



QUESTIONS AND SUGGESTED AREAS OF FOLLOW-UP STUDY FOR RESEARCHERS

Display and Setting Tools

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**MAKE FRUIT AND
VEGETABLES THE
DEFAULT**

Creating a default option has been a powerful tool in savings and retirement studies, and there have been a few studies in food domains. Possible research studies include:

- ▶ For which types of products and situations does a default option work best and minimize waste?
- ▶ Evaluate the effectiveness of default options at a large institutional cafeteria.
- ▶ Determine which kinds of defaults are likely to be most effective (e.g. defaults based on social norms about expected behavior vs. defaults based on behavioral inertia or laziness and inattention).
- ▶ Determine what is likely to occur when individuals automatically take the default food choices but then do not eat it, and the associated cost and food waste that may occur in these situations.

2

**INCREASE THE
PROMINENCE OF FRUIT
AND VEGETABLES**

There are many opportunities to make fruit and vegetables more visible and prominent in cafeterias, grocery stores, and homes.

- ▶ For which products and in which situations will enhanced prominence be most effective?
- ▶ Determine the effectiveness of serving entrées with more vegetables, putting fruit and vegetables in a more prominent place on the menu, or placing fruit and vegetables first on the list of side dishes. Tests should be done with institutional feeding as well as restaurant menus.

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**INCREASE FRUIT AND
VEGETABLE OPTIONS**

Children will eat more fruit and vegetables when there are more options to choose from.

- ▶ In which situations will too much variety be detrimental to the healthy consumption of fruit and vegetables?
- ▶ Determine if the positive effects of variety constraint, as seen by Wansink in his study of the Atkins Diet, can be overcome by well-organized displays of fruit and vegetables that help consumers navigate through many different options.

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**DECREASE NON-FRUIT
AND VEGETABLE
ALTERNATIVES**

Fruit and vegetables compete with less healthy options in homes and cafeterias. By restricting access to these alternative choices, fruit and vegetable consumption will increase.

- ▶ When can unhealthy foods be eliminated without negatively impacting revenue?
- ▶ Test the theory that reducing the number of unhealthy food items increases the consumption of fruit and vegetables.

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**INCREASE THE
CONVENIENCE OF FRUIT
AND VEGETABLES**

Single servings have increased in availability, but there is probably still latent demand.

- ▶ Where can single-serve packages be more effectively marketed?
- ▶ Study the impact of food carts and traveling food mobiles on the consumption rates of fruit and vegetables in the areas being served.

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**PROVIDE TIMELY
REMINDERS**

- Timely reminders can increase fruit and vegetable consumption in restaurants and cafeterias.
- ▶ When are customers most likely to respond positively to healthy reminders?

Incentive and Price Tools

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**OFFER STRATEGIC
DISCOUNTS**

- Short-term discounts can lead to long-term increases in purchases.
- ▶ Are there specific fruits or vegetables for which discounts lead to a larger increase in long-term purchases?
 - ▶ Determine if the cost of providing temporary discounts for fruit and vegetables can be made up through additional demand once the discounts are removed.
 - ▶ Evaluate the feasibility of offering discounts to specific customers, recommending specific substitutions, and to determine/identify the best opportunities for long-term behavior change.

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**CONSIDER PRICE
PERCEPTION AND
FAIRNESS**

- “Pennies-a-day” price frames lead to a greater perception of value.
- ▶ What types of daily tradeoff suggestions can most influence price perceptions of fruit and vegetables?

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**OFFER BONUS
QUANTITIES**

- For virtue products like fruit and vegetables, consumers may prefer bonus packs rather than discounts.
- ▶ Which strategy (bonus packs or discounts) is most effective at encouraging consumers to increase their fruit and vegetable purchases?
 - ▶ Do bonus packs or discounts have a different impact on long-term demand?

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**USE SMALL MONETARY
INCENTIVES**

- Small monetary incentives for children increase fruit and vegetable consumption during school lunch.
- ▶ Can small monetary incentives for children be provided in a cost-effective way?
 - ▶ How small can incentives be and still increase fruit and vegetable consumption?
 - ▶ Which incentives work best for consumers of different ages?

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USE SOCIAL REWARD

- Praise for eating vegetables increases consumption among small children.
- ▶ Do children respond best to social rewards from parents, teachers, or older peers?
 - ▶ “Social reward” training for parents needs to be developed so that they can learn how to provide optimal praise for their children’s good eating habits. Many parents would welcome advice on how to get their kids to eat more fruit and vegetables.

Planning and Habit Tools

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CREATE

PRE-COMMITMENT TOOLS

People eat healthier when they pre-commit to meals, and more tools are providing opportunities to do so.

- ▶ Can pre-commitment tools be used effectively to increase fruit and vegetable consumption (or healthier eating more generally) in schools and worksites?

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CREATE SIMPLE
TRACKING TOOLS

Most tracking tools are too complex for sustained use. Simple tracking tools help people achieve goals.

- ▶ What are the most important features of a simple tracking tool?
- ▶ Large-scale tests of tracking tools that differ in complexity, either with respect to behavioral outcomes or with respect to the goals that people are trying to achieve, are needed.
- ▶ More testing is needed to determine the effectiveness of interventions offering simple strategies and tracking tools.

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CREATE PERSONAL
STRATEGIES

Many people aspire to eat more fruit and vegetables, and marketers can support these efforts.

- ▶ What personal strategies are most effective in changing eating habits?
- ▶ Research how people comply with simple recommendations like ‘make half your plate fruits and vegetables,’ including the impact on their overall diet.

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PROMOTE
HABIT-STARTING
OPPORTUNITIES

Habits are more likely to form when other changes are occurring in a person’s life, or when they can be easily latched onto a current behavior.

- ▶ How can cross-merchandising help habit formation?
- ▶ What are the best times to kick start healthy habits?

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ENCOURAGE ONLY FRUIT
& VEGETABLE SNACKING
WHILE WATCHING TV

Families can establish rules that the only snacks that they can eat while watching television are healthy options such as fruit and vegetables.

- ▶ What are some strategies that parents can adopt to leverage TV viewing as a special healthy eating occasion?
- ▶ Does TV advertising for fruit and vegetables trigger consumption or a long-term preference for these foods?

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FACILITATE PREFERENCE
CHANGE

Children acquire a preference for fruit and vegetables after repeatedly trying these items.

- ▶ How many times does a child have to taste an item for a preference to form? Does this vary by age of the child?
- ▶ Determine if children’s preferences for veggies change over time, even when the vegetables introduced have a subtle or negligible impact on taste.

Messaging Tools

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USE APPROPRIATE
NUTRITION LABELING

Many third-party labeling systems are being introduced in supermarkets.

- ▶ How do third-party labeling schemes affect fruit and vegetable consumption?
- ▶ How do menu labeling schemes impact consumption of fruit and vegetables at dining establishments?
- ▶ Which is more effective: “Negative” schemes, like in-house or third-party labeling and traffic light systems directing consumers away from unhealthy choices, or positive schemes like Fruits & Veggies—More Matters as an endorser label?

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PROMOTE NATURALNESS

“Natural” is a very appealing category for consumers, and fruit and vegetables should own this category.

- ▶ Determine the selling effectiveness of ‘natural’ when marketing fresh, canned, frozen, dried, or juiced fruit and vegetables.
- ▶ What does ‘natural’ mean to a consumer: organic, no other ingredients?

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HIGHLIGHT SOCIAL
NORMS

Associations with in-groups can greatly influence consumption.

- ▶ How do social norms affect fruit and vegetable consumption at work or at school?
- ▶ Large field studies are needed to examine social norm influences in the context of fruit and vegetables. Workplaces and schools would be good settings for this kind of research.

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LEVERAGE LOSS
AVERSION

Messages highlighting lost opportunities for nutrition may be very powerful.

- ▶ Can loss-oriented messages encourage fruit and vegetable consumption?
- ▶ Study the potential impact of gain and loss framing in the context of fruit and vegetable consumption.

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USE STRONG, APPEALING
BRANDING

Branding is challenging but powerful when it works.

- ▶ Is it possible to brand fruit and vegetables as exciting for children or as luxury products/gifts for adults?
- ▶ Determine why fruit and vegetables can be perceived as a luxury category in Japan, but apparently not in America.