your own organization. The seven key insights we

INSIGHT: What might the

CUSTOMIZED NUTRITION

food options that complement prescribed medical treatment.

BETTER THAN WELL

through the noise and finding what is relevant, legitimate, and

wellness goes mainstream

increases the value the retailer provides to the consumer.

other to share information, concerns, even recipes, and by tailoring

tem, reducing the burden on your watershed. "Organic prod-

directly to their customers: "Sustainable farm practices cost

health in the Food System

safety helps put tools in consumers' hands.

parencies can create new tensions, as new metrics and labels

consumers will ask not only about the healthfulness but also

cerns, including disease management, food allergies, stress reduc-

Health affinities proliferate

United States spreads new tastes, values, and lifestyles.

the same time, family and immigrant dispersion throughout the

markets and segments of the population, including lower income

and politics.

Global concerns about the effects on future generations will become

packaging and waste, business pollution practices, or food miles.

As consumers become more aware of the environmental implications

Transparency strengthens the influence of green values

DIY health will drive interest

Customers are vetting brands and products—from toys to dinner

and food and health resources.

will allow people to collectively map and evaluate their communities'

sites of dangerous work and waste disposal, and minute variations

scales, from neighborhoods with limited access to fresh food to

providing food origin information. For some, concerns will go beyond

Federal labeling requirements may no longer be able to satisfy

but also from listening to the needs of individual and collective

Different companies re-brand towards wellness

regarding health and, in some cases, waste. "Healthier" options may

be marketed to encourage consumers to "think green," yet at the same time,

encourage the perception of economic or political "greenwash." In both

and consumer choices, the linkages between well-being, sustainability,

and politics.

Cost reduction drives focus on prevention

Diverse companies re-brand towards wellness

do re-branding efforts in the traditional marketing

go beyond supporting consumer decision making to promoting

employers. New forms of cooperation will encourage retailers to

can be seen as a resource, a key component of strong future

content play in their daily lives. As a result, they shop, interact, and

food and health resources.

including where they choose to shop. Large retailers like Wal-Mart

as consumers become increasingly concerned with sustainabil-

Food retailers will need to find spaces, formats, and strategies to

based groups will harness their collective buying power to

Fragmented markets give rise to niche collectives

will look for low-budget ways to mitigate risks.

allow them to bring convenience and value to their customers.

PRACTICES PLACES INFORMATION TOOLS BUSINESS MARKETS

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