Meeting Changing Consumer Expectations & Demands

FOOD TREND WATCH 2012
Why this National Food Policy Conference is so important

• Consumer needs change and evolve
• Foodservice & Retail landscape is changing
• Technology and Social Networking is creating a new information paradigm
2011 brought us higher food prices at unprecedented levels, crops and livestock destroyed by global weather catastrophes, nations at war over the lack of food supplies and more food recalls from unique points of origin. Americans love their foods which has built a foundation for what may be one of the most exciting – and game-changing years in the food world.
Trend #1: Food Prices

- Continue to see increases
- Shoppers get smarter – use less meats and seafood: more vegetables and grains
Trend #2: Never Shop or Eat Alone Again

- Rise of food blogs build interest
- LoSoPhoMo: location, social, camera
- Connection, conversation and sense of community
Trend #3: The Baby Boomers keep right on truckin’

- 76 million, control 52% of $706 billion spent on food (by 2015)
- Largest food influencers & purchasers
- Seek health benefits
Trend #4: Increased Emphasis on the “Farm to Fork” Journey

- Where our foods come from
- The farmer becomes the food celebrity
- Reinforces “local”
Trend #5: The End of the Checkout Lane

- Mobile checkout apps
- Comparing prices, nutrition, allergy information
- Flash sales
Trend #6: The Ethnic Food Revolution

- Food trucks offer new food experiences & credibility: Indian/Mediterranean
Trend #7: The New Role of the Male Shopper

- 41% of all at-home meals now prepared by male
- Husbands who help out in the kitchen have better family relationships
Trend #8: Xtreme Home Cooking

- Economy forces more to eat at home
- Making the “most” for the “least”
- Proud to cook & save
Trend #9: How sweet is isn’t!

- Dietary Guidelines
- New Nutritional Facts label
- Reduced sugars everywhere
- The evolution of the American Palate
Trend #10: The Sound of Food

- Readiness by sound
- Freshness by sound
- “Multisensory perception” becomes the new food science
Be sure to sign up for The Lempert Report
The future of the Food World is in *The Three “C”s*

Cater...
to health and wellness

Create...
a convenient and a ‘wow’ experience

Celebrate...
food, preparation and taste