

The Age of Enlightened Eating



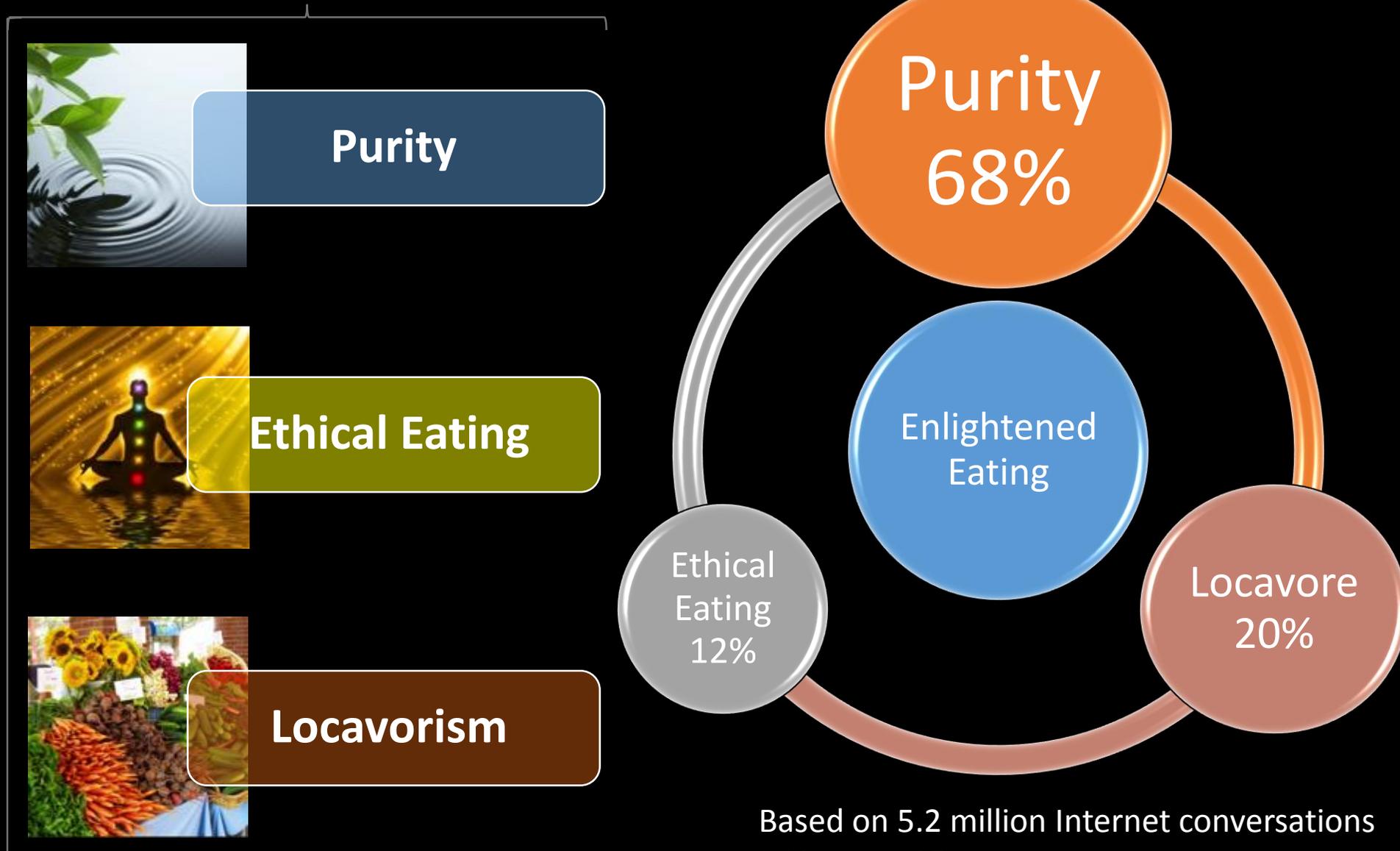
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The Age of Enlightened Eating



6% Influencer 20% Non-Influencer

Components of Enlightened Eating – Share of Internet Information



Based on 5.2 million Internet conversations
2010 to 2015

TOP 6 MOST PASSIONATE TOPICS



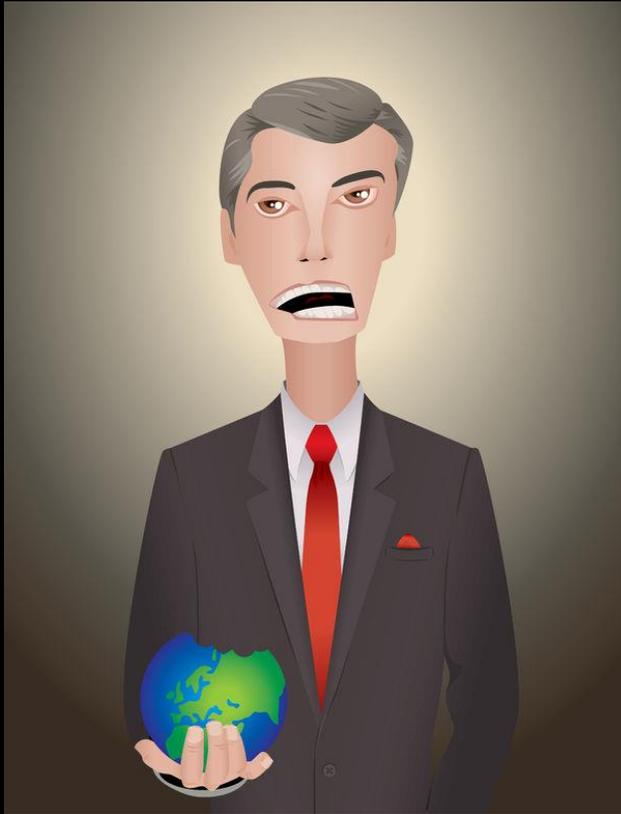
5 Implications for Agriculture and Business

1. Farmer is Rock Star



5 Implications for Agriculture and Business

2. “Big” = Villain



Government



Big Corporations



Science

5 Implications for Agriculture and Business

3. Sustainability Story is Orphaned



5 Implications for Agriculture and Business

4. Nutrition is “passé”



Out



In

5 Implications for Agriculture and Business

5. Organic is their answer

