

# RECIPE FOR HEALTH

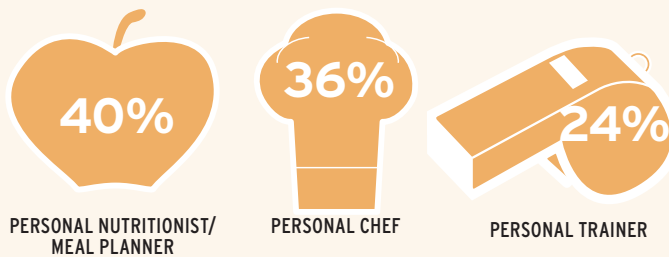
U.S. shoppers have recognized the nutritional importance of buying healthful foods. How they do that, and where, is constantly changing, as these new study results indicate.

## 5 TOP 5 SOURCES FOR HEALTHFUL MEAL IDEAS

- Internet.....39%
- Cooking Show .....37%
- Magazine .....34%
- Cookbook .....33%
- Word of Mouth .....31%

## THE BUDDY SYSTEM

If I had to choose one type of expert to help me live healthier, I'd pick:



57% of shoppers have tried a healthy recipe in the past year.

58%

Percentage of Gen Y shoppers who use recipe websites for healthful eating tips.

## MOST POPULAR

**30%** of consumers said they bought Greek yogurt in the past year, up 9 points since 2010.

## INGREDIENTS TO WATCH

Percentage of shoppers concerned about these nutrients

Salt/Sodium.....	67%
Calories .....	60%
Trans Fats.....	58%
Saturated Fats.....	58%

## LABEL UNKES

PERCENTAGE OF SHOPPERS DESCRIBING THESE LABELS AS HEALTHY.

- Organic 45%
- All-Natural 47%
- Locally Grown 45%

**"Some 67% say they care about sodium content, making this ingredient the top-ranked concern among label readers."**

— From Shopping for Health 2012