

# Food Choice and Health:

## Consumer behavior and what we can do

### about it

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**Eat Well Global**  
A Nutrition Communication Company

**Food  
Standards  
Scotland**

**Conference 2018**  
Fresh thinking on food





# About Eat Well Global

**A nimble, highly-specialized global communications agency focusing on food, nutrition and coaches:**



**360 Degree Global Insights**

Answers the big questions



**Strategy & Planning**

Charts the course



**Multiplatform Stakeholder Engagement**

Takes the show on the road

Founding Member of:



GLOBAL ALLIANCE  
4 HEALTH AND NUTRITION





# What We'll Cover

**Food Choice: Why It's Important**



**Determinants of Food Choice**



**Attitudes, Beliefs, Information**



**Health Influencers**



**What to Do About It**



# Food Choice: Why is it Important?





Butter or jam? Apple or orange?

Another serving? Stay for another round?

Skip breakfast? 200

Coffee or tea?

One lump or two?

Take away tonight?

Hold the chips?

Work through lunch?

Toast or cereal?

Meat free?

Lite or regular?

Sugar free?

Bring lunch from

Time to indulge?

home? Time to cook?

Hungry or just bored?

Out with friends?

Feeding picky eaters?

Dessert tonight?

# DAILY FOOD DECISIONS



# Determinants of Food Choice





# Major Determinants of Food Choice



- **Biological** determinants such as hunger, appetite, and taste
- **Economic** determinants such as cost, income, availability
- **Physical** determinants such as access, education, skills (e.g. cooking) and time
- **Social** determinants such as culture, family, peers and meal patterns
- **Psychological** determinants such as mood, stress and guilt
- **Attitudes, beliefs and knowledge** about food

<http://www.eufic.org/en/healthy-living/article/the-determinants-of-food-choice>

# Attitudes, Beliefs, Information







# Food Tribes



“The engaged, passionate, self-aware consumers who are confident enough to challenge convention in pursuit of better options for themselves and for others.”



Images: [www.thedetoxdiva.com](http://www.thedetoxdiva.com),  
[www.deliciousliving.com](http://www.deliciousliving.com)



# Food Fears



**ORTHOREXIA NERVOSA:**



**THE DARKER SIDE**



**OF EATING CLEAN.**





# Many Factors Affect Food Choice



Coary, *Journal of Consumer Marketing*. 2016



# Health Influencers





# The Democratization of Health Information

Instant access

Misinformation is easily propagated

Internet: The Great Equalizer



## The Weirdest Diet Tricks Celebrities Swear By

liliiiiinteresting.

by LORI KEONG Dec 13, 2016

**marieclaire**

1.6k   



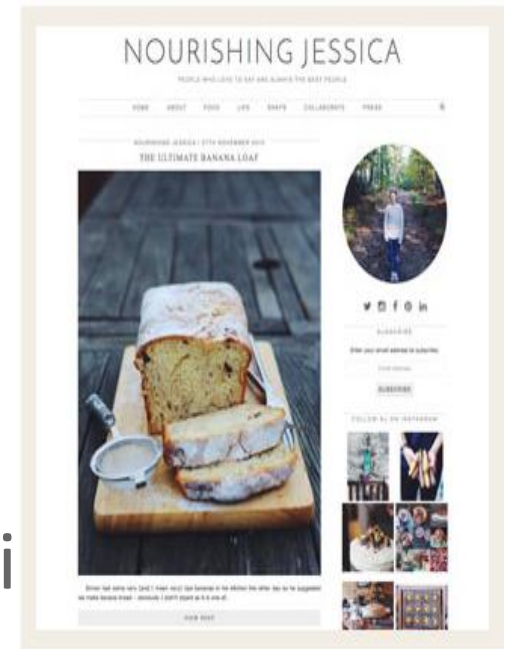


# Uncredentialed Influencers

Large following

Mission driven

Lack traditional health/nutrition training







# Credentialed Influencers

Health experts, authorities

Credible, science-based

Not so sexy

Good for reaching other  
health influencers +  
educated consumers



Photo credits: Boston Globe, dreamfieldspasta.com

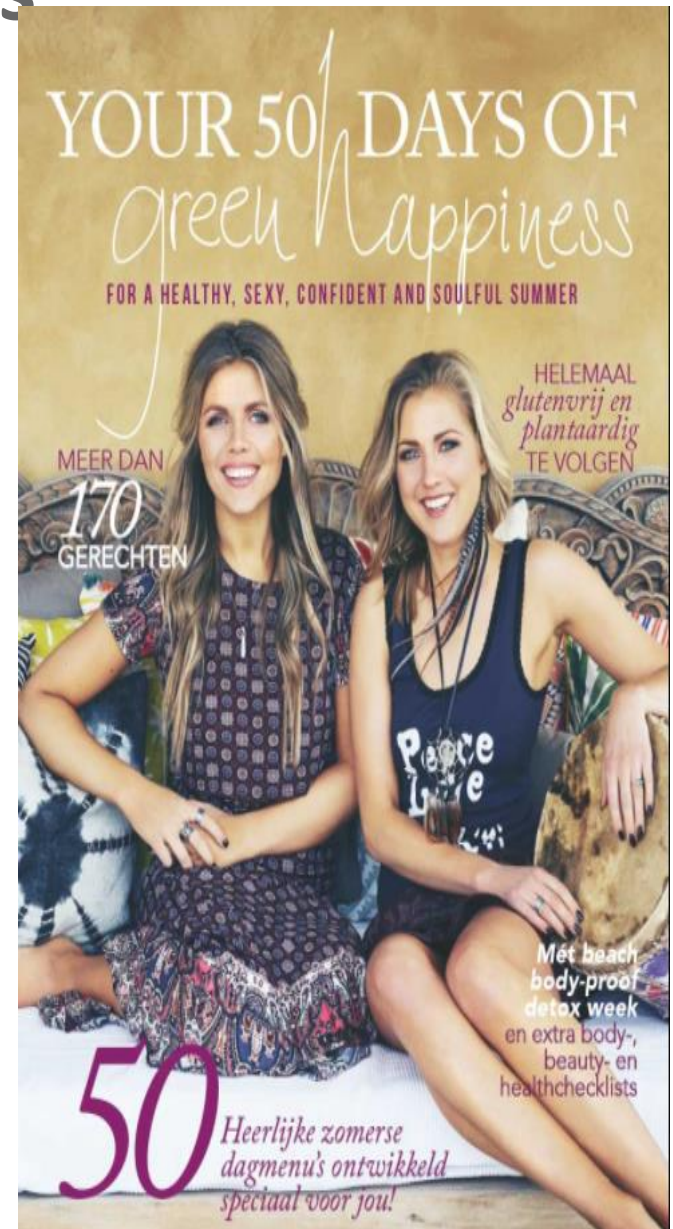
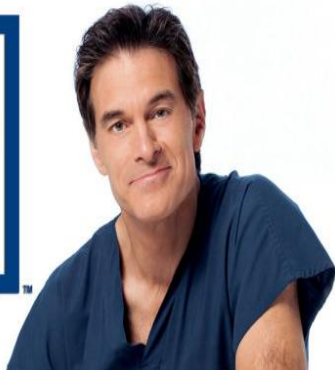


# Credentialed Celebrities

Professional training

Sensational or controversial

Beyond nutrition + health



**What to Do About it?**





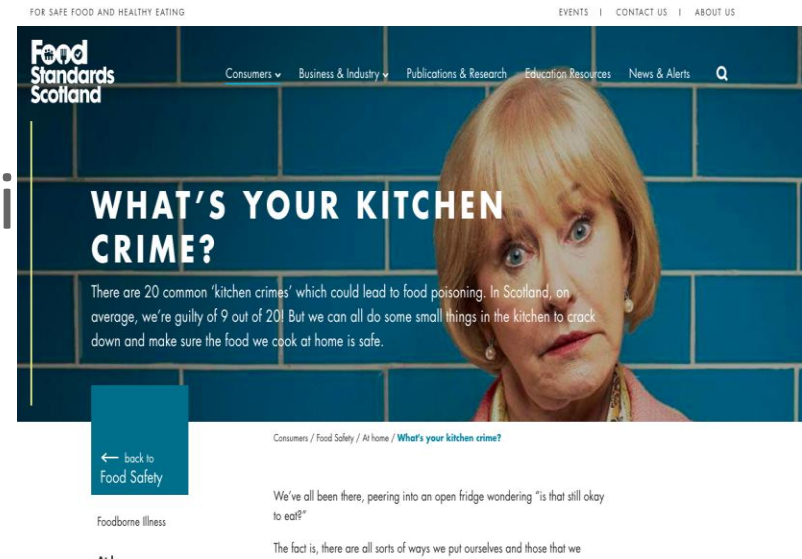


# How to Influence Consumer Food Choice?

Know your audience

Tap into media-savvy dieti

Get the tone right



Thank You

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