

Canned Food: An Important Role Of the American Diet

The Can Manufacturers Institute (CMI) recently conducted a short omnibus study in order to better understand how people are consuming canned foods and what proportion of fruits and vegetables are sourced from cans.

The survey found that canned foods play a very important role as a staple of the American diet, with a significant percentage of Americans depending on canned fruits and vegetables as part of their produce intake. And those on food assistance consume canned fruits and vegetables at an even higher rate than the average American. The following are key points from the survey and the methodology.

Americans Depend on Canned Foods...

- 97 percent of Americans have consumed at least one type of canned food in the past month
- 90 percent have consumed a canned fruit or canned vegetable within this time frame

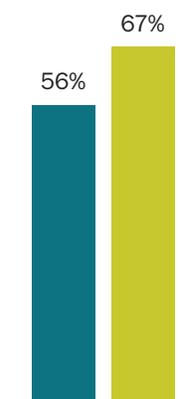
They Struggle with Fresh Fruit and Vegetables...

- 41 percent of Americans feel they have “limited access to stores or farmers markets that have affordable, quality fresh fruits and vegetables”
- Americans estimate that they waste just under one fifth (17%) of the fresh produce they purchase due to spoilage, poor quality or bad taste

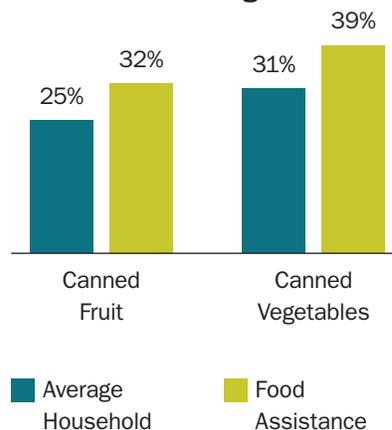
Those on Food Assistance Rely More Heavily on Canned Foods...

- In an average week, Americans consume more than five (5.5) cans of fruits and vegetables. Those who receive food assistance through the Supplemental Nutrition Assistance Program (SNAP) and Women, Infant and Children Programs (WIC) consume 7.1 cans of fruits and vegetables, an additional 1.6 cans in an average week.
- One quarter (25%) of the fruit consumed in the average American household is sourced from cans; this proportion rises to nearly one-third (32%) of all fruit consumed in SNAP and WIC households.
- Just under one third (31%) of the vegetables consumed in the average American household is sourced from cans; this proportion rises to well more than one-third (39%) in SNAP and WIC households.
- More than half of the respondents (56%) feel canned fruits and vegetables are extremely or very important in helping them prepare convenient, nutritious and affordable meals. This number rises to two-thirds (67%) of those on food assistance (SNAP/WIC).

Canned Foods Deemed Extremely or Very Important in Helping Americans Prepare a Meal



Consumption of Canned Fruit and Vegetables



Methodology

The survey was conducted by Toluna Omnibus with a national sample of 1,017 U.S. adults, aged 18+, balanced on key demographics: age, sex and region, with a margin of error of +/- 3%. The survey, conducted on-line, was fielded from July 25-27, 2012. From the primary sample, the following group was identified for comparative analysis: SNAP/WIC Food Assistance – U.S. adults who indicate that within the past year they or someone in their immediate family participated in any of the SNAP or WIC food assistance programs. (Sample of 211, Margin of Error +/- 7%)



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