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New Consumer Research Available at SmartFood Expo™

Explore Better-for-You Strategies for Consumers across Meal Occasions

Washington, D.C. (June 20, 2018) – The new *SmartFood Choices 2018* report, commissioned in partnership with United Fresh Produce Association and 210 Analytics, explores shopper perspectives and their approach to SmartFood choices.

This new research, conducted in May 2018, takes a comprehensive approach to understanding how consumers' behaviors are changing, and in turn, shaping the better-for-you and healthy food and beverage landscape. Be the first to hear insights, including consumers' views on better-for-you food in breakfast, lunch, dinner, beverages and snacking, as well as how the availability of better-for-you foods drives their retail shopping behavior.

"The growth of consumers' adoption of snacking and convenience desires is changing the way they interact with food in their daily routines," said United Fresh President & CEO Tom Stenzel. "Today's shoppers are more laser focused on SmartFood choices than ever before and that trend is only growing. This new research will help the industry make marketing, advertising and merchandising decisions as retail buyers and foodservice professionals look to better understand this dynamic market and discover new and innovative healthy foods to help their customers meet their lifestyle goals."

The report finds that 70 percent of shoppers have bought SmartFood specifically for its better-for-you (BFY) properties in the past three months. The research explores four different shopper segments, ranging from Core SmartFood shoppers who are well-informed and highly motivated to purchase SmartFood across categories to the point of driving store choice to Uninvolved shoppers who see little benefit to BFY food choices.

A desire for fresher and less processed items is found to go hand-in-hand with emotional wellness for consumers. The good feeling they get about buying SmartFood for themselves and their families rated well ahead of weight and health issues management.

The SmartFood shopper is well informed, according to the report, which tells us that they use an average of four BFY educational resources, ranging from the ingredient list and nutrition facts panel to their own knowledge or experience when making a purchasing decision, and assortment is key! One in two shoppers says a store's SmartFood assortment influences where they shop for groceries.

"There is no longer a one-size-fits-all consumer strategy for retailers or manufacturers of better-for-you products," said Anne-Marie Roerink, Principal at 210 Analytics. "Everyone in the supply chain, from R&D, marketing and manufacturing, to distribution, merchandising and e-commerce needs to understand the widely varying desires and changing behaviors of the different SmartFood shopper segments."

Roerink will be unveiling this new research during her presentation titled "On the Horizon: BFY Food Trends," at the SmartFood Learning Center taking place on Wednesday, June 27 at 12:30 pm in Chicago. The SmartFood Expo™ is co-located with four other food and floral shows in McCormick Place, bringing together thousands of attendees in the fresh foods marketplace. Expo registration includes access to all five shows – SmartFood Expo™, United FreshMKT Expo, United FreshTEC Expo, Global Cold Chain Expo, and International Floriculture Expo. Visit www.smartfoodexpo.org to register. To ensure the best

value, register for the SmartFood Conference Package, which includes a deep dive into consumer trends, emerging categories and business opportunities across the health and wellness food marketplace.

To download the report's summary page, [click here](#).

For more information this new research, contact Miriam Wolk, United Fresh Vice President of Member Services at 202-303-3401 or mwolk@unitedfresh.org.

About United Fresh Produce Association

Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption. www.unitedfresh.org.

About 210 Analytics

Founded in 2009, 210 Analytics is a marketing research firm specialized in food retailing. Through countless consumer and food retailer studies in both fresh and center-store categories, 210 Analytics has developed a leadership perspective on the ever-changing wants and needs of the grocery shopper. 210 Analytics understands the challenges and opportunities in the grocery retailing business today as well as the drivers of success tomorrow — helping translate customer insights into profitable business concepts. Areas of specialty include produce, meat, deli prepared, candy and snacks. www.210analytics.com.
