



ALWAYS-ON INSIGHTS FOR FDOC

LOOKING AHEAD IN THE
COVID-19 ENVIRONMENT

September 2020

**TO MAINTAIN AND GROW OUR ROLE IN
THE “NEW NORMAL,” WE MUST REVISIT**

**BEHAVIORAL TRIGGERS
THAT MOST INSPIRE
PURCHASE AMONG OUR
LIGHT/LAPSED
AUDIENCE:**



**MODERN GATHERINGS
23 Million**



**WELLNESS REDEFINED
22.5 Million**



**WORK MODE
14.9 Million**

Source: GfK MRI Profiles (Based on Light/Lapsed Users)





RISING DISCUSSIONS ACROSS BEHAVIOUR SEGMENTS



WORK MODE: WORKPLACE TENSIONS DOMINATE THE DIALOGUE

With return to school taking place across the country, a long simmering “rift” between parents and child-free works has exploded into the mainstream dialogue. It is now the leading WFH topic in media, and the most “commented on” WFH topic in social media.

The conversation started with Silicon Valley policies designed to acknowledge the unique challenges of parents (additional PTO, universal bonuses), and the disgruntled reaction from child-free workers asked to carry the extra load. As a result, parents and employers alike questioned the empathy of their counterparts.

Now, media commentators have turned the onus back employers – especially those in high-margin tech businesses. Rather than pitting employees against each other, shouldn’t they be lessening the workload and hiring more employees to fill the gaps created by their policies?

The New York Times

At Home › Bring: Your Plants Inside Read: Audre Lorde Check Out: Reporters' Google Docs Navigate: Fall Family Gatherings

Parents Got More Time Off. Then the Backlash Started.

Pandemic policies at tech companies have created a rift between parents offered more benefits and resentful workers who don't have children.



CNN Opinion Political Op-Eds Social Commentary **LIVE T**

Child-free workers aren't selfish. They're being exploited

Opinion by Jill Filipovic



Companies offering parents free kids' content to help relieve stress at home



WORK MODE: THE 3PM MOMENT

According to a new report from YipitData, the period between lunch and dinner has been growing quickly since the onset of COVID-19.

The biggest shift in food delivery has been “more ordering in the mid-afternoon daypart [between 2 p.m. and 5 p.m.], as customers appear to be spreading out their meals across a larger time frame.”

Whether takeout, delivery or outdoor dining, restaurants of all kinds are addressing consumers’ new afternoon snack habits, often with simple, quick-cooking, affordable and high-flavor items.

“People are working from home and need a break from the house, so a little snack and a walk in the afternoon is a perfect pick-me-up to get through the day,” said Jen Biesty, chef and co-owner of Shakewell in Oakland, Calif.

While many restaurants are seeing increased snack traffic with existing menu items, others are launching new menus specifically designed to attract the growing number of consumers inclined to eat in the afternoon.

Restaurant HOSPITALITY



FOOD & DRINK

As traffic increases between lunch and dinner restaurants offer smaller treats for customers

Canela Bistro & Wine Bar is sharing on social media its \$25 Tea and Snacks offer to draw in more crowds.

Operators focus on mid-afternoon snacks as a new daypart emerges



WELLNESS REDEFINED: SUGAR LABELING SCRUTINY

In the UK, consumer advocacy group “Action on Sugar” has called for a labelling ban on claims such as “one of your five a day” “naturally occurring sugars” or “made from real fruit” in snack products made for children that can contain the equivalent of five teaspoons of sugar.

They are also criticizing processed dried fruit products marketed as “healthy snacks” due to their sugar content.

While the request has not yet received a reaction from the government in the UK, major retailer Tesco conceded that they would take a closer look at their labeling policies. The British Nutrition Federation also agreed the “no added sugar” claim on snacks can be misleading.

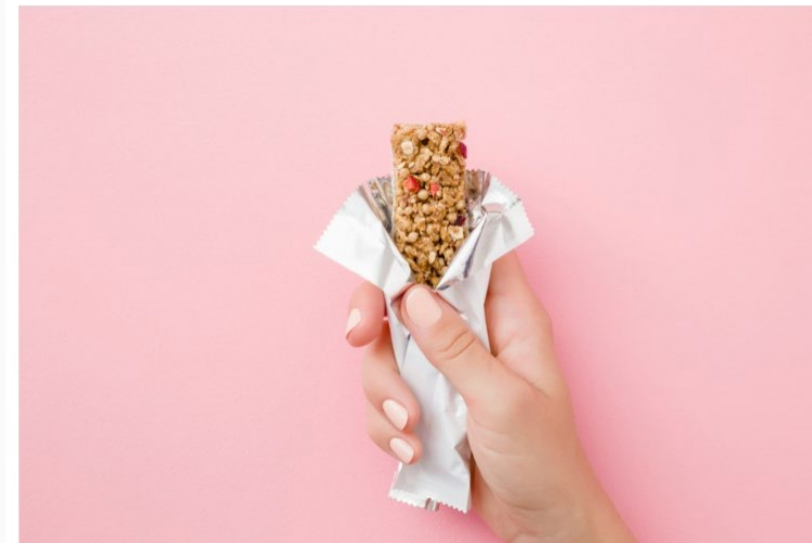
The conversation and ensuing debate in the UK is worth following, given the growing influence of this relatively new “sugar-focused” advocacy group and its global ambitions.

This news from the UK comes of the heels of a [new US study](#) in the journal Nutrients that confirms kids require 40% more sucrose in a solution for them to detect the taste of sugar.

Fruit snacks under fire: Is Action on Sugar's call for 'honest labelling' justified?

By Oliver Morrison

16-Sep-2020 - Last updated on 16-Sep-2020 at 16:11 GMT



RELATED TAGS: Fruit snacks, fruit bar, Sugar



WELLNESS REDEFINED: COLD & FLU: CONTINUED INTEREST, CONTINUED CONFUSION

In the past few weeks, the coverage on cold and flu continues to accelerate, with experts lacking consensus on what to expect. One camp believes we can expect cases to go down, given COVID-19 social distancing and mask-wearing precautions.

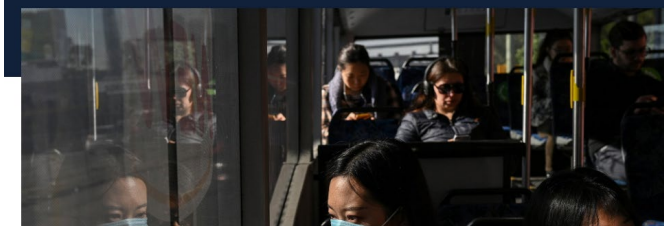
And, the other camp believes we are headed toward a “twindemic” that will overwhelm the healthcare system, as not enough people take the necessary precautions to get flu shots (Before the pandemic, only about half the U.S. population heeded the advice of most doctors and got a flu vaccine during the 2018-19 season, according to the federal [Centers for Disease Control and Prevention](#)).

Source: Quid, Cold&Flu coverage, 2019-2020



CDC says seasonal flu cases hit record lows around the world

Data from the Southern Hemisphere shows sharp drops in influenza cases during the typical season.



Experts warn of 'twindemic' as Covid cases rise and flu seasons looms

In other coronavirus news: Trump says we're "rounding the corner," some kids return to NYC classrooms, and a biker rally in Missouri could become a "superspreader."





MODERN GATHERING SHIFT: THANKSGIVING RECONSIDERED

With the CDC cautioning against large gatherings and significant travel, many families are feeling apprehensions around the upcoming thanksgiving holiday.

Lifestyle media have already accelerated their coverage on the topic (coverage up 44% from 2019). They are offering advice and tips on scaling back the gatherings, suggesting virtual games and tasting challenges, scaled down menus along with picnic and outdoor alternatives.

Delish is even recommending a shift toward “Thanksgiving Brunch”.

- “This works especially well for essential workers who won't be able to be home with the family for dinner or for families with kids who'll be all out of sorts by evening.”
- “Your menu can consist of easy-to-make items that still feel festive, like French toast, omelettes, bacon or sausage, or you can go all out and make your regular holiday line-up...just a little earlier.”

delish

SUBSCRIBE SIGN IN

The Macy's Thanksgiving Day Parade Will Be TV-Only This Year And There Are Plenty Of Ways To Watch

It's still gonna be good!!!

POPSUGAR. FAMILY

Popsugar › Family › Family Travel › The CDC's Thanksgiving Safety Guidelines For Families | 2020

You May Want to Rethink Thanksgiving Travel, According to the CDC's List of Guidelines

8 Ways To Celebrate Thanksgiving Safely And On A Smaller Scale This Year

Thanksgiving picnic, anyone?



by NI'KESIA PANNELL SEP 1, 2020



2

INDUSTRY TRENDS TO WATCH

REFILLABLE IS THE NEW RECYCLEABLE

Back in 2018, 1 in 2 Trendsetters in the U.S. (50%) and one-third of overall U.S. youth (34%) said “a brand is innovative if it creates sustainable/eco-friendly products,” signaling that this feeling would only grow among the general population.

Fast forward two years, and consumer desire for sustainable and eco-friendly products is still reaching new heights. Plastic waste is especially in focus – and growing more dire. Now, brands are offering highly sustainable and refillable cleaning and personal care solutions that allow consumers to start on their own journey to clean up the planet simply by cleaning their homes.

Blueland [launched](#) on Earth Day of last year, offering clean-centric starter sets, bundled kits, and tablet and powder refills for its various soaps and cleaning products, all of which are made with non-toxic ingredients and come in earth-friendly packaging.

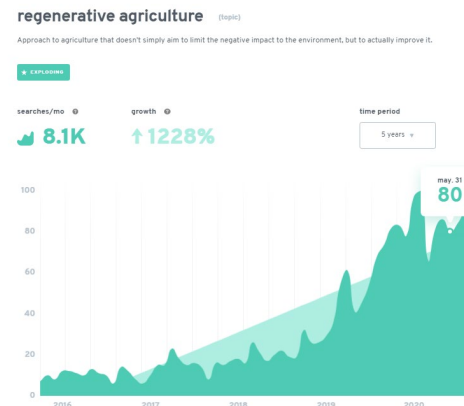
Food industry watchers expect the industry follow next, with new sanitation considerations for a post-covid context.



REGENERATIVE AG RALLY

In the past three weeks, soil health has reached a new level of conscientiousness in consumer and business media - given the dramatic shift in traditional ag and QSR players like Cargill and McDonalds embracing the once controversial “regenerative ag” term. Investment dollars tied to soil health are pouring in across the industry, from SV impact funds to traditional VC’s.

Yet, the term and its practices lack a consistent definition and understanding across the industry, and practices have largely been applied to smaller, organic vegetable operations. As mainstream players linked to major row crops like beans and corn jump in, we can expect greater attention and interest-and opportunity for citrus growers to be a part of the dialogue and investments.



Source: Forbes, Food+Tech Connect, Exploding Topics

Forbes

EDITORS' PICK | 10,908 views | Sep 11, 2020, 08:00am EDT

Can Loans Tied To Soil Health Save Agriculture? A New \$250 Million Fund Wants To Find Out.

McDonald's Partners with Walmart, Cargill to Invest \$6 Million in Ranchers

INDUSTRY NEWS | SEPTEMBER 22, 2020



CARGILL TO ADVANCE REGENERATIVE AGRICULTURE PRACTICES ACROSS 10 MILLION ACRES BY 2030

INITIATIVE WILL ADVANCE PROGRESS FOR COMPANY'S CLIMATE COMMITMENT AND WATER AMBITION, SAY CARGILL OFFICIALS.