

- Those with a strict budget or a menu plan are less spontaneous.

“I’m a college kid on a budget. If it’s not on the list, it doesn’t go in the cart.”

- Consumers often buy their ‘staple’ produce but are open to new and exciting options.

“My shopping list literally says, ‘fruits and veggies’.”

“I always check out what’s new or on sale!”

“Sometimes I just have a craving for something I haven’t had in a while.”

“I find it impossible to walk past samples.”



Influence of Brand, Organic, Domestic vs. Imported



Brand is not often a primary driver.

“I’ll be honest, I couldn’t tell you the brand of any of the produce I buy.”

“It depends on what looks best.”

Consumers appreciate the organic promise but remain skeptical.

“Without the pesticides, I feel like things taste better.”

“I’m not sure I believe the labels – they can slap a label on anything these days.”



Hyper-local is a plus.

“I like to support local growers if I can.”

“Domestic doesn’t have to travel as far, but some things might only be grown outside of the US.”

Influence of Packaging, Sustainability, and Fair Trade



- Consumers are paying greater attention to packaging. They are drawn to 'less' and 'simpler' packaging and express a preference for materials that are recyclable or compostable.
 - Some also bring their own reusable totes so they don't use *any* packaging.
- Though sustainability and fair trade are viewed as 'correct' options, consumers have limited knowledge of ways to discern produce options that adhere to such practices.
- Consumers desire to be responsible, but the lack of options and/or educated awareness prevent that from being a bona fide factor in the purchase decision.

Convenience Packaging

- Many time-constrained Gen Z greatly appreciate the time saved by using pre-washed and chopped produce and are willing to pay a bit more to save time.
- On the other hand, many Boomers and Parents enjoy 'the hunt' for the ideal produce items except for salads!



Controlled Environment Agriculture

CEA:

“Indoor/Greenhouse growing that maintains optimal growing conditions throughout the development of the crop.”



Very limited awareness; some associations with Hydroponics.

Likely Benefits

- + Environmentally-friendly / greater sustainability
- + Grow more with less space
- + Greater product consistency

Concerns/Questions:

- ? GMO or bioengineering?
“Frankenstein seeds?”
- ? Impact on nutritional value?
- ? Premium priced?
- ? Energy usage?

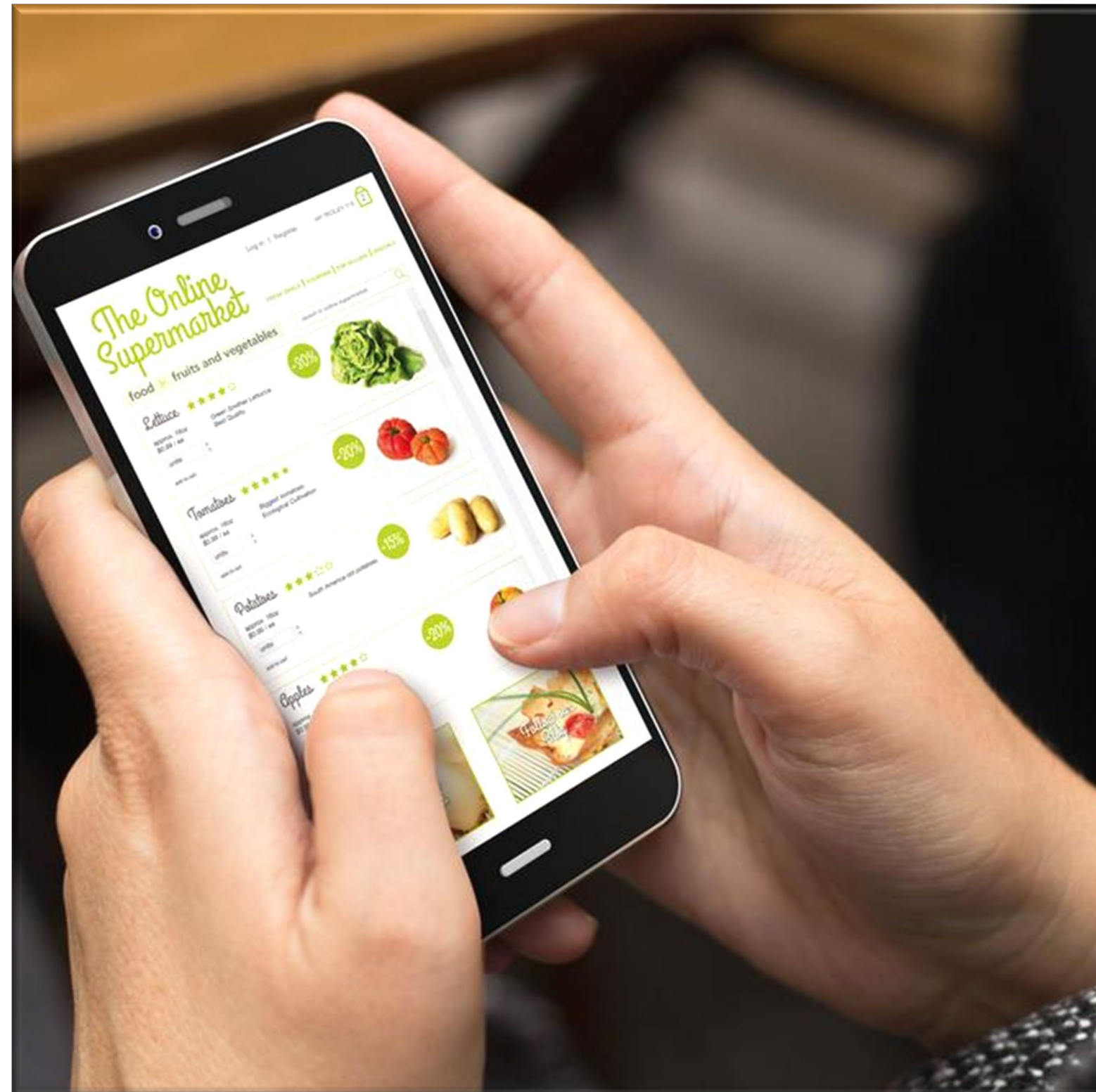
Motivating Kids/Grandkids to Consume Fresh Produce

- Make food interesting for them.
 - Produce Skewers
 - Pizza Set-ups
- Involve them
 - Shopping
 - Cooking
- Participate in Social Media trends



Online Ordering

- + A time-saver
- + No impulse purchases
- + Incentives / savings
- + Less hassle



- Loss of control; “can’t pick it out myself.”
- Some confusion about quantities being ordered





Task Force to Increase Fresh Produce Consumption

Task Force Recommendations

- Show me how
- Make it easy
- Make it last
- Promote on social media



Love Letters



Love Letter Instructions



Please write a Love Letter to one of your favorite fruits or vegetables. The letter should be 5-10 sentences long. Feel free to be creative and even humorous. In other words, have fun with it!



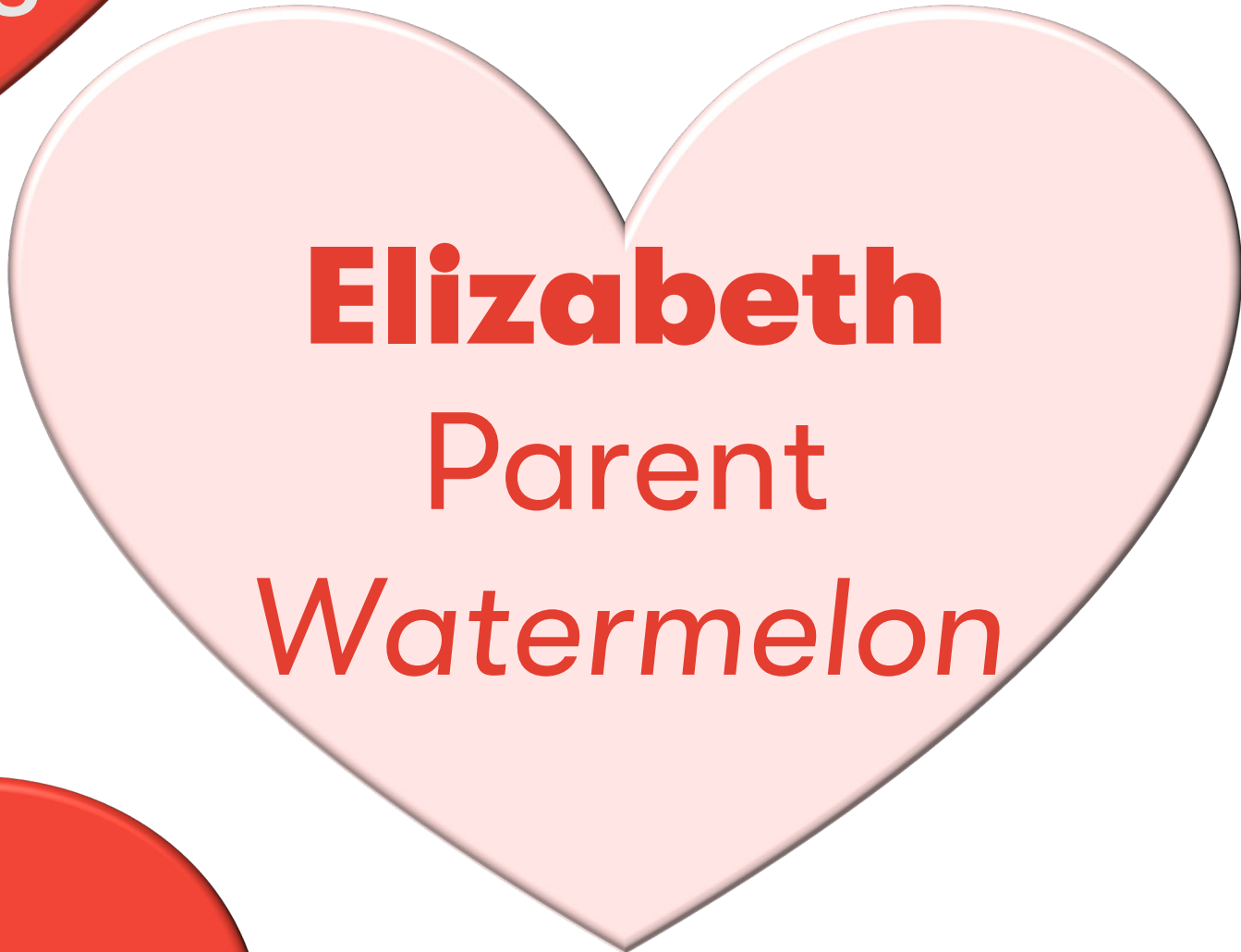
Colleen
Boomer
Cauliflower



Jim
Boomer
Blueberries



Edwin
Parent
Mango



Elizabeth
Parent
Watermelon



Mike
Gen Z
Strawberry



Susan
Boomer
Avocado

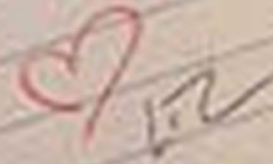


Best Crawford

Dear My Sweetheart (aka Watermelon)



I know our time together is very fleeting but the time we've shared has been amazing! I soooo enjoyed all the wonderful times we've had at barbecues, family parties, and even our quiet evenings at home. It's been so refreshing to really get to know your past with me all about your past with yellow spots and veining but I guess we've brought out the best in each other because all you've been is so sweet and juicy to me and my family.



P.S. Let's "ball up" on the sofa and sprinkle a little Tajin on it to spice things up! 🍉

Hey My Sweet Mango

Can't get you out of my mind
Last time we were together
was so amazing. I've never
had an enjoyable experience
only, as you the
you come in so often
that may do
it. Enjoying you
cat day. You
led a breakfast
w/ natural food
and you up
giving you
reasons to
teach
me
and



Spinach



Hi my lovely Spinach,

I, Sueda S. Kader would like to appreciate you and your hard work making my family so very healthy & strong! You are always in my house and we cherish it every moment of it. So I wrote a poem for you.

I Love Spinach

Just like Popeye.

Spinach gives me energy
& makes me strong.

I try to eat Spinach daily,
just like Popeye!

Spinach is one of the loveliest
in my garden.

It makes me Rich & Happy!!!
Thank you, Love S.



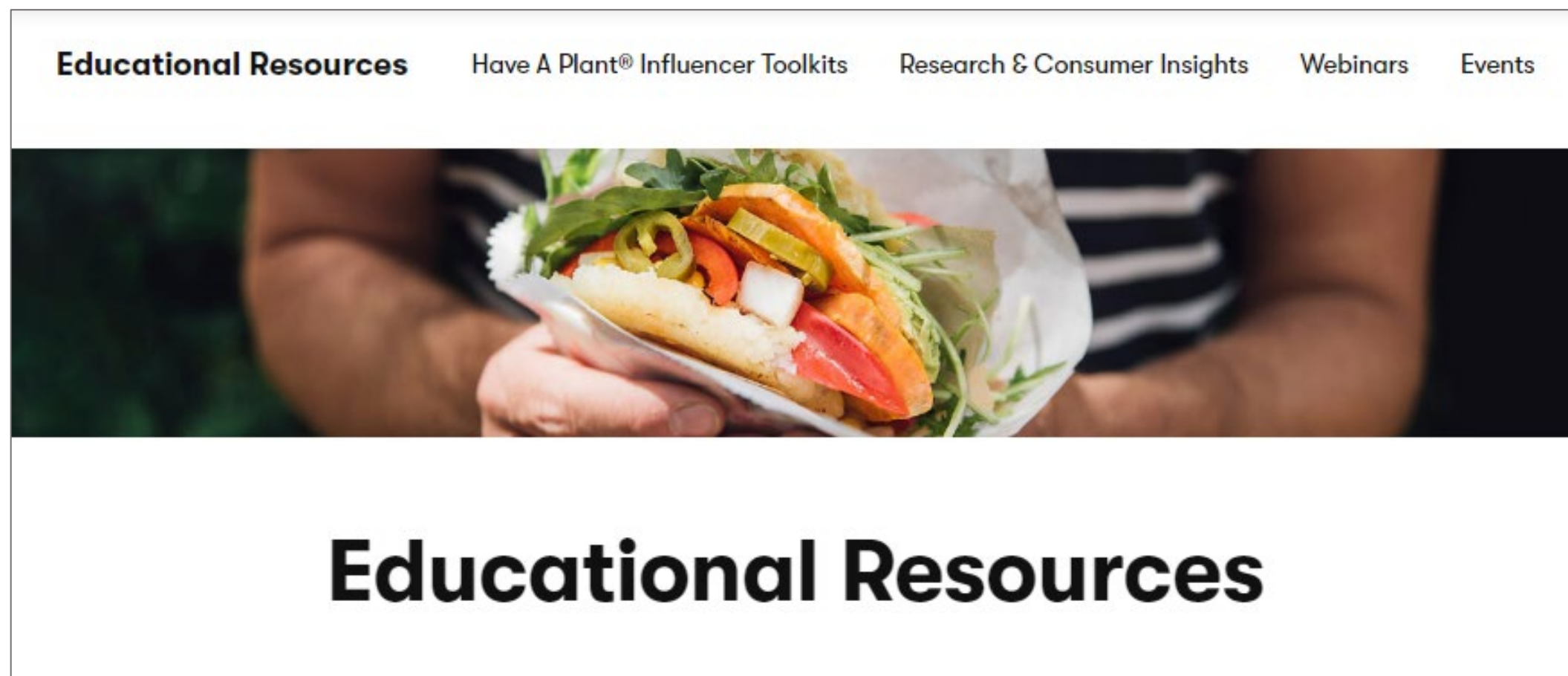
QUESTIONS & DISCUSSION

have a
plant®

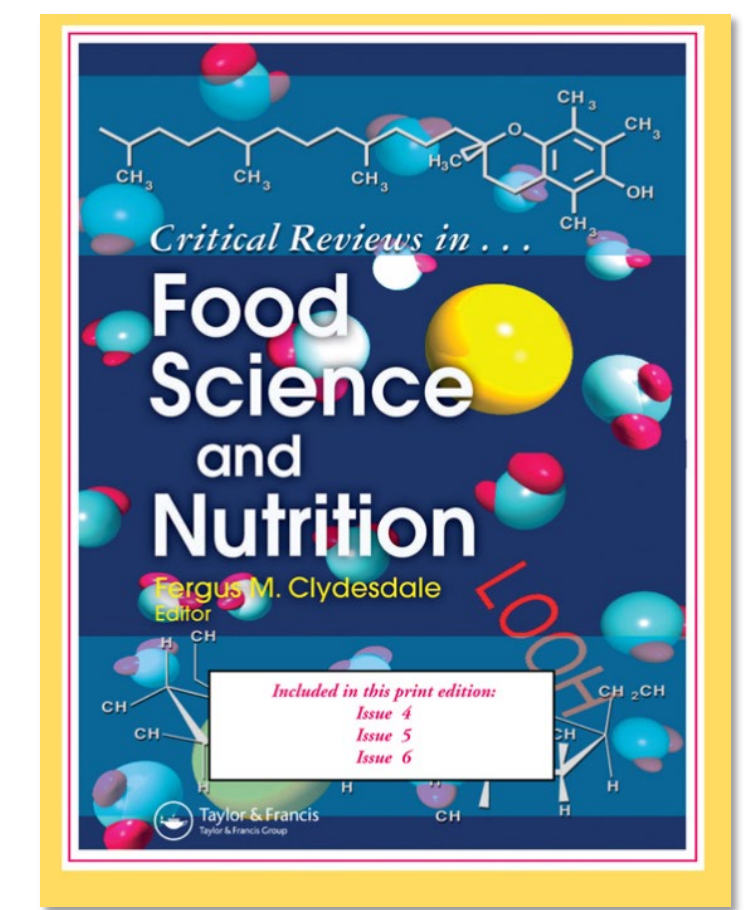
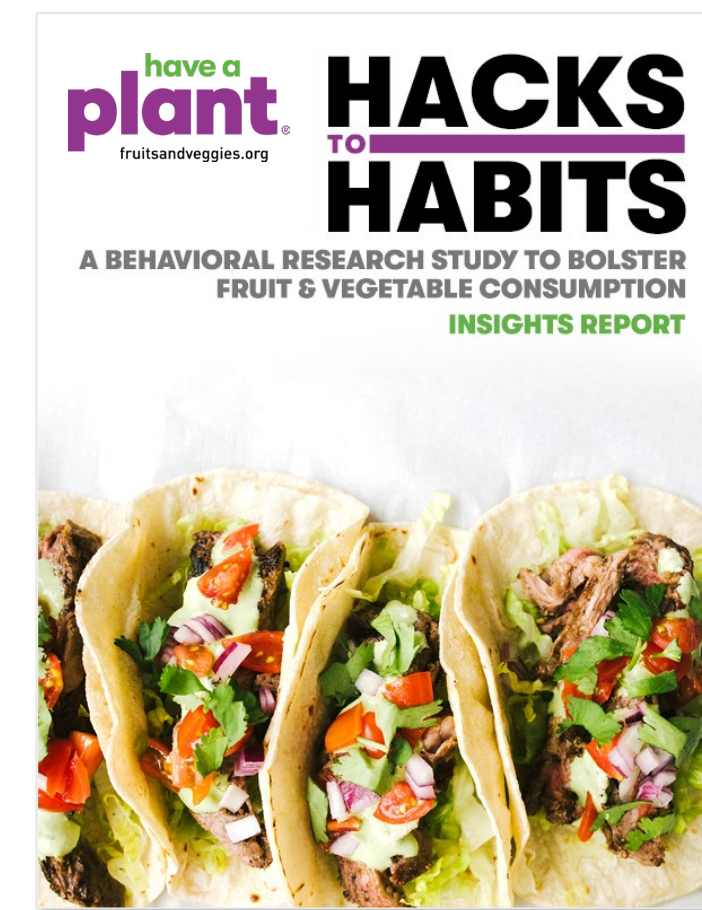
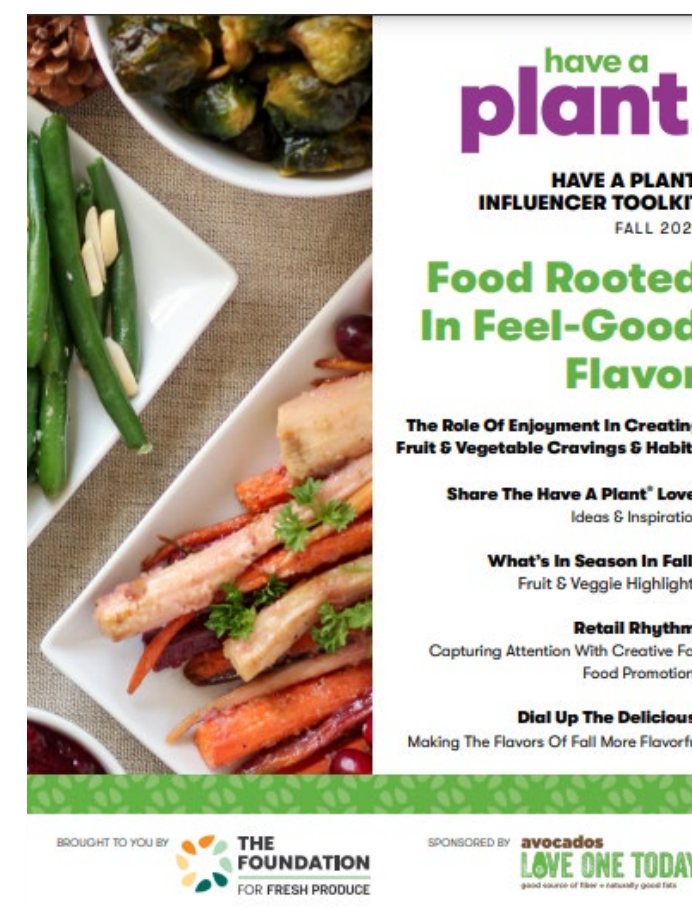


EDUCATIONAL RESOURCES

Have A Plant[®] programs deliver innovative research as well as unique consumer insights and communication tools. All to help you inspire lasting behavior change by tapping into the emotional connection consumers have with fruits and vegetables.



fruitsandveggies.org/educational-resources



CONTINUE TO EXPAND YOUR EXPERTISE

fruitsandveggies.org/webinars

Visit our on-demand catalog of webinars on various fruit and vegetable topics including the following and many, many more!



have a plant[®]
fruitsandveggies.org

Health & Wellness Webinar | March 19th, 2pm EST

PRODUCE PRESCRIPTIONS:
Blazing The Trail For Better Health

With **Kathy Taylor, MS, RD, LD & Kurt Hager, PhD**

BROUGHT TO YOU BY
THE FOUNDATION
FOR FRESH PRODUCE



have a plant[®] **HEALTH & WELLNESS WEBINAR**

UNLOCKING CONSUMER ENGAGEMENT
TRENDS & DATA-DRIVEN STRATEGIES
FOR INCREASED PRODUCE CONSUMPTION

With **Jonna Parker, Mollie Van Lieu & Emily Holdorf, MS, RD**

BROUGHT TO YOU BY
THE FOUNDATION
FOR FRESH PRODUCE



THANK YOU!

For inspiring people to eat
more fruits & veggies.

have a
plant[®]
fruitsandveggies.org

BROUGHT TO YOU BY

