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Consumers Prioritize Planetary Health Over Population Health

Transparency and building consumer relationships once led Innova Market Insights' trend reports but now it appears to be shifting to issues relating to planetary health. "For the first time ever, more consumers surveyed globally for Innova's Lifestyle and Attitude Survey say health of the planet is their top global concern, rather than health of the population," explained insights director at Innova Market Insights, Lu Ann Williams.



Almost half of the consumers surveyed by Innova indicated throwing away less food, while 63% expressed an interest to eat at a restaurant that prevents or reduces food waste. Product launches with environmental claims are growing three times as fast as total food and beverage activity. Product launches with ethical claims relating to the environment have increased from 4.4% to 6.6%.

The biggest obstacle for consumers is cost. 30% of consumers say it's more expensive to buy environmentally friendly products, but half are willing to pay more for products that are dedicated to solving environmental issues.

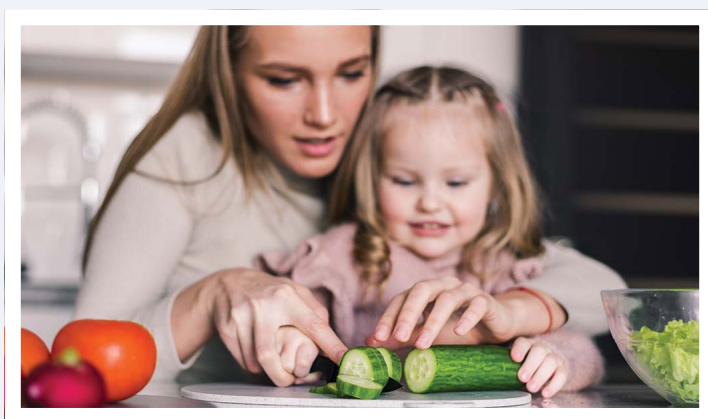
At Graceland Fruit, we are committed to practices that protect the environments we operate in. Areas of focus include water stewardship, energy consumption, waste reduction, and organic agriculture and processing. Click [here](#) to learn more about our sustainability efforts.

Children Prefer Food They Perceive as 'Natural'

A new study from researchers at the University of Edinburgh and Yale found that a vast majority of adults prefer foods they perceive as 'natural', but can the same be said about children? They decided to look into children's attitudes towards the 'naturalness' of their food in more detail.

In one study, researchers surveyed more than 370 adults and children in the U.S. about the origins of apples. They were told one was grown on a farm, one was made in a lab, and one was grown on a tree in a lab. Adults were also given the same survey to compare age groups. Results showed that both age groups preferred apples they believed grew in fields over apples they believed grew in a lab.

Researchers then asked children aged 5-7 and a group of adults for their feedback on four kinds of orange juice. They were told one was squeezed on a farm, one had no information, one had chemicals 'removed', and one had chemicals added. The results revealed that participants preferred the more natural option. These findings suggest that the belief of natural food being the 'better' choice is established at a young age. "Overall we provide evidence that, at least in the United States, our tendency to prefer natural food is present in childhood," explained Dr. Matti Wilks from the University of Edinburgh's School of Philosophy, Psychology and Language Sciences. "This research offers a first step towards understanding how these preferences are formed, including whether they are socially learned and what drives our tendency to prefer natural things."



Superfruit Spotlight: Wild Blueberries

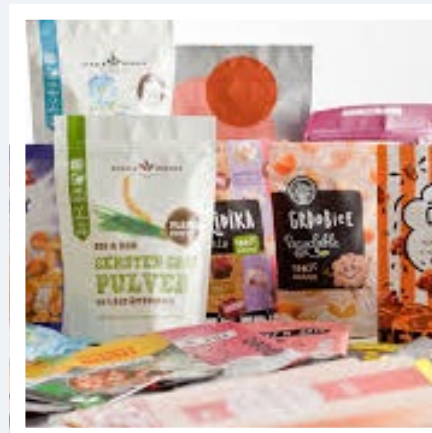
These deeply hued gems grow just as Mother Nature intended, wildly. Wild blueberries can be found growing in Maine, Atlantic Canada, and Quebec.

Although wild blueberries are smaller than ordinary blueberries, they're mighty, if not, mightier! Wild blueberries have twice the amount of antioxidants and 33% more brain-healthy anthocyanins, adding an extra boost of nutrition. Our **infused dried wild blueberries** elevate a number of commercial food **applications** by adding authentic taste, distinct texture, vibrant color, and natural nutrition. Interested in using wild blueberries in your next **innovations**? Contact our **experts** today!

The Future of Food Packaging

Seeing a product on a store shelf is no longer enough for consumers. Today's consumers, particularly Millennials and Gen Z consumers, expect to engage and interact with a product.

Brands such as Doritos and Snapple understand this new need and are using social media spaces like Instagram and TikTok to allow consumers to go beyond consuming and start interacting with the brand. Previously, food packing did all the work on the shelf. Now, e-commerce and social media have changed everything. Instead of relying solely on two-dimension packaging, brands have had to rethink visual assets, brand personalities, and structural design to remain relevant. Seeing a product's packaging isn't enough, Millennial and Gen Z consumers, who have grown up interacting with screens, want to actively engage and interact with brand's visual assets.



Five Health Benefits of Wild Blueberries

Small but mighty, wild blueberries are the perfect mix of delicious and nutritious. From brain-boosting to disease-fighting, wild blueberries pack a powerful punch that other fruits don't. The Wild Blueberry Association of North America lists five health benefits that wild blueberries have to offer.

Antioxidant Powerhouse:

Antioxidants help protect the body against inflammation, which is believed to be a leading factor in Alzheimers and other

degenerative diseases. One cup of wild blueberries has more total antioxidant capacity than other fruits and vegetables, including cranberries, strawberries, and blueberries.

Promotes Heart Health: Wild blueberries have six grams of fiber per cup which can help individuals achieve 28 grams of fiber per day that's recommended to help improve cholesterol, lower the risk of heart disease, strokes, obesity, and Type 2 diabetes.

May Enhance Mood: Studies suggest that wild blueberries may improve mood. A study published in the February 2017 issue of Nutrients revealed that wild blueberry consumption may significantly boost mood in young adults (18-21) and children (7-10). This is an important finding as depression in adolescence and young adults is

likely to reemerge.

Promotes Brain Function: A study published in the October 2017 issue of Food & Function suggested that the consumption of wild blueberries among school-aged children may enhance executive function which include the mental skills that help students pay attention, manage time, and complete tasks.

May Help Reduce the Risk of Type 2 Diabetes: Compared to other fruits, wild blueberries have moderate amounts of sugar. One cup has around 15 grams of sugar, the equivalent to a small apple or large orange. Research suggests that the anthocyanins in blueberries positively impact insulin sensitivity and glucose metabolism.



What's New At Graceland Fruit: Annual Company Picnic

Summer is almost over which means it's time for the annual company picnic! Each year, Graceland Fruit holds an annual company picnic to celebrate our employees, their families, and the hard work that goes into making exceptional ingredients. Although there was a little rain, it didn't stop us from having fun! Our team enjoyed a fun-filled Saturday complete with catered BBQ, lawn games, face painting, and prizes! It was a wonderful time celebrating the exceptional people who make exceptional ingredients.

Battling Food Insecurity with Increased Investment in Water Infrastructure

Water security and food security go hand in hand. As the record high temperatures in Europe demonstrate, climate change has the potential to put both water and food security at risk.

Europe is currently experiencing low rainfall and record-breaking high temperatures, a combination that results in bone dry soils and decreased water levels. These conditions are having a major impact on food production. The lack of rainfall has tampered with grass growth, prompting worries that food supplies will be short in the winter, which would place additional costs on livestock farmers who are already experiencing increased feed prices.

Data from Mintel shows that consumers are more concerned about the availability of food and water as a result of climate change. Mintel's data revealed that 31% of consumers are worried about water shortages, up from 27% in 2021. The National Farmers Union (NFU) suggests taking this awareness and translating it into action by focusing on building a more resistant water infrastructure. "We have been calling for urgent action for a number of years to bring the nation's water infrastructure up to date to better cope with extreme weather events such as drought," explained NFU Deputy President Tom Bradshaw. "Cooperation and collaboration between farmers, government and water companies is vital in our response to managing drought risk, to protect productive farmland and ensure farmers are getting their fair share of water."



We deliver *delight*™

Graceland Fruit, Inc. is a leading producer and global distributor of premium quality dried fruit ingredients for the food industry. Our exceptional product and service performance make it easy for innovative food manufacturers and providers to create delicious, on-trend products to surprise and delight their consumers.

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