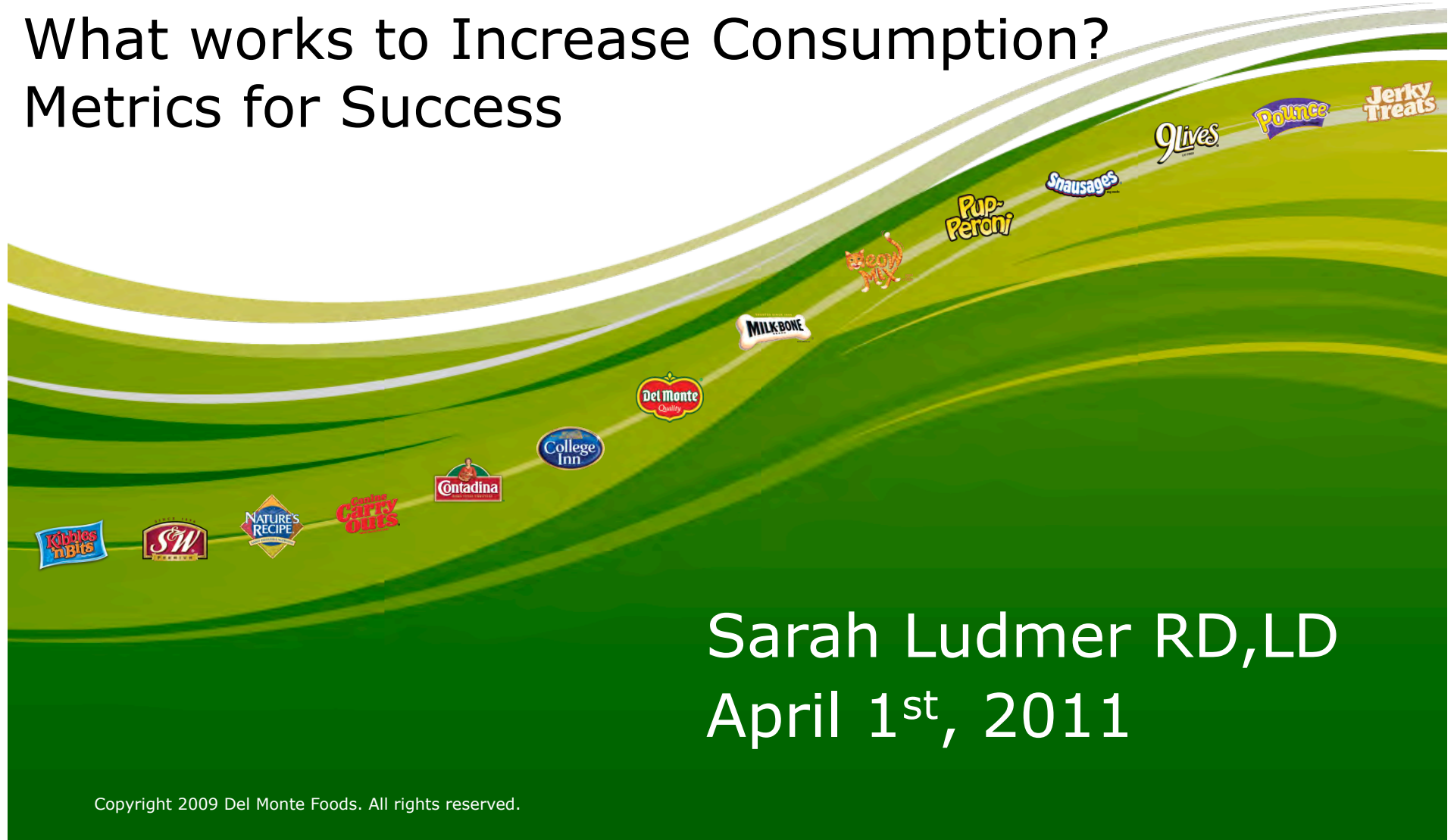




DEL MONTE FOODS

What works to Increase Consumption? Metrics for Success



Sarah Ludmer RD,LD
April 1st, 2011



Eat More
Vegetables

Canned, Frozen
and Fresh

Consumption remains low

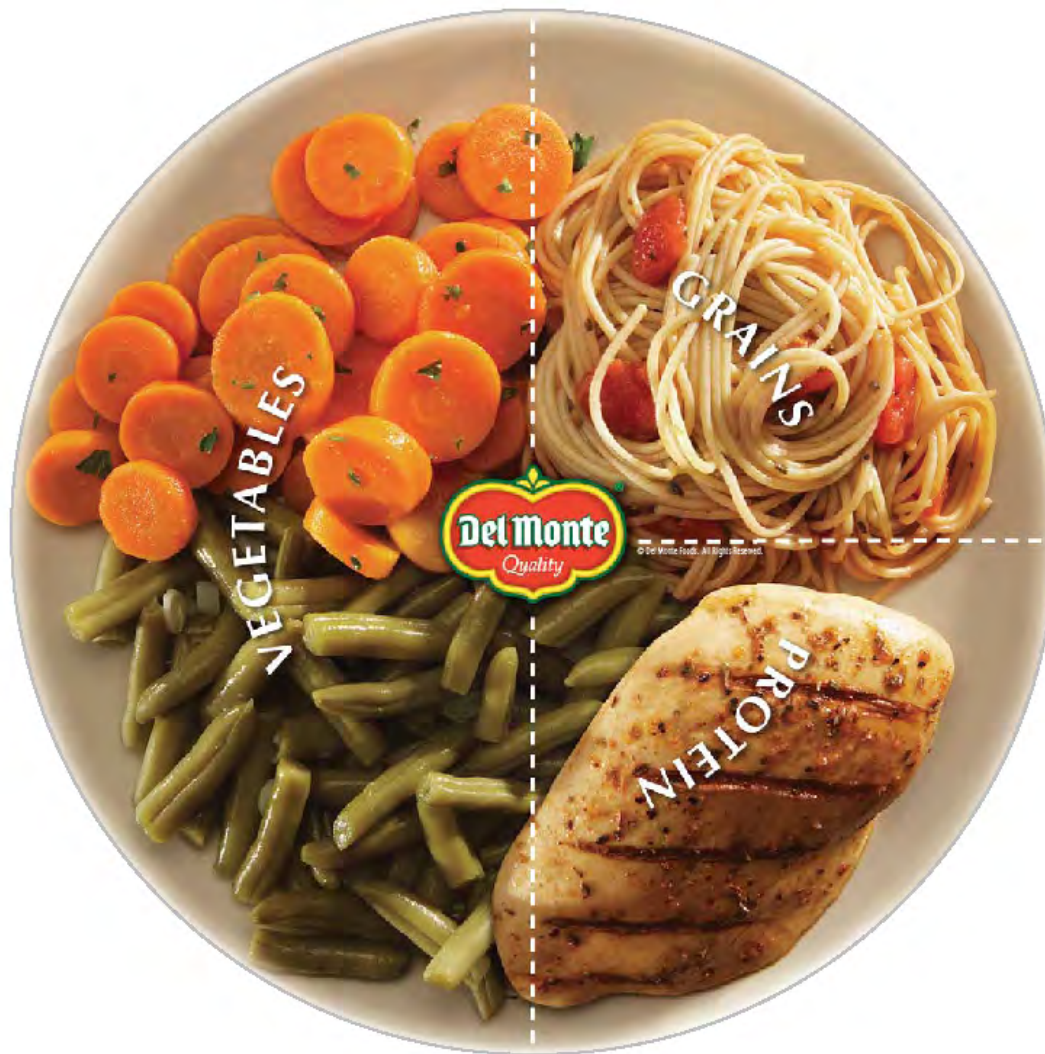
- The CDC reports that in 2009:
 - only **32.5%** of U.S. adults consume fruit two or more times a day, compared with **34.4%** in 2000
 - just **26.3%** of American adults consumed three or more vegetables per day, little changed from 2000
- Idaho is the only state to record statistically significant increases in fruit and vegetable consumption in the past decade

The grocery store and health professional's office are the top-rated sources for information.

Where do you think you would be most likely to pay attention to information about each of the following things?

(n=1000)	Grocery Store	Healthcare provider's office	Restaurant	Internet	TV
The relationship between calories and weight	22%	23%	13%	12%	12%
The amount you and your kids should be	22%	23%	17%	10%	12%
Getting more nutrient-rich foods and beverages into your family's diet	53%	11%	8%	8%	11%
Fitting higher calorie foods and beverages into your family's diet in a sensible way	30%	13%	20%	11%	15%

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Challenges

- Why don't consumers eat healthy?
 - Cost
 - Produce is expensive
 - Misconceptions about canned or frozen options
 - Convenience/time
 - Don't know how to cook
 - No flavor
 - IFT conference
 - » Taste Rules
 - Marketing Nutrition Book
 - » Consumers are not responsive to healthy foods.

Changing perception of healthy and cost

- Article by Tina.....

- Whenever I talk to consumer groups, one of the most common complaints I hear is that **“produce is so expensive”** – and it can be. The best advice for fresh produce is to **buy produce in season.** ... Better yet, you can stock up on nutrient dense frozen vegetables and fruit without added salt, sauce or sugars. Don't overlook canned items as well. No salt added canned goods and fruit canned in water have nutrition profiles that rival fresh produce. **You can also stock up on frozen and canned goods** when these items are on sale (provided that you have freezer space).

Show Healthy Convenience with Simple Cooking

- Keep it simple with combinations
 - Add fruits and vegetables to familiar items
- Combinations can increase taste
 - textures, flavors, variety

Knowing your customers is key!!!!

Same Nutrition. Different Convenience and Cost.



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Create Taste, Health and Convenience

- Combinations of all forms of fruits and vegetables are key to increasing consumption
 - Allows greater variety
 - Addresses cost and convenience
- Seasonings often built in
 - Addresses cooking excuses.
- Capitalize on seasonal varieties with stable canned and frozen products

Metrics

- Overall metric:
 - Showing increased purchases from a variety of categories for fruits and vegetables and monitor frequency of purchase year round.
- Touch multiple departments to build more credibility for your promotions and increases convenience and cost options.
- Increases visibility to your promotions
- Increases Shopper Marketing Programs opportunities

Final Thoughts....

- Know your customers
- Healthy Goes Beyond Produce
- Change perception on healthy and convenient
- Address challenges
- Increased Choices and Flavors with combinations of canned, fresh and frozen items can lead to more intake!!

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