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Agricultural Outlook Forum

Presented: February 17, 2006

NEW DIETARY GUIDELINES: IMPLICATIONS FOR FRUIT & VEGETABLE  
MARKETING

Elizabeth Pivonka  
President, Produce for Better Health Foundation

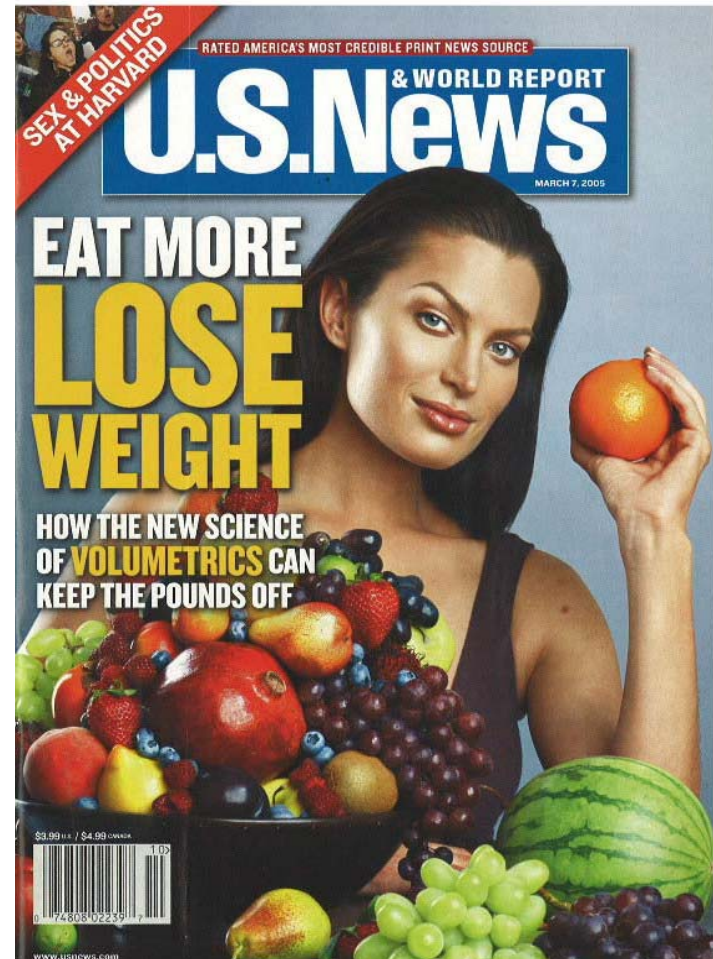
Produce For Better Health Foundation  
Elizabeth Pivonka, Ph.D., R.D.  
President & CEO  
February 17, 2006

## New Dietary Guidelines: Implications for Fruit and Vegetable Marketing



# The Good News







# What You Need to Know About ... FRUITS & VEGETABLES

The news isn't that fruits and vegetables are good for you. It's that they are so good for you they could save your life

By DAVID BJERKLIE

The USDA recommends 5 to 9 servings of fruits and veggies a day

**SERVING 1/2 cup of orange juice**

**SERVING 1 medium apple**

**SERVING 1/2 cup of steamed broccoli**

**SERVING 1/2 cup of red, green, orange or yellow pepper**

**SERVING 1 banana**

**SERVING 1/2 cup of blueberries**

**SERVING 6 oz. glass of tomato juice**

**SERVING A handful of green beans (1/2 cup)**

**SERVING 2 raw scallions**

## BOTANICAL BOUNTY

The latest scientific research has shown—and the evidence continues to mount—that the plant kingdom is filled with gifts that can help fight off the ravages of chronic disease. A large group of compounds called phytochemicals (see below), found in plants ranging from garlic to cabbage to tea leaves, have been shown to help fight disease by preventing the cellular damage caused by chemicals called free radicals. A diet rich in fiber

## DEFINITION

### FIBER

**Soluble** fiber, which dissolves and becomes gummy in water, slows digestion, promoting a sense of fullness. Found in apples, citrus fruits and carrots.

**Insoluble** fiber, also known as roughage, speeds the passage of food through the intestines. Found in wheat bran, veggies and whole grains.

also has been shown to help reduce the risk of heart disease, stroke, high blood pressure, obesity, diabetes and cancer. Fiber and phytochemicals are a one-two punch that should be reason enough to eat your peas and broccoli.

## SO, WHY DO WE RESIST EATING OUR VEGGIES?

The trick is not to force yourself to eat stuff you hate but rather to find ways to turn the plant kingdom into dishes you enjoy. Don't want to face a plate of okra or Brussels sprouts? You don't have to. Aim for variety, and put your energy into getting—on a daily basis—as many different vegetables as you can into salads, soups, stews, sides, salsas and pasta sauces. Fresh is best, but frozen is fine and even canned will often do (though mind the added sodium).

## AN APPLE A DAY

Fruit is a natural energy source, and there's nothing wrong with eating an apple a day. But why stop there? As always, variety is key, and there's a

“The news isn't that fruits and vegetables are good for you. It's that they are so good for you they could save your life!”

-TIME



**Fruits and Vegetables Play Preventative Role In ...**

**Cancer**

**Heart Disease**

**Stroke**

**Hypertension**

**Birth Defects**

**Cataracts**

**Obesity**

**Diverticulosis**

**Diabetes Mellitus**

**COPD**

**Osteoporosis**

**Alzheimer's**

**Skin Wrinkling**



## Variety of Protective Components in Fruits and Vegetables

**Antioxidants**

**Folate**

**Potassium**

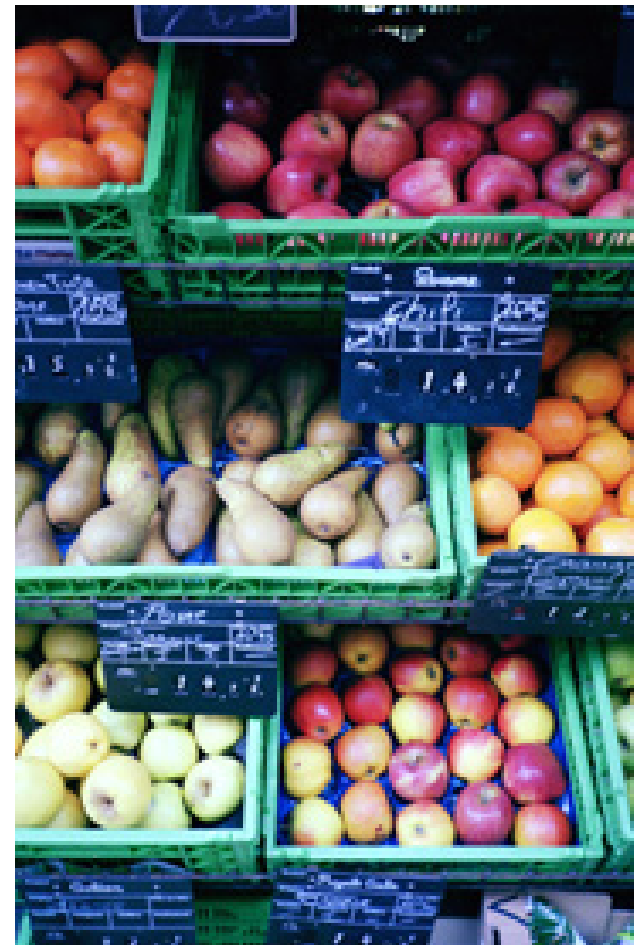
**Fiber**

**Flavonoids**

**Phytochemicals**

**No fat, saturated fat, trans fats,  
or cholesterol**

**Low in sodium and calories**







Dietary Guidelines  
for Americans  
2005

U.S. Department of Health and Human Services  
U.S. Department of Agriculture  
[www.healthienus.gov/dietaryguidelines](http://www.healthienus.gov/dietaryguidelines)

**Reality...**











# KIDS EAT FREE

Kids 10 and under eat free when accompanied by an adult purchasing a meal.

Limit 2 kids per adult. Beverage not included.

- Steak & Fries
- Bite Size Shrimp & Fries
- Chicken O'Tenders & Fries
- Macaroni & Cheese
- Hamburger & Fries

**Amanda**



**Dave**



**Ken**



**Emily**





Can you find five differences between these two pooches?

*We hope you enjoyed meeting your new friends at O'Charley's! Look for their new adventures in the next issue.*

**GAME & PUZZLE ANSWERS** Page 2: Picture Pages: 3, 6, 6, 7, 8. Maze: Emily A, Dave B, Amanda A, Lucky penny: Emily • Page 3 Code: friendship • Page 4 5 5 OC Numbers: 3 Hats - clown, floor, Ken, 4 Ticks - clown poster (2), palm tree poster (2), 5 Balls: clown (4), floor (1), OC Letters: C - clown, circus, cloud, S - sun, skateboard, shirt, R - rug, road, ribbon, Hiding: Amanda - by the window, Dave - by the palm tree poster. Blanks: C, R, S (spells O'Charley's) • Page 6 Pic Puzzle: piece 3. Car Counts: 19, 7, 6, "a cheetah", Kens Kormer: skateboard • Page 7 Horizontal words: Trust, Care, Love. Vertical word: Share • Page 8 Differences: eyes, hair tuft, collar, tail, foot.

**GOOD FOOD AND GOOD TIMES BEGIN WITH O!**

Designed by Tabletoyz. [www.tabletoyz.com](http://www.tabletoyz.com)

**ITEM # 703002**



## Advertising/Marketing Expenditures

<b>McDonald's</b>	<b>\$ 1,388,900,000</b>
<b>PepsiCo</b>	<b>\$ 1,262,200,000</b>
<b>Nestle</b>	<b>\$ 1,028,300,000</b>
<b>General Mills</b>	<b>\$ 912,500,000</b>
<b>Mars Inc.</b>	<b>\$ 739,800,000</b>
<b>Kellogg Company</b>	<b>\$ 647,100,000</b>
<b>Burger King Corp</b>	<b>\$ 542,100,000</b>
<b>Coca-Cola Company</b>	<b>\$ 540,500,000</b>
<b>CDC's Division of Nutr &amp; PA</b>	<b>\$ 42,000,000</b>
<b>PBH's Budget</b>	<b>\$ 6,500,000</b>

Advertising Age, June 27, 2005

# Next Steps for 5 A Day







Dietary Guidelines  
for Americans  
2005

U.S. Department of Health and Human Services  
U.S. Department of Agriculture  
[www.healthiers.gov/dietaryguidelines](http://www.healthiers.gov/dietaryguidelines)



**MyPyramid.gov**  
STEPS TO A HEALTHIER YOU

# Consumer Learning






## Our consumer sources of inspiration

- conducted eleven 2.5 hour ethnographies in Chicago, IL, Sacramento, CA, Edison, NJ
- overall we had in-depth conversations with 12 moms, 2 dads and their kids (7 in total) as well as 6 tweens
- spoke to working/non-working moms, income \$40-80K

	Chicago	Sacramento	Edison
family	1 Caucasian 1 Hispanic	1 Hispanic 1 African American	1 Caucasian 1 African American
mom dyads	1 African American	1 Caucasian	1 Hispanic
tween triads	1 Caucasian male	1 Caucasian female	
<b>total</b>	<b>4</b>	<b>4</b>	<b>3</b>

 here are their stories



## Overcoming heredity, celebrating heritage

### LISA & LORNA moms

### “I am Miss Healthy!”

#### about them

- African American
- live in Chicago
- friends and neighbors
- full-time working moms
- Lisa married, 5 kids (ages 8 to 17)
- Lorna unmarried, 14 year old boy

#### attitudes about health/diet

- cook 3-4 nights/ week, every meal has a starch and a vegetable
- Fridays- pizza night; Sundays very important family, church and “fellowship” day
- love to prepare and eat soul food even though know it’s unhealthy, smoked turkey vs. ham hock
- make breakfast/ pack lunch to avoid kids eating from school vending machines
- 2 types – Lorna, proactive and source of health info; Lisa, permissive
- knew about 5-A-Day but new pyramid – “nothing’s been changed, only rearranged”

#### attitudes about F/Vs

- grow them in garden – “it’s what my daddy did”
- still unsure if kids get enough
- price real concern

- 
- eating to avoid family medical history
  - hectic schedule

#### reward foods

- slow cooked collard greens
- fried chicken
- macaroni and cheese





# Hate eating “icky” vegetables

**TARYN, ANASHAI & SHELBY  
MICHAEL, BRIAN & DANIEL**  
tweens

## “CANDY, CANDY, CANDY”

### about the girls

- Caucasian
- live in Sacramento/ Edison
- camp friends
- age 10, 5th graders

### about the boys

- Caucasian
- live in Chicago
- school friends
- age 12, 7th graders

### attitudes about health/diet

- know what you eat makes you healthy/ unhealthy; but time frames are shorter
- multiple sources of influence (grandparents, parents, teachers, doctors, school/camp food, TV ads, packaging, TV characters, Super Size Me)
- parents “make them” try new things
- motivated to please parents/ grow up healthy
- eat certain treats in moderation/ with permission
- but still easy access to plenty of junk food
- learned about pyramid in school/scouts; not sure what it means

### attitudes about F/Vs

- fruits (“juicy, sweet, colorful, good snacks”) hugely favored over veggies
- veggies “taste plain like a leaf, need butter/ mayo/ ranch”
- parents wish they ate more veggies

**THE BIG CHALLENGE**

- trying something new that looks “gross” – strange taste/texture

### reward foods

- candy, burgers, pizza





# Sleeping with the enemy

**WANDA**  
full time mom

**“my husband is the worst of all”**

### about them

- 2 kids – Joe 4 1/2, Peter 10
- live in Edison, NJ
- living in a not-so-great neighborhood because of school quality – it’s what they can afford

### attitudes about health/diet

- it’s all about the immune system
- everything in moderation
- heart attacks run in the family
- really watch sodium – no lunchables, sugar, caffeine
- reviews school menus and packs accordingly

### attitudes about F/Vs

- always 2-3 vegetables with dinner
- sneaks vegetables into kids’ food
- fruit is easy snack option for 1 kid
- not a daily requirement to make sure family gets enough – balances out over time

**THE BIG CHALLENGE**

- overcoming husband passing on his horrendous eating habits

### reward foods

- sugar foods (ice cream)





# Stretching the dollar

## ELIDIA, ABEL & KIDS family “eating together is a luxury!”

### about them

- Hispanic (Dad Mexican, Mom American)
- live in Sacramento
- 3 kids – 15,7,4 and Elidia’s pregnant
- both work full-time in shifts

### attitudes about health/diet

- tag team lifestyle/ routine
- family together only weekends
- grandparents very involved
- grocery shop Sundays, dad picks produce
- love to eat traditional Mexican foods
- kids picky, wonder if eat enough

### attitudes about F/Vs

- grow them in garden
- dad finds good value in markets, loves sampling
- pre-cut for “lazy people”
- but would eat more if had time to cut them up!

### THE BIG CHALLENGE

- making do until payday

### reward foods

- parents – Mexican food
- kids– anything with entertainment characters





## Teach by example

### CARMEN mom

“if we don’t have rice, it’s not a meal”

#### about her

- Hispanic (Puerto Rican)
- live in Chicago
- married
- works full-time
- 3 girls (ages 6 to 20) and grandchild, 1, live at home

#### attitudes about health/diet

- cancer survivor
- eats to prevent disease
- teaches kids healthy eating by example
- doesn’t keep unhealthy foods at home
- proud to prepare Puerto Rican foods
- cooks almost every night

#### attitudes about F/Vs

- encourages snacking on them
- family loves fruit, beans
- veggie at every meal
- older daughter influences younger – diet impact on appearance

- THE BIG CHALLENGE**
- instilling healthy eating habits on \$100/week food budget

#### reward foods

- on payday, orders pizza







Hectic lives and budgetary constraints have significantly impacted dietary health and habits

- Parents have less occasions to influence their family/ kids
- Where and when people eat is fragmented
- Shopping has become a “necessary” but shared evil



## Attitudes toward health and diet

- Consensus that diet is primary foundation for healthy life and growth
- Parents believe what they are feeding their kids is balanced and sufficient (not so true for themselves and their spouses)
- Mom is primary influencer of healthy eating
- She limits certain types and quantities of food
- Husbands sometimes are more of a hindrance than a help
- She would love more help from the stores
- So, moms' role is becoming increasingly challenging:
  - and she doesn't know who to trust
  - but there are some sources she trusts more than others



## Attitudes towards fruits and vegetables

- No debate on importance of fruits and vegetables on diet and health
- They do perceive differences between forms of produce
- In general thought of as good value for money, particularly canned, frozen
- There are important differences driven by ethnicity and income levels
- Fruits outdo vegetables
- Moms believe over time their families are eating enough fruits and vegetables
- Determined by the obvious external signs which support this belief
- But all admit they could eat more

so why not?

A decorative banner at the top of the slide features a green background with several circular cutouts. On the left, there are images of green leafy vegetables, red cherries, and a red apple. On the right, there are images of orange carrots and blueberries. The text "Attitudes towards fruits and vegetables (cont'd)" is written in white, bold font across the center of the banner.

## Attitudes towards fruits and vegetables (cont'd)

Barriers to increased consumption exist beyond the “enough” factor, **most important, they do not think it is worth the battle to go beyond “enough”**

- No compelling reason to deprive themselves or their family of other less healthy, often cheaper foods
- Plenty of reasons to continue eating less than healthy alternatives



## What we learned

- F/Vs are not a cure-all
- All about small, achievable steps, not overwhelming changes to get them to eat more than enough
- Income level and ethnicity played large factors in determining motivation
- The most compelling motivation was “it all adds up”
- Few credible sources of dietary information
- Tonality is critical in motivating moms to do more
- There is no easy/definitive way to communicate what enough is



## Brand Strengths and Weaknesses

### STRENGTHS



- variety
  - form
  - number
- healthfulness
  - nutrients
  - disease-fighting
  - natural
- sustainable energy



### WEAKNESSES

- inconsistency
  - quality/shelf life of fresh
  - dietary messages (conflicting or changing)
- convenience
  - availability
  - accessibility/ubiquity
- nutrition credentials
  - not all created equal (canned, juice)

**net** dial up F/Vs infinite possibilities because it truly all adds up

# Platforms





## What is a Positioning?

our definition

### po • si • tion • ing

what your brand stand for in the hearts and minds of your customers relative to your competition

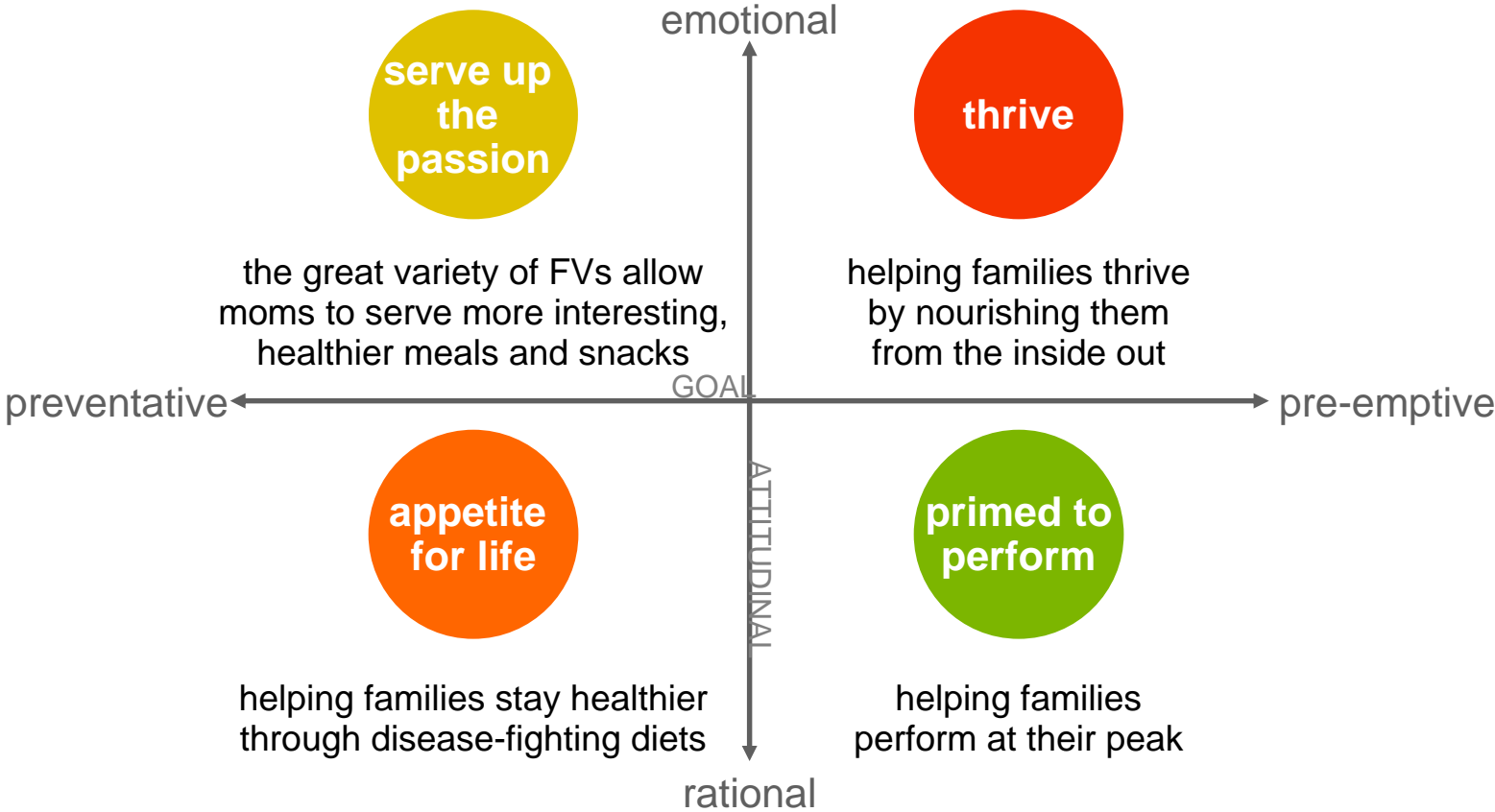
- |   |   |
|---|---|
| <p><b>IS</b></p> <ul style="list-style-type: none"><li>● an internal guidepost that should last 5-10 years</li><li>● rallying cry to motivate internal stakeholders</li><li>● springboard for communications, look and feel</li><li>● both a rational/ emotional connection</li></ul> | <p><b>IS NOT</b></p> <ul style="list-style-type: none"><li>● an advertisement</li><li>● a tagline</li><li>● an external document</li><li>● a strategy</li></ul> |
|---|---|





# Methodology

tested 4 strategic platforms



# Concept Feedback





# Emotionally Spot-on

concept: **Thrive!**



highest emotional appeal, but lacked “compelling-ness”



# A Polarizing Position

concept: **serve up the passion**



did not straddle the income or cooking interest divide



# "We Are Not Machines"

concept: **Primed to Perform**



 **love the support, not the benefit**



# Long-term Disease Prevention Is Motivating

concept: **Appetite for Life**



**net** most compelling but tonality is key



## In Summary

### It IS possible to break the “why eat more than enough?” paradigm

- appeal to mom’s emotional need to be the responsible parent and be seen as her ally
- leverage the functional/intrinsic values of F/Vs
  - variety in type and form
  - preventative capabilities
- don’t try to quantify “enough” – just aim for more
  - “enough”(5,9,13) is too much on a daily basis
- convince her that small steps are required, not fundamental wholesale changes in behavior; ensure that the solutions/programs are accessible and achievable
- tonality is key; be positive, supportive but don’t condescend or threaten

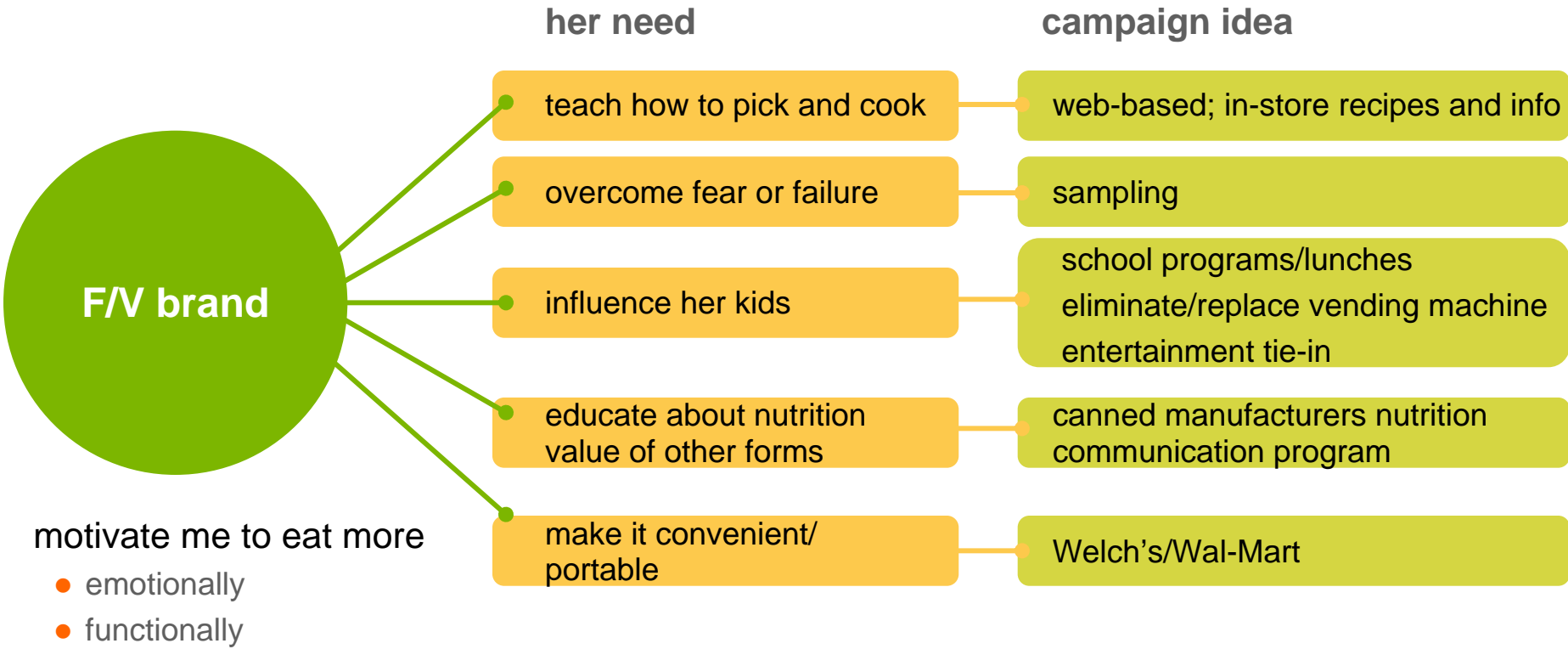
# The Way Ahead







# Brand Inspires Campaigns





## Moving Forward

### implications for 5 A Day

1

Identify prevailing misperception that needs to change –

**there is no “enough” when it comes to fruit and vegetable consumption**

2

Moms are still the target

- primary shopper, meal preparer, nurturer, role model
- while moms are primary target, new brand should serve as rallying cry for other influencers
  - dads, kids
  - focus funding
- overwhelmingly motivated by what is best for their kids and their families
- positive messages resonate/be an ally

3

There are 2 options to convince them it is worth the effort to increase consumption

- the what – teach them how much is enough
  - (i.e., you were wrong mum)
- the why – convince them why more is better
  - prevention of serious diseases
  - source of sustainable energy and growth
  - holistic wellness of body and mind



## Moving Forward

4

We believe the benefit-led approach will be more effective

- help them with new and appealing recipes
- teach them how to choose wisely
- let them know it's not just fresh that counts
- inspire them by making fruits and vegetables seem sexy, adventurous, modern, exciting and tasty
- give them a frame of reference as to required consumption that they can understand and apply (half a plate, half of everything you eat throughout the day)

5

Leverage the power of partnership to expand within adjacent industries and the medical/influencer communities



## Moving Forward

Ultimately the positioning, identity and the programs must shift to resonate with consumers

### FROM

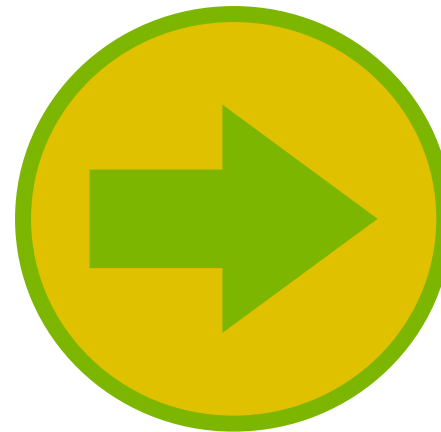
**confusion**

**5-a-Day dogma**

**one-size-fits-all**

**prescription**

**need to**



### TO

**clarity**

**more pragmatism**

**personalization**

**pleasure**

**want to**



For More Information...

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**5341 Limestone Road**

**Wilmington, DE 19808**

**Tel. 302-235-2329**

**Fax 302-235-5555**

**[www.pbhfoundation.org](http://www.pbhfoundation.org)**