

Keeping ahead of food trends **By Ellen Schuster, BA, MS**

What is a food trend? It's a change in what we eat over time that becomes permanent and pervasive throughout the culture. Contrast this with a food fad which is temporary - of high interest and then quickly falls off the radar. When reading articles about trends that impact food, nutrition and health keep the source in mind - PR firms may be seeking to promote their items. Data-driven trends are best yet often data is unavailable or takes time to track. In addition to the resources below, follow those online who report from food shows and expos like the Academy of Nutrition and Dietetics Food and Nutrition Conference and Expo and other events. And remember that each Dietary Guidelines for Americans report is a treasure trove of changes in how we eat. Happy trend watching!

Every single food trend that's been predicted for 2017

As this list of food trends from numerous sources notes, trends are a balance between art and science.

<https://www.eater.com/2016/12/30/14116296/food-trends-2017-predictions>

Grocery shopper trends in 2017 (Retail Dietitians Business Alliance)

<http://www.retaildietitians.com/articles/grocery-shopper-trends-in-2017/>

Food trends - infographics

**National Survey Taps Over 1,700 Dietitians to Predict Top 2017 Food Trends

(Get your own free copy of the 2017 report by entering your name and email

at <http://www.lpollockpr.com/blog/exclusive-2017-trends-data/>)

<http://www.prnewswire.com/news-releases/national-survey-taps-over-1700-dietitians-to-predict-top-2017-food-trends-300376374.html>

**Fascinating charts reveal what Americans are Googling

<https://www.wired.com/2016/11/google-food-trends/>

**Food trends to watch for in 2017

<https://www.positivehealthwellness.com/infographics/food-trends-watch-2017-infographic/>

**Health and nutrition trends influencing consumption

<https://www.npd.com/wps/portal/npd/us/news/infographics/2016/health-and-nutrition-emerging-trends-influencing-consumption/>

**The future of food and agriculture: trends and challenges (FAO)

<https://www.fao.org/resources/infographics/infographics-details/en/c/471471/>

Food and nutrition trends - podcasts

**Sound Bites with Melissa Joy Dobbins -

<https://itunes.apple.com/us/podcast/sound-bites-with-melissa-joy-dobbins/id982530565?mt=2&i=380956755> (Feb. 8, 2017)

Results of a survey of over 1700 dietitians, 5th annual "What's Trending?" survey conducted by Pollock Communications and Today's Dietitian (discussion of trends starts about 12 minutes into the podcast and is about 36 minutes long). Trends include clean/mindful eating, increase in plant-based foods and the move from kale to cauliflower.

**Food Non-fiction - (Jan. 21, 2016) How to Spot a Food Trend with a global culinary trendologist (13 min)

<https://itunes.apple.com/us/podcast/food-non-fiction/id976512348?mt=2>

Following trends - some resources

**Google trends - enter a term and see how it trends over time and geographically

<https://trends.google.com/trends/>

**Phil Lempert's Supermarketguru - follow supermarket trends

@ <http://www.supermarketguru.com/>

**SmartBrief for nutritionists - keep up with latest news and trends by signing up

@ <https://www2.smartbrief.com/signupSystem/subscribe.action?pageSequence=1&briefName=nutritionists>

**Grocery Manufacturers Association - keep up with the food, beverage and packaged foods industry by signing up for their SmartBrief

@ <http://www2.smartbrief.com/signupSystem/subscribe.action?pageSequence=1&briefName=gma>

**Food Marketing Institute - keep up with the food retail industry by signing up for their dailyLead® @

<https://www2.smartbrief.com/signupSystem/subscribe.action?pageSequence=1&briefName=fmi>

**New Hope Network - keep up with natural product trends

@ <http://www.newhope.com/products-and-trends>

**Retail Dietitians Business Alliance - keep up with retail grocery store/supermarket trends that affect food, nutrition and health @ <http://www.retaildietitians.com/articles/?cat=1017>

**Academy of Nutrition and Dietetics Food & Nutrition magazine
Food trend archive @ <https://foodandnutrition.org/tag/trends/>

**Trends in Local and Regional Food Systems - Economic Research Service (2015 report to Congress)
<https://www.ers.usda.gov/publications/pub-details/?pubid=42807>

**Trends in Food Availability and a Dietary Assessment of Loss-Adjusted Food Availability, 1970-2014
<https://www.ers.usda.gov/publications/pub-details/?pubid=82219>