Understanding how Big Data can help nutrition professionals market good health to consumers

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Founder, Eat Well Global, Inc
Presented at: FoodMatters Live
London, UK
November 20, 2014
What do Nutrition Professionals Know About Big Data?
Not Much!
But more than they think!
Results of 2014 Survey

The Influence of Nutritionists and Dietitians around the Globe

• Eat Well Global and HealthFocus International surveyed 63 nutritionists and dietitians in 14 countries

• Designed to provide a snapshot of many of the issues and opportunities related to food, health & nutrition around the world
Where Do They Seek Information?

- Online databases
- Peer-reviewed journals
- Local dietetic association publications
- Government agencies
- Manufacturer websites
- Pamphlets/handouts from food companies
- Smartphone apps
Which Smart Phone Apps are Credible Sources of Health Information?
How Do Nutrition Professionals in the Food Industry Use Big Data to Better Do Their Job?

- Food Manufacturers
- Food Service
- Retail
Big Data: Food Manufacturers

• Nutrition professionals in the food industry
  – Food and beverage companies
  – Food industry councils, boards and associations
  – PR and communications firms

• Roles and Responsibilities
  – Optimize nutrition components of food products
  – Maintain compliance with food policies, regulations and laws
  – Assist with recipe and ingredient development and modification
  – Engage with health professionals and consumers to provide associated education and marketing on products
Big Data Helps….

Identify Key Influencers
Create Tailored Messages
Develop Impactful Communications to Amplify the Message
How to Use Big Data

• Google search
  – Keyword searches

• Social Media Deep-Dive
  – Keyword searches for topical relevance
  – Consider frequency and quality of content sharing, # and quality of followers, Klout Score

• Tools
  – Cision
  – Other Tools: Followerwonk (Twitter), Circle Count (Google+), Influencers Program (LinkedIn)

Once influencers are identified, search following lists to further expand circle of influencers
Ms. Jemma Andrew-Adiamah  
**Blogger**  
**Celery and Cupcakes Blog**

Opt-out: No
- celeryandcupcakes@gmail.com ✓
- http://celeryandcupcakes.com ✓

**Premium Profile**
Jemma Andrew-Adiamah is a blogger and covers nutrition, fitness and lifestyle. She can be contacted by email.

**Social Demographics**
- **Age**: 10% Male, 90% Female
- **Income**: Under $50k - 35%, $50k - $100k - 35%, $100k - 29%, Over $100k - 9%
- **Audience Type**: Consumer - 78%, Business - 13%, Private - 9%

**Bias**: None
Coming full circle

by JEMMA on NOVEMBER 16, 2014
in BABY AND BEYOND, SUNDAY CATCH UP

Happy Sunday lovely people! I hope you are all having a lovely weekend so far. We had a lovely day out as a family yesterday shopping in Milton Keynes getting some ideas for Christmas. I can’t believe the big day is so close, it’s definitely crept up on me this year.
Big Data: Foodservice

• Nutrition professionals in food service:
  – Health Care Facilities
  – School Systems
  – Universities
  – Corporate
  – Quick Service Operations
  – Restaurant Chains
  – Correctional Facilities
  – Armed Forces
Results of CIA Healthy Menus R&D Collaborative

- Online survey of 37 food service member orgs

- Increase the use of produce across menu
- Decrease sodium across the menu
- Increase use of whole grains across the menu
- Providing a variety of alternatives to sugar sweetened beverages
- Increase the use of intact whole grains
- Eliminate sugar sweetened beverages
Big Data Helps…

- Track Sales of Healthy Item
- Modify Recipes
- Improve Patient Outcomes
Big Data Inputs

- FAO/INFOODS
- USDA Database
- UK FSA Nutrient Database

- NutritionIX
- Enquos

- Gov’t Food Data Systems
- Nutrition Databases
- Manufacturer Data
- User Generated Content
- MyFitnessPal
A La Calc

- Web-based
- Uses UK Nutrient Databank & USDA Database
- “Traffic light” graphics

Nutrition Analysis Made Easy

The online food nutrition information analysis software for labelling products and menus

- Intuitive and easy to use
- kcal
- %
- salt
- %
- FDA food labelling standards
- Allergen information (selected databases)
- FDA approved database of 12,000+ ingredients
- Cost analysis per batch, recipe and portion
- 100% web-based with backups and data encryption

EATWELLGLOBAL
Chicken and Broccoli Casserole

INGREDIENTS: Chicken, Cooked, Diced, White, Soup, Cream of Chicken, Canned, Condensed, Broccoli, Frozen, Chopped, Onions, Fresh, Crumbs, Cracker, Saltine, Sour Cream, Mushrooms, Canned, Incl. Liquids

CONTAINS: Milk

Nutrition Facts
Serving Size 6 ounces (197g)
Servings Per Container 1

Amount Per Serving
Calories 220 Calories from Fat 70
% Daily Value
Total Fat 8g 13%
  Saturated Fat 2.5g 13%
  Trans Fat 0g
Cholesterol 65mg 22%
Sodium 560mg 23%
Total Carbohydrate 12g 4%
  Dietary Fiber 2g 7%
  Sugars 2g
Protein 25g

Vitamin A 10%  •  Vitamin C 30%
Calcium 4%  •  Iron 10%

*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

Type whatever free text you want to appear on the label here.
<table>
<thead>
<tr>
<th>Name</th>
<th>Portion Size</th>
<th>Amount Consumed</th>
<th>Calories (kcal)</th>
<th>Protein (gm)</th>
<th>Carbs (gm)</th>
<th>Fiber/Dry (gm)</th>
<th>Fat (gm)</th>
<th>Cholesterol (mg)</th>
<th>Sodium (mg)</th>
<th>Potassium (mg)</th>
<th>Calcium (mg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tossed Salad w/ Tomatoes</td>
<td>1 cup</td>
<td>1/4</td>
<td>9</td>
<td>0.5</td>
<td>1.9</td>
<td>0.7</td>
<td>0.1</td>
<td>4</td>
<td>111</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Chicken and Broccoli Casserole</td>
<td>6 ounce</td>
<td>1/3</td>
<td>78</td>
<td>0.5</td>
<td>4.0</td>
<td>0.5</td>
<td>3.0</td>
<td>23</td>
<td>188</td>
<td>101</td>
<td>16</td>
</tr>
<tr>
<td>Whipped Sweet Potatoes</td>
<td>1/2 cup</td>
<td>All</td>
<td>0.5</td>
<td>1</td>
<td>139</td>
<td>1.2</td>
<td>3.9</td>
<td>0</td>
<td>78</td>
<td>224</td>
<td>19</td>
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<tr>
<td>Margarine</td>
<td>1 pat</td>
<td>0.33 pat</td>
<td>12</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1.3</td>
<td>0</td>
<td>150</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>Whole Wheat Roll</td>
<td>1 each</td>
<td>2/3</td>
<td>0.67</td>
<td>0.3</td>
<td>70</td>
<td>2.2</td>
<td>1.1</td>
<td>0</td>
<td>145</td>
<td>29</td>
<td>23</td>
</tr>
<tr>
<td>Angel Food Cake</td>
<td>1 slice</td>
<td>3/4</td>
<td>0.75 slice</td>
<td>1.3</td>
<td>55</td>
<td>13.3</td>
<td>0.2</td>
<td>0</td>
<td>150</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>Tea</td>
<td>1 cup</td>
<td>All</td>
<td>3</td>
<td>0.2</td>
<td>0.5</td>
<td>0.1</td>
<td>0</td>
<td>0</td>
<td>63</td>
<td>8</td>
<td>8</td>
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<tr>
<td>Creamer Packet, Liquid</td>
<td>1 individual</td>
<td>All</td>
<td>19</td>
<td>0.1</td>
<td>1.6</td>
<td>0.0</td>
<td>1.4</td>
<td>0</td>
<td>9</td>
<td>27</td>
<td>1</td>
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<tr>
<td>Milk, Nonfat, 8 oz</td>
<td>1 each</td>
<td>1/2</td>
<td>0.5</td>
<td>0.1</td>
<td>42</td>
<td>4.1</td>
<td>0.0</td>
<td>0.1</td>
<td>2</td>
<td>51</td>
<td>191</td>
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<tr>
<td>Salt Substitute Packet</td>
<td>1 each</td>
<td>0.33 each</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Pepper Packet</td>
<td>1 packet</td>
<td>0.33 packet</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Sugar Substitute Packet</td>
<td>1 packet</td>
<td>0.33 packet</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>McDonald's, Big Mac, item 7.6 oz</td>
<td>1 Each</td>
<td>All</td>
<td>563</td>
<td>25.9</td>
<td>44.0</td>
<td>3.5</td>
<td>32.8</td>
<td>79</td>
<td>1007</td>
<td>1245</td>
<td>396</td>
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**Daily Totals:**

<table>
<thead>
<tr>
<th>Calories</th>
<th>Protein</th>
<th>Carbs</th>
<th>Fiber/Dry</th>
<th>Fat</th>
<th>Cholesterol</th>
<th>Sodium</th>
<th>Potassium</th>
<th>Calcium</th>
</tr>
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<tbody>
<tr>
<td>991</td>
<td>43.9</td>
<td>108.6</td>
<td>9.0</td>
<td>43.9</td>
<td>104</td>
<td>1665</td>
<td>1245</td>
<td>510+</td>
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</tbody>
</table>
Big Data: Retail (Supermarkets)

• Nutrition professionals in supermarkets:
  – Lead corporate level health/nutrition communication
  – Provide in-store shopper consultations
  – Give store tours
  – Hold community and in-store health/wellness events
  – Serve as health ambassadors for the retailer
  – Provide expertise in labeling/regulatory
  – Serve as consumer advisors
  – Implement corporate wellness programming
  – Advise category managers on products
Big Data Helps….

- Educate Consumers
- Understand Consumer Behaviour
- Measure Effectiveness of Health Promotions
Big Data: Evaluate Marketing Activities

• “Electronic supermarket sales data, inventory data and loyalty card output, which are not typical public health research tools, can be used to evaluate the impact of food marketing for diverse populations.”

Mobile phone apps

“Empowers individuals to understand ingredients in their food and make more informed choices” using CPG data from Gladson

Get food scores and healthy alternatives
Learn how foods fit your diet
Avoid ingredients you don’t want
Earn rewards for your feedback
Big Data: The Future

• Correlate individual sales data with nutrition info, link with GP or nutritionist for personalized advice

--Onno Franse, Program Director Healthy Living and Care for the Environment
Retail dietitians & nutritionists

• “One of the fastest trends in retail...is the hiring of registered dietitians to engage shoppers and leverage health and wellness as a competitive advantage.” -RDBA
Thank You!

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