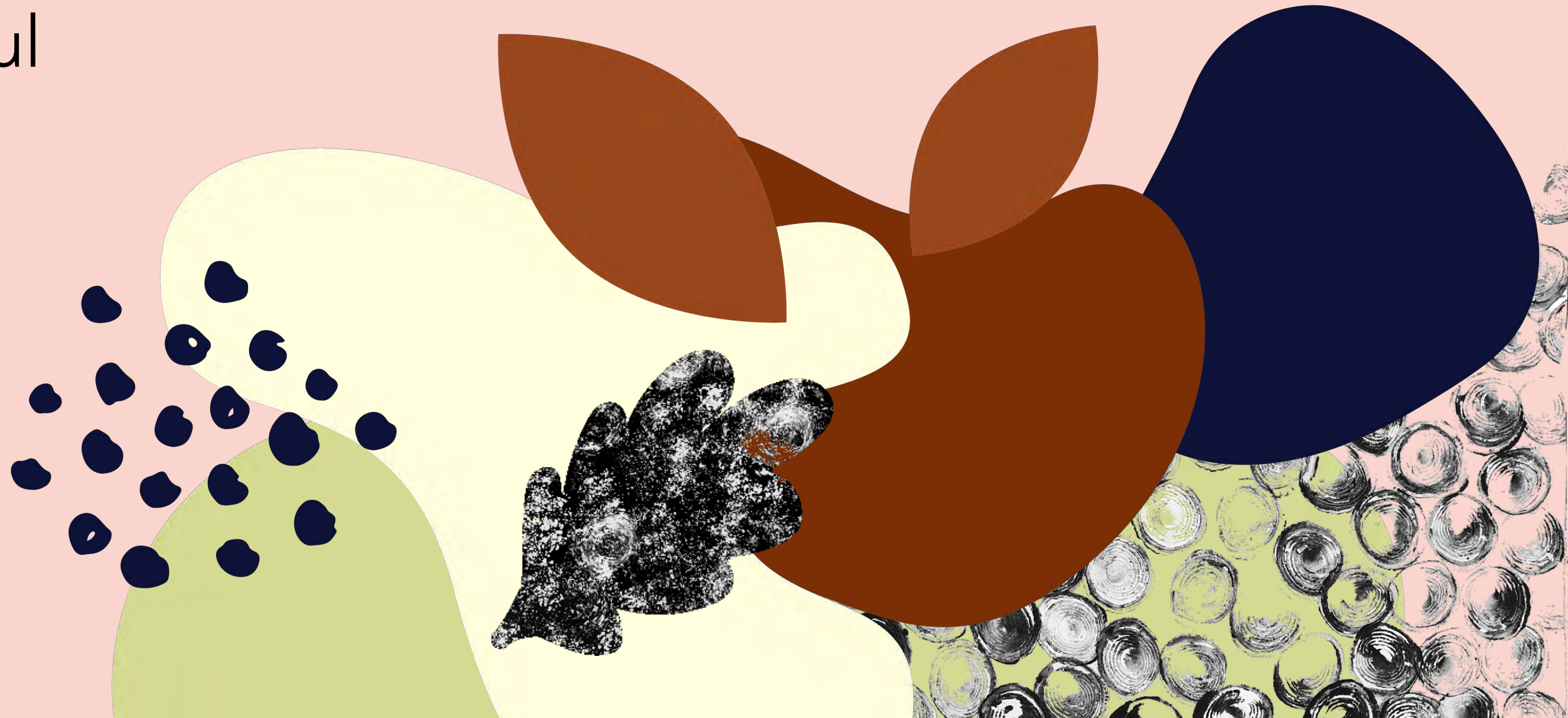


The Why Behind Today's Food Trends

USA Rice: Outlook Conference

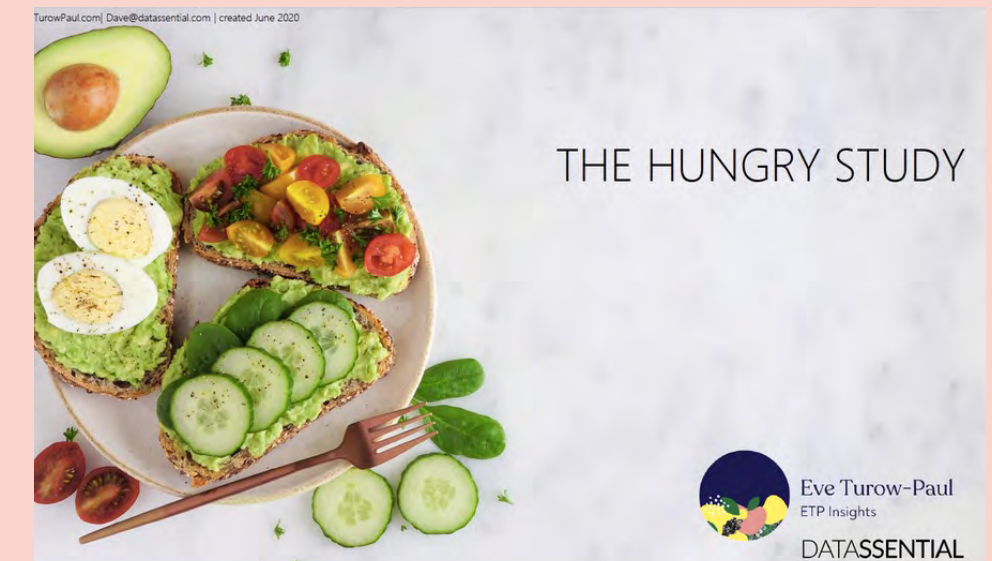


Eve Turow-Paul



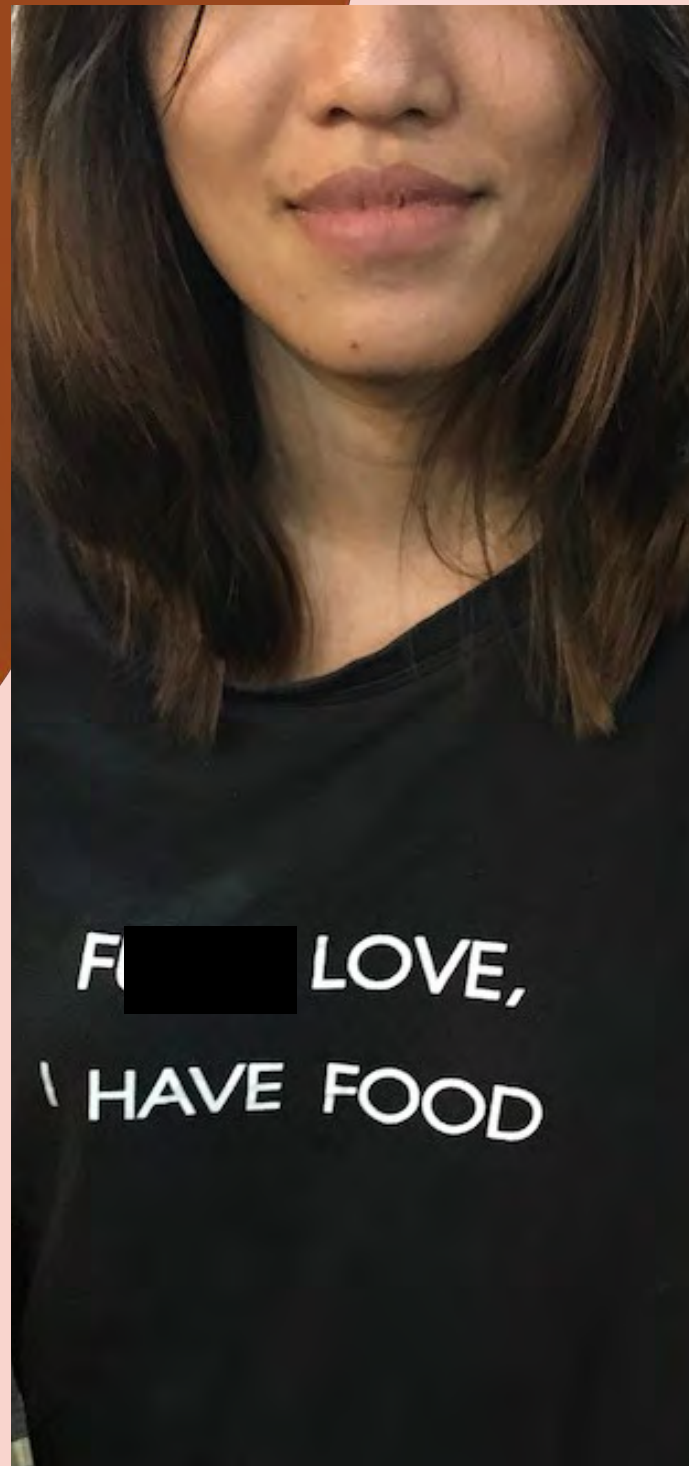
Eve Turow-Paul

AUTHOR
ANTHROPOLOGIST
BEHAVIORAL DESIGNER
FOUNDER
FOODIE
MILLENNIAL
MAMA



What is the "why" behind
today's biggest trends?

Introduction



84%
Of Gen Z

86%
Of Millennials

Passionate about food.

Hungry Study

Back to Basics

What needs motivate human behavior?



Human Truths

PURPOSE

COMMUNITY

CONTROL

How does our environment
impact our abilities
to meet these vital needs?

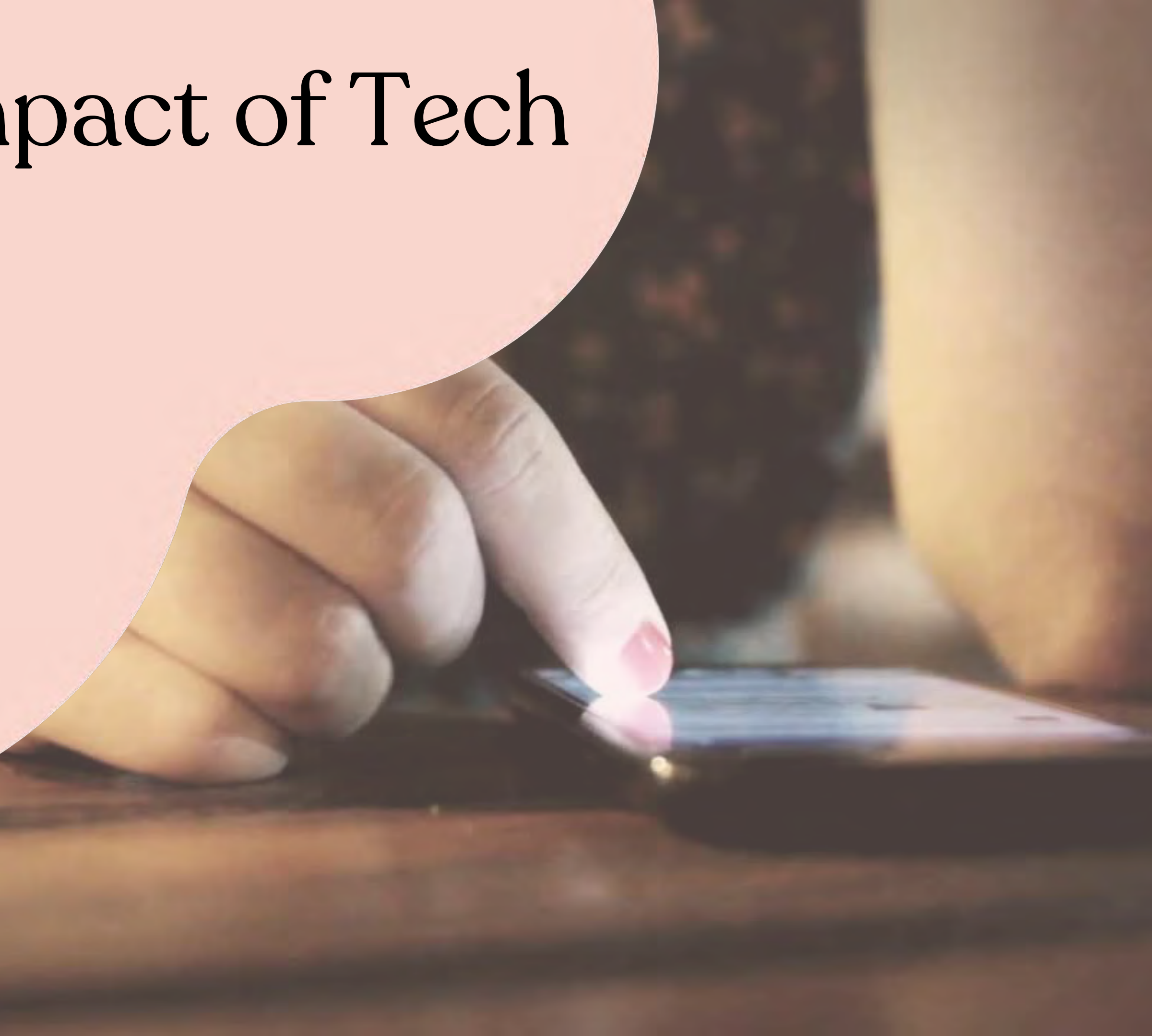
Impact of Tech

EMAIL

TEXT

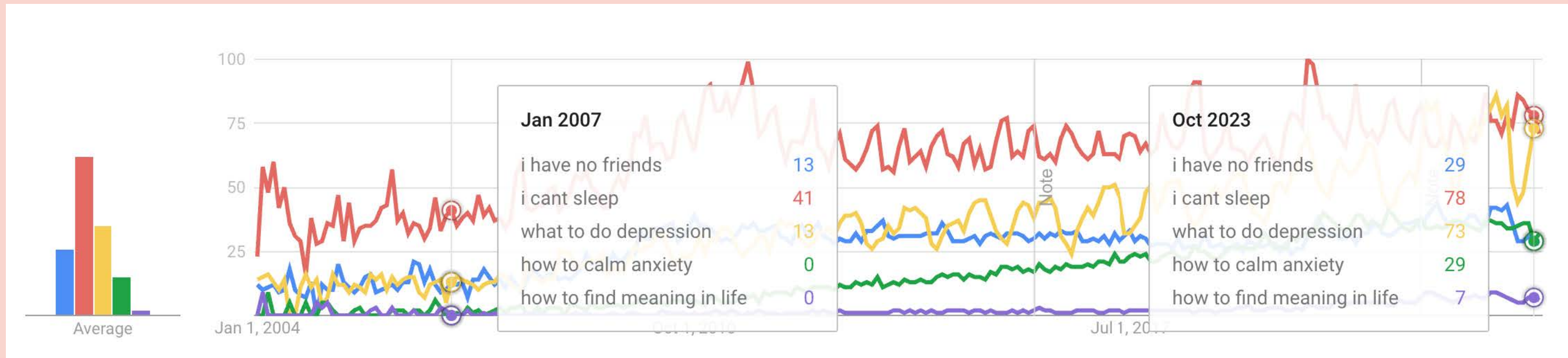
SOCIAL MEDIA

24/7



The Digital Age

Google Trends, Interest over time



Worldwide, January 2004-October 2023

A woman with brown hair tied back, wearing a white surgical face mask and a light-colored trench coat over a grey t-shirt, is looking to her left in a grocery store aisle. The background shows shelves of products and other people in the distance.

Current Events

PANDEMIC
RACIAL JUSTICE
CLIMATE CRISIS

Safety & Control

Safe, orderly, predictable, lawful, and organized world in which unexpected, unmanageable, chaotic, or other dangerous things do not happen.



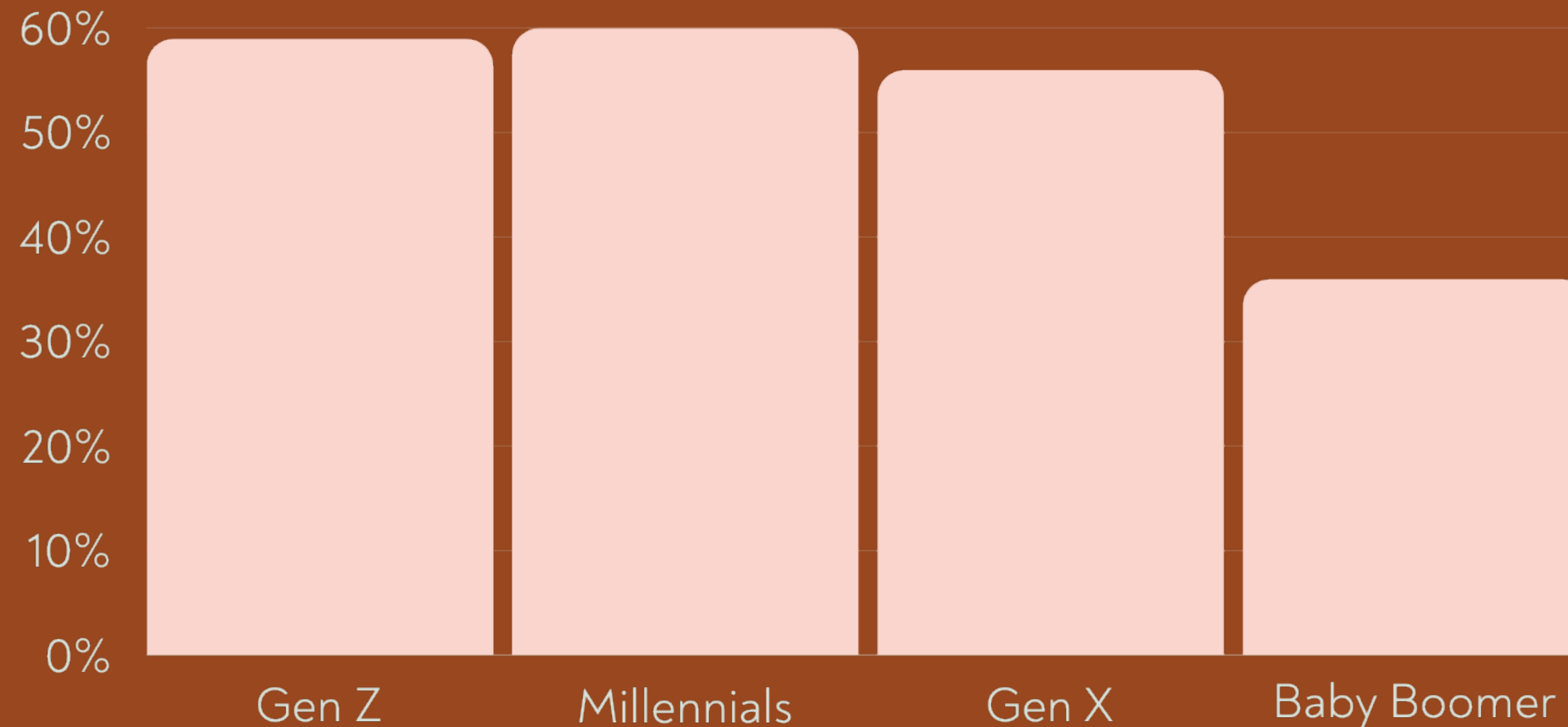
Moment of Reflection

Agree or Disagree

In general, my anxiety level is high.

Age of Anxiety

In general, my anxiety level is high...



% who "agree" or "slightly agree"

Hungry Study

Raise of Hands

Agree or Disagree

When I wake in the morning, one of the first things I do is reach for my phone.



Tech & Anxiety

63%

of Gen Pop

When I wake in the morning, one of the first things I do is **reach for my phone.**

Hungry Study

50%

of Gen Pop

I **feel anxious** when I do not have my smartphone with me.

Hungry Study

50%

of Gen Pop

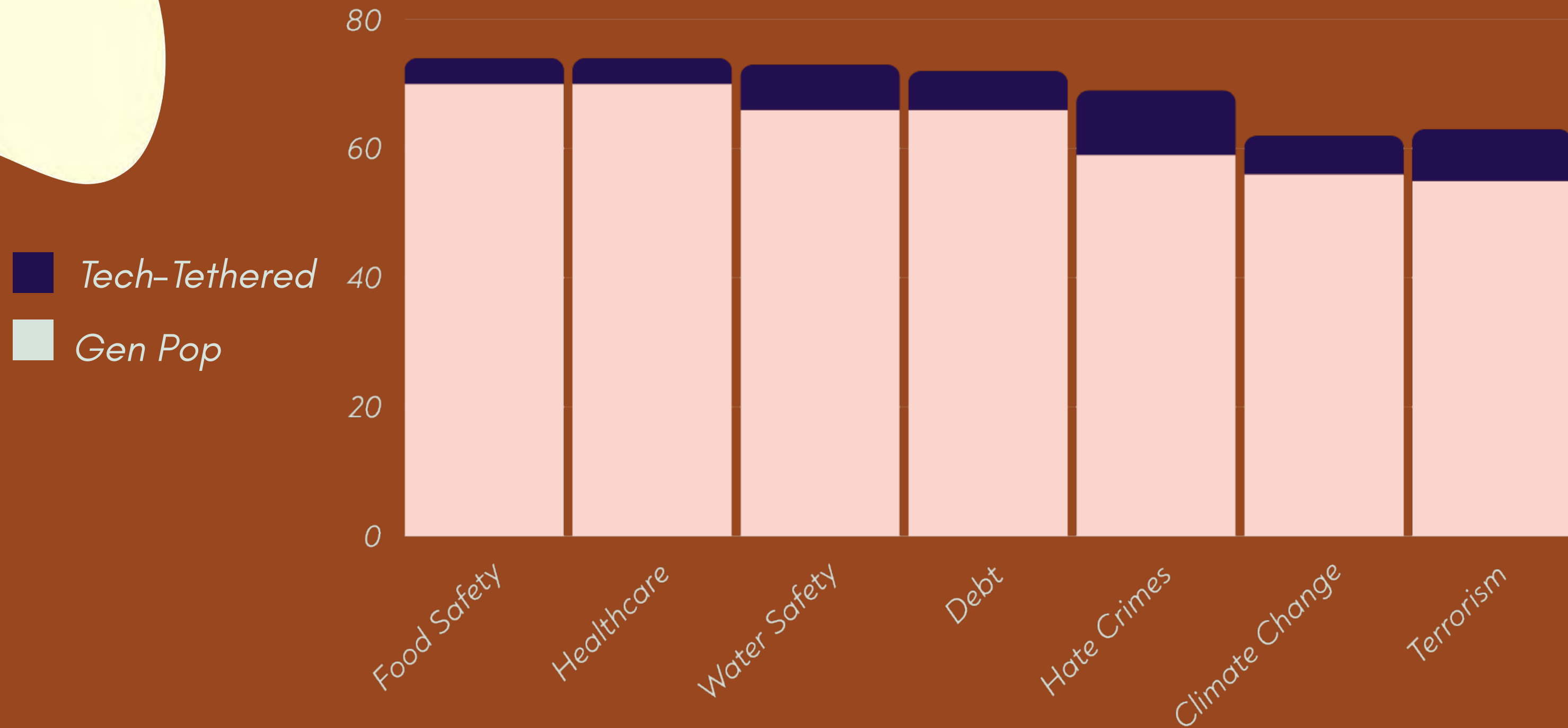
I feel a persistent desire to **check my phone.**

Hungry Study

% who "agree" or "slightly agree"

Anxious About Everything

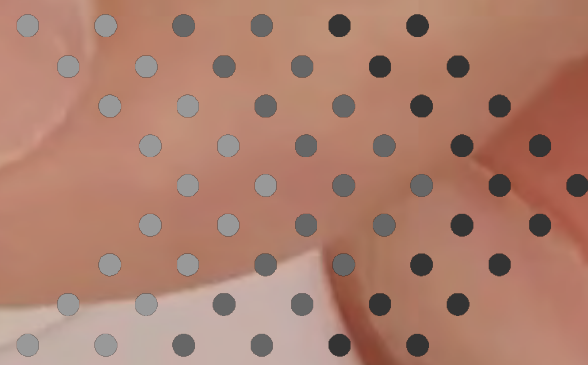
I "frequently" or "sometimes" worry about...



Churning Anxiety

24/7 NEWS
SOCIAL MEDIA
EMAIL
SCREEN TIME
TOO MUCH INFO

STRESS
ANXIETY
DEPRESSION
BURN OUT
OVERWHELM



Desire for Control



KNOWLEDGE

TRANSPARENT

SIMPLE

ORGANIC

NATURAL

BLOCKCHAIN

GROW-YOUR-OWN

LABELS

ASTROLOGY

FORTUNE TELLING

Desire for Control

OPTIMIZATION

PROTEIN
IMMUNITY
SUPPLEMENTS
BIOHACKING
CUSTOMIZATION
CONVENIENCE
DELIVERY
MICROWAVING
ON-THE-GO

Desire for Control

RESTRICTION

GMOs

GLUTEN FREE

PALEO

WHOLE30

FREE FROM

CLEAN EATING

PLANT-BASED

AYURVEDA

Desire for Control

COMFORT

FAMILIAR

KIDULTING

INDULGENT

RELAXING

ANALOG

THROWBACK CULTURE

SLOW ENTERTAINMENT



Rice Goes Viral

SALMON RICE BOWL

56M + Views

SIMPLE
QUICK
LIFE HACK
COMFORTING
WHOLE
NOURISHING



trick

↑
↓
❤️
7.8M
💬
34.8K
📌
396.8K
➡️
251K

 **TikTok**



emilymariko ✓

Emily Mariko · 2021-9-21

Best lunch of the week!

Anxiety Amplified

41.5%

Percentage of adults with recent symptoms of an **anxiety or a depressive disorder**.

CDC, 2020

84%

Adults who reported feeling at least one emotion associated with **prolonged stress**.

American Psychological Association, 2021

25.5%

The percentage of respondents aged 18–24 years who reported having **seriously considered suicide** in the 30 days before completing the survey.

CDC, 2020

78%

Adults who reported feeling 'somewhat' or 'very' **stressed**.

International Food Information Council, 2022

Love & Belonging


The desire for friendship, intimacy, trust and acceptance, receiving and giving affection and love; affiliating, being part of a group (family, friends, work).



Moment of Reflection

Agree or Disagree

I wish I had a stronger community.

The background is a light blue color. On the left side, there is a large, irregular brown shape that tapers towards the top. On the right side, there is a larger, more complex brown shape that resembles a stylized figure or a cloud. The top edge of this right-side shape is decorated with a cluster of small, light pink dots. In the center of the image, the text "We were already lonely prior to the pandemic." is written in a black, serif font.

We were already lonely
prior to the pandemic.

Loss of Community

AWAY FROM FAMILY

LESS RELIGION

MERITOCRACY

NEIGHBOR-LESS

73%

of Millennials

Wish I had a stronger community.

Hungry Study

56%

of Millennials

If I wanted to go on a day trip, I would have a hard time finding someone to go with me.

Hungry Study

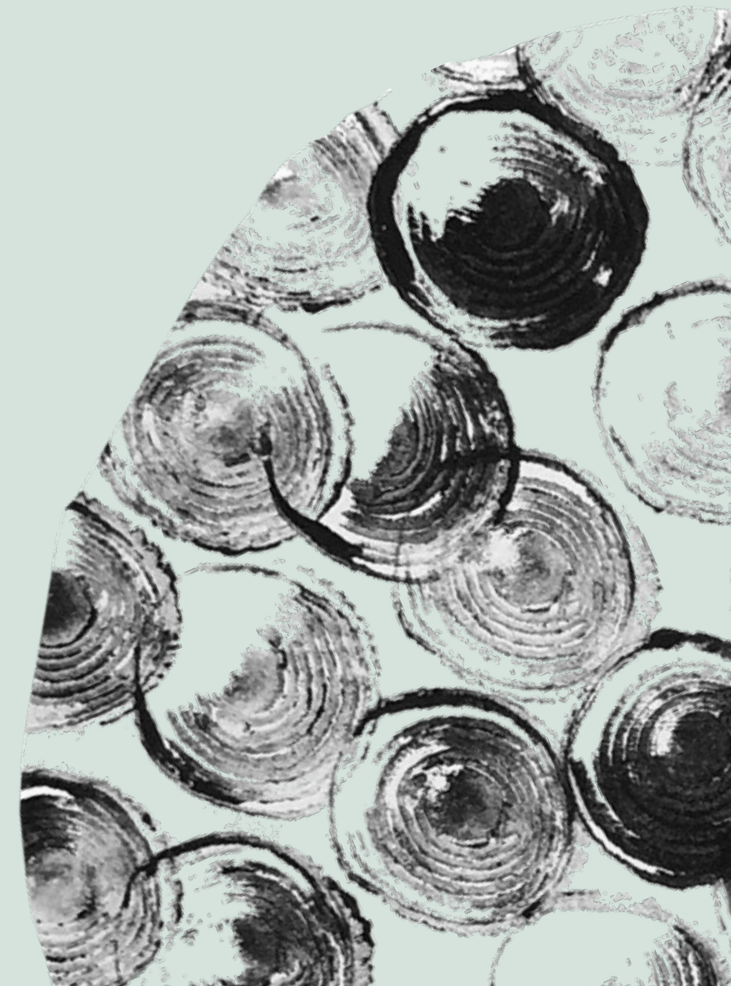
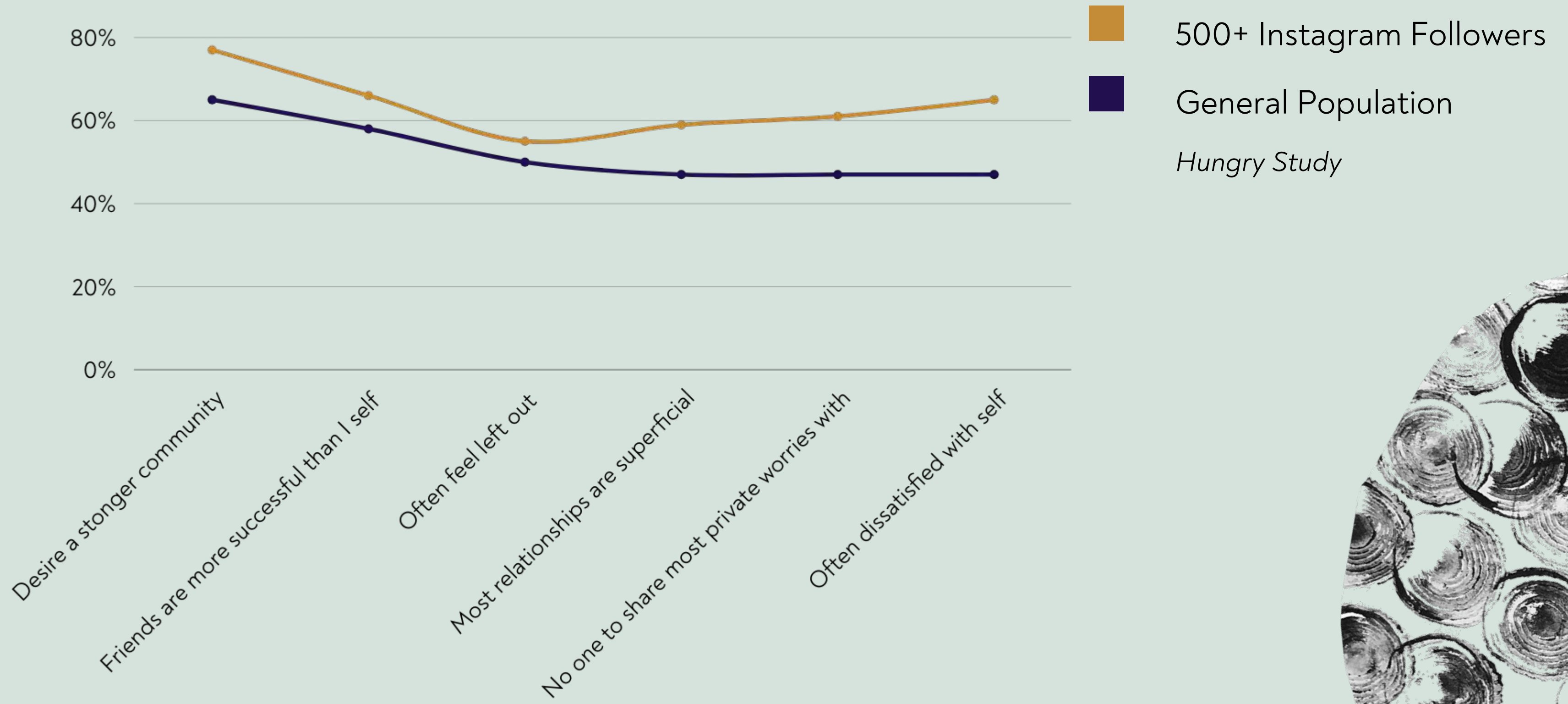
Moment of Reflection

Agree or Disagree

Using social media makes me feel happy.

"Friends"

Apple Jacks vs Apples



Mukbang



Videos tagged with [#whatieatinaday](#) have been viewed over 9.4 billion times on TikTok.

Influencers

53%

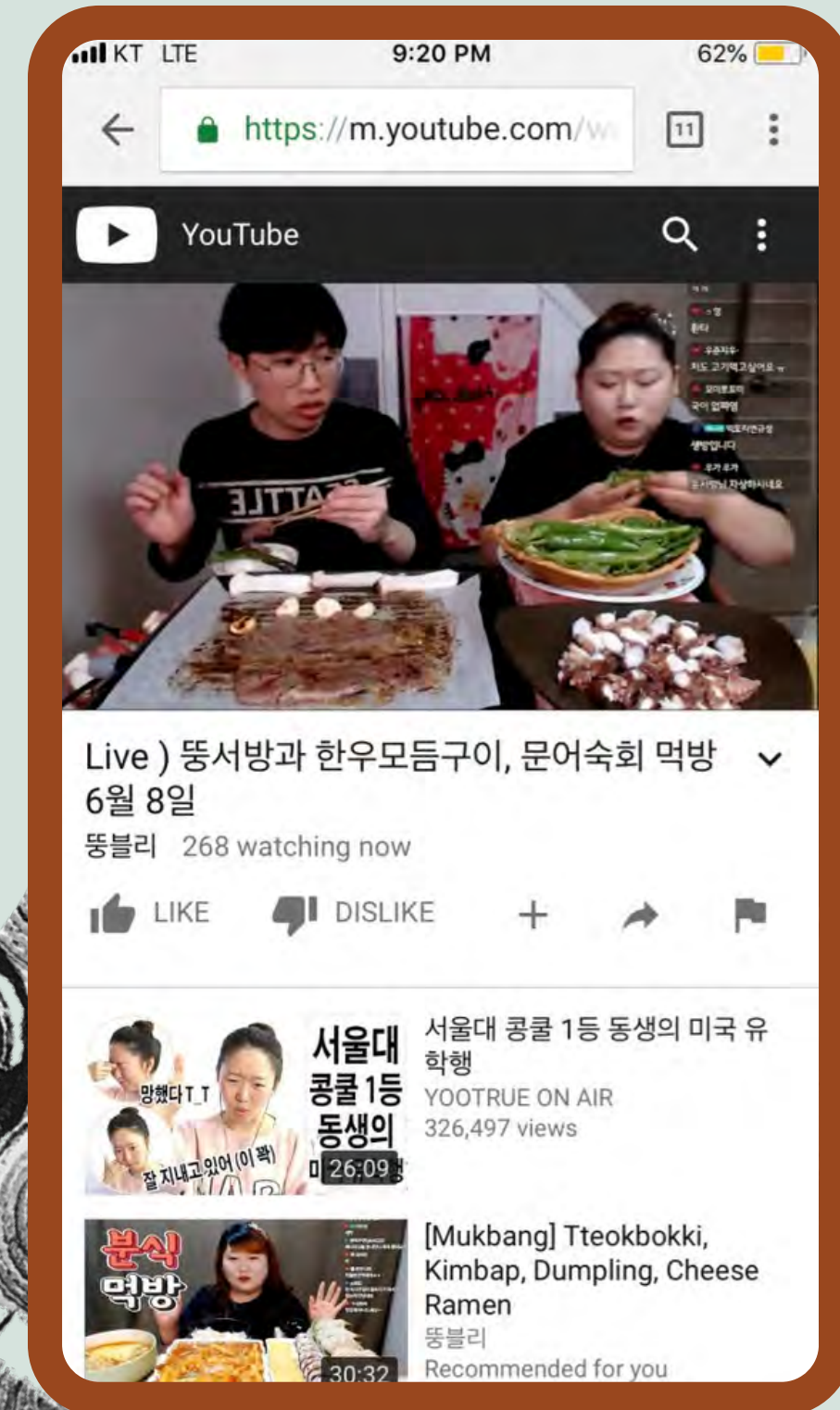
When something bad happens to one of my favorite celebrities/influencers, I feel like it happened to me.

Hungry Study

45%

If I were lucky enough to meet one of my favorite celebrities/influencers, and he/she asked me to do something illegal as a favor, I would probably do it.

Hungry Study



Desire for Belonging

SOCIAL APPROVAL

LIKES

UPVOTES

FOOD PORN

INSTA-WORTHY

INFLUENCERS

FOLLOWERS

UNIQUE EATS

Desire for Belonging

IDENTITY

HERITAGE EATING

DIASPORA EATING

VEGAN

PALEO / KETO

INFLUENCER CULTURE

TIK TOK

DIET TRIBES





Desire for Belonging

EXPERIENCE

EXPERIENCE DINING
COMMUNITY TABLES
OPEN KITCHENS
MUKBANG
RECIPE TRENDS
DINING HALLS
BOUTIQUE GYMS
ESCAPE THE ROOM

Amplified Loneliness

61%

of those aged 18 to 25 reported high levels of loneliness.

Making Caring Common, 2020

57%

of New Yorkers who said they felt lonely some or most of the time.

New York Health Department, 2022

1-IN-3

Americans face "serious loneliness."

Making Caring Common, 2020

How to be happy alone

Top trending Google search 2021

Purpose & Meaning

Achievement, mastery, independence, status, dominance, prestige, self-respect, respect from others; Realizing personal potential, self-fulfillment, seeking personal growth and peak experiences.



Raise of Hands

On a typical day, how much time do you spend outdoors (not in a house or building, or enclosed transportation)?

0 to 30 minutes

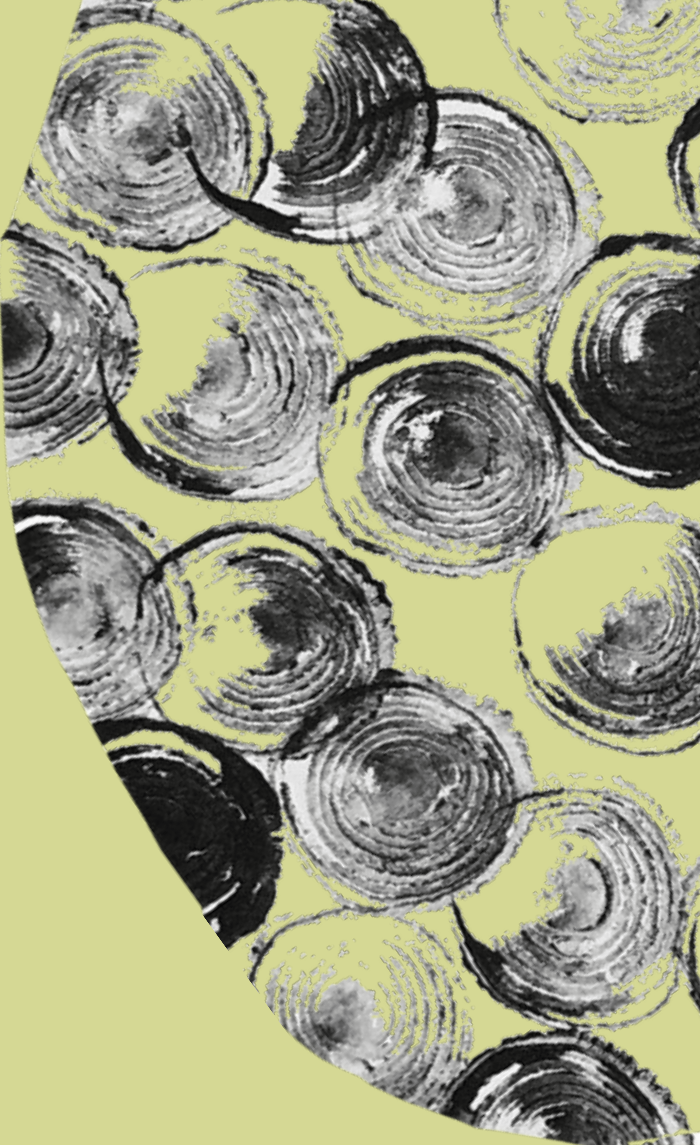
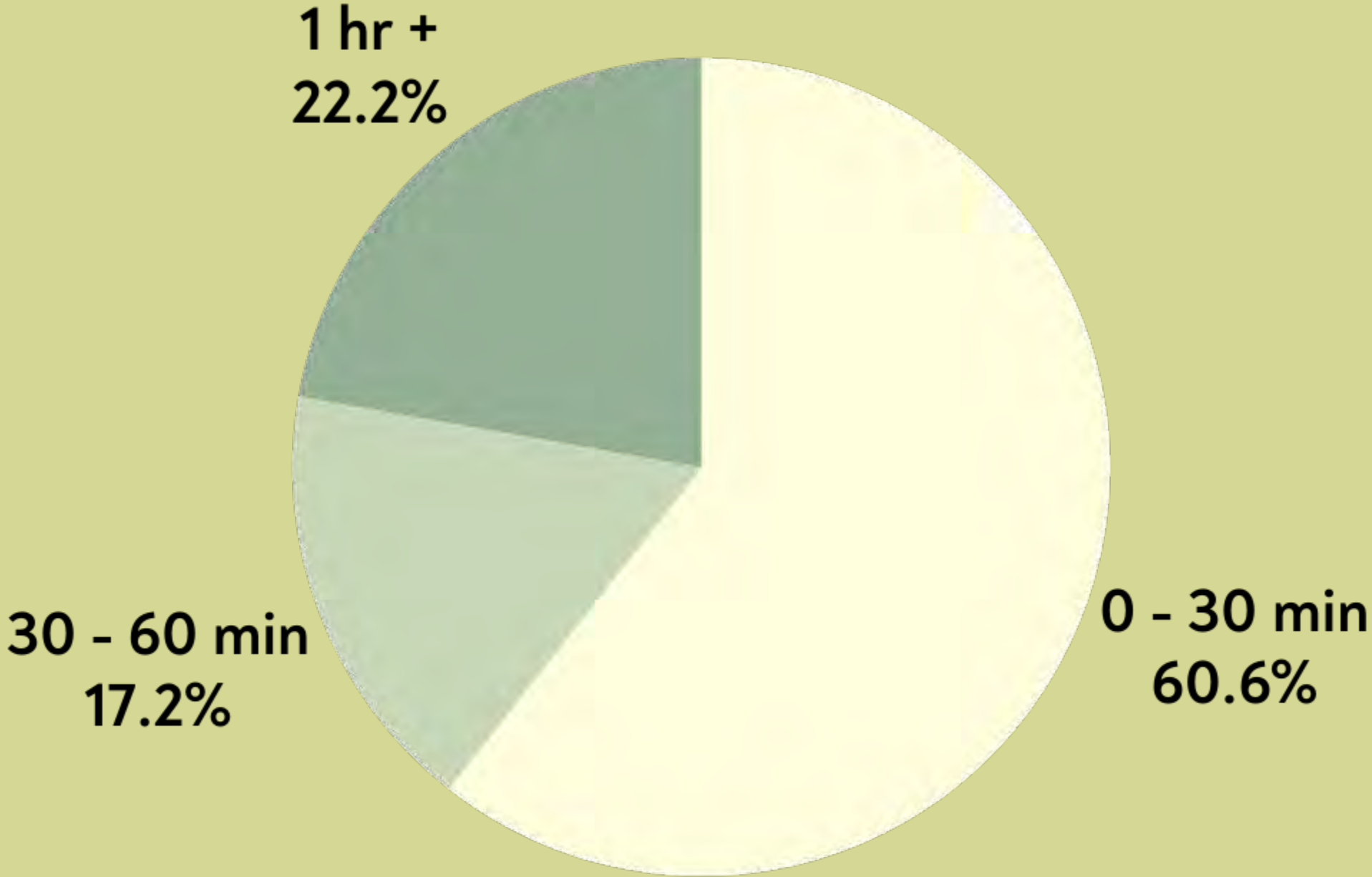
30 to 1 hour

1 hour+



Time in Nature

Hungry Study Answers



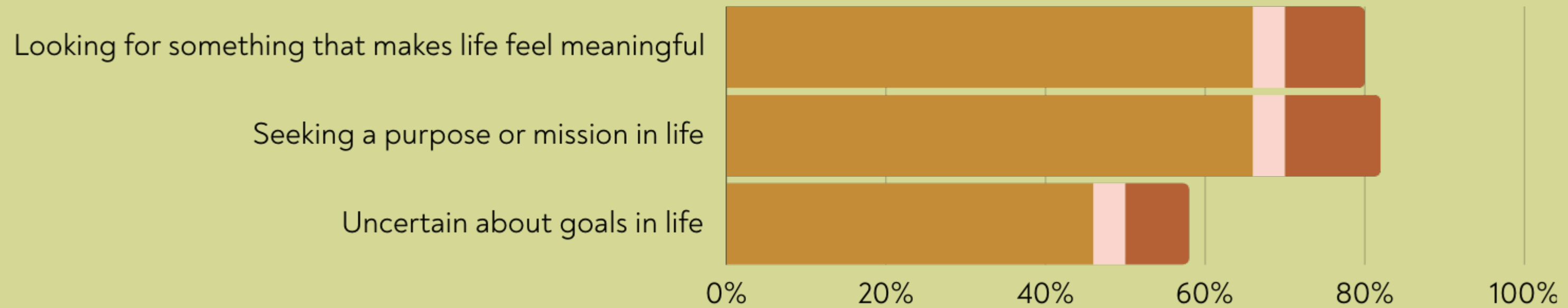
How To Create Meaning

GREATER GOOD

NATURE

SKILL BUILDING

Meaning



Hungry Study

Who are IRLers?

- 45+ minutes outside every day
- 3 + hours a day making things with hands
- Able to name 3 + wild, local plants

- Tech-Tethered
- General Population
- IRL Cohort



Desire for Purpose

TANGIBLE

DIY

SOURDOUGH

GARDENING

SENSORIAL

COOKBOOKS

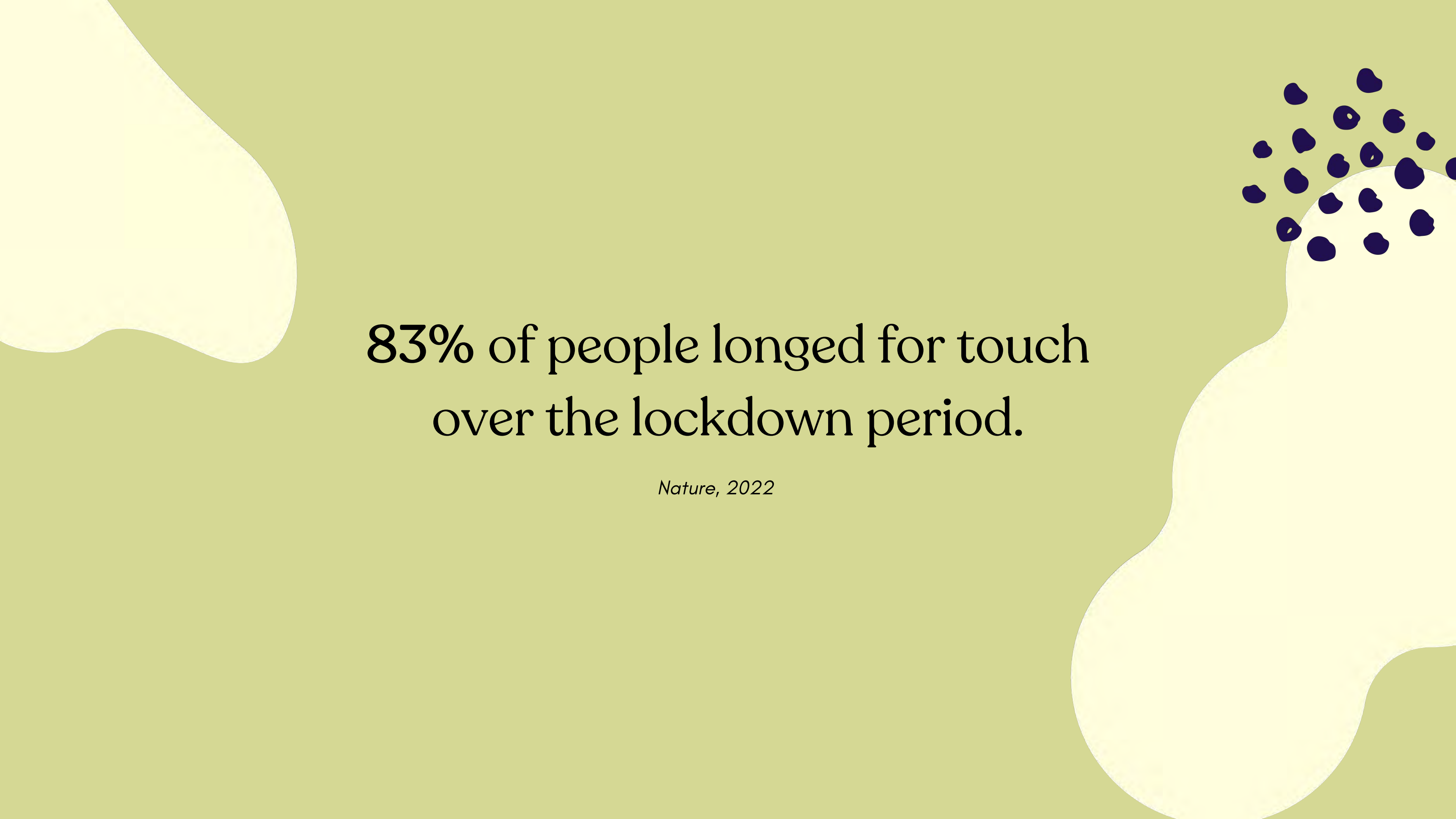
COLORING BOOKS

BREWING

KNITTING

VINYL RECORDS





83% of people longed for touch
over the lockdown period.

Nature, 2022

Desire for Purpose

A person is shown from the waist down, wearing a grey sweater, black leggings, and white socks with brown shoes. They are carrying a brown leather bag and holding a silver water bottle. The background is a natural landscape with green bushes and a sunset sky.

NATURE

REWILDING

FARMING

FORAGING

BIOPHILIC DESIGN

CAMPING

PLANT PARENTHOOD

HIKING

ANIMAL CAFES

AGRIHOODS

A close-up photograph of a hand holding a small amount of dark coffee beans. The background is a soft, out-of-focus bokeh of warm yellow and orange light. The hand is positioned in the center-left of the frame, with the fingers gently cupping the beans. The overall mood is warm and focused on the quality of the coffee.

Desire for Purpose

PRO-SOCIAL

SUSTAINABLE
FAIR TRADE
WASTELESS
REGENERATIVE
SOCIALY JUST
CARBON NEGATIVE

Search for Meaning

4M

people quit their jobs in April 2021

Bureau of Labor Statistics, 2021

+3,000%

2021 online registration for the course Science of Well-Being, compared to 2019.

Coursera, 2022

**How to be
mindful**

Top trending Google search 2021

The Emotional Context of Rice

Hartman Group, 2022

CONTROL

- I was just hungry (43%)
- I wanted to do something good/ healthy for myself (18%)
- I was tired (17%)
- I was just eating out of habit (14%)
- I needed to replenish myself after physical activity (14%)
- I was hurried/ busy (12%)
- I was just thirsty (11%)
- I had no particular emotional feeling at all (10%)
- Distracted/ multitasking (7%)
- I was bored (6%)
- I was feeling off balance, so I ate/drank to help me re-focus (6%)

COMMUNITY

- I wanted to enjoy really good food with someone I care about (20%)
- I wanted some food that would be impressive to others (9%)
- I was focused on connecting with someone I care about (8%)

PURPOSE

- I wanted some food that would delight me (25%)
- I wanted some food that would wow me (8%)

“While a familiar taste profile is the top food and beverage attribute on rice occasions, having something different to eat, along with unique flavor and textures and connecting with one’s own heritage are all more important when compared to total occasions.”

“When compared to total U.S. adults, those who participate in rice occasions report a willingness to pay more to support environmental sustainability.”

–Hartman Group, Rice Occasions Dashboard 2021 vs 2022



FOOD FOR CLIMATE
LEAGUE

“Food is the single strongest lever to optimize human health and environmental sustainability on Earth.”

–EAT-Lancet Commission on Healthy Diets From Sustainable Food Systems



FOOD FOR
CLIMATE
LEAGUE



FOOD FOR CLIMATE
LEAGUE

The Changing Consumer

CLIMATE ON THEIR MINDS

+7%

While 65% are concerned with contracting COVID-19, 72% are concerned about the climate crisis.

Edelman Trust Barometer 2021

71%

of people, globally, believe that, in the long term, climate change is as serious a crisis as COVID-19.

Ipsos

2-IN-3

Americans state that it has become even more important to limit impacts of climate change since the start of COVID-19.

McKinsey

82%

of people now say they value nature more than before the pandemic.

Wunderman Thompson



**FOOD FOR
CLIMATE
LEAGUE**

Eco-Grief

45%

of 16-25-year-olds said climate-related anxiety and distress is affecting their daily lives and ability to function normally.

Lancet Planetary Health, 2021

60%

of 16- to 25-year-olds in ten countries are 'very worried' or 'extremely worried' about climate change.

Nature, 2021

56%

of Gen Z surveyed said they agreed with the statement that humanity is doomed.

Lancet Planetary Health, 2021



FOOD FOR
CLIMATE
LEAGUE

Uncomfortable Reality

Global food systems
are responsible for
1/3 of all greenhouse
gas emissions.

Nature Food, 2021


Global food systems
are the **#1** driver of
biodiversity loss, land
degradation and
deforestation.

Chatham House, 2021

Global food systems
are a major
contributor to air and
water pollution.

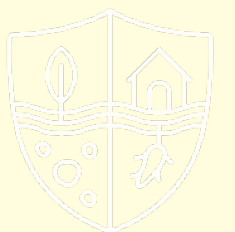
United Nations





“Agriculture and food systems must urgently adapt and transform in order to respond to the imperatives of climate change.”

–COP28 UAE Declaration on Sustainable Agriculture, Sustainable Food Systems and Climate Action, signed by 134 nations



FOOD FOR CLIMATE
LEAGUE

Control & Sustainability

NUTRIENT-DENSE

FLAVOR-PACKED

SIMPLE & WHOLE INGREDIENTS

BIODIVERSE

NOTHING ARTIFICIAL



Community & Sustainability

BIODIVERSE

HERITAGE GRAINS

CULTURALLY-RELEVANT

INDIGENOUS

LOCAL

SEASONAL

ARTISAN

WILD





Purpose & Sustainability

REGENERATIVE
ORGANIC
CARBON NEGATIVE
JUSTICE-CENTERED
WASTELESS
LOW WATER USE (AWD)
HANDS-ON

Moment of Reflection

How will you harness rice production as a tool for addressing mental health, physical health, and planetary health?

Thank you!

Eve Turow-Paul

EveTurowPaul.com

FoodforClimateLeague.org

