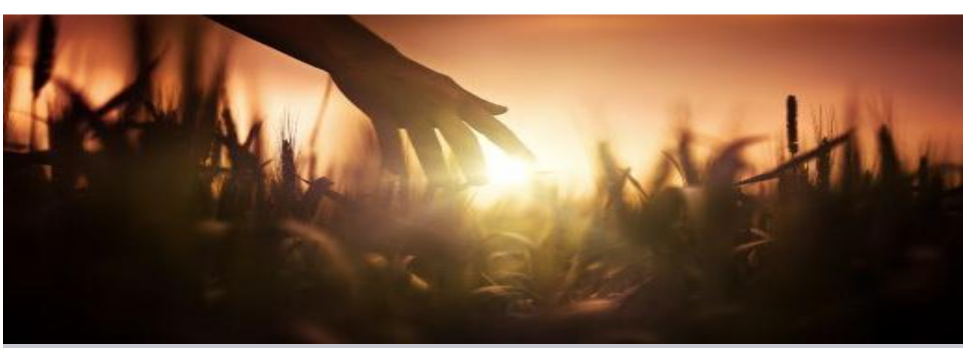
Ipsos Forward Research

Food and Health

A Summary of Related Public Opinion Research

Introduction

- Ipsos Forward Research
  - Division of Ipsos Reid which focuses on Agriculture, Food and Animal Health
  - Colin Siren, Associate Vice President, 8 years with Ipsos
- Today's presentation is from a number of public domain studies conducted in Canada or globally over the past few years.



An Interesting Evolution in Who we Speak to…

- The changing landscape of market research in agriculture, food and animal health is a reflection of industry needs for better understanding of the value chain:

Traditional Target Audiences

- Producers
- Veterinarians
- Consumers

Current Target Audiences

- Government and Regulatory
- NGO's / Industry Stakeholders
- Distributors
- Processors
- Retailers
- Food Shows
- Niche Markets
- New Canadians
- Social Issues and Activism

3

An Interesting Evolution in Where we Conduct Research…

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Today's Discussion:

- What is on the minds of Canadian and global consumers?

- Where do consumers turn to for information on food?

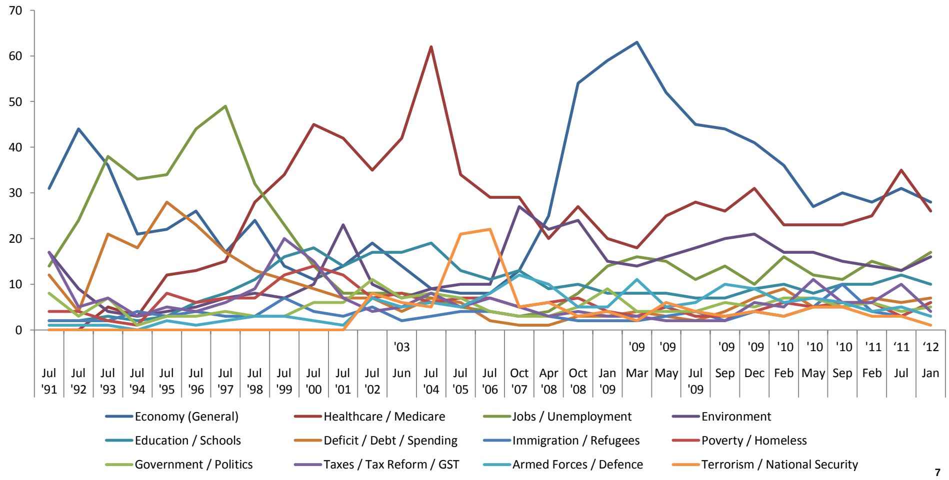
- What are some consumer trends in food purchasing?

What does our research tell us?

- What is keeping consumers up a night?

What is keeping Canadians up at night?

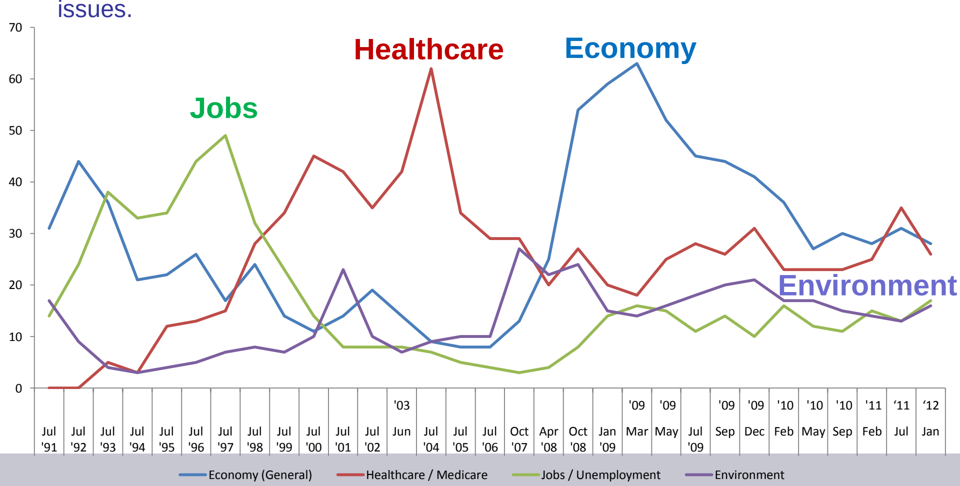
Many things that evolve and change over time.



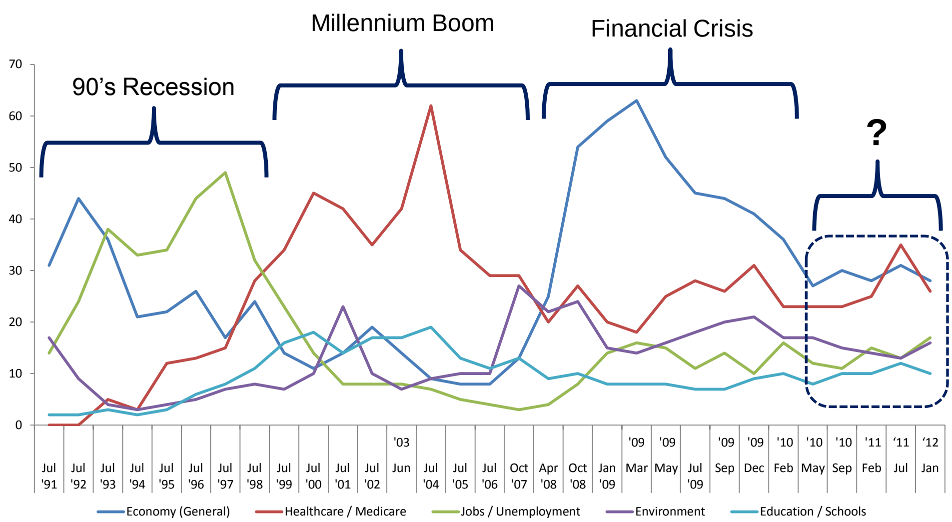
7

What are the Constant Themes?

- Jobs, Healthcare and the Economy tend to emerge as the preeminent issue
- The Environment is consistently on the threshold
- For perspective, Food, Food Safety and Food Production have not emerged as issues.



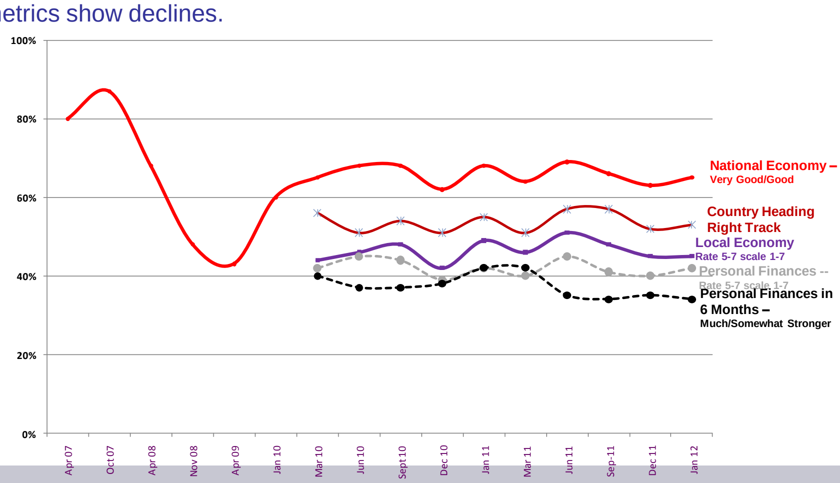
Where are we now?



9

We have heard a lot about the economy, debt burden, rising housing costs and jobs.

- Canadians tend to be more positive about the economy as a whole than for themselves personally, the opposite is true in the United States
- Pessimism is particularly strong among younger Canadians where almost all key metrics show declines.



10

Global Economic Assessment is Polarized, Particularly in Europe

Those Countries Where the Country Economic Assessment…

is HIGHEST this month		has experienced an IMPROVEMENT since last sounding			has experienced a DECLINE since last sounding			is LOWEST this month	
Saudi Arabia	86%	South Africa	▲	10	Mexico	▼	6	Hungary	2%
Sweden	72%	China	▲	9	South Korea	▼	4	Spain	4%
Australia	70%	Germany	▲	9	India	▼	3	Italy	5%
Germany	70%	Brazil	▲	6	Turkey	▼	3	France	6%
Canada	65%	Great Britain	▲	5	Sweden	▼	2	Japan	8%
India	65%	Argentina	▲	3	Indonesia	▼	1	Great Britain	13%
China	64%	Belgium	▲	3				South Korea	17%
Brazil	62%	Canada	▲	2				United States	21%
		Australia	▲	2				Belgium	22%
		France	▲	1				Mexico	24%
								Poland	27%

- Canada ranks fifth most positive outlook.
- Outlook remains positive in India, China, Brazil

- Strong improvement in China, Germany, Brazil and U.K.

- Declining confidence in Mexico and S. Korea

- Low confidence in many important markets..

Summary:

- There is a wide range of issues identified as "keeping Canadians up at night".

- Historically there has always been a preeminent issue identified by Canadians, we are currently in a state of transition.

- While our outlook on the Canadian economy is positive, it shows signs of weakness "closer to home". Younger Canadians tend to be most pessimistic

- The global economic outlook is complex with low ratings in several key markets (UK, US, Japan) and polarizing views in Europe.

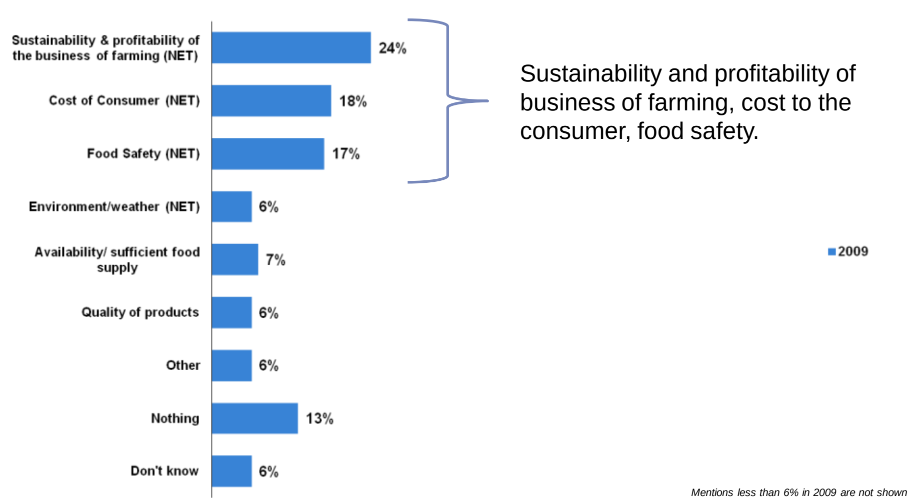
What does our research tell us:

How do Canadians feel about farming and food?

13

Top of Mind Farming Issues Among Non-Farming Canadians

When asked unaided for their own personal concerns relating to farming:

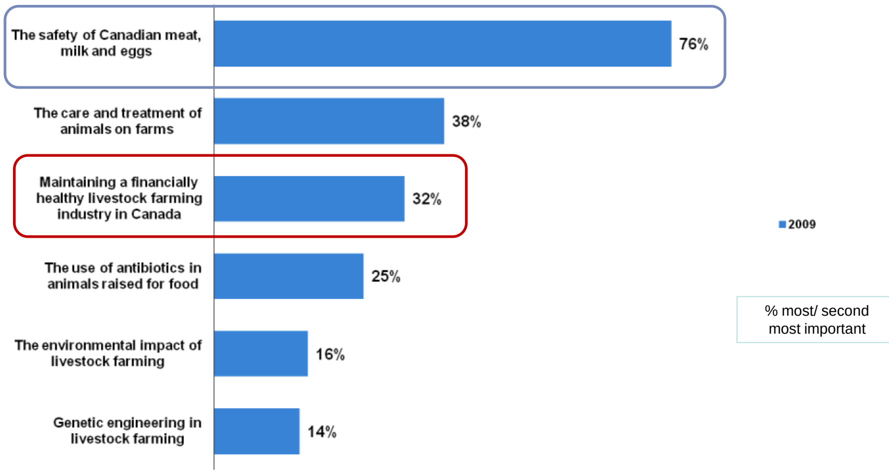


Q2. Still thinking about Canadian farming overall, what things, if any, are of concern to you personally?
Base: All Respondents – 2009 n=1194; 2006 n=1180

Aided Importance of Agricultural Issues

All Respondents – Most Important/ Second Most Important Summary

When asked to rank issues in order of importance to them personally:



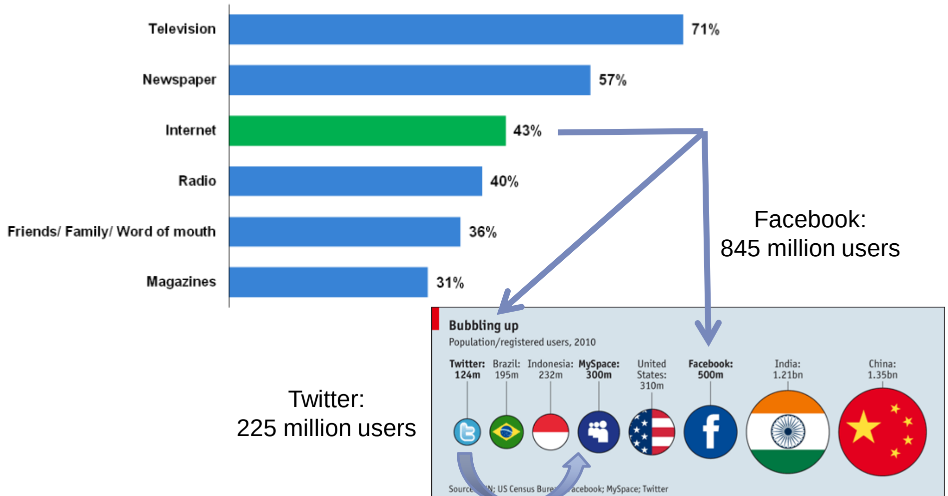
Q11. Please rank the following agricultural issues in order of their importance to you personally… Base: All Respondents – 2009 n=1194; 2006 n=1180 (Most/ Second Most Important Summary – Top 2 Box)

What does our research tell us:

What are Key Influences?

Where do Consumers Learn about Food and Food Issues?

For most it is traditional media, however, this is changing:

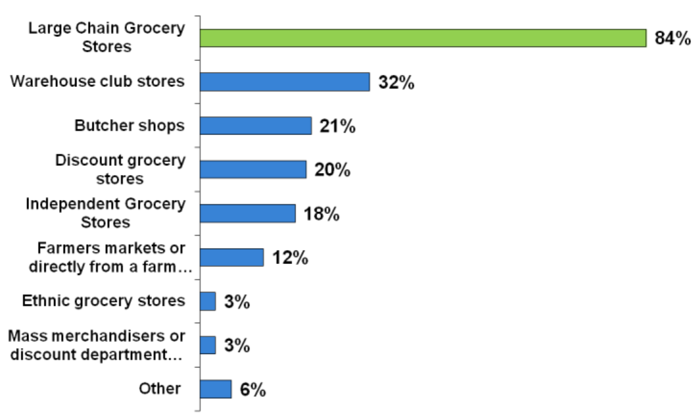


Mentions less than 18% in 2009 are not shown

15. Listed below are a number of potential sources for information. Please indicate from which of the following sources, if any, you have read, seen or heard information about food safety, environmental issues and/or animal welfare during the past 12 months. *Please select all that apply.* Base: All respondents – 2009 n=1194; 2006 n=1180

Where are Consumers Purchasing their Food?

This slide is for chicken, but we similar findings from other studies in Canada, large chain grocery stores are where the critical mass of purchasing is occurring.



Base: Chicken Consumers Who Ate Chicken Prepared At Home: n=774

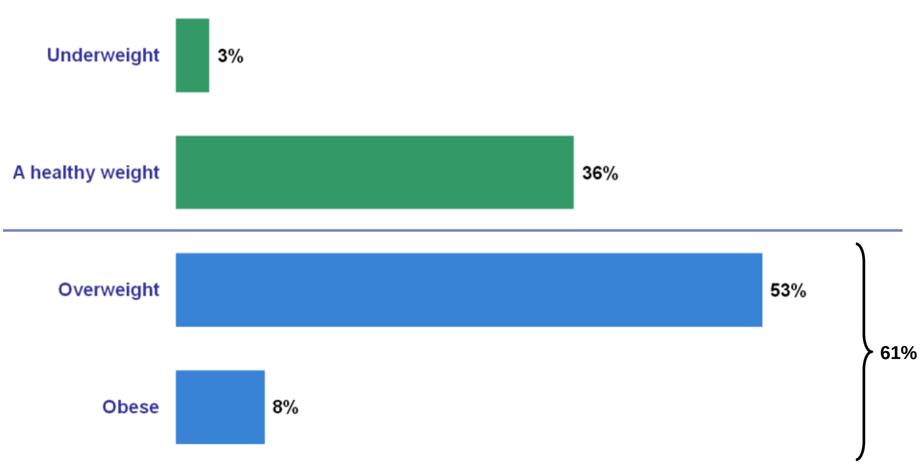
Q24. In the past 12 months, where did you buy chicken for preparation at home?

What does our research tell us:

How do Consumers View Themselves?

19

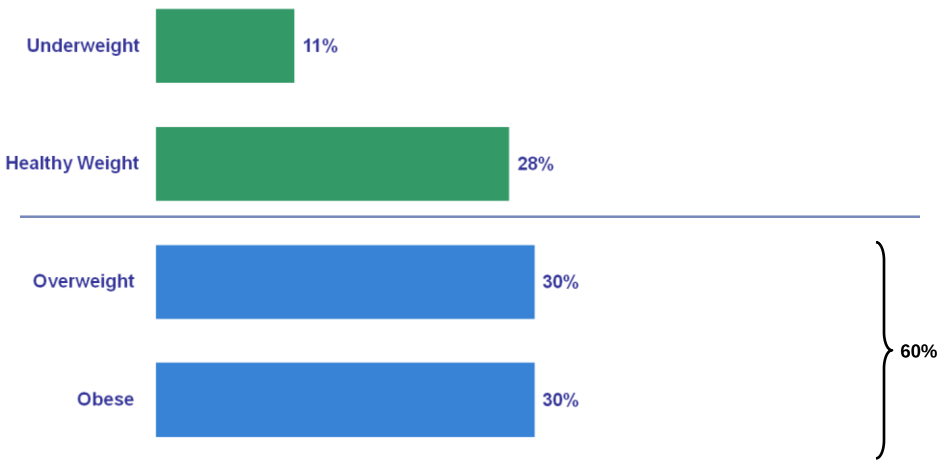
How we describe our weight…



20

Q7. Would you say that right now you are…? Base: All respondents N=1,011

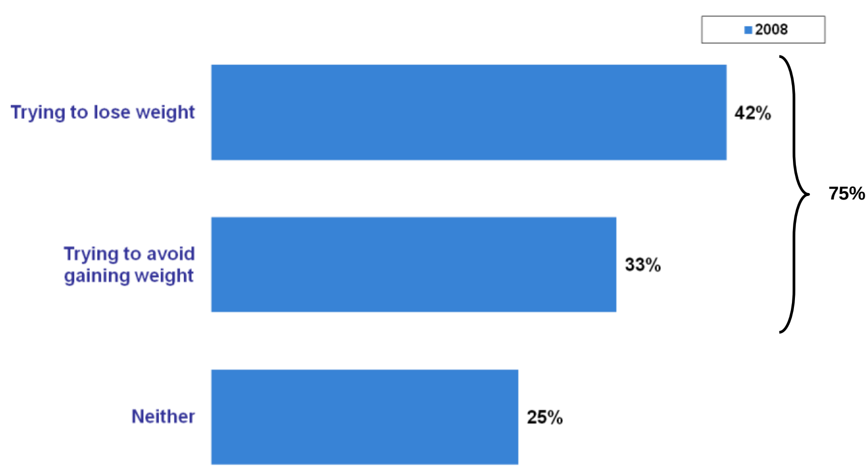
BMI Reveals a Different Story



21

Q7. Would you say that right now you are…? Base: All respondents N=1,011

Regardless, for Three Quarters of us Weight Control is an Objective



22

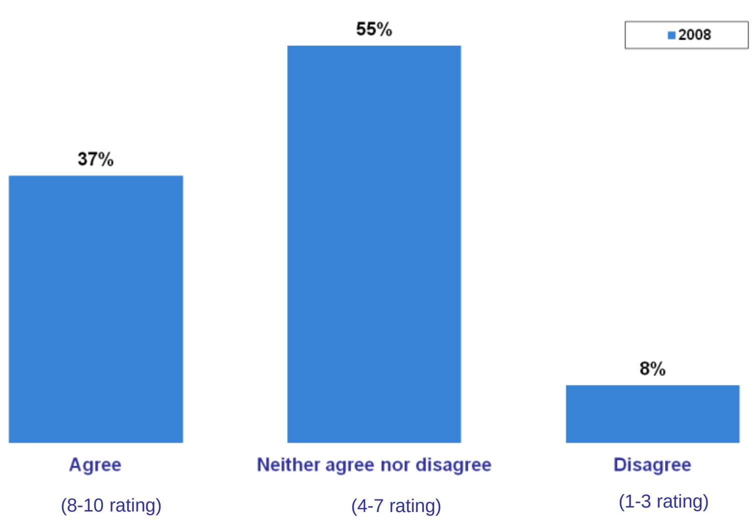
Q6. Are you currently actively trying to lose weight or actively trying to avoid gaining weight? Base: All respondents n=1,011

What does our research tell us:

What are we doing about it?

23

Only 37% agree they are “working very hard” to be healthy and have a healthy lifestyle…

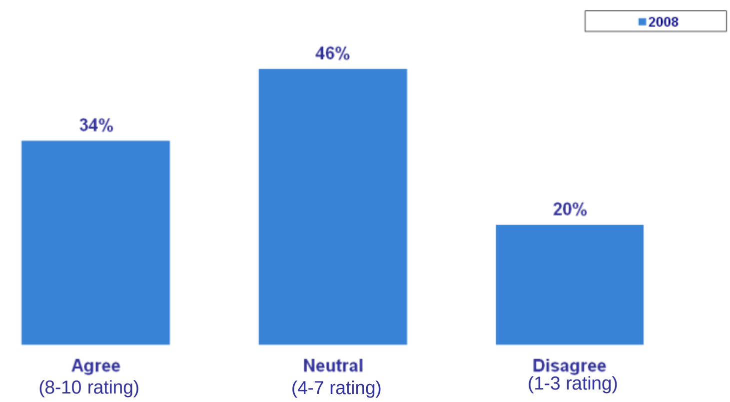


24

Q3. To what extent do you agree with the following statement, “I'm working very hard these days to be healthy and have a healthy lifestyle.” Please answer using a scale from 1 to 10 where 1 means you ‘strongly disagree’ and 10 means you ‘strongly agree’. Base: All respondents N=1,011

But one third find it difficult to eat the way they know they should…

Agreement with statement: "I know what I should eat and drink, but I find it difficult to do it in my everyday life."

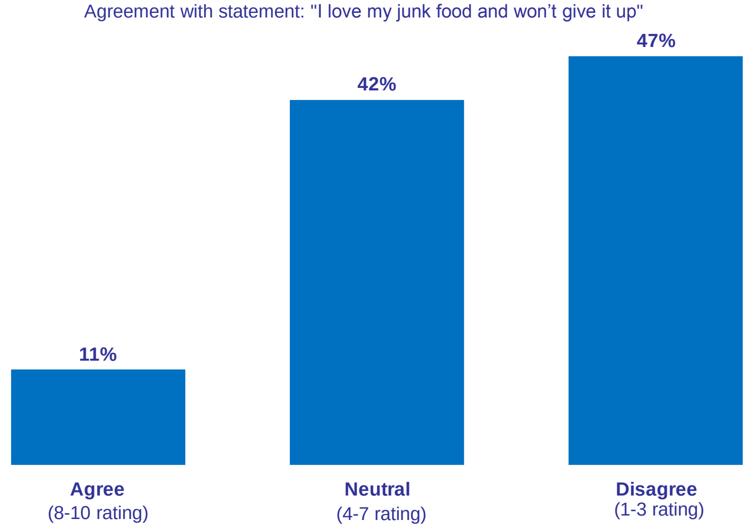


25

Q9. Please indicate whether you agree or disagree with each of the following statements using a scale from 1 to 10 where 1 means you "strongly disagree" and 10 means you "strongly agree." Base: All respondents n=1,011

Only half of us are willing to drop junk food…

Agreement with statement: "I love my junk food and won't give it up"

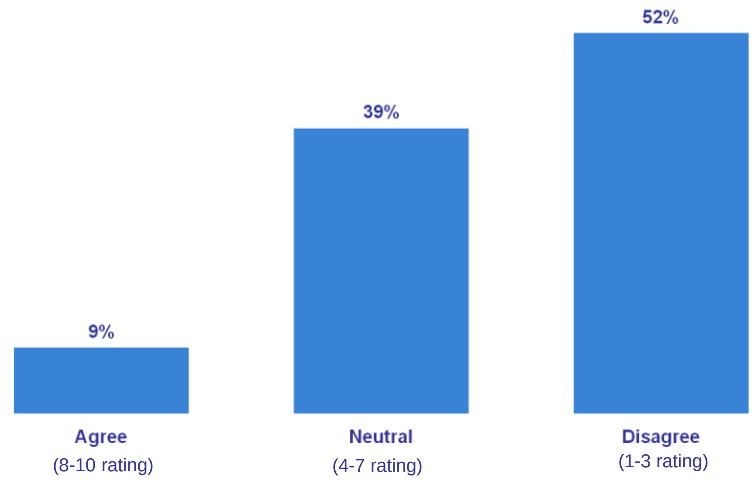


26

Q9. Please indicate whether you agree or disagree with each of the following statements using a scale from 1 to 10 where 1 means you "strongly disagree" and 10 means you "strongly agree." Base: All respondents n=1,011

Busy lifestyle is a challenge for many of us…

Agreement with statement: "I am too busy to have a healthy diet"

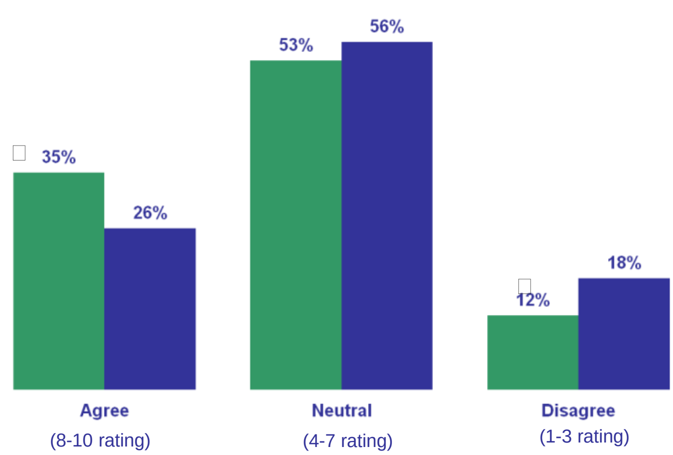


27

Q9. Please indicate whether you agree or disagree with each of the following statements using a scale from 1 to 10 where 1 means you "strongly disagree" and 10 means you "strongly agree." Base: All respondents n=1,011

Increasingly We Want to Know More about what we Eat…

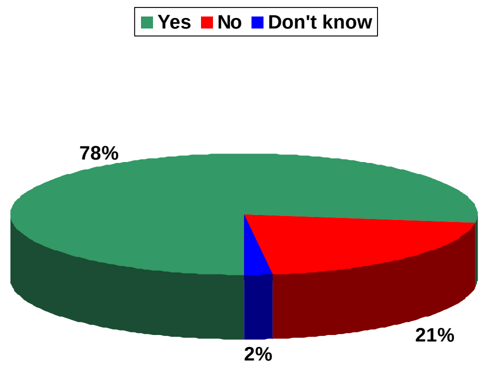
Agreement with statement: "I want to know a lot more about nutrition and a healthy diet"



28

Q9. Please indicate whether you agree or disagree with each of the following statements using a scale from 1 to 10 where 1 means you "strongly disagree" and 10 means you "strongly agree." Base: All respondents n=1,011

Over three quarters look at the nutritional facts before buying a food item

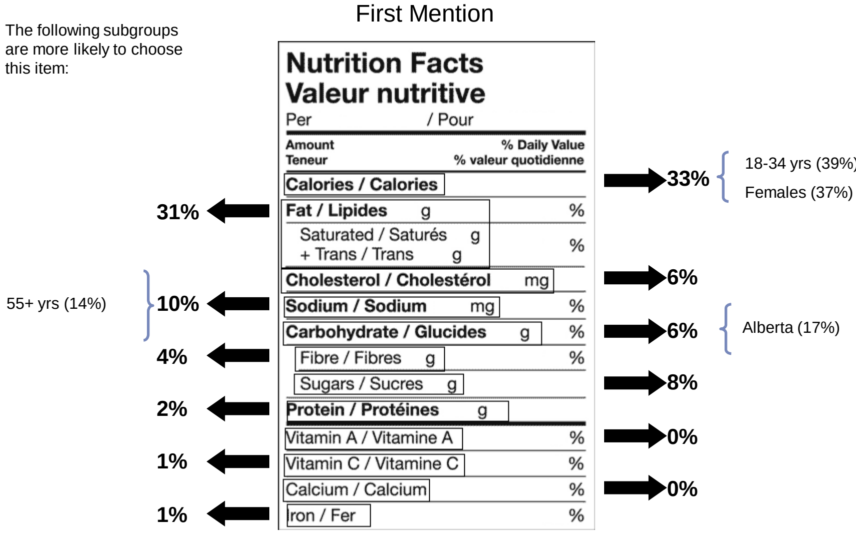


29

Q10. When buying food at a grocery store, do you look at the nutritional facts before buying the food item? Base: All respondents n=784

Number of calories and fat content are the first things most respondents look at when buying an item

First Mention



30

Q11. When you are looking at nutritional facts on a food item, what is the first nutritional fact you will look at before purchasing the item. Please click on the nutritional fact you will look at first when you are buying food from a grocery store. Base: All respondents n=708

What does our research tell us:

What are we buying?

Food trends

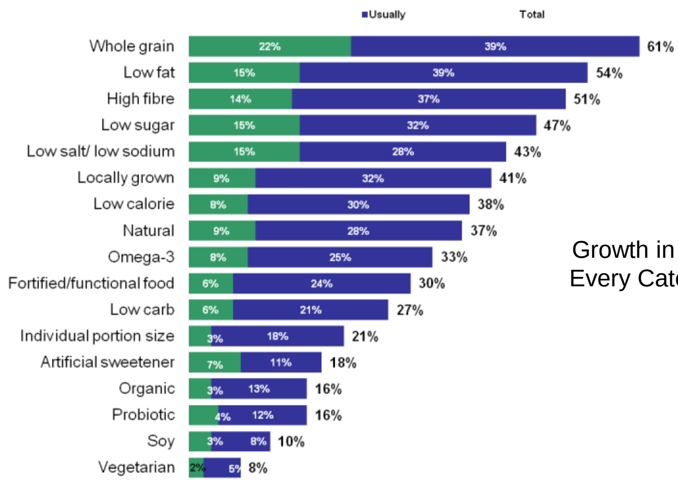
The Question
"When buying food at a grocery store, restaurant, or fast food outlet, how often do you opt for a [INSERT ITEM] version when it's available? Would you say always, usually, sometimes, rarely, or never? What about…" [RANDOMIZE ORDER]

The 17 Trends

Low Carb	Probiotic
High Fibre	Artificial Sweetener
Whole Grain	Low Salt/ Low Sodium
Low Sugar	Locally Grown
Low Fat	Individual Portion Size
Low Calorie	Natural
Organic	Soy
Vegetarian	Fortified/ functional food (e.g., with added calcium, vitamin A, etc.)
Omega-3	

High Rates of Purchase, but Skewed Toward "Usually" Rather than "Always"

Purchasing of Each Trend: Always Buy vs. Usually Buy
% of respondents



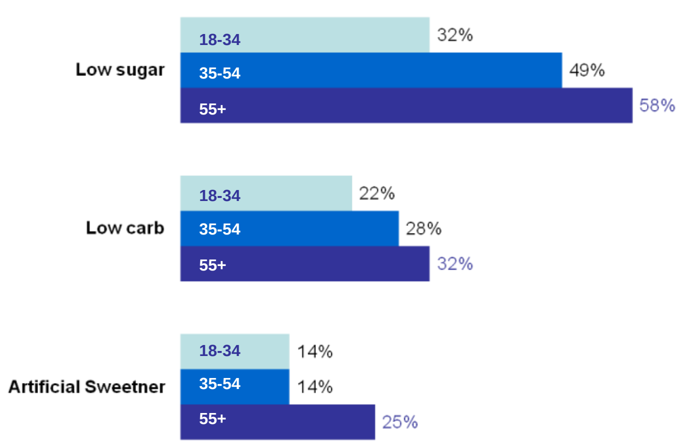
Growth in Nearly Every Category...

33

Q4. When buying food at a grocery store, restaurant, or fast food outlet, how often do you opt for a [INSERT ITEM] version when it's available? Base: All respondents N=1,011

Regular purchasing of Diabetes-friendly products increases steadily with age

Regular Purchase of Each Trend, by Age
% in each age group who say they always/usually purchase each option



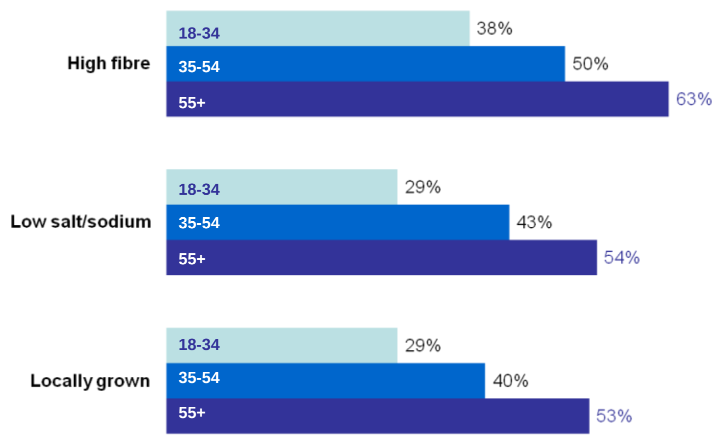
34

Question: When buying food at a grocery store, restaurant, or fast food outlet, how often do you opt for a [INSERT ITEM] version when it's available? Age 55+: N=328; age 35-54: N=401 Age 18-34: N=282

Regular purchasing of fibre, sodium, and local trends also increases steadily with age

Regular Purchasers of Each Trend, by Age

% in each age group who say they always/usually purchase each option



Question: When buying food at a grocery store, restaurant, or fast food outlet, how often do you opt for a [INSERT ITEM] version when it's available?
Age 55+: N=328; age 35-54: N=401 Age 18-34: N=282

Summary:

- Maintaining high standards for food safety is the tablestakes requirement of the food industry

- Sustainability of farming, animal welfare and low food prices are the established second tier of concern

- The mainstream media continues to be the main source of food information for Canadian consumers with social media being the most dynamic channel

- By channel, big three Canadian grocery chains have the most volume, however, other channels offer significant opportunities

Summary:

- Weight control is a key objective for most Canadians, however, dietary choices and motivations are complex issues

- The bottom line is that the Canadian consumer is increasingly engaged in the topic of healthy eating and food

- To meet consumer demand there are a wide range of healthy eating options available

- Some have been widely accepted: Whole Wheat, Low Fat, High Fibre, Low Sugar

- Others are currently niche opportunities

- Special dietary claims/benefits resonate most with older Canadian as well as women

Moving Forward

How well do you understand how end consumers in your category:

- Recognize the need to make a purchase?

- Search for information about a purchase?

- Evaluate alternatives for purchase?

- Purchase products?

- Use products?

Price Optimization?

Frustrations?

Differences by Segment?

Consumption by Situation?

Thank You