



Canadians and their food

Sarah Andrewes
Senior Vice President
Hill+Knowlton Strategies

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Who are they?



- 1 in 5 born outside of Canada; 1.2 M new to Canada since 2011

- Aged 50 to 59 or 30 to 39

- 28% live alone; majority often eat alone

- 14% of household income spent on food

- Own a smart phone and use the Internet everyday




GENERATION Y
(millennials)

born in the 80's + 90's
18-36 years old today



GENERATON Z
(post-millennials)

born 2000's
17 and younger

A group of four young adults (three men and one woman) are sitting around a wooden table in a modern, brightly lit interior space with large windows in the background. They are all looking down at their smartphones. There are two mugs on the table, one green and one red. The image has a semi-transparent dark overlay.

75% of the workforce by 2025
Socially conscious
Committed to #selfcare
Open minded, curious

Two young men are shown from the chest up, looking at a smartphone together. They are outdoors, with a blurred background of greenery. The man on the left is wearing a dark shirt and sunglasses, and the man on the right is wearing a blue patterned shirt and sunglasses. The image has a semi-transparent dark overlay.

Smartphone first
Optimistic

Knowledge of food production

A

45%

<35 35%

D

17%

<35 24%

36%



What are they hearing?

2018 food trends: Where we get our food

- Delivery + meal kits
- Online
- Dining out, on the go
- Grow your own



2018 food trends: What we eat

- Non-meat meat
- More vegetables
- Ethnic flavours



2018 food trends: Hot topics

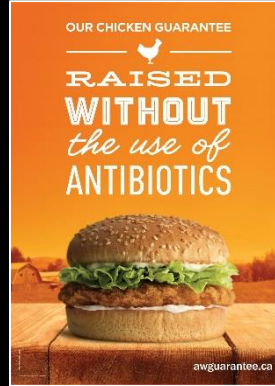
- Healthy eating
- Self care/balance
- Personalization
- Sustainability



Where do they get their information?



Survey conducted by H+K Strategies between March 9 and 15, 2018 of 703 Canadians; data weighted to census.



What about farmers?

13%
last
month

10%
last six
months

9%
last
year

16%
more
than one
year

36%
never

What about farmers?

59%
never

Farmers and farming practices are changing to meet the needs of consumers

A

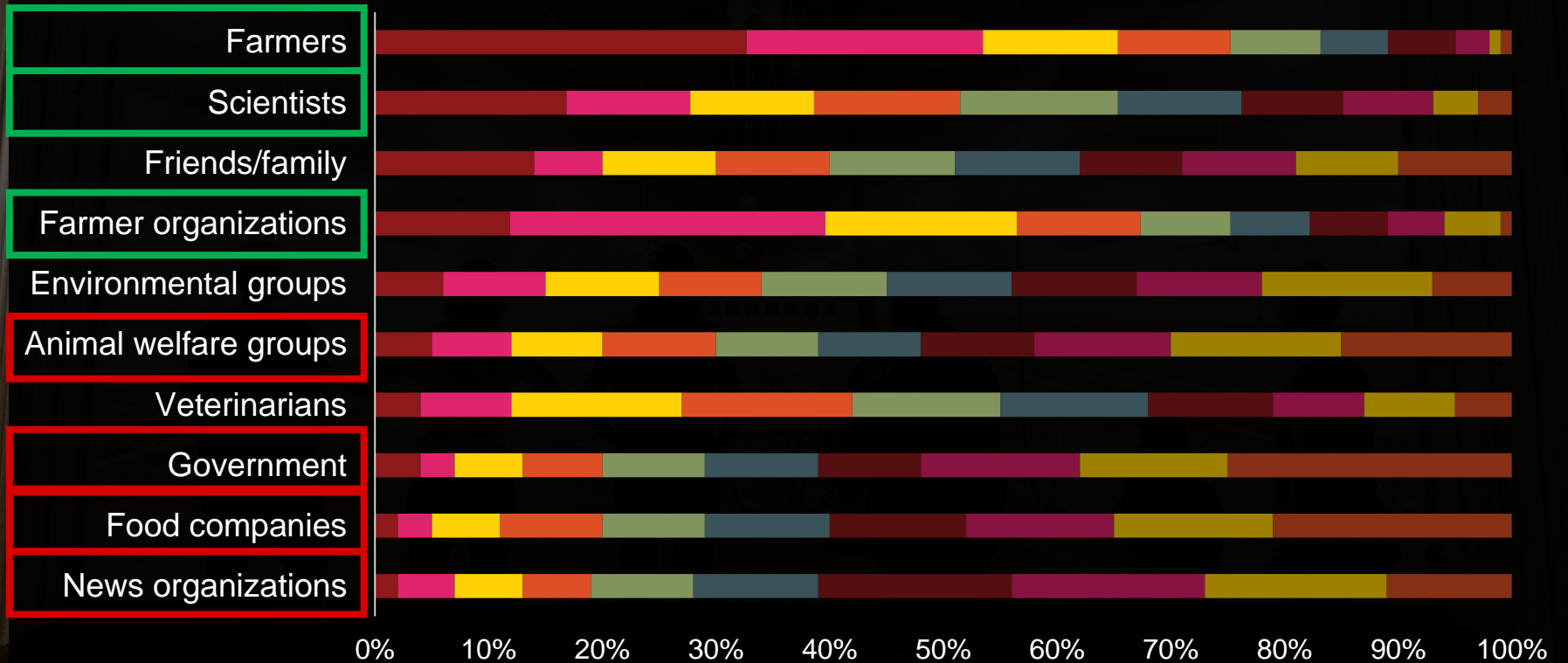
54%

D

36%

7%

Who do they trust?

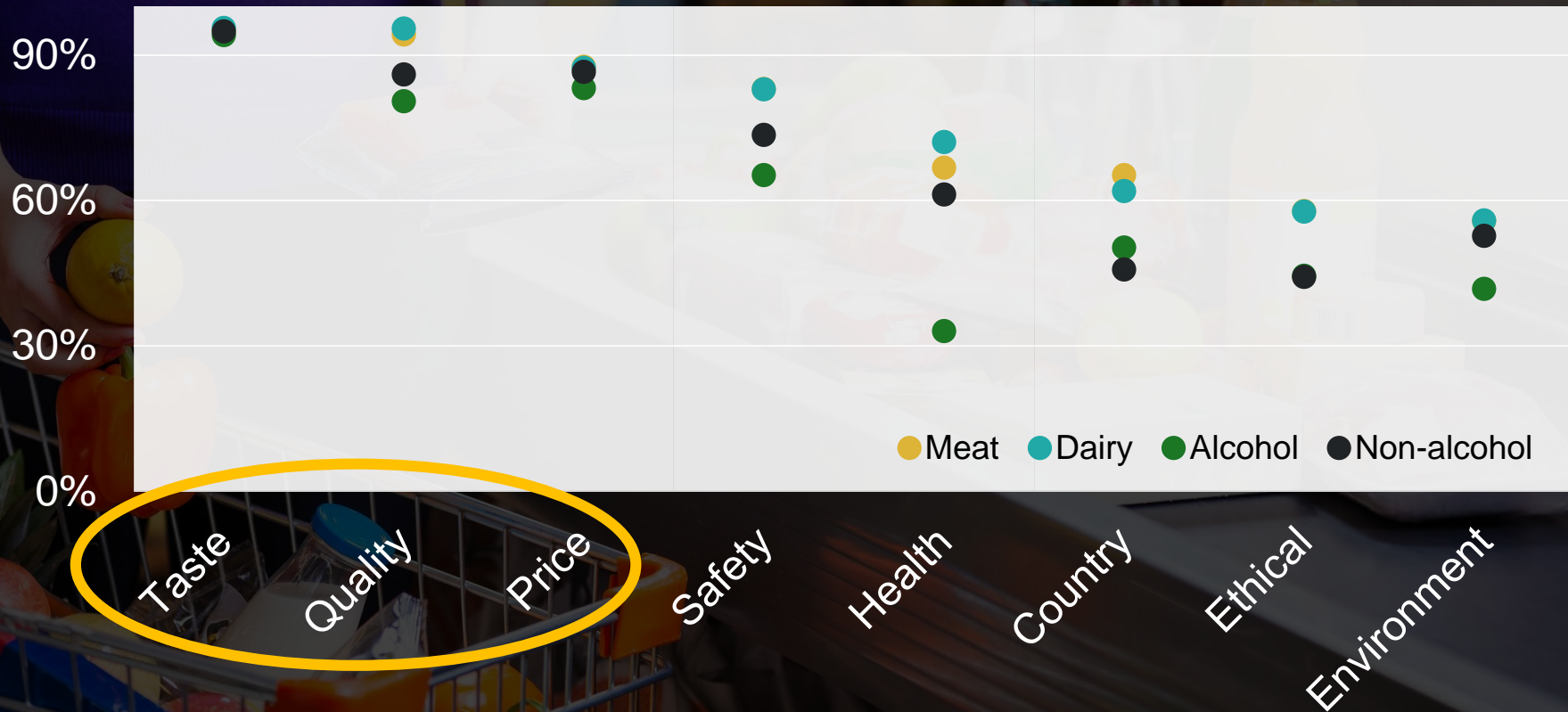


A close-up photograph of a woman in a crowd, wearing a white knit beanie with a blue band and a dark jacket. She has her mouth wide open in a shout or cheer, with her hands cupped around her face. The background is filled with other people, some wearing winter hats, all slightly out of focus.

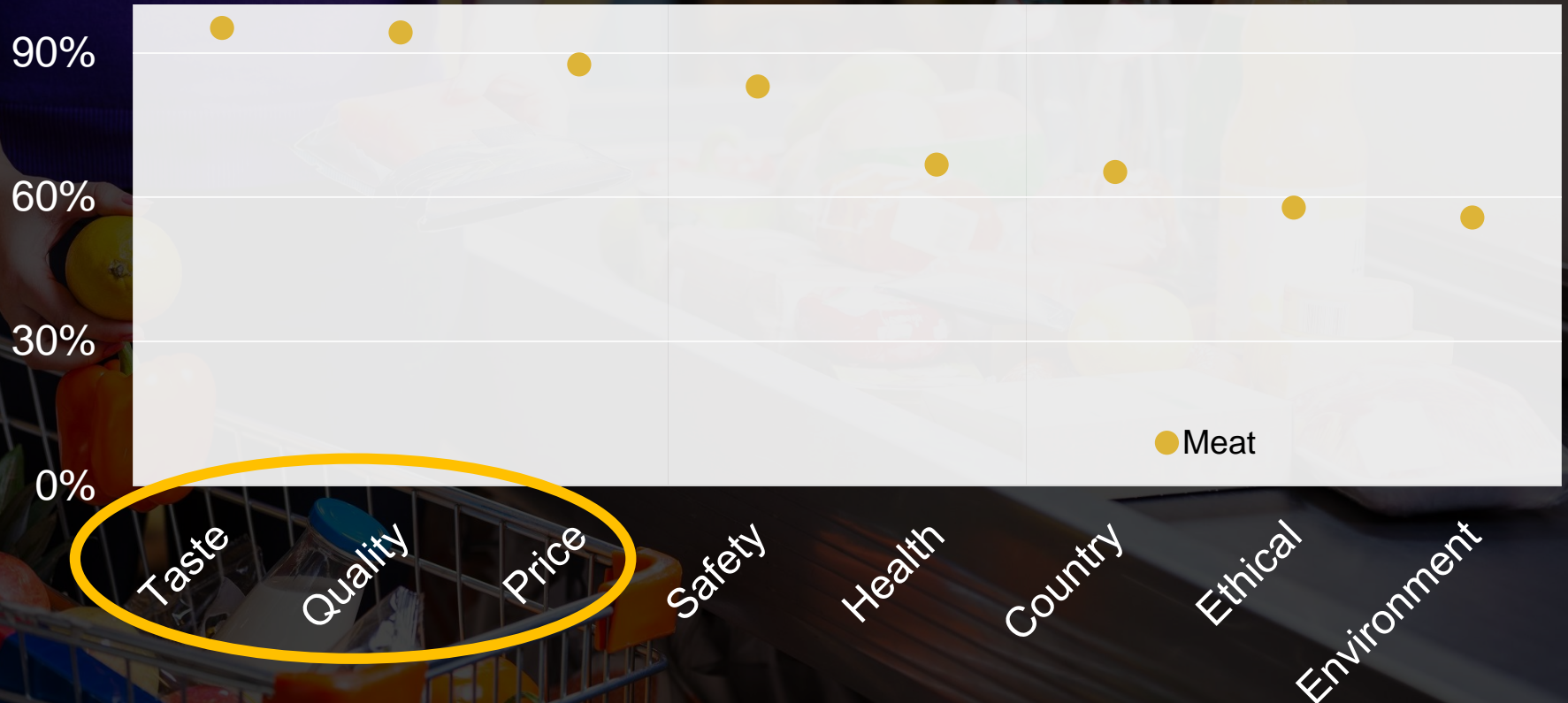
What do they care about?*

*when it comes to food

What do Canadians care about most of all?



What do Canadians who buy meat care about most of all?





A

63%

Food prices in Canada are out of control

D

9%

59%

Eating healthy is too expensive

20%



62%

Rising cost
of food

61%

Keeping
healthy food
affordable

Rising energy
costs

Rising health
care costs

58%

54%

**57% are willing to
pay more for
Canadian products**



But do Canadians look at where their food comes from?

57%

**Check always
or most of the
time**

**It's easy to
find**

37%

It's neither

35%

**It's hard to
find**

25%

TRANSPARENCY

...the need for reassurance about the safety and trustworthiness of food and drink has led to increased use of natural as well as ethical and environmental claims...the next wave of clean label will challenge manufacturers and retailers to democratize **transparency and traceability**...

Mintel

...consumers want to know **the real story behind their food**, and how that item made its way from the source to the store...

Whole Foods (Amazon)

All stakeholders in the food system play a role in providing information to their customers... **transparency demands transcend every ingredient** in the supply chain.

Canadian Centre for Food Integrity

Farmers need to be inviting people in. If you can invite them in and help them understand, that will go a long way...

Jo-Ann McArthur, Nourish Food Marketing



Where do you go from here?

Always be listening

Tell your own story

Be nimble + responsive

Use the trust you have to
your advantage

Be transparent