

What Is It?

FoodMinds has undertaken an effort to construct and validate a diagnostic and planning framework to help the food, beverage, nutrition, health and wellness communities assess, understand and anticipate the emerging values that are shaping consumer food decisions and behaviors, as well as policy formulation flowing from shifts in these values. Initiated in 2016, the FoodMinds Food Values Project™ is a strategic effort to actively engage experts within and outside of the communities to design the tool and applications of the tool. Its working title is the FoodMinds Food Values Factor Analysis™.

Why A Project?

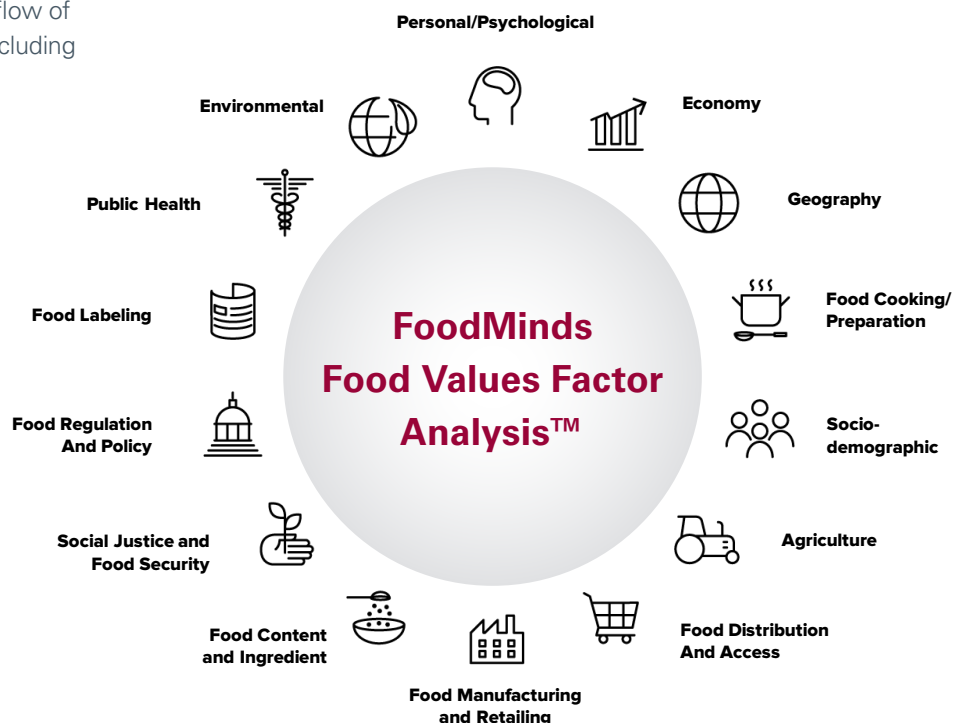
Changing and emerging consumer values around the globe on food and drink have been a frequent topic of conversation and evaluation. In 2015, Deloitte conducted a survey among U.S. consumers for the Grocery Manufacturers Association and Food Marketing Institute to assess shifts in consumer food values. Researchers have also applied values theory to explain and evaluate how core values shape how people view the world and influence their judgment, choices, decisions and behaviors.

As we sought to understand the implications of these changing values, we quickly identified a need for an analytical approach that could codify, evaluate and predict changes in consumer food values and the resulting impacts and consequences on consumer decisions and behaviors. So, we embarked on a project to help dimensionalize a framework for the converging and diverging values consumers hold around food and drink, and to begin to identify and analyze the factors impacting these values.

It is our hypothesis that taste, price and convenience—although still important attributes—are no longer the sole or even primary drivers of food choice. Based on signals from the consumer marketplace, and changes in the structure of the food industry, it appears that a wide range of food values now have a significant impact on the availability and selection of foods and beverages.

This broad set of food values is comprised of several interrelated social, political, regulatory, agricultural and technological factors that are changing the way food is produced, distributed, marketed, regulated, sold and consumed. Importantly, these food values are emerging in different ways around the globe and are being woven together in the flow of human migration and digital connectivity, including social media.

Food values are closely tied to human emotions and reflect gender, life stage and experiences, education, income, geographic location and culture. From the beginning, the FoodMinds Food Values Project™ has recognized the need to use an inclusive engagement approach to design and construct the tool to help capture the rich diversity, interconnectivity and depth of food values.



How Is The Project Being Conducted?

Phase 1: Produce Prototype Tool. This phase involved engaging members of the FoodMinds Global ExpertBench™ (GEB) to begin to capture a global perspective on food values. The FoodMinds GEB represents seasoned experts around the globe that are engaged in food and nutrition affairs and marketing communications. The FoodMinds Food Values Survey™ was developed based on the DELPHI method to gather preliminary input from an advisory board of five geographically-dispersed members of the FoodMinds GEB. Their detailed, insightful responses to a series of open-ended questions on food values informed the types of values and measures incorporated in the final questionnaire that was administered to 15 FoodMinds GEB members. FoodMinds used the output from this survey to develop the prototype tool.

Phase 2: Engage and Refine. This phase is about learning what others think about the approach, design and possible applications of the tool. We are convening a series of food salons—gatherings of people and organizations in the food and beverage community (initially in the U.S.)—to discuss, debate and collectively think about food values and the interrelated factors that comprise food values, their degree of impact and the rate of adoption and estimated impact in different parts of the world. The first salon took place May 16, 2017 in Minneapolis. Additional Salons are scheduled or planned for Chicago, Washington, D.C., San Francisco and New York. The topic was featured at the IUNS 21st International Congress of Nutrition in Buenos Aires, Argentina in October 2017. See www.icn2017.com for more information on the session, “Global Food Values Impact Survey™: Measuring how food values impact the policy and regulatory landscape.”

Phase 3: Share. FoodMinds plans to share its findings as the Project progresses.

Phase 4: Publication. FoodMinds plans to publish the results of the learnings gathered in the previous phases.

How Can You Contribute To The Project?

FoodMinds is convening a series of dialogue sessions, in person and online. For more information, contact info@foodminds.com or:

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About FoodMinds

FoodMinds, a division of Padilla, is a food and nutrition communications and consulting firm that is boldly transforming the way the world thinks about food, nutrition and health. With offices in Chicago, Washington, DC and San Francisco, FoodMinds expertly navigates science, public affairs, consumer values and communications to create breakthrough strategies and help clients tell a better story. The firm has 40 employees, including 20 registered dietitians, along with a global network of nutrition affairs experts. It recently expanded its capabilities in Food and Nutrition Affairs, Strategic Insights, Global ExpertBench™ and continues to grow its global footprint.