

American people, just as we have for generations.”

The details of this new bill have yet to be worked out. That responsibility falls on the U.S. Dept. of Agriculture, which will have two years to write up the rules.

Fortune article

FMI statement

American Soybean Association statement

Expert Insight: ‘Good foods’ (and beverages) with inherent nutrition

In the not so distant past, food and beverage brands formulated primarily in a laboratory promised to lower cholesterol, were lower in fat, or were a source of low calories because of artificial sweeteners. Those were the golden days of industry-driven “functional innovation” in CPG foods and beverages and linked heavily to health and wellness paradigms where consumers were taught to exercise, lose weight, listen to their doctors, and “be healthy.”

Today, consumers are embracing proactive wellness lifestyles, with health paradigms shifting toward “knowing thyself” through feeling well, resting, exercising, acting preventatively and above all, eating fresh, less processed, and what they view as, “good food.” The consumption of “good foods” (and beverages) is an especially important part of understanding what’s functional today, since consumers increasingly see foods and beverages as the foundation of wellness and consequently are seeking whole forms that are inherently nutritious.

This doesn’t mean that consumers have moved away completely from packaged and processed products with a health halo, it just means that they are responding to functional packaged foods and beverages that promise preventative and proactive ways to manage various health conditions like obesity, high blood pressure, or heart disease. In fact, consumers moderately involved in health and wellness are increasingly knowledgeable about the positive health benefits of foods and beverages and looking for labels that indicate positive nutrition. At the same time—and no doubt in response to the days of reactive health and wellness when so-called “functional” (and largely artificial) foods and beverages made provocative health claims—consumers are

increasingly turning away from products that make bold nutrition claims. Terms such as “fat free,” “low calorie,” and even “natural” no longer carry heavy weight as marketing messages.

Consumer interest in products touting such attributes has waned for many cultural reasons, including a lack of trust, increasing curiosity about the importance of fat in a healthy diet, and the realization that fewer calories does not necessarily mean better calories. Rather than watching fat and calories, shoppers now monitor whether their calories from high-quality foods packed with nutrients, including produce, dairy, eggs, and meat. This phenomenon is particularly visible in the organic sector, where higher prices keep consumers focused on which foods are worth the extra money.

The quest for nutrients is part of a broader move toward food-based health and wellness. Consumers are learning more about the building blocks of life—vitamins, minerals, proteins, and fats—and how they can best get them from foods and beverages that have them inherently. There’s also a growing interest in more esoteric nutrients, from omega-3 fatty acids and healthy oils to probiotics.

For the foreseeable future, consumers will continue to expand their interest in positive nutrition with a focus on the inherent nutritional characteristics of unadulterated foods and beverages that cue fresh and less processed. At the same time, consumers are open to dietary and nutritional techniques to prevent or manage a wide range of health conditions but will rely on expert guidance. In particular, consumers will be trying to understand more about how specific foods or beverages used to manage a health condition might be combined with pharmaceutical interventions (if needed). Successful products will call out functional, real food ingredients that consumers associate with inherent health rather than scientific creation. More information can be found in our [Health & Wellness 2015](#) report.

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Nutrition & Health Research

Pasta high in fiber, protein may not increase satiety