How do Whole Grains Fit with Consumers' Approach to Wellness

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• 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.
The Age of Well-being

- Wellness is both mind and body
  - Family relationships are central
  - Feeling healthy is
    - Not having stress
    - Eating right
    - Meditating
    - Having time to yourself
    - Having physical energy

- Health is the new wealth

- Food is the gateway to health
Online survey of a representative sample of 200 consumers in each of the following counties:

- China
- Argentina
- U.S.
- U.K.
- Germany
food = enjoyment + necessity
When you think of food, what comes to mind?

**Germany**

- **Enjoyment** 39%
- Nourishment 21%
- Necessity of Life 13%
- Key to good health 8%
- Sustenance 8%

**Argentina**

- **Enjoyment** 30%
- Family 20%
- Key to good health 16%
- Nourishment 16%
- Necessity of Life 10%

**UK**

- **Enjoyment** 28%
- Necessity of Life 24%
- Key to good health 16%
- Nourishment 15%
- Sustenance 9%

**US**

- **Enjoyment** 26%
- Necessity of Life 22%
- Key to good health 16%
- Nourishment 20%
- Family 6%
- Culinary adventure 9%

**China**

- Key to good health 35%
- Necessity of Life 25%
- Enjoyment 24%
What is important to you when you buy food?
What prevents you from buying healthy foods (other than cost)?

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<th>US</th>
<th>UK</th>
<th>Germany</th>
<th>Argentina</th>
<th>China</th>
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<tbody>
<tr>
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<td>37%</td>
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<td>availability</td>
<td>35%</td>
<td>40%</td>
<td>34%</td>
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<td>20%</td>
<td>18%</td>
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<td>36%</td>
<td>53%</td>
<td>47%</td>
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<tr>
<td>family preferences</td>
<td>28%</td>
<td>27%</td>
<td>14%</td>
<td>35%</td>
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</tbody>
</table>
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.

- **79%** China
- **53%** Argentina
- **40%** U.S.
- **33%** U.K.
- **19%** Germany
If you were CEO of a global food company, what would be your top priority?

- China: 86% safer, 76% more nutrition, 64% tastier
- Argentina: 68% safer, 79% more nutrition, 56% end malnutrition
- U.S.: 67% safer, 53% more nutrition, 43% cheaper
- U.K.: 46% safer, 52% more nutrition, 43% cheaper
- Germany: 54% safer, 67% more nutrition, 60% tastier
what are we hoping for?

The Year 2020 😊
In 2020 it's all about health & safety

- **U.S.**
  - Source
  - Safety
  - **Health Benefits**
    - Nutritional value
  - Safety
  - Price

- **U.K.**
  - Source
  - Safety
  - **Health Benefits**
    - Nutritional value

- **Germany**
  - Source
  - Safety
  - **Health Benefits**
    - Nutritional value

- **Argentina**
  - Source
  - Safety
  - **Health Benefits**
    - Nutritional value

- **China**
  - Source
  - Safety
  - **Health Benefits**
    - Ingredients
    - Quality
    - Recipes
    - Chef recommended

**FOOD2020**
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