

Some Key Changes in U.S. Consumption Patterns

DID YOU KNOW?

Food Industry News by the Numbers

- Since 1970, significant changes have occurred in what Americans eat and where they buy it. (From USDA Information Bulletin #725)
- From 1970 to 1994 per capita consumption of mangoes increased by 1000 percent, from 0.1 lb. to 1 lb. At the same time, pre capita consumption of veal fell by 63 percent, nonfat dry milk fell by 35 percent, eggs dropped by 23 percent and butter by 11 percent. Per capita turkey consumption on the other hand increased by 122 percent from 6.4 lbs. (boneless weight) to 14.2 lbs..
- Consumption of beef fell from 80 lbs. (boneless, trimmed weight) per capita in 1970 to 63.6 lbs. in 1994, a 21 percent decline. During the same period, consumption of poultry rose from 34 lbs. per capita to 63.7 lbs., an 87 percent increase.
- In 1976, the first year for which data are available, Americans consumed 1.2 gallons of bottled water per person. In 1994, the figure was 10.5 gallons, nearly a 700 percent increase.
- In 1970, corn sweeteners accounted for 16 percent of total caloric consumption. In 1994, this figure was 55 percent, of which 70 percent was high fructose corn syrup. In 1970, caloric sweetener consumption totaled 122 lbs. per person. In 1994, this figure had risen to 148 lbs. per person. This figure masks some interesting trends. Refined sugar consumption fell by 35 percent, from 102 lbs. to 65 lbs. per capita, while consumption of corn sweeteners rose by 224 percent, from 25 lbs. to 81 lbs. per capita.
- From the Food Institute Report: Food Service sales in supermarkets and convenience stores combined comprise about 9 percent of commercial food service sales. Supermarkets are the fastest growing segment of food service moving ahead at more than seven percent per year in real terms.
- From the 1998 Kitchen Report conducted by the National Pork Producers Council: Two-thirds of families with children eat at least five meals together a week. The criteria for what to serve is, in descending order: family favorite food, taste, nutrition, convenience, and cost.
- From AC Nielson's Second Annual Report on Consumer and Market Trends: Consumers visit a store 94 times a year (1.8 times a week) and spend an average of \$23.37 trip (\$2,197 a year).

Source: The Retail Food Industry Center, University of Minnesota, TRFIC Newsletter, Fall 1998.