



DANONE
NORTH AMERICA

State of Nutrition Equality Study

In 2023, amid a backdrop of food insecurity affecting millions and diet-related diseases as the leading causes of death and disability, we set out to study the state of nutrition in America, with a focus on diverse and underserved populations.

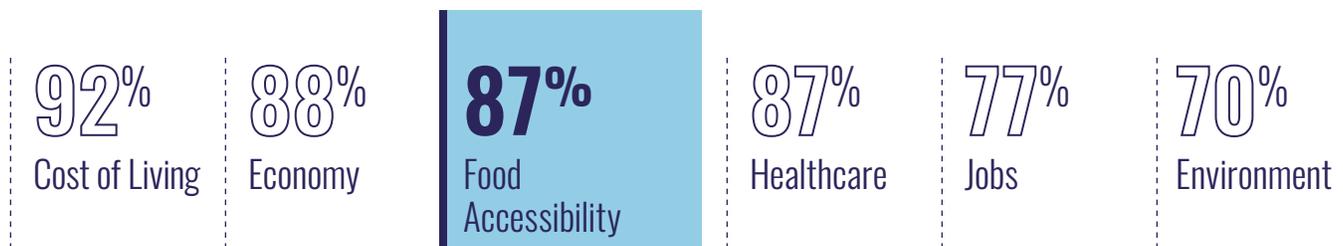
One thing is clear: access to nutrition opens the door to higher quality of life and improved societal outcomes—but it's out of reach for many and optimism is fading. **It's time for action.**



Nutrition has risen to the top of the American agenda.



Food accessibility—including availability, affordability, quality and security—has reached a tipping point, now ranked as one of the most important issues today. And among lower-income respondents (91%), this issue is even more significant.

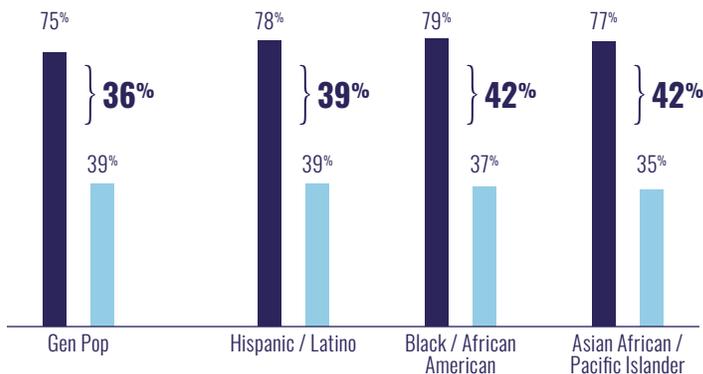


Despite knowing food plays a critical role in a healthy lifestyle, most Americans don't eat what they describe as extremely or very nutritious foods.



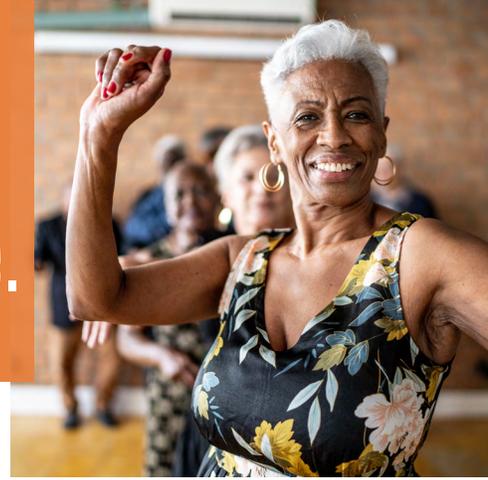
This is even more significant among lower income respondents—as many as **7 of 10** report that they don't eat a very nutritious diet.

The **disparity** between how Americans view the importance of healthy food vs. what they report eating is highest among multicultural audiences.

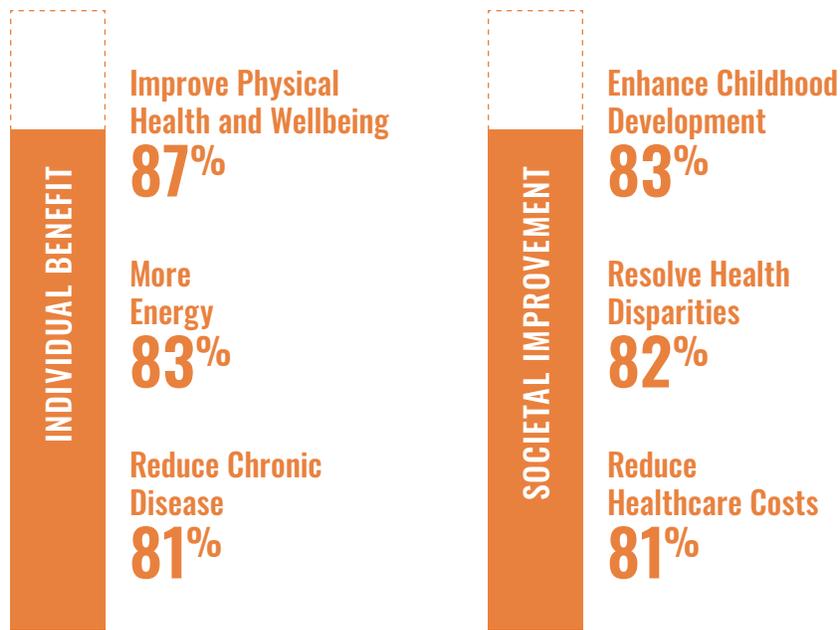


■ It is extremely/very important to incorporate nutritious foods
 ■ The foods I eat are extremely/very nutritious

Nutrition is transformative. We all deserve a seat at the table.



More than **80% of Americans** believe increasing access to nutritious foods benefits both individuals and society at-large in a variety of ways:



[I believe], With access to nutritious foods, everyone is given the opportunity to obtain optimal health, which results in optimal productivity...leading to an increase in overall economic productivity and wellbeing. It would have a very, very big positive effect on the state of society.

– Female, Millennial, White/Hispanic/Latino



Data points to an emerging relationship between nutrition and mental health, particularly among Gen Z and Millennials.

76%

believe what they eat affects their mental/emotional state



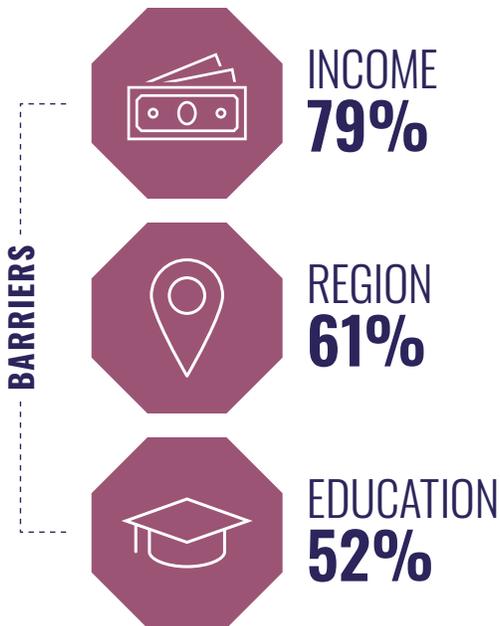
78%

believe their mental/emotional state affects what they eat

Consumer **barriers** to nutrition go well beyond affordability.



Economic, physical and personal barriers are inhibiting consumers' ability to access nutritious foods. Around one-in-three individuals have had to cut back on both essential and non-essential purchases. Almost **60%** said cutting back on purchases has impacted their ability to maintain a healthy lifestyle and eat healthy and nutritious foods.



Across the board, these barriers are more likely to **negatively impact multicultural audiences:**

- **ECONOMIC** (61% Hispanic; 57% Black / African Americans; these groups had to cut back slightly more on recent purchases than the overall population)
- **PERSONAL** including stress, depression, eating disorders, physical disabilities (43% Hispanic; 41% Black / African Americans)
- **PHYSICAL** including distance to food access, lack of transportation, safety (39% Hispanic; 43% Black / African Americans)



If I earned more money, it would be much simpler and less involved. Also, in my case, transportation to stores where more nutritious food is sold. I take buses and walk, lugging bags of produce with me. Every. Single. Week. I understand why people don't want to do this.

– Female, Gen X, Black / AA

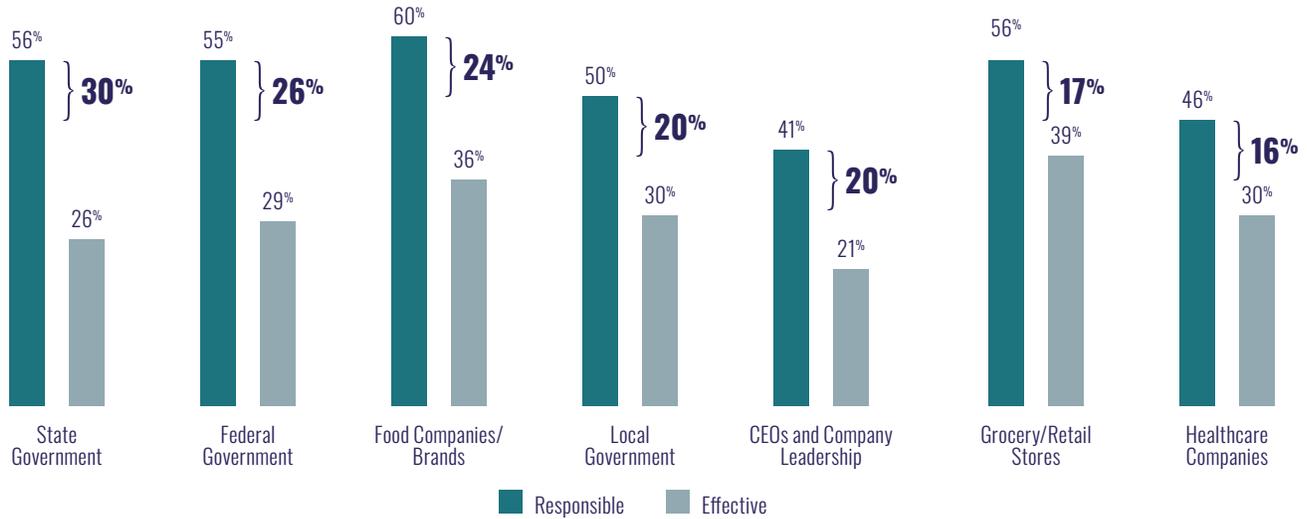


Real impact requires real public and private collaboration.



Americans expect collaboration across public and private sectors. What's more, they see food corporations and retailers as just as responsible as federal, state and local governments to improve nutrition access.

THERE IS A SIGNIFICANT GAP BETWEEN WHO PEOPLE FEEL SHOULD ADDRESS FOOD EQUALITY AND HOW EFFECTIVE THEY BELIEVE THEY ARE IN ADDRESSING IT.



Consumers laid out a clear roadmap for food companies to enact change.



70% are more likely to support companies that help address access to nutritious foods

Multicultural communities are even more likely to be supportive:

79% of Hispanic / Latino

76% of Black / African Americans

75% of Asian Americans

Bringing **health through food** to as many people as possible.



As one of the largest certified B Corporations, Danone North America leverages its portfolio, partnerships and actions plans to help make nutrition more equitable and inclusive for all.

PRODUCT PORTFOLIO



We have market-leading positions across categories, including yogurt and plant-based food and beverages, and **more than 2/3 of our product portfolio meets our criteria for nutrient density.**

We are on a journey of constant improvement to make our **product portfolio healthier and bring the right offerings, formats and entry points** to a variety of environments and channels.

When it comes to what foods respondents believe to be nutritious...

- Yogurt and yogurt beverages are among the top five
- For multicultural consumers, dairy-free and plant-based milk products are also in their top five

PARTNERSHIPS AND ADVOCACY



The company supports proposed **WIC** food package options and promotes the availability of healthier options in a variety of container sizes, including Danone yogurts. Danone North America also supports the **USDA's** efforts to limit sugar and sodium levels offered to children in schools.

We launched the **Sustainable Food Policy Alliance** with other top CPG companies to advocate for policies that improve people's lives and protect the planet.

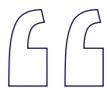
Through the **Danone Institute North America**, we seed funding for local initiatives that promote nutrition and sustainable food systems.

MEASURABLE ACTION PLANS



At the **White House Conference on Hunger, Nutrition and Health** in Sept. 2022, Danone announced a **\$22 million investment** to improve education on, access to, and availability of, nutritious and health-promoting foods by 2030.

As part of the Renew Danone strategy, the company re-framed its sustainability journey, articulated around three pillars: **Health, Nature and People & Communities**, defining a new set of priorities focused on where the company can deliver the most impact and value.



Danone believes in a future where nutrition is more available, accessible, and equitable—our vision is for a more inclusive state of nutrition where consumers have agency over their health, through food. At Danone, our mission is to bring health through food to as many people as possible, but we can't act alone. Improving nutrition equity at scale will require partnership across sectors for transformational change.



SHANE GRANT
Group Deputy CEO,
Danone

METHODOLOGY

In partnership with Zeno Group, Danone North America fielded this online survey of 4,132 US (including 1,049 “Gen Pop” respondents, and multicultural OverSamples among 1,014 Black/A-A respondents, 1,026 AAPI respondents, and 1,014 Hispanic/Latinx respondents) in May 2023. These results reflect the “Gen Pop” sample unless otherwise specified. The overall margin of error for the “Gen Pop” sample and each multicultural audience is +/- 3 percentage points at a 95% confidence level.

ABOUT DANONE NORTH AMERICA

Danone North America is a purpose-driven company and an industry leader in the food and beverage category. As a Certified B Corporation®, Danone North America is committed to the creation of both economic and social value, while nurturing natural ecosystems through sustainable agriculture. Our strong portfolio of brands includes: Activia®, DanActive®, Danimals®, Dannon®, evian®, Happy Family® Organics, Horizon® Organic, International Delight®, Light + Fit®, Oikos®, Silk®, So Delicious® Dairy Free, STōK®, Two Good®, Wallaby® Organic and YoCrunch®. With more than 6,000 employees and 16 production locations across the U.S. and Canada, Danone North America’s mission is to bring health through food to as many people as possible. Visit DanoneNorthAmerica.com for more information.

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