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Healthy Ingredients That Sell
2014 HealthFocus USA Study

Early on in the study, respondents are asked to rate all of the ingredients in Exhibit 1 as 1) heard of it and know what it does 2) heard of it 3) never heard of it. Each respondent is then asked to further rate 4 of the ingredients which they have heard of and claim to know what they do. Thus, the study can gauge the degree of awareness of the ingredients as well as the perception of their functionality. This study covers the following:

Respondent Overview
- Demographics: Age, Gender, Race, Children, Income, Education, BMI
- Knowledge level of health and nutrition, are they highly informed, somewhat informed, or uninterested

How Respondents Eat
- Are they the primary household shopper
- What is the weekly grocery budget for the household
- How do they describe their eating style – 6 different categories ranging from Nutritionally diligent (educated, and always look for the healthiest options) to Freewheeling (eat what they want when they want)
- Eating patterns: how often they eat 6 different meals or snacks, and what does each consist of (sitting down or on the move; healthy or not; filling or light)
- Amount of attention paid to the healthfulness of what they eat: Always - Never
- Meat consumption: Are they a vegetarian, do they try to eat just lean meats, or do they eat all kinds of meats
- How often do they incorporate meatless meals into their diet?
- Are all food categories including indulgent foods meant to be healthy?

Ingredient Awareness and Understanding of Benefits – Will be reported for each individual ingredient (complete list below)
- For 20 ingredients (Exhibit 1) have respondents heard of it and knows what it does, heard of it, or never heard of it?
- Do they go out of their way to get that ingredient in their diet via foods and beverages and/or supplements? If supplements – what form (pill, powder, liquid), and how often do they take it.
- The benefits they associate with each ingredient (Exhibit 2).

Ingredients by Category (complete category list below)
- What they are eating or drinking to get each ingredient in their diet (Exhibit 3)
- Food and beverage categories that are not a good fit for each ingredient

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Exhibit 1: Ingredients include:

Soy Protein	Fiber	Whole Grains	Gluten Free Foods	Inulin/chicory root
Antioxidants	Omega-3	Protein	Calcium	Probiotics
Prebiotics	Vitamin C	Vitamin D	Whey Protein	Iron
Plant Sterols	Vitamin A	Monounsaturated Fats (i.e. olive oil)	Green Tea Extract	Ginseng

Exhibit 2: Benefits include:

Promotes digestive health	Helps control blood pressure
Helps keep me regular	Helps improve mental energy or concentration
Helps improve physical energy	Helps improve sports or workout performance
Promotes stronger bones	Helps retain mental sharpness as you age
Promotes healthier skin	Helps to manage weight
Helps maintain a healthy heart	Helps reduce inflammation
Helps lower cholesterol	Helps reduce risk of cancer
Helps manage blood sugar levels	Reduces chance of diabetes
Helps build resistance to common diseases like colds and flu	Helps keep you feeling full longer so you don't get hungry
Helps boost metabolism	

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Exhibit 3: Categories include:

MEAT AND EGGS	FRUITS AND VEGETABLES
Beef and other meats	Avocado
Chicken/other poultry	Green Leafy Vegetables (Kale, spinach)
Eggs	Other vegetables (zucchini, broccoli, cauliflower, etc.)
Egg whites	Fruits (melons, apples, bananas, etc.)
Tuna	Raisins or dried fruits
Salmon	Berries (e.g., Blueberries and Strawberries)
White fish (e.g., tilapia, sea bass)	**NUTS AND SEEDS AND OIL**
Soyfoods (e.g.,tofu, tempeh)	Walnuts
Vegetarian entrees	Sesame seeds
MILK AND DAIRY	Peanuts
Hard Cheeses like cheddar and American	Almonds
Cottage cheese	Pistachio nuts
Yogurt	Flax seeds
Greek Yogurt	Chia Seeds
Ice cream/Frozen yogurt	Extra virgin Olive oil
Low-fat or skim milk	**SNACKS AND CANDY**
Whole milk (regular milk)	Granola/breakfast bars
Smoothies	Salty snacks (potato chips, pretzels)
Almond milk	Popcorn
Soy milk	High fiber bars (e.g., Fiber One)
Coconut milk	Sports or energy bars
GRAINS, CEREALS, PASTA, BEANS	Cakes/Cookies/Muffins
Steel cut oatmeal	Chocolate
Oatmeal or hot cereal	Non Chocolate candy (e.g., skittles, gummy bears)
Breakfast cereal (cold)	**BEVERAGES**
Brown rice	100% fruit juices [i.e. orange, grapefruit]
White rice	Juice drinks or nectars
Whole grain bread	Regular soft drinks
White bread	Diet soft drinks
Pasta (other than whole grain)	Green tea
Whole grain pasta	Black tea
Barley	Sports drinks (e.g., Gatorade)
Quinoa	Energy drinks (e.g., Red Bull)
Spelt	
Other grains	
Beans - (i.e. red, black, kidney, etc)	