

# Survey of RD Recommendation and Personal Consumption of Canned Foods

Designed and Analyzed by FoodMinds on Behalf of  
the Can Manufacturers Institute

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# Background

# Registered Dietitian survey overview

## Objective

- Prove that nutrition professionals rely on cans to feed their families and recommend canned foods to their clients and patients as part of a healthy eating pattern
- Reinforce key campaign messages and calls to actions as endorsed and practiced by Registered Dietitians (RD)

## Sample

- 311 practicing registered dietitians, currently in a position where they provide nutrition and dietary guidance to their clients and patients
- Data gathered between November 11th and November 19th, 2013
- Detailed characteristics of the sample can be found in the appendix

## Design

- On-line survey programmed by [SampleVibe](#)
- 20 minute on-line questionnaire

# Registered Dietitian survey overview

## Survey measures

- Percentage of clients to whom RDs recommend canned, fresh, frozen or other versions of
  - Fruits, vegetables, tuna, salmon, beans/legumes
- Importance of canned foods in making home cooked meals easy
- Perceptions on range of performance attributes – good for clients with:
  - Limited access to fresh
  - Hectic schedules
  - Limited cooking skills
  - Saving preparation time
  - Can be stored easily until they are needed
  - No waste or spoilage

# Registered Dietitian survey overview

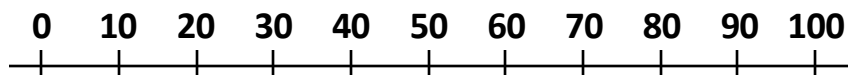
## Survey measures

- RDs beliefs about use of canned foods
  - Superiority of canned foods on performance attributes
  - Can be just as, or more nutritious than fresh
  - Better value
  - Year round availability
  - The canning process locks in nutrients and flavor, as most fruits and vegetables are canned shortly after being picked at peak ripeness
- RDs personal consumption of canned foods to feed their families
  - Percentage of RDs using canned foods
  - Importance to them in preparing great tasting, nutritious and convenient meals
  - Specific types of canned foods they use
  - Proportion of key food group consumption in cans

# Background on question used to estimate the degree to which RDs recommend various types of foods to their clients or patients

Q: When counseling your clients or consumers about eating more fruits, to what percent of these individuals do you recommend the following types of fruit

**Canned fruits in 100% juice**



This question produces two measures for each type of food

**% of RDs that Recommend**

Because RDs can indicate “0” for any type of food, the question provides a measure of the proportion of RDs that recommend the food as a meal/menu option to any of their clients. As most RDs are trained to see “all forms matter” this number is usually in the 80 to 90% range.

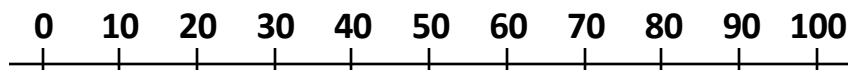
**% of Patients that Receive the Recommendation**

Responses can also be averaged across all RDs to provide a measure of the average proportion of their clients to whom a particular type of food is recommended. This number can vary considerably as the specific type of food may not be ideal or appropriate for all patients.

## Dried fruit example

Q: When counseling your clients or consumers about eating more fruits, to what percent of these individuals do you recommend the following types of fruit

### Dried fruits



This question produces two measures for each type of food

95% of RDs recommend  
dried fruit to . . .

. . . an average of 50% of  
their patients

#### RD RECOMMENDATION

As most RDs are trained to see “all forms matter,” over nine in ten RDs indicate that they use the dried form as a tasty and convenient option to help people increase their intake of fruit.

#### PATIENTS RECEIVING RECOMMENDATION

However, as dried fruit is not to everyone’s taste, and is higher in sugar than fresh fruit, RDs do not recommend it to all of their patients. Indeed, RDs only recommend the dried form to about half of the patients and clients that need to increase their intake of fruits.

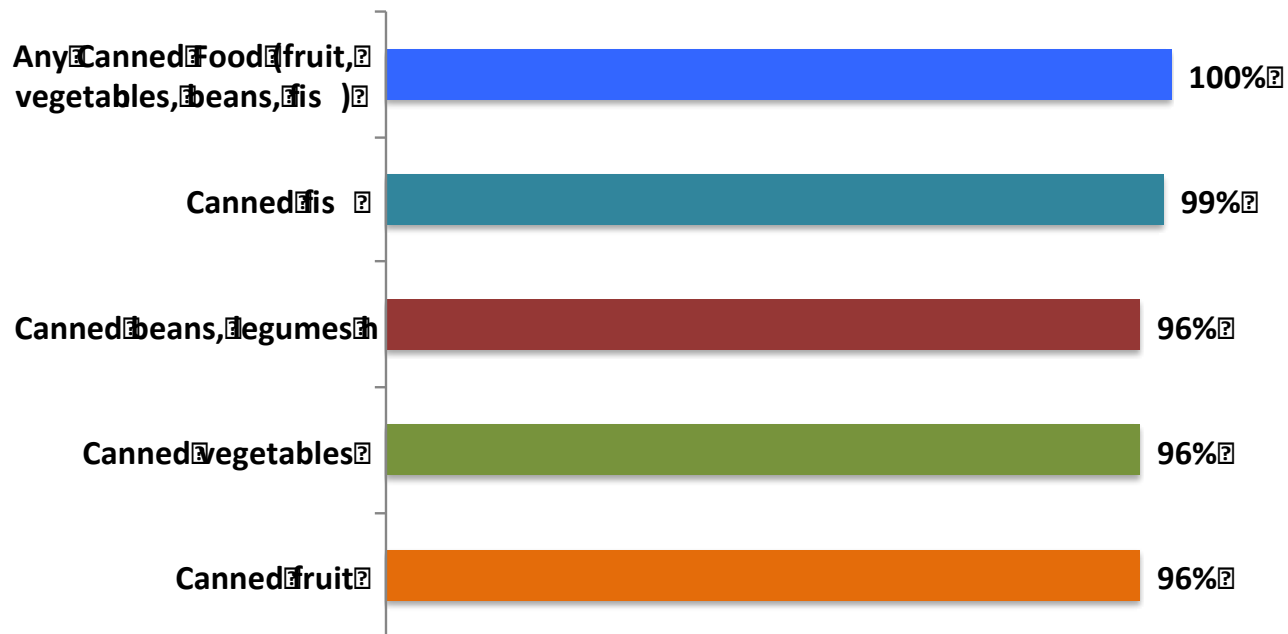


# Levels of RD Recommendation and Percent of Patients Receiving Recommendations

# Canned food recommendations are nearly universal among RDs

- 100% of RDs recommend some form of canned foods to a significant proportion of their patients who need to incorporate more of these important food groups in their diets – fish, beans and legumes, vegetables, and fruits
- For each individual food group, more than nine in ten RDs recommend canned foods to at least some of their patients

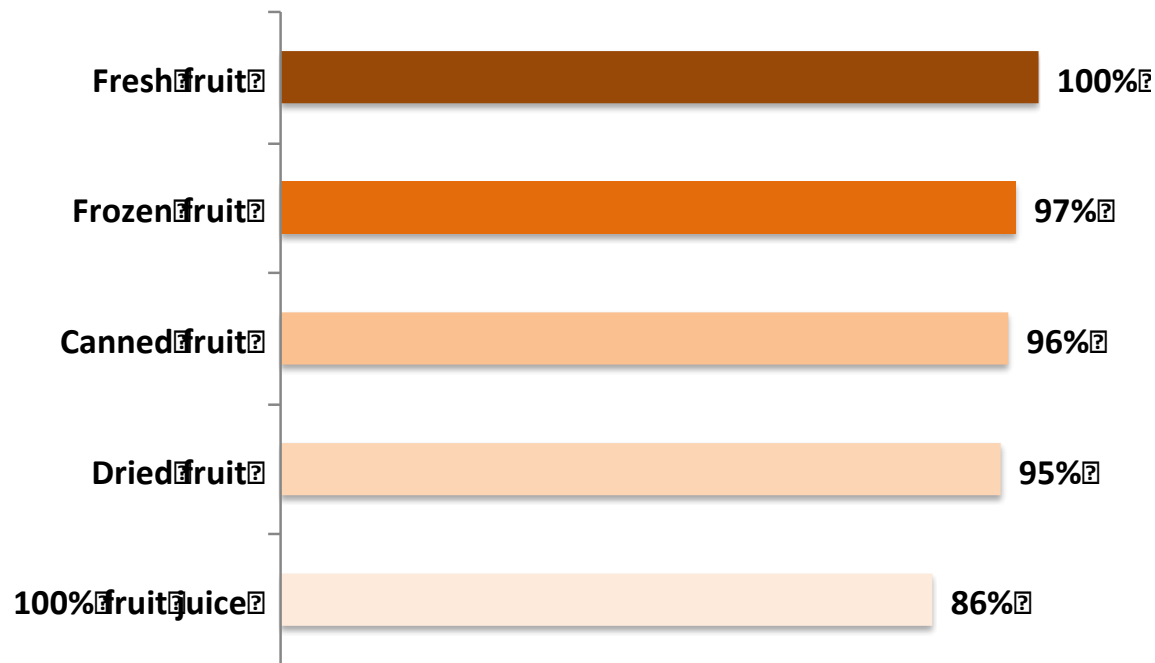
## Percent of RDs Recommending Canned Form to Their Patients



# Canned fruit plays an important role in helping RDs make sure their clients are eating enough fruit

- The percentage of RDs recommending canned fruit is over 9 in 10 and is very similar to the proportion of RDs that recommend frozen, fresh and dried fruits to patients that need to consume more fruit

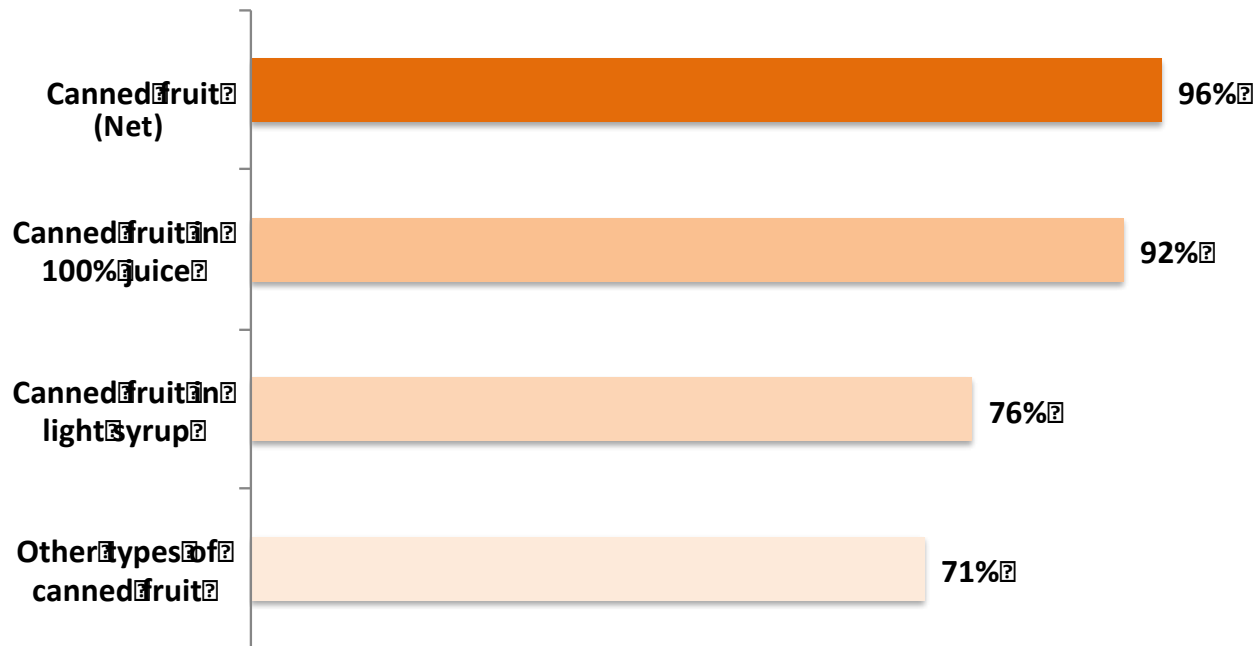
## Percent of RDs Recommending Type of Fruit to Their Patients



# The most frequently recommended form of canned fruits are those packed in 100% juice

- Nine in ten RDs recommend canned fruits in 100% fruit juice to their clients that need to be consuming more fruit
- Other forms of canned fruit are also recommended by a significant majority of RDs

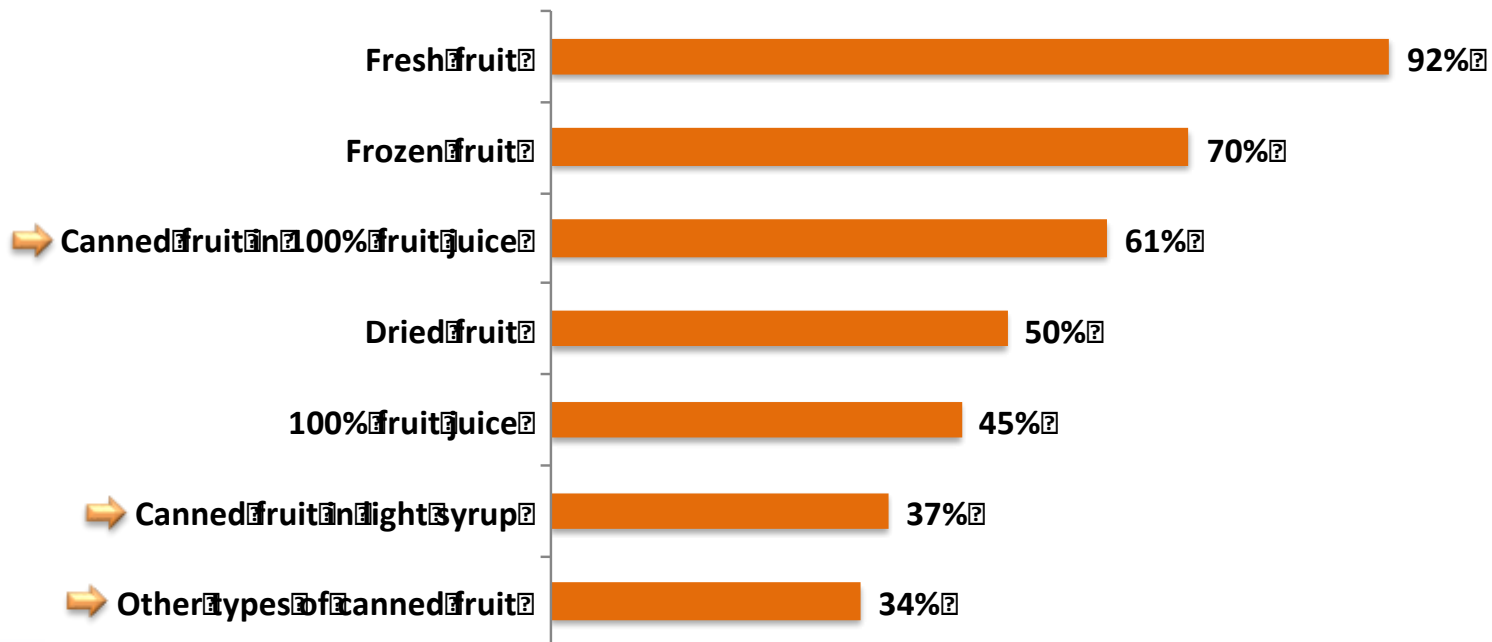
## Percent of RDs Recommending Type of Canned Fruit to Their Patients



# The percentage of patients receiving recommendations varies by type of fruit with fresh, frozen and canned being the dominant types

- Fresh, frozen and canned in 100% juice are the most widely recommended types of fruit – all three are recommended to a majority of patients that need to be consuming more fruit
- Of canned fruits, fruit in 100% juice is the preferred form, recommended to six in ten of patients who need to be consuming more fruit
- Fresh fruit is the dominant type, recommended to over nine in ten patients who need to be consuming more fruit

## Average Percent of Patients Receiving a Recommendation for a Specific Type of Fruit



## As with fruit, RDs are open to using all forms when trying to help their clients increase their consumption of vegetables

- The proportion of RDs recommending canned vegetables is over 9 in 10 and is very similar to the proportion of RDs that recommend frozen, and fresh vegetables

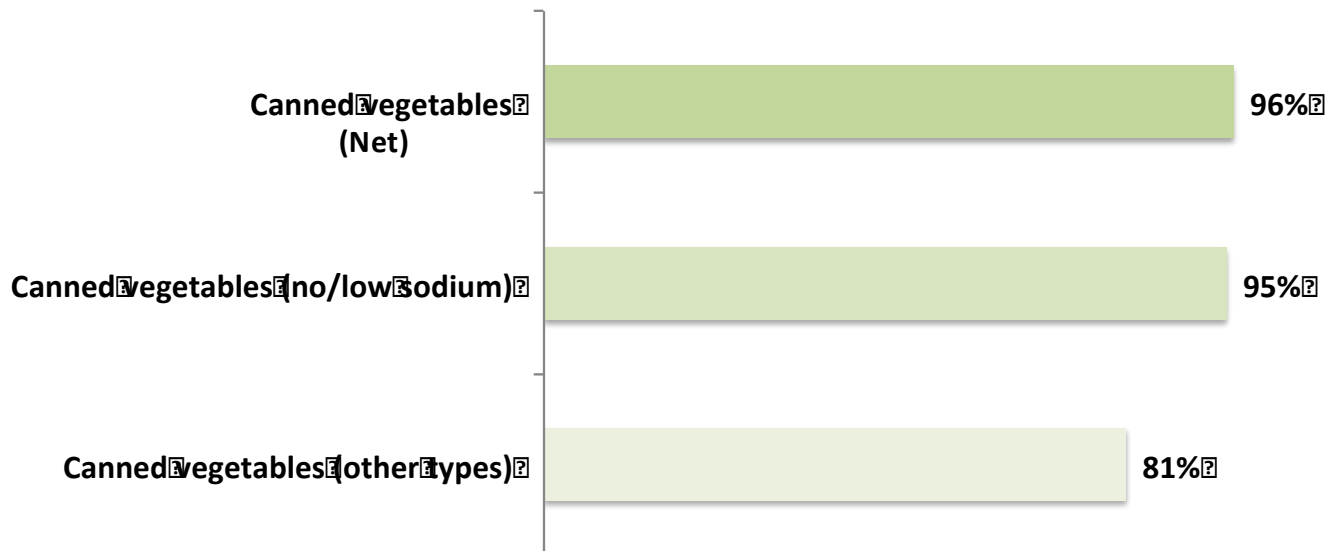
### Percent of RDs Recommending Type of Vegetables to Their Patients



# The most frequently recommended forms of canned vegetables are no and low sodium

- More than nine in ten RDs recommend canned no and low sodium canned vegetables to an average of 60% of their clients that need to be consuming more vegetables
- Other forms of canned vegetables are also recommended by a significant majority of RDs

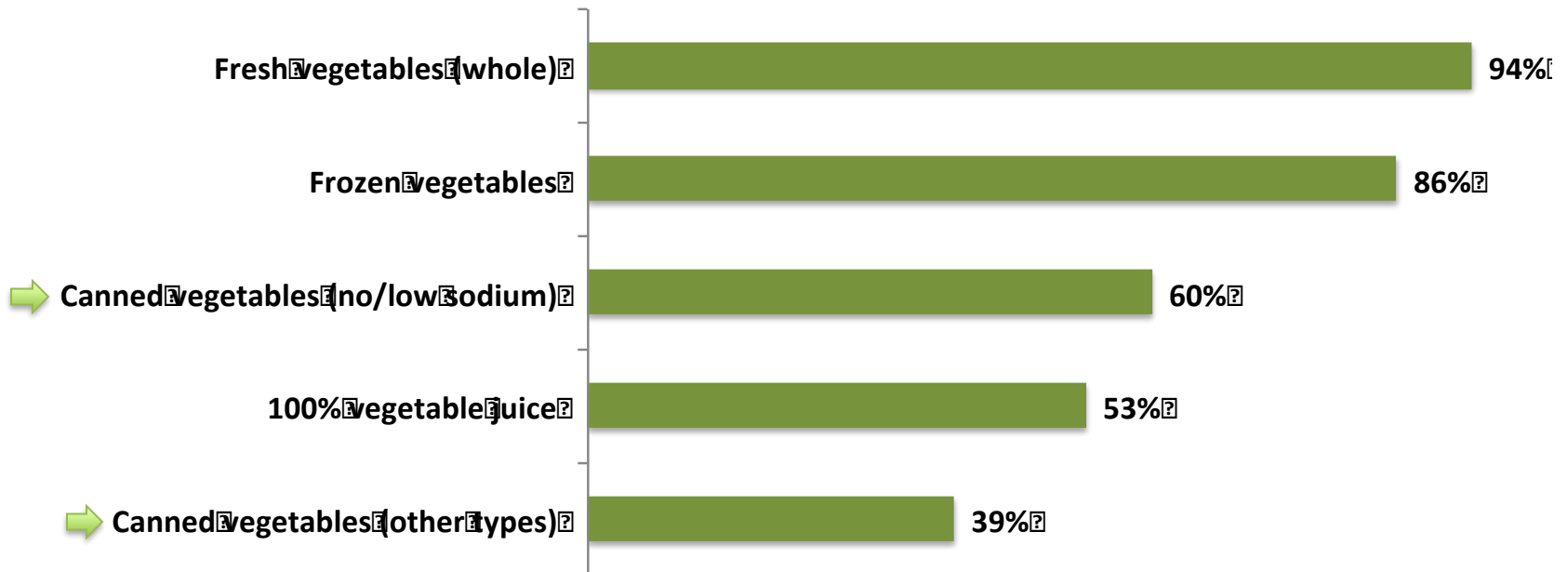
## Percent of RDs Recommending Type of Canned Vegetables to Their Patients



## The percentage of patients receiving recommendations varies by type of vegetables, with fresh, frozen and canned recommended most often

- RDs recommend fresh vegetables to more than nine in ten of their clients that need to be consuming more vegetables
- No and low sodium canned vegetables are the most widely recommended forms of canned vegetables, recommended to an average of six in ten patients that need to be consuming more vegetables
- Other forms of canned vegetables are also recommended by RDs to over one third of their client base

### Average Percent of Patients Receiving a Recommendation for a Specific Type of Vegetables

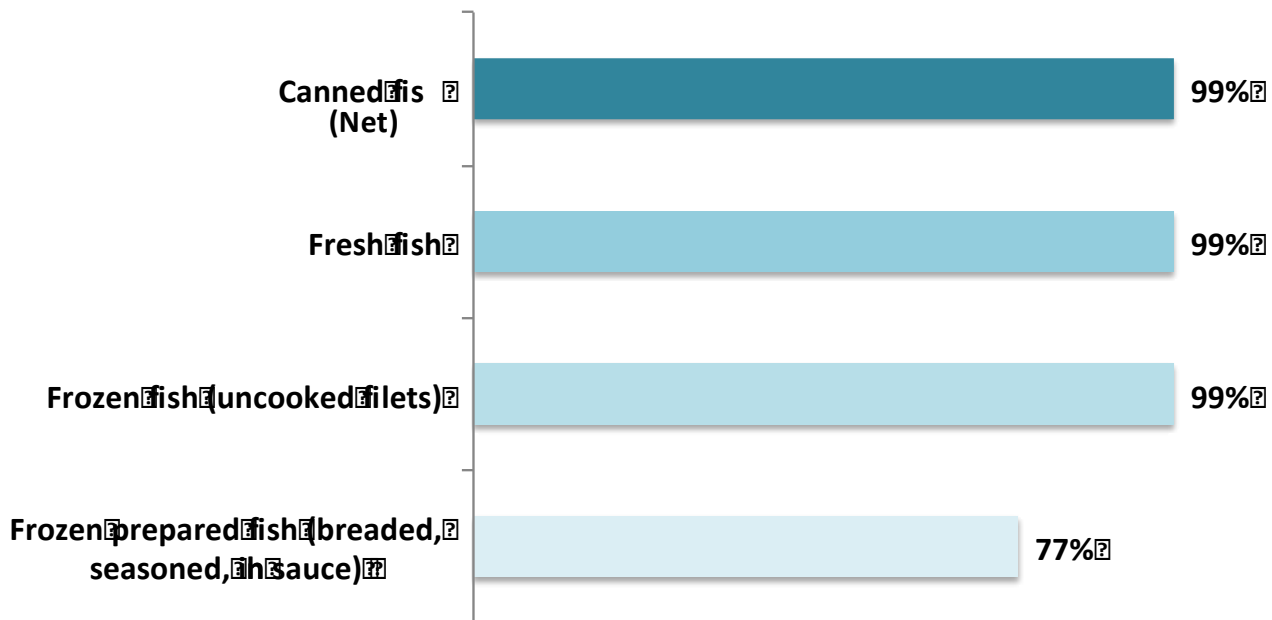




# Canned, fresh and frozen fish are recommended by nearly all RDs to their patients who need to be eating more fish in their diet

- The percentage of RDs recommending canned fish is over 9 in 10 and is very similar to the proportion of RDs that recommend frozen, and fresh fish and frozen uncooked filets

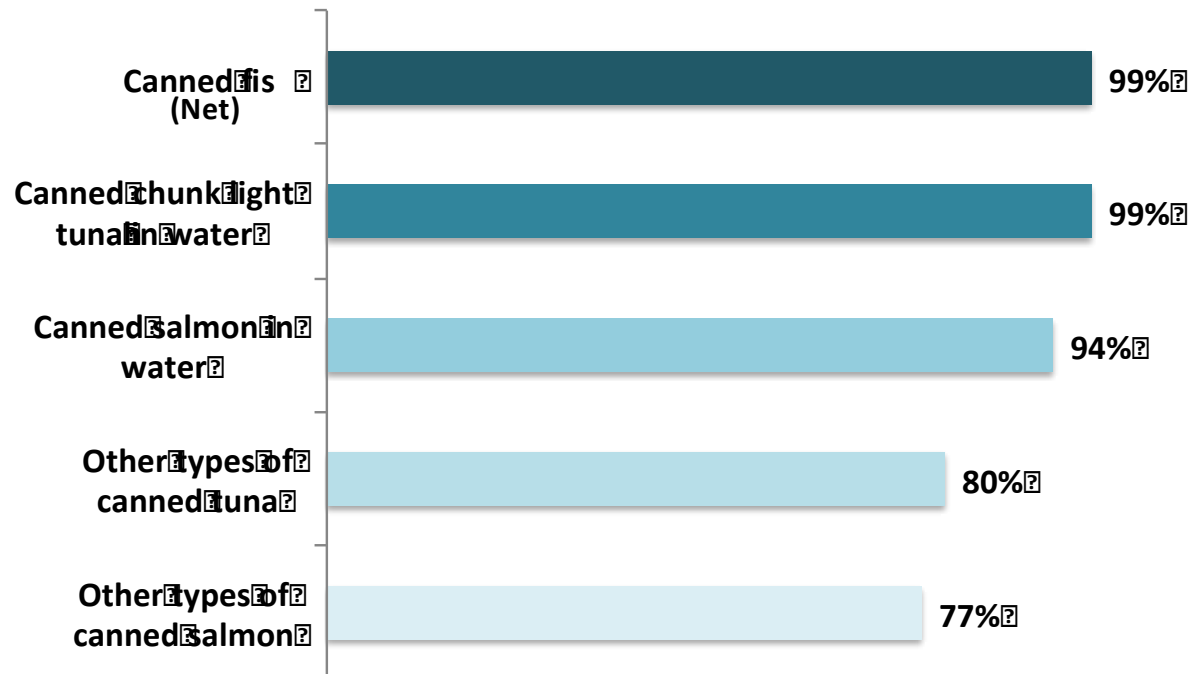
## Percent of RDs Recommending Type of Fish to Their Patients



# The most frequently recommended form of canned fish is chunk light tuna in water

- Nearly all RDs recommend the canned form of fish to their clients that need to consume more fish within their diet
- Other types of canned fish, including salmon are also recommended by a significant majority of RDs; canned salmon in water is recommended by 94% of RDs

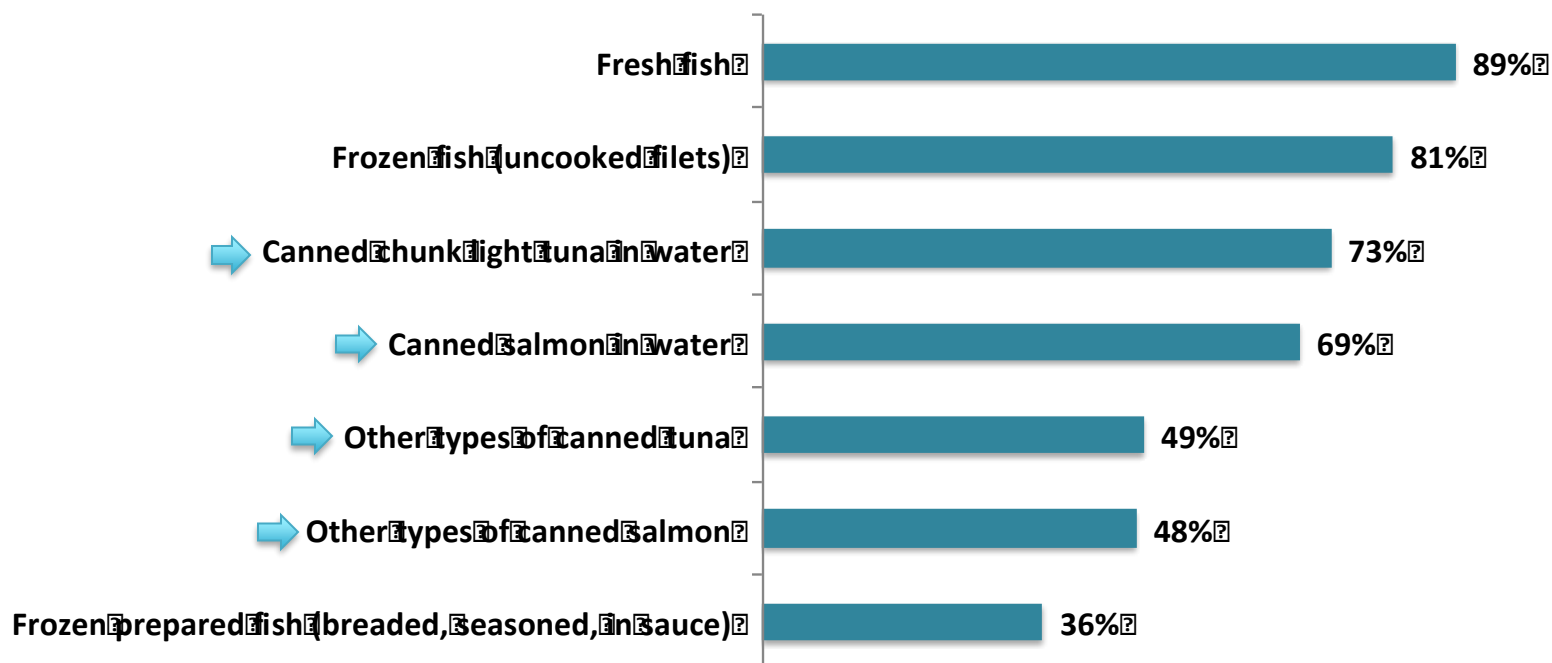
## Percent of RDs Recommending Type of Canned Fish to Their Patients



# Fresh, frozen and canned fish are widely recommended to significant majority of patients that need to increase their consumption of fish

- Canned chunk light tuna and salmon in water are both recommended to about seven in ten patients that need to increase their intake of fish
- Fresh and frozen fish are recommended to more than eight in ten patients that need to be eating more fish

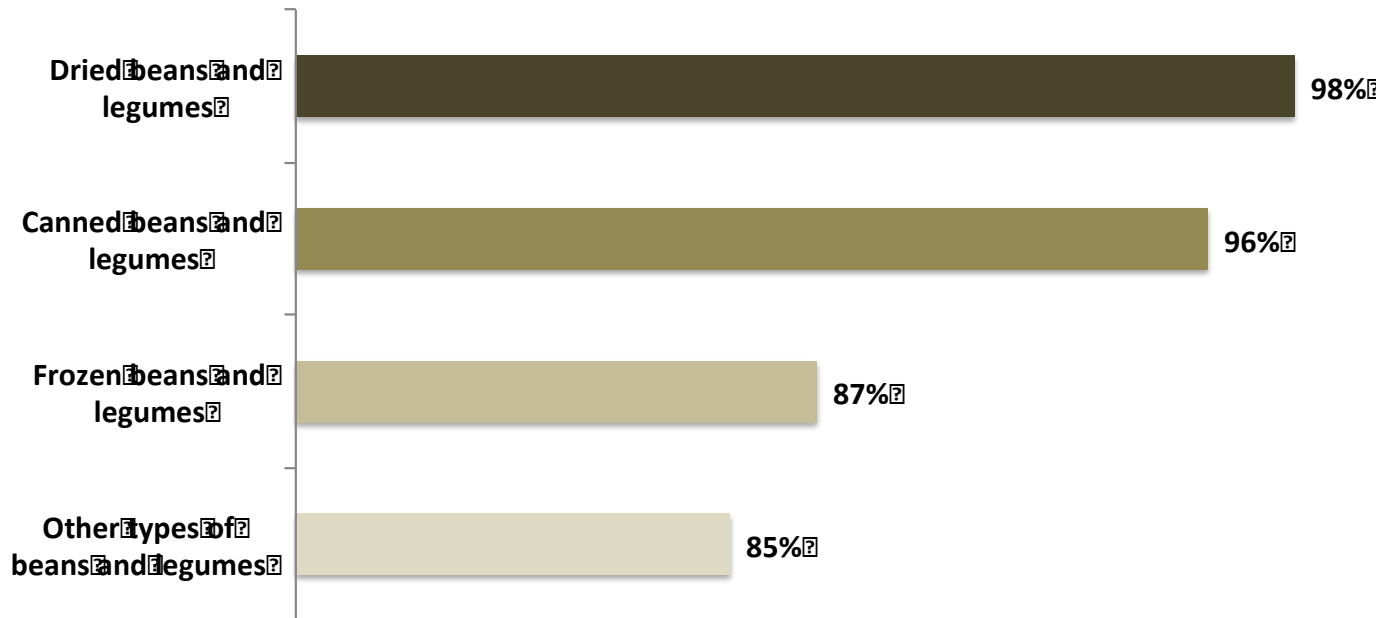
## Average Percent of Patients Receiving a Recommendation for a Specific Type of Fish



# Canned beans play a critical role in RDs efforts to get their clients to consume more beans and legumes

- The proportion of RDs recommending canned beans is over 9 in 10

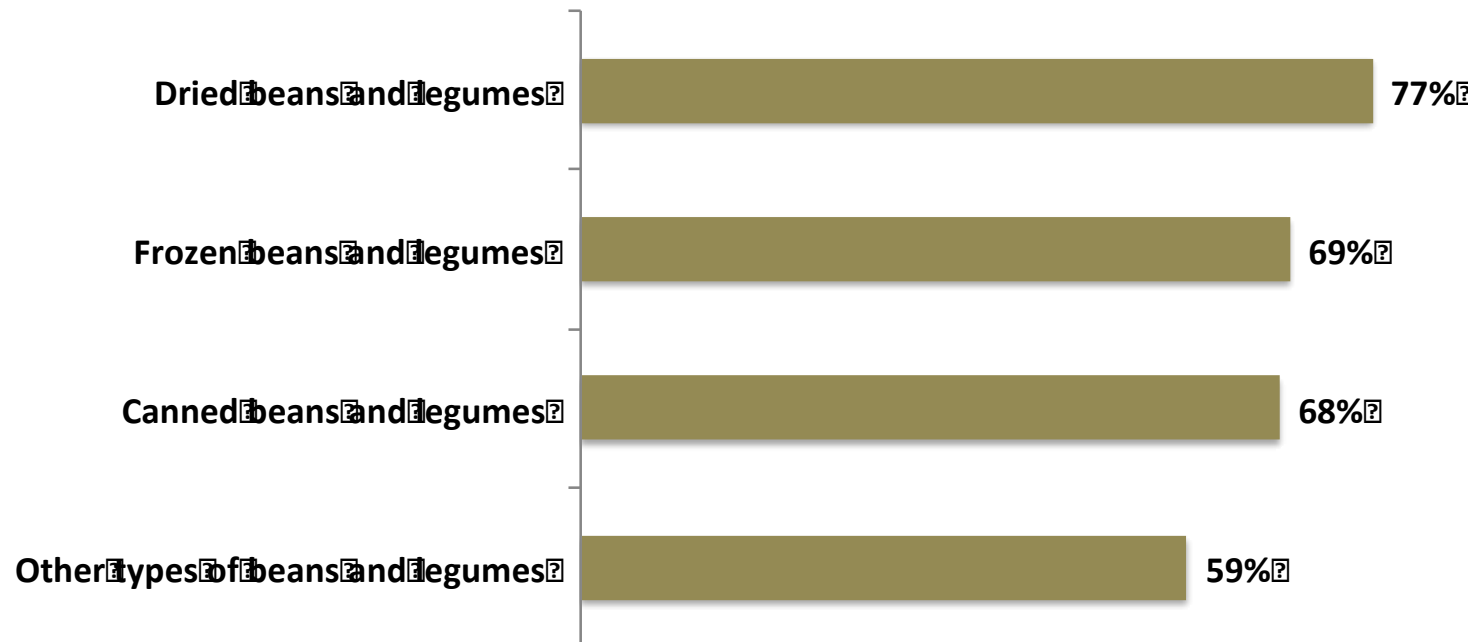
## Percent of RDs Recommending Type of Beans/legumes to Their Patients



# Canned beans play a critical role in RDs efforts to get their clients to consume more beans and legumes

- Canned beans are recommended by RDs to about seven out of ten of their patients that need to increase their intake of beans
- Canned, frozen and dried beans are all recommended at a similar level – to a majority of those patients that need to be eating more of this high fiber source of plant protein

## Average Percent of Patients Receiving a Recommendation for a Specific Type of Beans/legumes

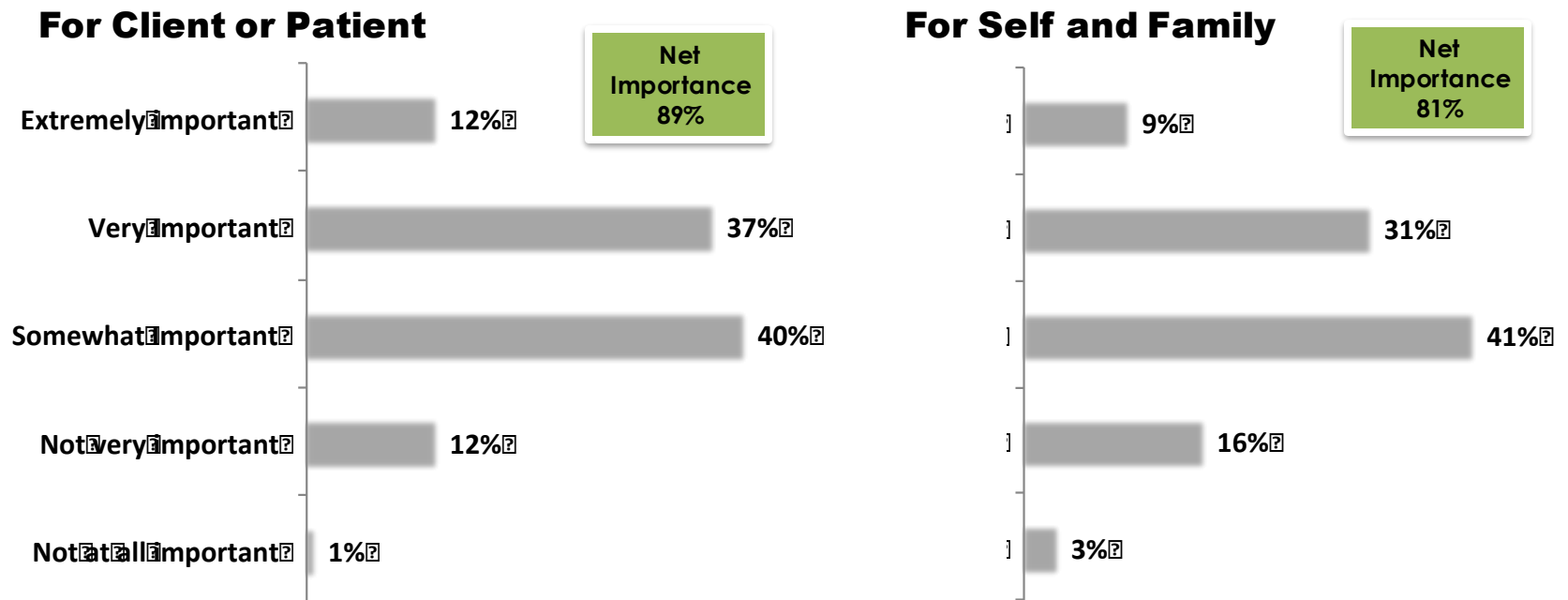


# RD Personal Usage of Canned Foods for Themselves and Their Families

# Canned foods are an important contributor to healthy diet

- Whether for their clients and patients, or for their own diet and the diet of their families, canned foods play an important role in facilitating a healthy diet
  - Nearly 9/10 RDs feel canned foods are an important part of their clients and patients' healthy diets
  - Just over 8/10 RDs feel canned foods are an important part of their own and their families' healthy diets

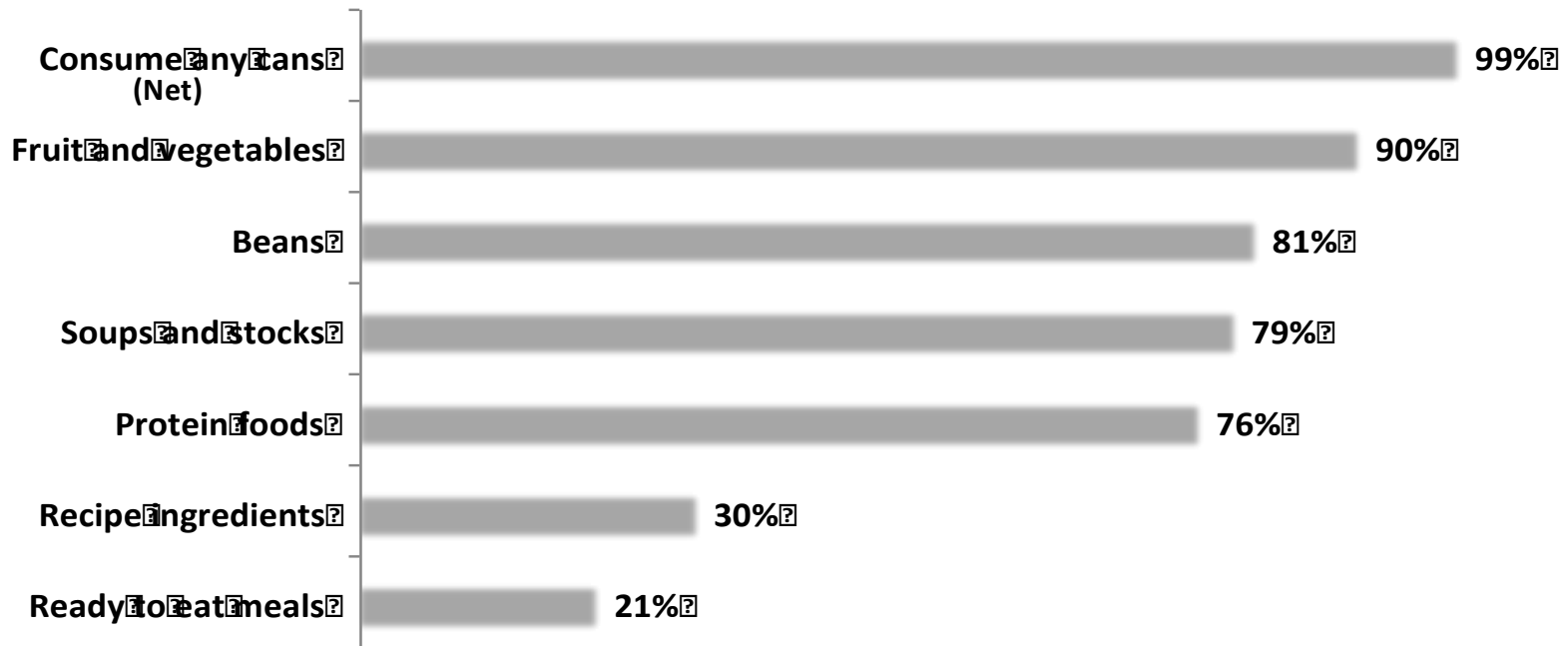
## Importance of Canned Foods in Facilitating a Healthy Diet . . .



# RDs practice what they preach as canned foods play an important role in their personal and family meal preparation

- Nearly all the RDs surveyed had consumed a canned food in the past month with over-three fourths of respondents having consumed each of the following food categories: fruits and vegetables, beans, soups and stocks, and protein foods like tuna or canned meats

## Types of Canned Foods Consumed in the Past Month

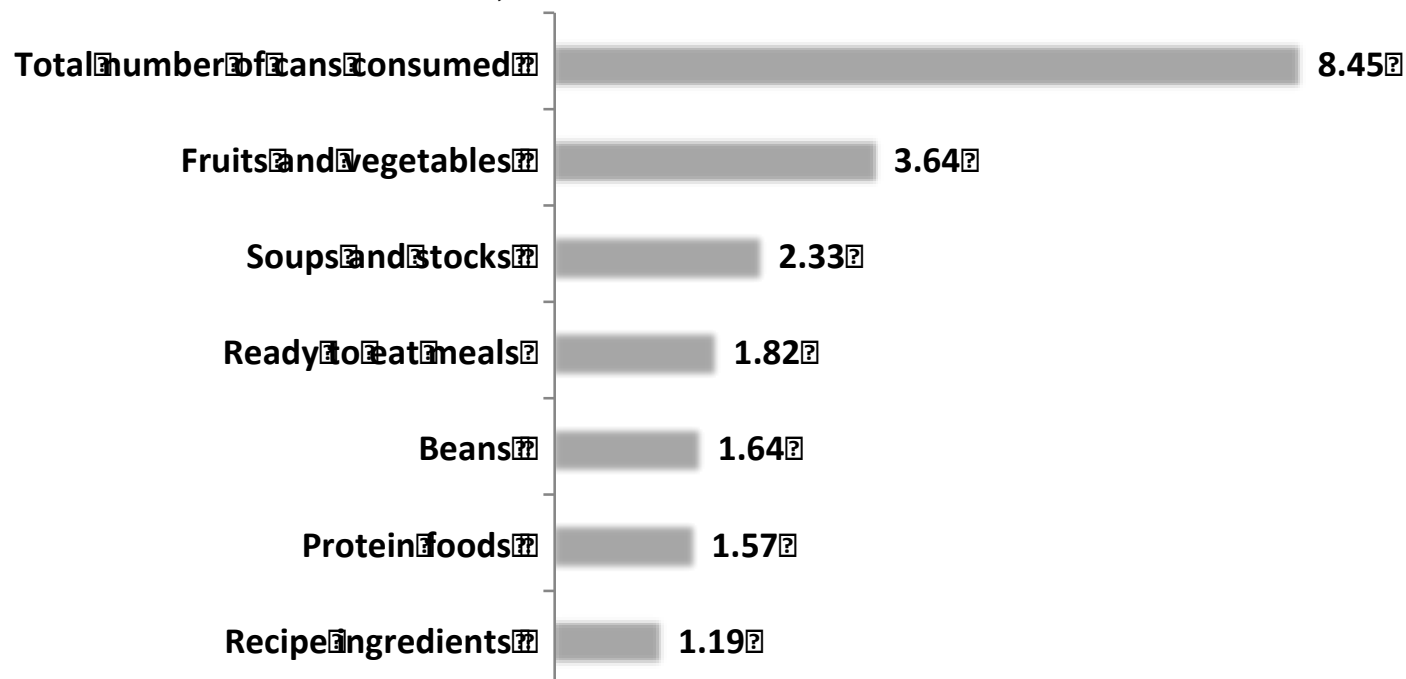




## RDs use canned foods as a fundamental part of their weekly meal preparation

- On average, RDs are using over 8 canned food items per week to prepare meals for themselves and their families
- Fruits and vegetables, soups and stocks, ready to eat meals and beans are the most frequently consumed types of canned foods being consumed weekly within RD households

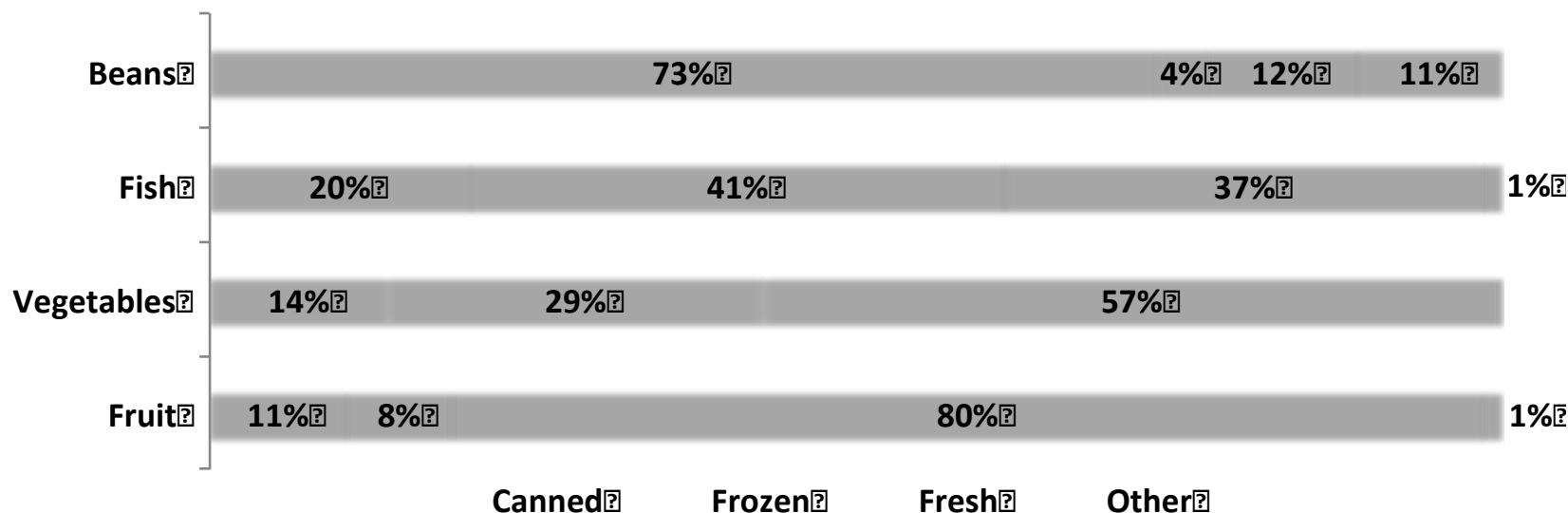
### Average Number of Canned Foods Consumed by RDs and Their Families, in a Week



## Canned foods contribute a meaningful share of healthy food consumption within RD households

- RDs report that nearly than three-fourths of the beans that they and their families consume are sourced from cans
- Canned fish accounts for 1 in 5 of the fish servings consumed by RDs and their families
- Slightly more than one in ten of RD's fruit and vegetable servings are sourced via cans

### Share of Each Food Group Consumed In RD Household, by Form



# RD's Perceptions of Canned Foods Role in the Diet and Strengths Relative to Fresh

## RDs agree that canned foods facilitate the preparation of healthy meals by providing year round access to produce, and can be a better value than fresh

- Nearly all RDs (95%) agree that different varieties of canned produce are great because they provide year round access for those healthy recipes featuring fruits and vegetables
- Almost nine in ten (88%) of RDs agree that the convenience of canned foods helps hectic home cooks get healthy balanced meals on the table
- Almost nine in ten RDs (87%) agree that canned fruits and vegetables can be a better value than fresh fruits and vegetables because they do not spoil and are easy to store
- Over three-fourths (77%) of RDs agree that canned fruits and vegetables can be a better value than fresh fruits and vegetables because they maintain their nutritional content

	Percentage of RDs Agreeing
Canned produce, like peaches and tomatoes, are great because they are available year round so consumers can eat them or use them in recipes at any time	95%
Given people's hectic schedules, the convenience of canned foods helps them prepare balanced healthy meals	88%
Canned fruits and vegetables can be a better value than fresh fruits and vegetables as they don't spoil and are easy to store until needed	87%
Canned fruits and vegetables can be a better value than fresh fruits and vegetables as they maintain their nutritional content and are easy to store until needed	77%

## The majority of RDs agree that the process of picking and canning produce provides access to fruit and vegetables that are as nutritious and good tasting as fresh

- Seven in ten (70%) of RDs agree that because they are canned hours after picking, canned fruits and vegetables can be just as nutritious as fresh
- Nearly six-in-ten (59%) of RDs agree that produce picked and canned at the peak of ripeness can taste just as good as fresh fruits and vegetables
- Indeed, their faith in the quality of canned foods is so strong that just over half agree that canned produce can deliver fruits and vegetables that are more nutritious (58%) and better tasting (51%) than some fresh fruits and vegetables

Because they are usually canned hours after being picked at peak ripeness, canned fruits and vegetables can . . .	Percentage of RDs Agreeing
. . . be just as nutritious as fresh fruits and vegetables	<b>70%</b>
. . . taste just as good as fresh fruits and vegetables	<b>59%</b>
. . . be more nutritious than some fresh fruits and vegetables	<b>58%</b>
. . . be better tasting than some fresh fruits and vegetables	<b>51%</b>

## RDs agree that cans provide an important solution for consumers challenged by limited access to fresh produce, limited food budgets and cooking skills

- Without canned foods a significant majority of RDs believe that many of their clients and patients would be less able to:
  - Get enough of the fruits and vegetables they need for a healthy diet (79%)
  - Prepare affordable healthy meals within their budgets (95%)
- RDs agree (85%) that for those consumers with limited cooking skills, fresh fruits and vegetables often spoil or go to waste

	Percentage of RDs Agreeing
Canned foods are a good solution for those clients and patients with limited access to stores or farmers markets that sell fresh fruits and vegetables	96%
For consumers with limited food budget, canned fruits and vegetables help them prepare affordable healthy meals within their budgets.	95%
For consumers with limited cooking skills, fresh fruits and vegetables often spoil or go to waste	85%
If canned fruits and vegetables were not available, many of my clients and patients would not be able to get enough of the fruits and vegetables they need for a healthy diet	79%

## Appendix – sample characteristics

## Sample incorporates a wide range of RD practice areas

- RDs participating in this survey work across clinical, private practice, community, independent consultancy, government, non-profit and other environments

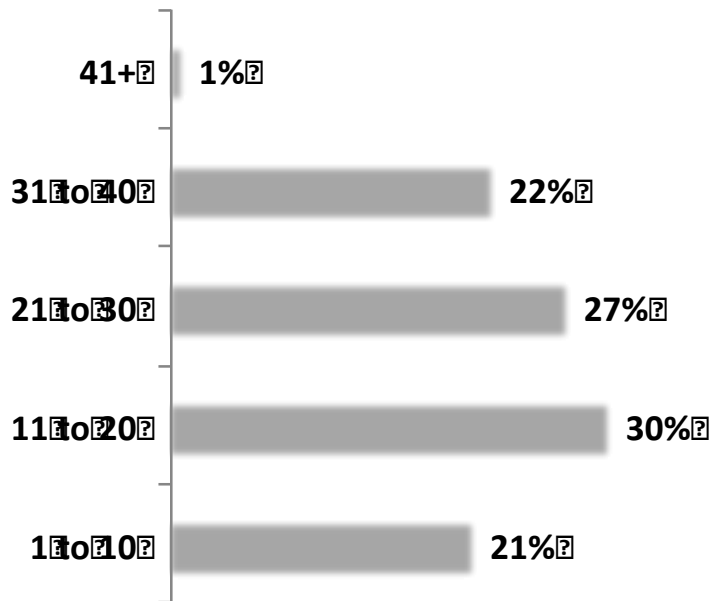
Area of Work	Percent
Hospital/clinical setting	66%
Private practice	19%
Community setting	19%
Independent consultant arrangement	17%
Non-profit organization	12%
Other	10%
Federal, state or local government	9%
Food service	8%
Research of academia	7%
WIC	6%
Media spokesperson	2%
School food service	2%
Food retail/supermarket environment	1%
Food manufacturer	0%



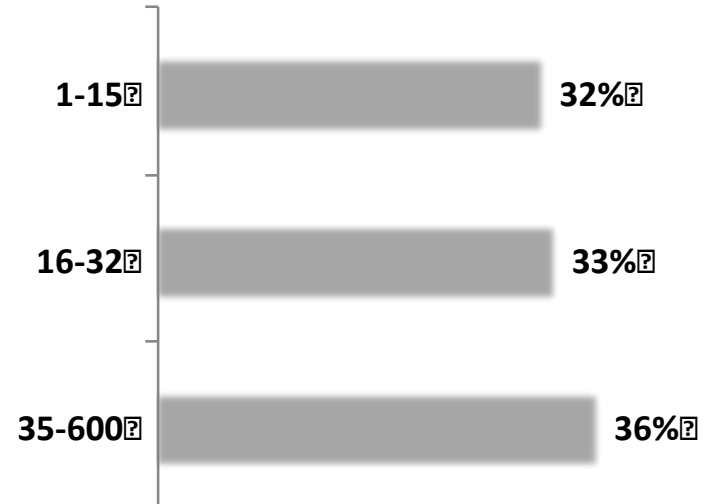
## RD survey sample was well dispersed in terms of year practiced and average patient load

- The sample represented an experienced set of RDs who have been working for an average of 21 years and consult with an average of 35 clients/patients per week

### Number of Years Practicing as an RD



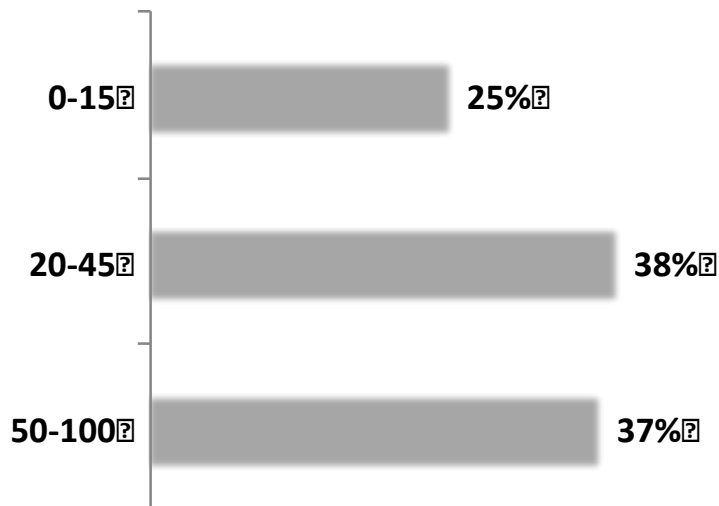
### Average Number of Patients Per Week



# RDs client base includes proportion of mothers, and also people that are dependent on government feeding programs

- In many cases, RDs counsel impacts both the immediate client and the food and nutrition choices of her family
- RD council maximizes the nutritional value of government assistance programs

### Number of Female Patients With Children



### Percentage of Clients That Depend on Supplemental Programs

