



THE FRUITS AND VEGETABLES INDUSTRY SERIES

20 June 2024

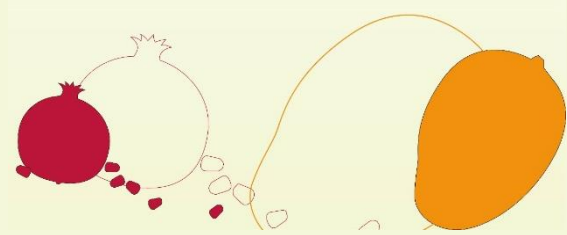


Session n°7

Factors affecting consumer choices for fresh fruits and vegetables



FRUIT AND VEGETABLES SCHEME



Factors affecting consumer choices - marketing and our food environment



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Psychologists & Sociologists

PhD Social Sciences

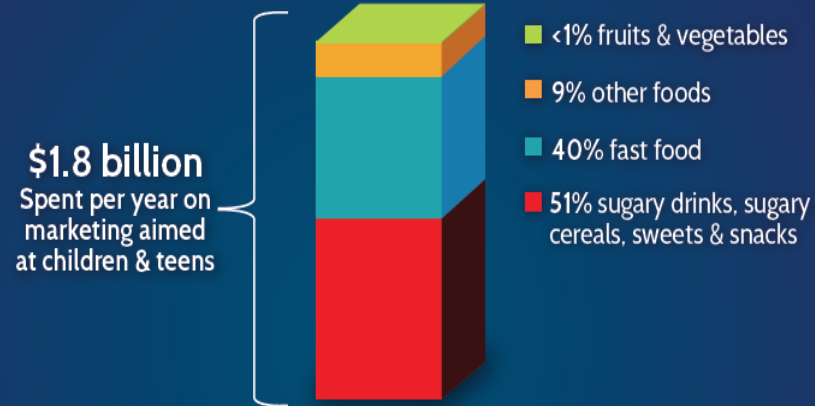
(Assoc.) Professor - **Tilburg University**

Partner **PredictBy** - Barcelona



Obesogenic food environment

The truth about food marketing



GUMMY FOOD

VS

REAL FOOD

CHALLENGE



Capitalistic Food system



Segmentation of consumers to increase impact

THE 4 TYPES OF MARKET SEGMENTATION



GEOGRAPHIC

- Zip code/post code
- City
- Country
- Population density
- Distance from a certain location (like your office or store)
- Climate
- Time zone
- Dominate language



DEMOGRAPHIC

- Age
- Gender
- Income
- Occupation
- Family size
- Race
- Religion
- Marital Status
- Education
- Ethnicity



PSYCHOGRAPHIC

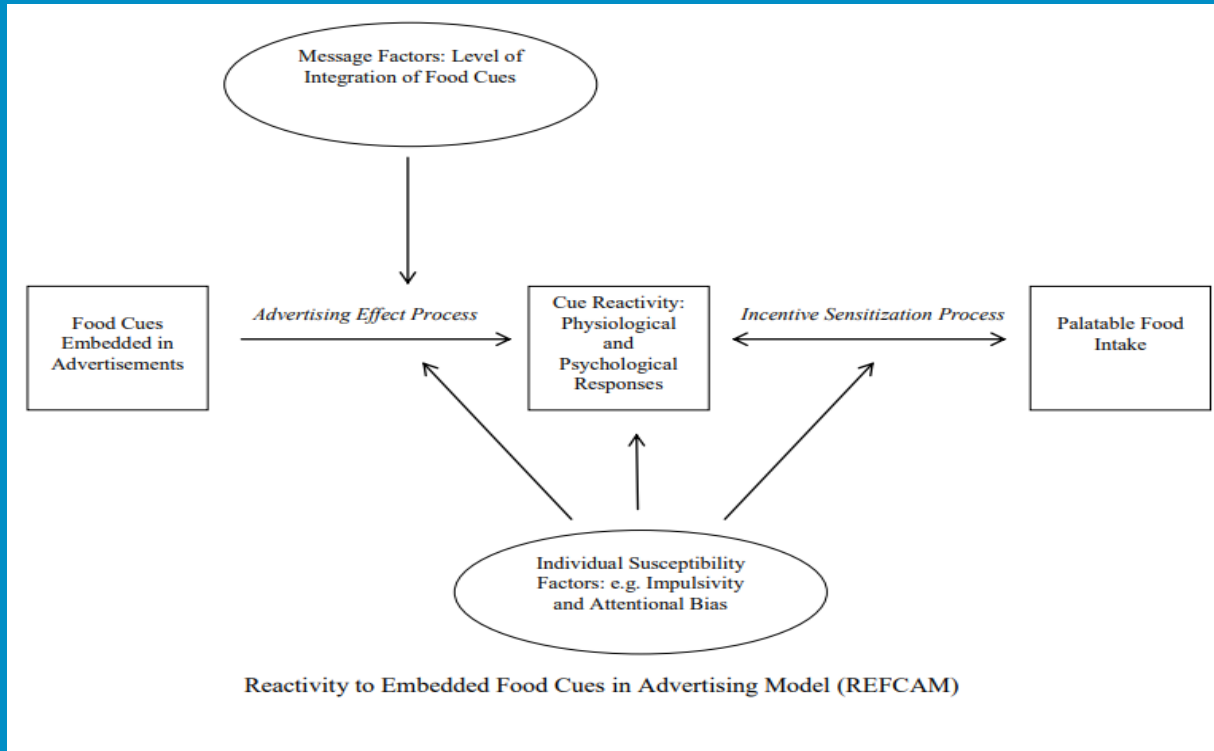
- Values
- Goals
- Needs
- Pain points
- Hobbies
- Personality traits
- Interests
- Political party affiliation
- Sexual orientation



BEHAVIORAL

- Purchasing habits
- Brand interactions
- Spending habits
- Customer loyalty
- Actions taken on a website

Theoretical Mechanism



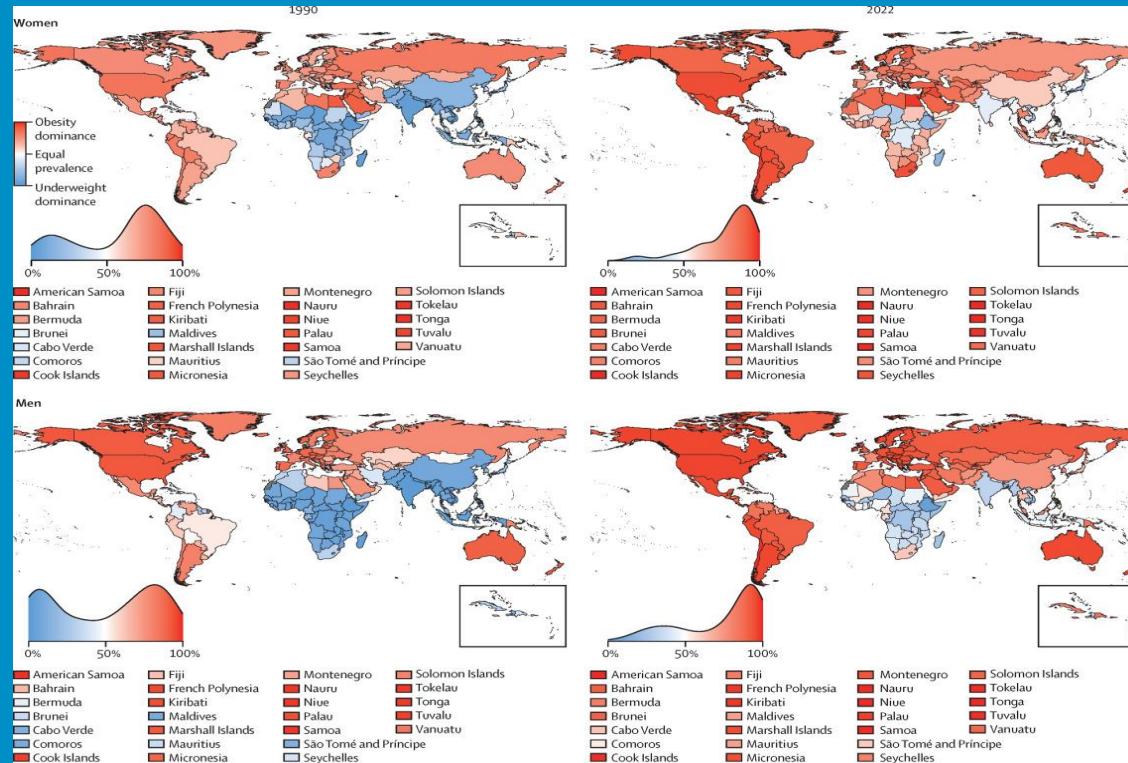
Theory in Practice



Theory in Practice



Consequences Obesogenic Environment



Phelps, N. H., et al. (2024). Worldwide trends in underweight and obesity from 1990 to 2022: a pooled analysis of 3663 population-representative studies with 222 million children, adolescents, and adults. The Lancet.





Top 10 Most Obese Nations (%)

Not to scale

1
American Samoa
74.6



2
Nauru
71.1



3
Cook Islands
63.4



4
Tokelau
63.4



5
Tonga
57.6



6
Samoa
54.1



7
Palau
48.9



8
Kiribati
46



9
Marshall Islands
45.4



10
Kuwait
42



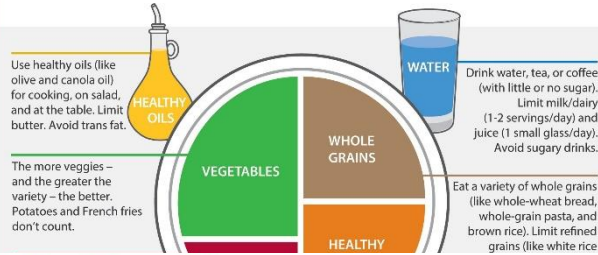
© Clinic Compare

And now....?

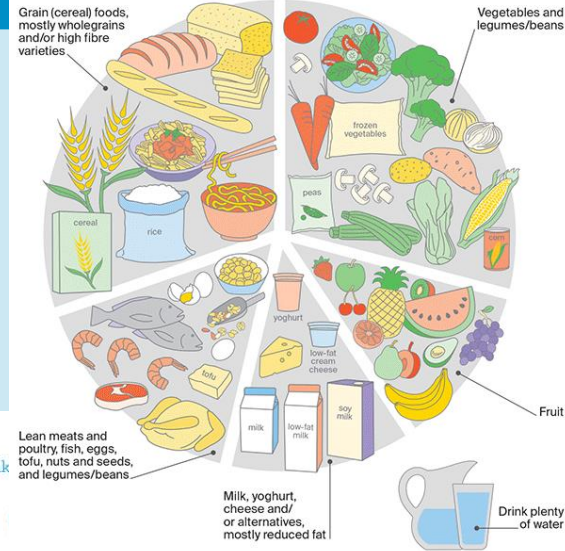
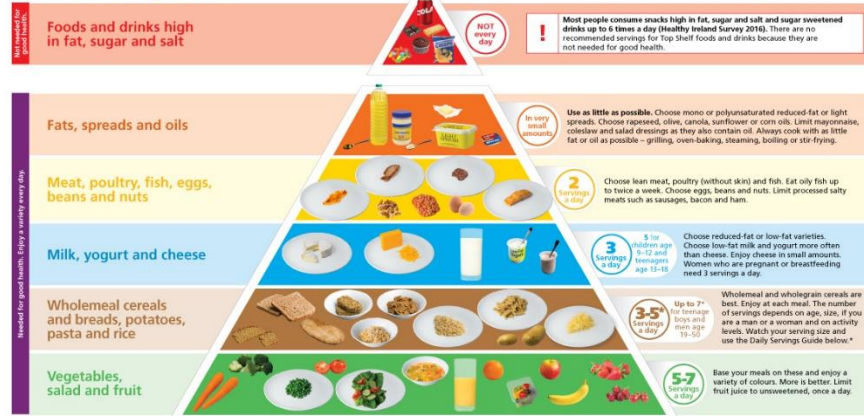


Nutrition Guidelines

HEALTHY EATING PLATE



The Food Pyramid



EAT-Lancet Commission on healthy diets

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Food in the Anthropocene: the EAT-Lancet Commission on healthy diets from sustainable food systems

Prof Walter Willett, MD • Prof Johan Rockström, PhD • Brent Loken, PhD • [Marco Springmann, PhD](#) •
[Prof Tim Lang, PhD](#) • [Sonja Vermeulen, PhD](#) • et al. [Show all authors](#)

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References

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Commission

Food systems have the potential to nurture human health and support environmental sustainability; however, they are currently threatening both. Providing a growing global population with healthy diets from sustainable food systems is an immediate challenge. Although global food production of calories has kept pace with population growth, more than 820 million people have insufficient food and many more consume low-quality diets that cause micronutrient deficiencies and contribute to a substantial rise in the incidence of diet-related obesity and diet-related non-communicable diseases, including coronary heart disease, stroke, and diabetes. Unhealthy diets pose a greater risk to morbidity and mortality than does unsafe sex, and alcohol, drug, and tobacco use combined. Because much of the world's population is inadequately nourished and many environmental systems and processes are pushed beyond safe boundaries by food production, a global transformation of the food system is urgently needed.

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EAT-Lancet Commission on healthy diets



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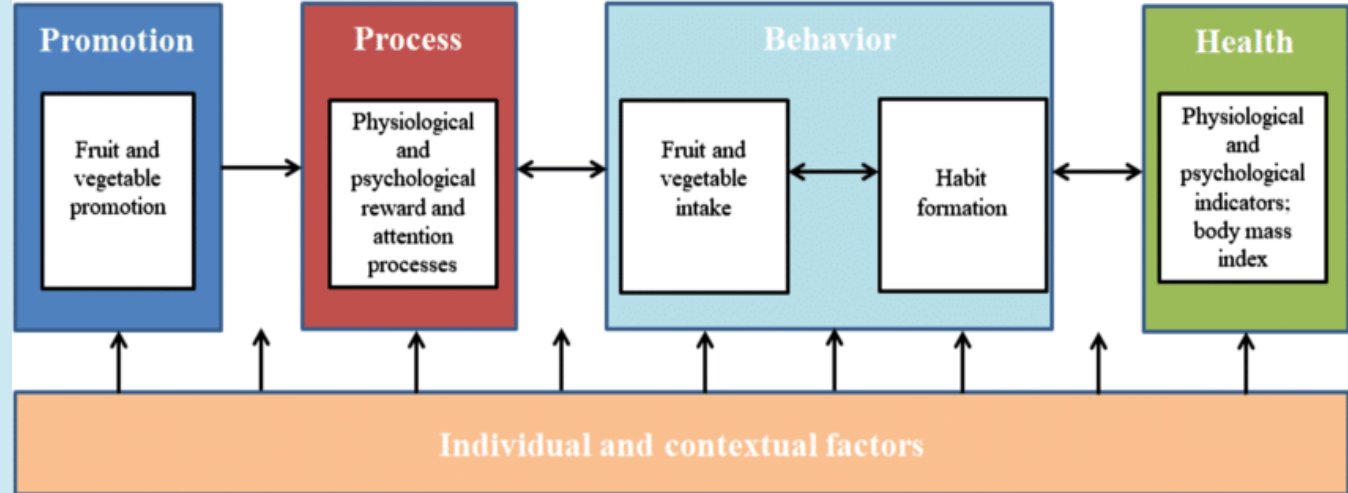
Planetary Health Diet Index and risk of total and cause-specific mortality in three prospective cohorts

[Linh P Bui](#) • [Tung T Pham](#) • [Fenglei Wang](#) • ... [Kyu Ha Lee](#) • [Marta Guasch-Ferre](#) [†] • [Walter C Willett](#)  [†]  • [Show all authors](#) • [Show footnotes](#)

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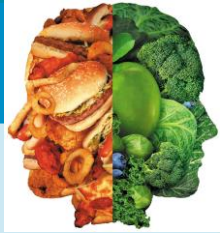


Healthy food promotion model



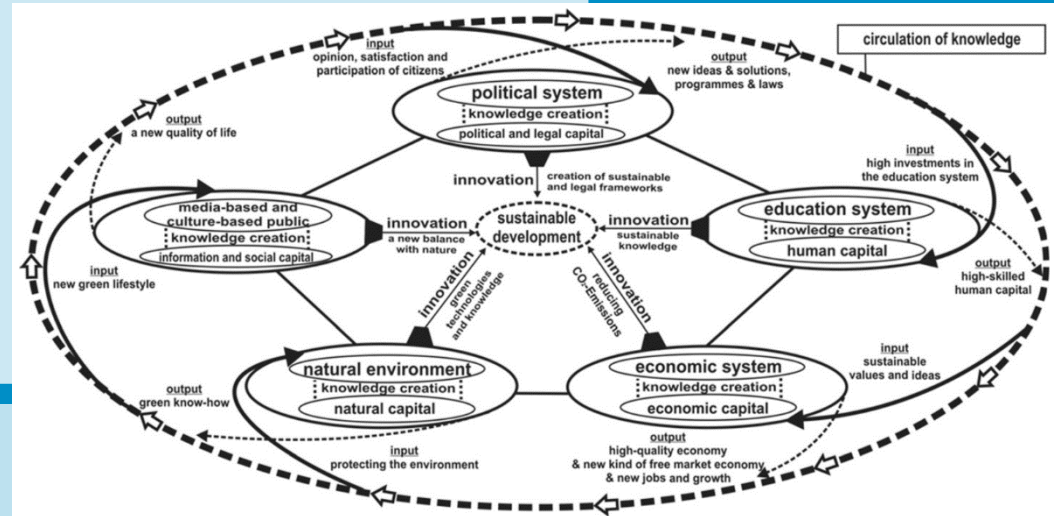
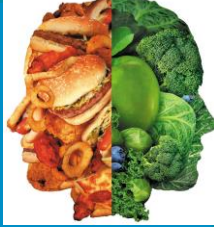
Conclusion

- ▶ Food marketing predominantly unhealthy foods
- ▶ Increase obesity worldwide – chronic diseases
- ▶ Insufficient promotion healthy plant-based diets
- ▶ Availability mostly unhealthy – HFSS foods



Next steps

- ▶ We need to implement transition to a 'healthogenic' environment
- ▶ Intense collaboration with governments, industry, science, journalists and citizens - **Quintuple Helix model**



Questions?



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Thank you



FRUIT AND VEGETABLES SCHEME

