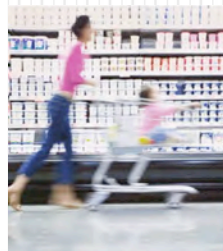


How do Whole Grains Fit with Consumers' Approach to Wellness

Dr. Cathy Kapica

Senior Vice President, Ketchum, Global Health & Wellness
Adjunct Professor of Nutrition, Tufts University

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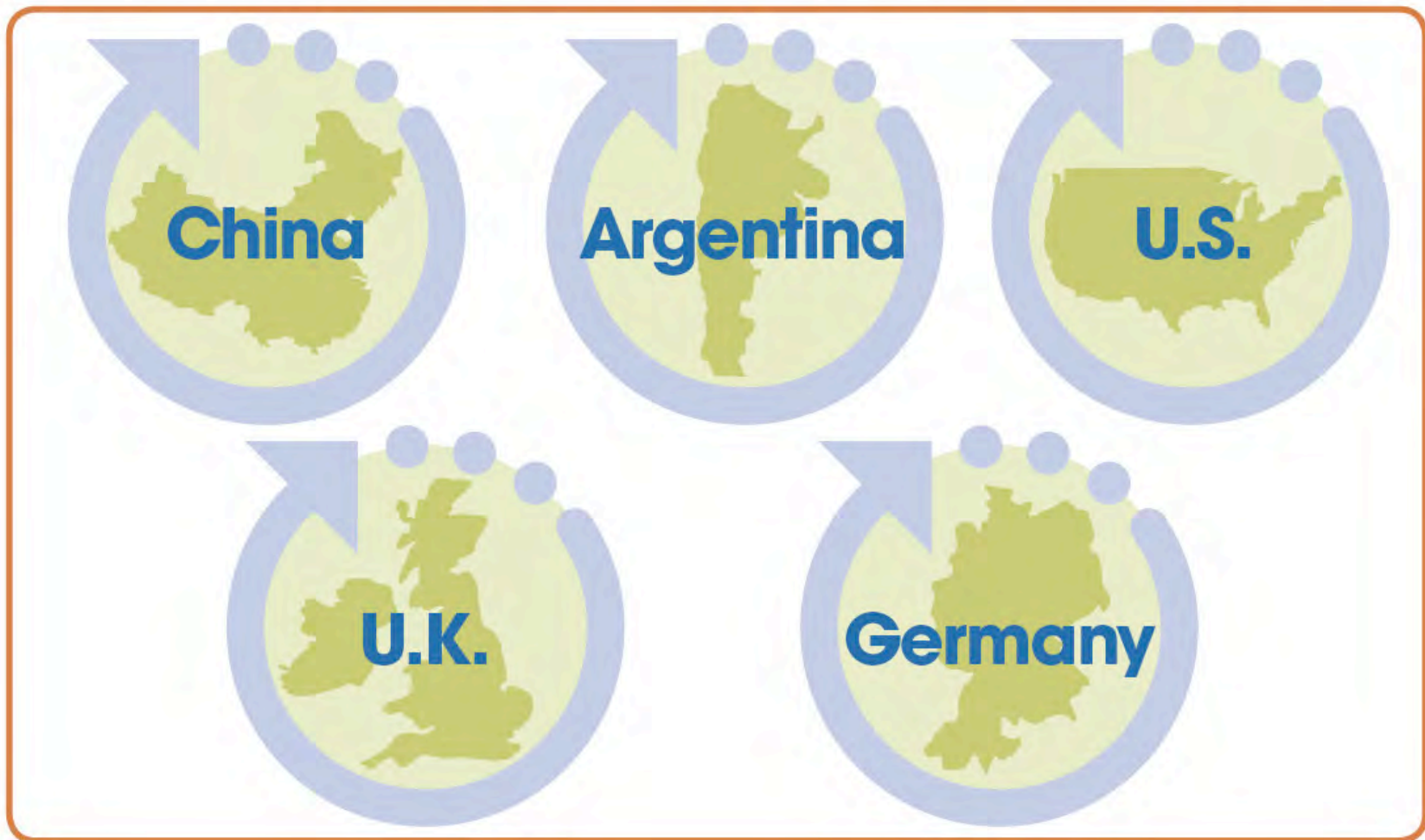
Summary

- The 'traditional' Chinese diet is rapidly changing.
- More than anywhere else in the world, Chinese consumers understand that food is the key to good health.
- Whole grain foods have the potential to become both a healthy and enjoyable.



FOOD2020

Online survey of a representative sample of 200 consumers in each of the following countries





**food =
enjoyment +
necessity**

When you think of food, what comes to mind?



ENJOYMENT
39%

Nourishment 21%

NECESSITY OF LIFE 13%

Key to good health 8%

Sustenance 8%



ENJOYMENT
30%

Family 20%

Key to good health 16%

Nourishment 16%

NECESSITY OF LIFE 10%



ENJOYMENT
28%

NECESSITY OF LIFE 24%

Key to good health 16%

Nourishment 15%

Sustenance 9%



ENJOYMENT
26%

NECESSITY OF LIFE 22%

Nourishment 20%

Key to good health 10%

Culinary adventure 9%



Key to good health 35%

NECESSITY OF LIFE 25%

ENJOYMENT
24%

Family 6%

Nourishment 4%

What is important to you when you buy food?

	U.S.	U.K.	Germany	Argentina	China
Brand Name	✓	✓		✓	✓
Convenient Prep	✓				
Family Choice	✓	✓		✓	✓
Health Benefits	✓	✓		✓	✓
Ingredients	✓	✓			
Nutritional Value	✓	✓	✓		✓
Price	✓	✓	✓		
Quantity	✓	✓			
Recipes	✓	✓	✓		✓
Taste	✓	✓	✓		✓
Value	✓	✓			
Source	✓	✓	✓		
Safety	✓	✓		✓	✓

What prevents you from buying healthy foods (other than cost)?

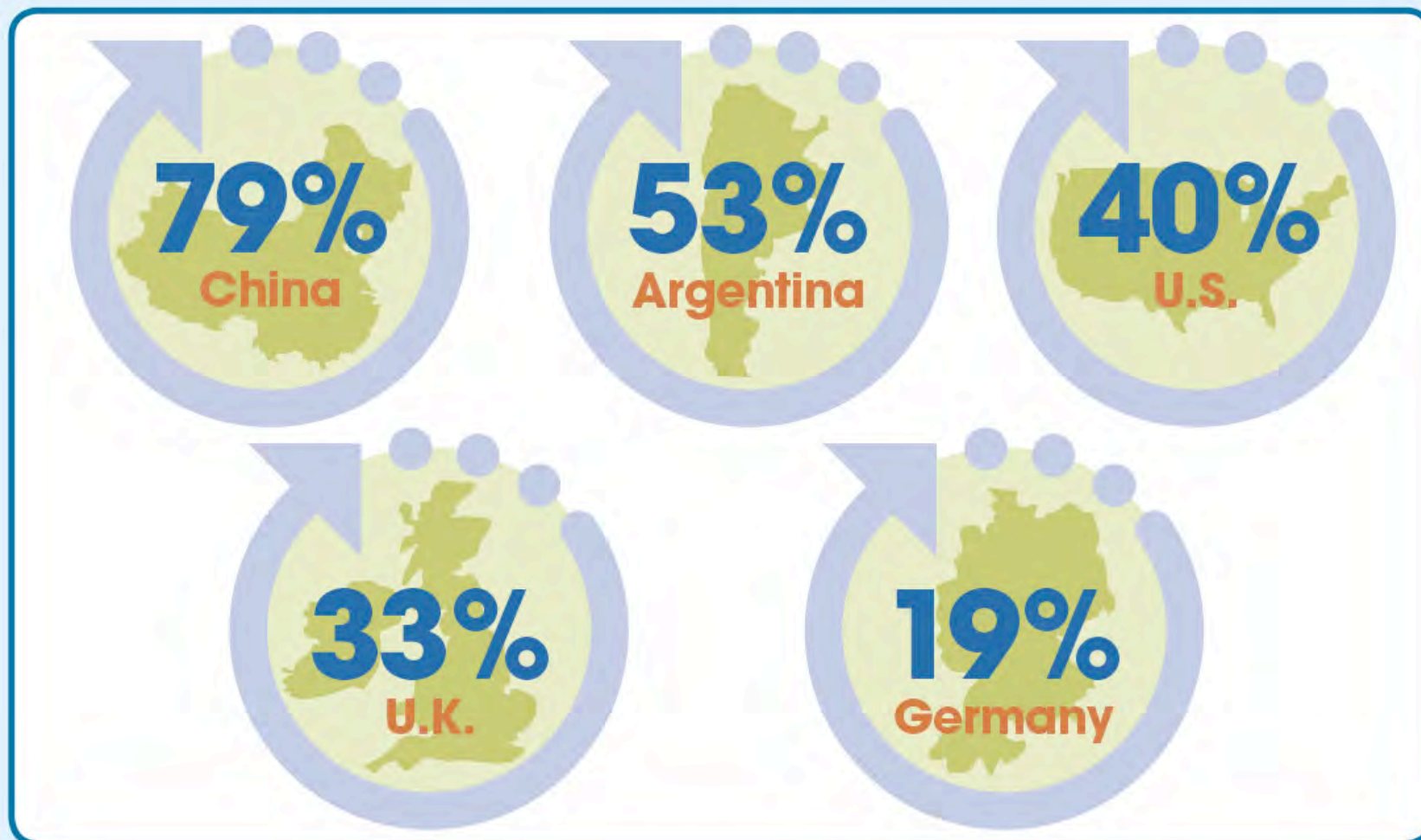
	US	UK	Germany	Argentina	China
taste	57%	34%	37%	35%	50%
availability	35%	40%	34%	32%	35%
time	19%	20%	18%	32%	32%
knowing what is healthy	32%	36%	53%	47%	55%
family preferences	28%	27%	14%	35%	35%

What's in our food

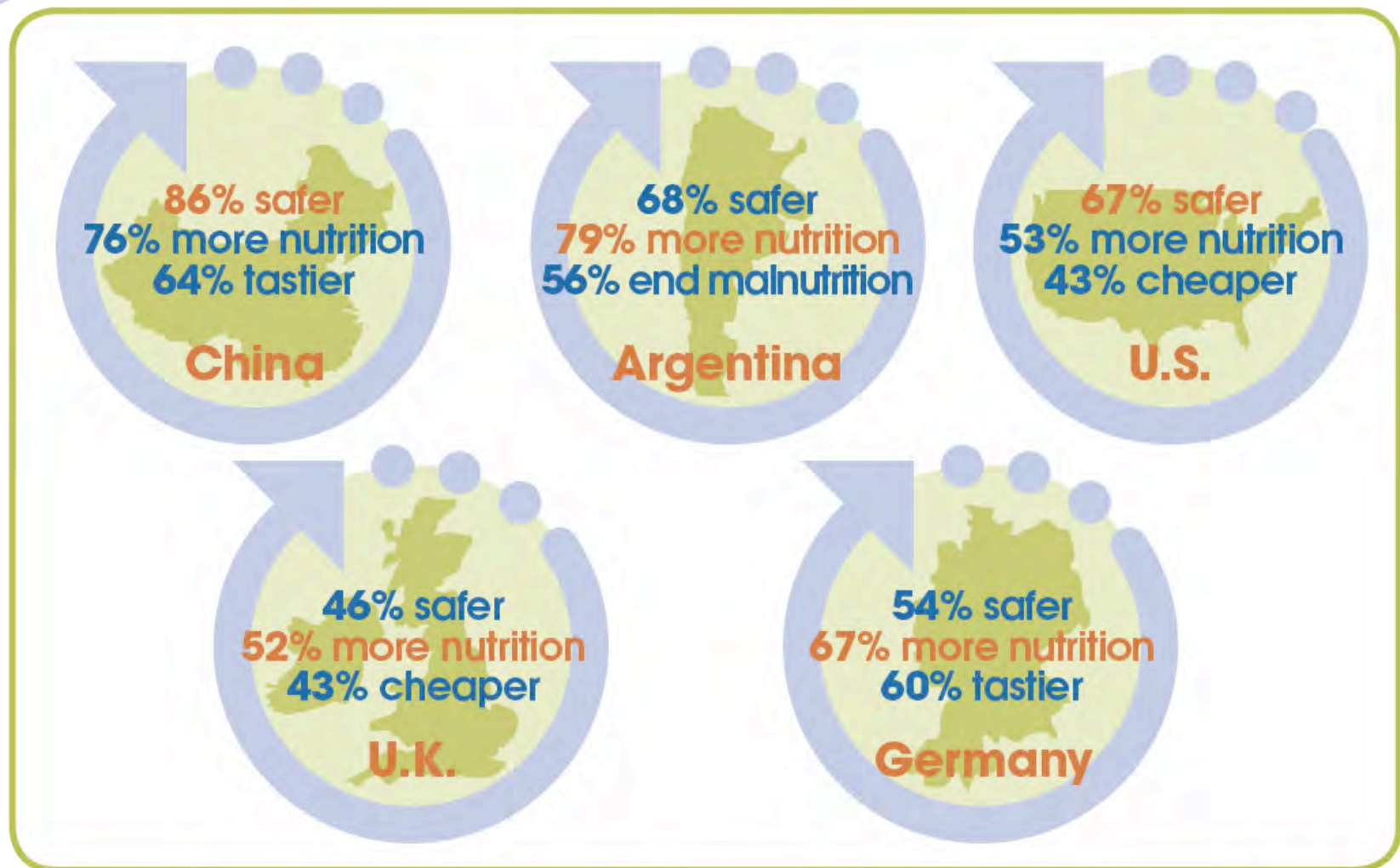
- **63% want to recognize all ingredients on a label**
- **41% say food should be simple**
- **34% made with as few ingredients as possible**



Consumers believe that food companies are responsible for health and well being.



If you were CEO of a global food company, what would be your top priority?



what are we
hoping for?

The Year 2020 😊



In **2020** its all about health & safety



Source

SAFETY

**HEALTH
BENEFITS**

Nutritional
value



**HEALTH
BENEFITS**

Source

Nutritional
value

SAFETY

Price



**HEALTH
BENEFITS**

SAFETY

Source



Nutritional
value

Source

**HEALTH
BENEFITS**

SAFETY

Convenient
prep



Nutritional
value

SAFETY

**HEALTH
BENEFITS**

Ingredients

Quality

Recipes

Chef
recommended

謝謝

Whole Grains Fit with Chinese Consumers' Approach to Wellness

