

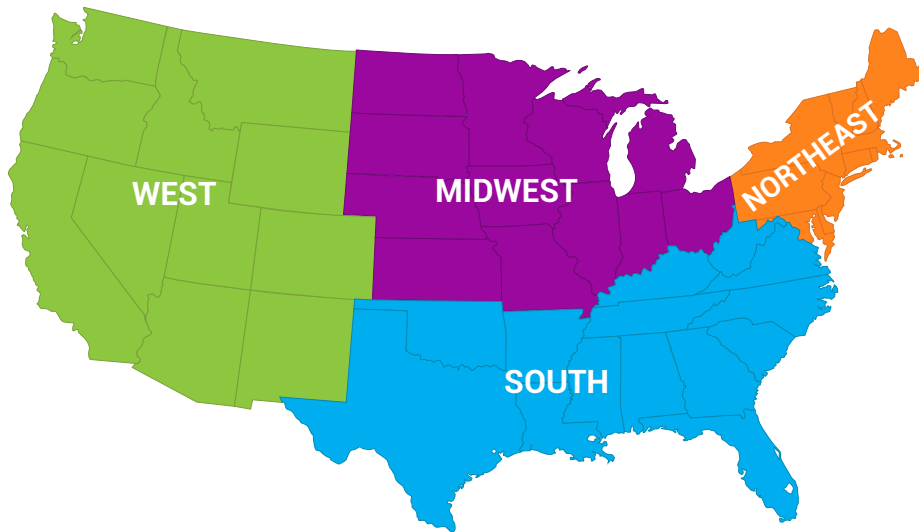
# HEALTHY EATING IN AMERICA TODAY

## THE INFLUENCE OF HEALTH & WELLNESS WHEN BUYING FOOD AND BEVERAGES

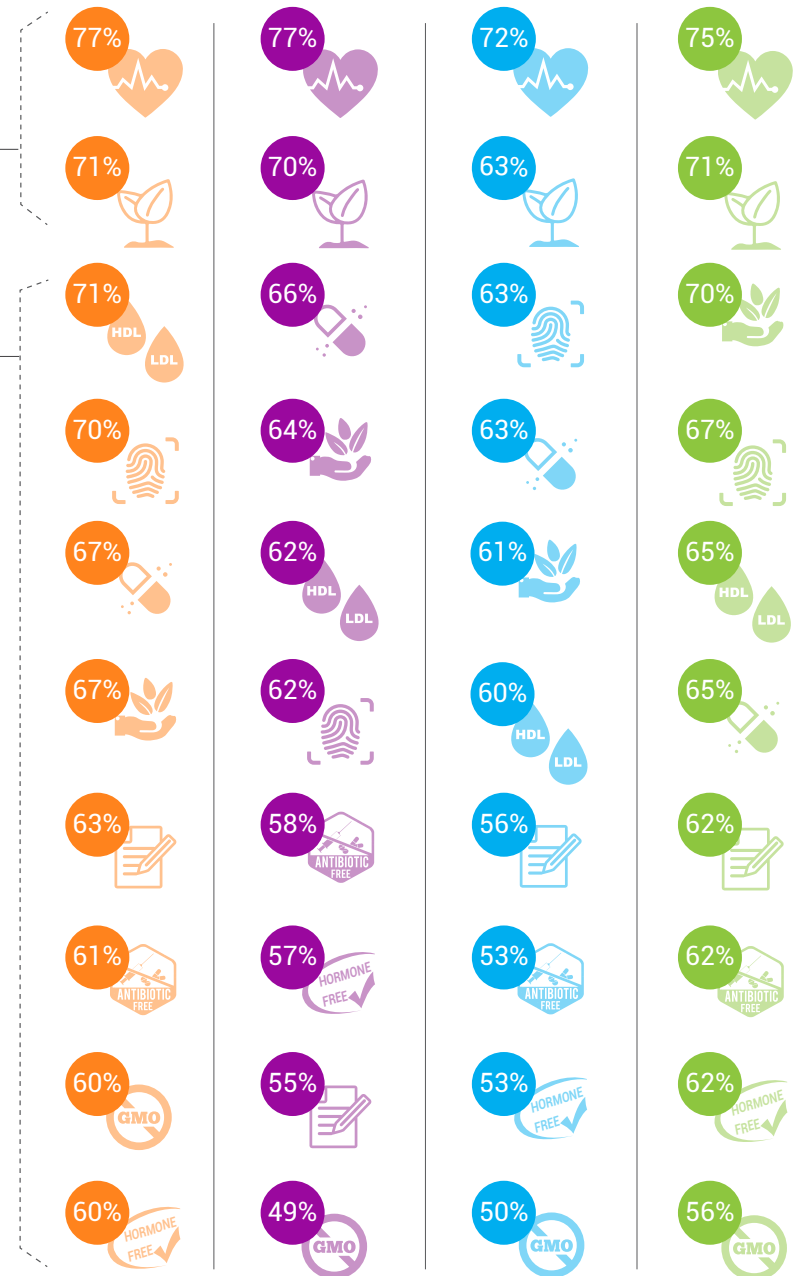
### What Matters Most

Across all regions of the United States, consumers agree that the two most important attributes when shopping for food and beverages are what's good for my heart and what's locally grown or produced.

There is no doubt that consumers continue to view food and beverages as the linchpin of achieving a health-and-wellness lifestyle. They seek food-and-beverage products with recognizable ingredients and minimal processing as cues for fresh, less processed.



- That are good for my heart
- That are locally grown or produced
- That help lower my cholesterol
- That contain only ingredients I recognize
- With added vitamins and minerals (e.g., orange juice with calcium)
- That are minimally processed
- With the shortest list of ingredients on the label
- That are antibiotic free
- That are non-GMO certified
- That are hormone free



Learn more about how health and wellness is reshaping the food-and-beverage marketplace: [Health + Wellness 2017](#) report