

WHAT'S TRENDING in NUTRITION 2017

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POWERING CHANGE
Food, Nutrition & Wellness Communications
Today's Dietitian

Exclusive Trends Data Through the RD Lens: A Look at 2017's Nutrition Trends

The Experts

More than 1,700 responses

For the last five years, the **What's Trending in Nutrition** survey has been a leader in identifying and tracking the next significant trends in food for the upcoming year.

Pollock Communications and leading nutrition trade magazine, **Today's Dietitian**, released the results of their fifth annual "What's Trending in Nutrition" national food trend survey, which polled over 1,700 registered dietitians (RDs) across the country on big trends in food and eating. This year overall, results reveal a decline in consumer interest in dieting. Instead, many are choosing clean and mindful eating as their path to healthier living.

What is influencing nutrition information?

Where consumers get their nutrition information:

- 73% from Blogs and Websites
- 70% from Social Media
- 58% from Television/Radio

Where consumers get the most nutrition misinformation:

- 77% from Social Media
- 67% from Blogs and Websites
- 63% from Celebrities (actors, professional athletes, other personalities)

For more results and information on the survey, contact:



Where do nutrition trends start?

29%
TV Talk Shows
or News
Segments



24%
Social Media



16%
Celebrities



What Tools are RDs using?

80% of RDs use MyPlate for nutrition education
Most recommended tools for nutrition education

- 84% Nutrition Facts Label
- 80% Food Groups (fruits, vegetables, dairy, grains and protein foods)
- 77% MyPlate



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