

# Wellness Foods<sup>®</sup>

THE MAGAZINE FOR HEALTHY FOODS & BEVERAGES

## **Wellness Foods Readership and Trends Study Results**

June 2006

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Mail Date: June 1, 2006

The sample returns were cut off for editing, tabulation, and analysis on June 20, 2006.

Results of the mailing are as follows:

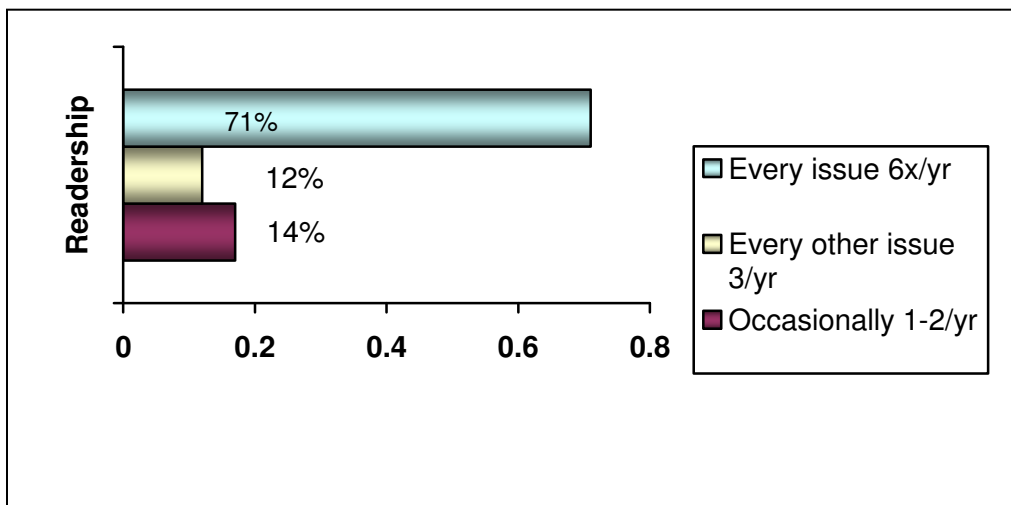
Gross Mailing.....	6,339
Less: Nondeliverables/Unusables.....	254
Net Mailing.....	6085
Number of Usable Returns.....	148
Rate of Return.....	2.4%

<b>Respondents by Title</b>	<b>%</b>
Research & Development	41%
Corporate Management	17%
Sales & Marketing	13%
Plant Operations	11%
QA/QC	8%
Engineering	4%
Purchasing	3%
Consultants	3%

**1. How regularly do you read Wellness Foods magazine?**

Every Issue (6/yr)	60.3%	88
Every other issue (3/yr)	10.3%	15
Occasionally (1-2/yr)	14.4%	21
New Subscriber	15.1%	22

**Readership (new subscribers not included)**



**2. Please choose all that apply: Wellness Foods keeps me up to date on....**

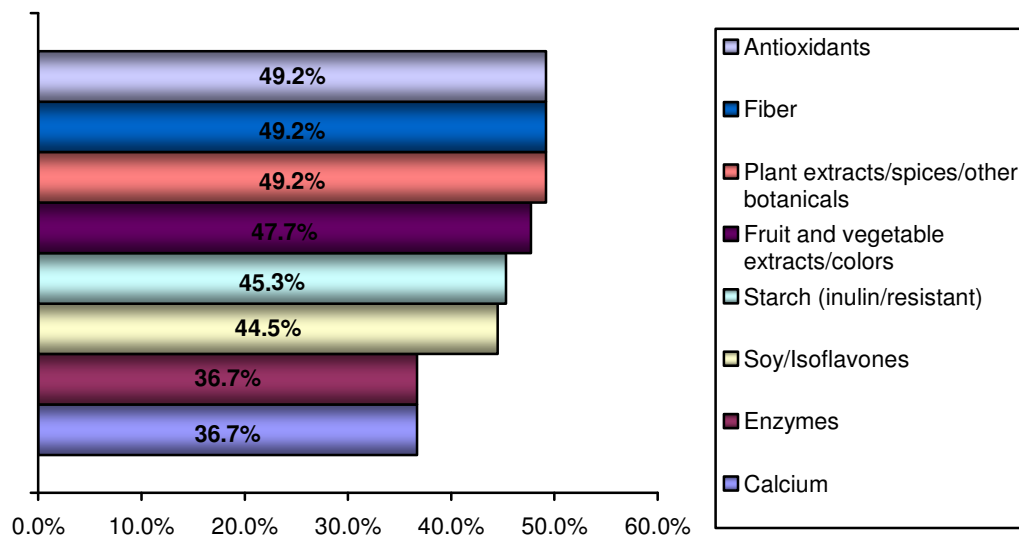
New products in the wellness foods & beverages category	84.1%	122
Wellness food market trends/fads	77.2%	112
Consumer interest & trends in the wellness market	72.4%	105
New product development applications & production technology	69.0%	100
Regulatory issues	44.8%	65

### 3. What would you change about Wellness Foods?

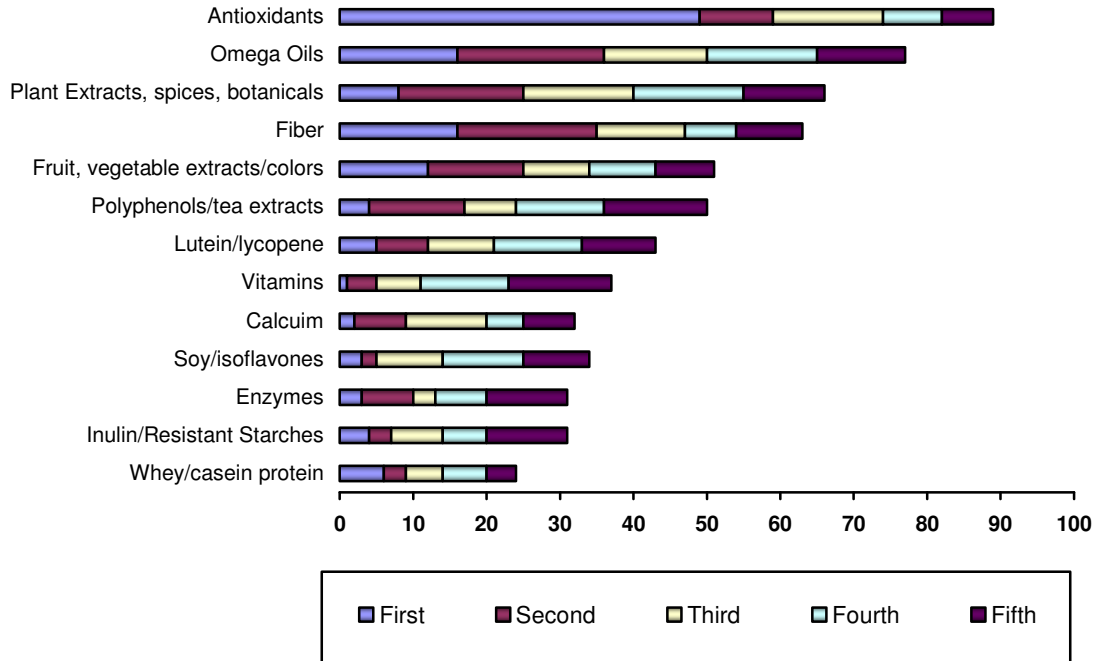
(You may check more than one item)

Provide more resource leads	55.7%	78
Make articles more technical	42.1%	59

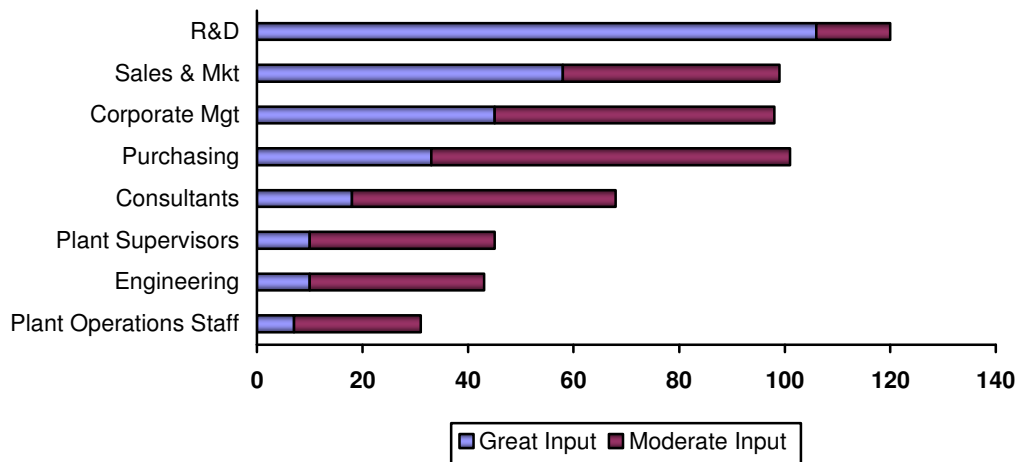
### 4. What health/wellness ingredients for food and beverage production does your company usually purchase? (Please check all that apply)



**5. What health/wellness ingredients for food and beverage productions do YOU see becoming hot trends? (pick top 5 only)**



**6. Which of the following departments participate in the decision-making process to assess need for and/or purchase nutritional ingredients? (Please check all that apply AND indicate if they have great input, moderate input or no input)**



**7. How often do you visit/browse Wellness Foods Online (either via [www.wellnessfoodsonline.com](http://www.wellnessfoodsonline.com) or [www.foodprocessing.com](http://www.foodprocessing.com))?**

	Response Percent
<b>Occasionally</b>	<b>43.7%</b>
Did not know it existed/Haven't used it yet	21.4%
Never	15.9%
Monthly	10.3%
Weekly or more	8.7%

**8. What types of info do you seek on the Web? (Please check all that apply)**

	Response Percent
Background on specific ingredients	81.6%
Trends	68.8%
Industry news	61.6%
Regulatory issues	57.6%
Ingredient purchasing possibilities	43.2%
White papers	22.4%

**9. What food/health issues keep you awake at night? (Please check all that apply)**

	Response Percent
Am I missing the trends?	43%
Will science disprove everything we thought we knew about nutrition?	31.4%
Am I up to date on labeling issues?	28.9%
Did I just invest heavily in a passing fad?	18.2%
Will it cost too much to reformulate to meet trends?	18.2%
Will the ingredients I focus on most turn out to be harmful instead of healthful?	18.2%

## Open Ended Results

### What food/health issues keep you awake at night?

- Confused public
- How can the food industry refocus to developing great food products that maintain health instead of a simple process/profit focus?
- Will product's shelf-life hold up? Will product act the same for consumer as it did in testing?
- Am I using any ingredient that will result in allergic reactions?
- I really can not say that I would actually be kept awake at night by any of the above; however, all of those listed are always a concern.
- Raw material costs

## What can we add to our coverage / what stories or topics would you like us to cover?

- Overseas markets
- School food service
- Specific application suggestions
- Specialty food ingredients and their applications. The foreign markets are continuing to grow and but their food processors are very much still dealing/using with simple (low tech) commodities.
- **Did this new substance actually perform as thought when commercialized?**
- More stories on entrepreneurs and more novel approaches to solving the needs/issues of nutrition.
- Have a segment on emerging issues
- More on upcoming trends especially those that are expected to last.
- Growth and strength in organics. More produce related articles.
- **More market numbers would be beneficial.**
- **More information on partner manufacturers to work with.**
- New products or innovations
- Cost cutting tips, tricks and opportunities
- Regulatory aspects of labeling for wellness; all natural claims – USDA vs. FDA
- An assortment of “way out” ideas that are not practical today, but with a lot of thought could be developed, and possible a source of funding for some.
- Position of dairy foods within the Wellness category
- More in-depth analysis
- **The ultimate test of this emerging industry is finding ways to establish proof between cause & effect. The benefits of nutraceuticals take years to prove but companies/people with a vested interest in selling them seem to have data that sustains their efficacy. The data is almost never compelling - how do we separate the real items from the get rich quick hucksters.**
- More articles on the impact/influence of food safety and security on health and wellness (and vice versa). i.e. avian flu and mad cow disease updates; what these issues mean for consumers and manufacturers.
- Anything marketing- or consumer research-focused
- Actual samples of wellness foods in the markets
- **I think that it is important to clarify the concept of "natural" and "natural" highlighting the fact that some ingredients are not easy to replace with their natural/clean label counterparts simply because they do not exist or because it does not perform. It will also help to understand the functionality difference between natural outsourced vs. synthetic vitamins.**
- The organic and functional foods articles are particularly interesting.
- Address problems in the industry. Oils that can be plated and don't turn rancid, diet trends, etc.
- More product development for the kids' foods
- More FDA data on health/wellness foods
- More on product development pipeline future consumer needs/desires
- Health foods and upcoming trends. Product development. Regulation changes especially related to export markets.

**What can we add to our coverage / what stories or topics would you like us to cover?  
(contd.)**

- There are many other magazines covering topics of health but not well. Your magazine could become the summary of health showing the big picture. Each month choose a health category and be the magazine everyone turns to get the picture. The food industry now crosses over into many areas. You could be the magazine that is the authority.
- I like the coverage of trends and how the market is affected short and long term
- More consumer needs/wants

**What do you like *least* about Wellness Foods magazine? (Please be blunt, but please be specific.)**

- I'd like to see some information about "really" small companies in the development stage. Companies struggling to make their mark on the market. Wellness appears to focus on companies that have "made it."
- Feeling of being overwhelmed with all the terms I am not familiar that are used in some articles.
- Needs less industry bias. It seems to be overly sympathetic to food companies when it should be challenging them to raise the bar and take real/meaningful steps toward improving the nutritional quality of processed food.
- Do we need a paper version...maybe on-line is better...save time, ease of search...etc.
- Would like more information about the real or perceived benefits that some ingredients offer.
- Allow for separation between articles so they can be torn out, stapled and passed on
- Need more meat ingredient information
- Sometimes the articles extend too much around an issue. Since we are all busy professional, all what is needed is a well rounded summary of key elements with indications of sources for additional research if the person is interested in obtaining more in-depth information
- Very few trial offers or "free samples" of the newest items
- Some of the advertisements promote claims which do not seem to have scientific validation.
- There are so many functional foods coming out and it's hard to gauge based on the press they receive how credible the science is. I wish there was some kind of metric that gave a sense as to the credibility of the science behind a story regarding benefits of a functional food.
- Ads that depict ingredients/products that are not truly healthful
- As long as you continue to relate your product info to health categories and healthy outcomes then you are golden. I see it in retail everyday as I bridge R&D/application to the actual store level as the product hits the store shelf. Consumers are scared! The product better work or it dies.
- Would like more product development types of articles.
- Product development and technical information
- The articles are not as industry oriented as would be helpful. I need to know how to deliver wellness foods to my customers without sacrificing taste. I can get general wellness information in many places; I need information that will help with development issues regarding wellness foods.
- Not enough contact information i.e. the technical directors of the companies listed