



Food Industry. Facts. Insights. Consulting.

FTC/HHS Workshop on Marketing, Self-Regulation & Childhood Obesity

Introductory remarks by:
Robert S. Goldin
Executive Vice President
Technomic, Inc.
rgoldin@technomic.com



Technomic, Inc.

- ▶ 40 years old food industry research firm
- ▶ Chicago-based
- ▶ Specialize in foodservice
- ▶ Work with all channel members
- ▶ Track health and nutrition



Foodservice consumer input

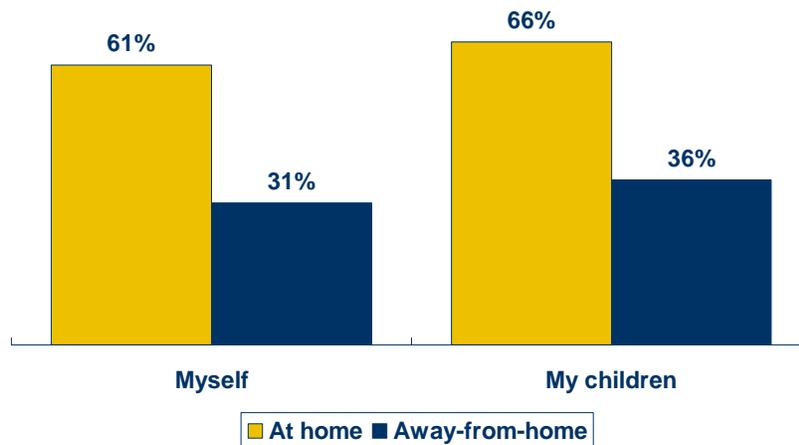
- ▶ Recognize seriousness of problem
- ▶ Role of diet vs. exercise
- ▶ Broad-based, growing concerns
- ▶ Away-from-home behavior is unique
- ▶ Influencers of children's diets

3

TECHNOMIC

An interesting statistic...

Have excellent/good diet



Source: Technomic, Inc.

4

TECHNOMIC

What foodservice consumers want

- ▶ Options
 - Preparation methods
 - Portions sizes
 - Menu items

- ▶ Availability of nutritional information

- ▶ Responsible marketing