

# Growing Number of Consumers Making “Healthier” Food Choices

## Eating Out

- Locally sourced meats
  - Locally grown produce
    - Environmental sustainability
      - Healthful kids meals

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### Supermarkets

- “Healthfulness” from 61% to 71%
- Trails only taste (90%) and price (73%)
  - *Gluten free viewed as more healthy in general consumption. **Has moved out of the allergen category***

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## Sources of Information

- 280% growth in YouTube food channels