All in a Day: What Kids are Eating

Balancing Delicious and Nutritious
What's driving parents'—and kids'—food & beverage choices at key eating occasions? Our research shows opportunities for added nutrients, such as dietary fiber.

LABEL LOOKOUTS

Parents are reading nutrition labels to make informed choices.

They are avoiding:
- Added sweeteners like HFCS
- Unhealthy additives

They are seeking:
- Reduced added sugars
- Clean, natural labels and whole foods

When it comes to added nutrients, parents prefer kids get them from the foods and beverages they eat and drink, rather than giving them supplements or pills.

WHAT'S EATING PARENTS

Parents often worry that children lack necessary nutrients, specifically those derived from plant-based foods like veggies.

A primary nutrient of concern?

FIBER

If nutrients such as dietary fiber can be found in foods beyond vegetables, it's easier for parents to incorporate them into their kids' daily intake.

FOODS FOR THE WIN

Whenever possible, parents work to incorporate win-win foods that strike a balance of healthy and kid-friendly.

KIDS' DAYPARTS

Foods for kids have many different jobs, all in a day's work.

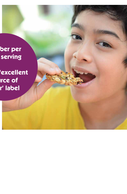
Win-win foods allow parents to feed kids what they already love—and pack more dietary fiber into their daily intake—during key meal and snacking occasions.

CHECK OUT THESE OPPORTUNITIES TO BOOST THE FIBER CONTENT IN KIDS' FAVORITES, WITH ADDED DIETARY FIBER.

BREAKFAST
- Quick and easy to prepare
- Keeps child feeling full and happy until lunchtime
- Fuels 'body for lasting energy

FIBER-FUELED GRANOLA

Granola is an easy-to-prepare go-to that kids crave—and can even make themselves. Already known as a 'good source' of fiber, we can help easily boost the fiber to an 'excellent source.'



6g fiber per 8oz. serving
For an 'excellent source of fiber' label

MORNING SNACK
- For a healthy kick in the morning
- Continues to fuel and energize
- Non-essential snack, incorporated as needed

HIGH-FIBER SMOOTHIE

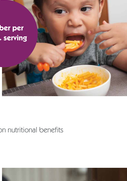
Kids love juices and smoothies, and they are an easy application to help parents pack more nutrients into the mix, like a boost of dietary fiber.

3g fiber per 8oz. serving
For a 'good source of fiber' label

LUNCH
- Should have nutritional value for overall health and growth
- Needs proteins, vitamins and more
- Goes down 'without a fight'

MAC AND CHEESE

Kids of all ages happily agree on the convenient go-to comfort food, mac and cheese, and this one's got fiber not only in the pasta, but also hiding in the cheesy sauce.

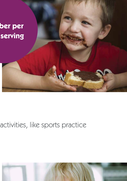


3g fiber per 2.3oz. serving

AFTERNOON SNACK
- More lighthearted snack time, with less focus on nutritional benefits
- Quick to prepare, easy to grab
- Satisfies a sweet tooth

NUT BUTTERS AND SWEET SPREADS

Offering nut butters and sweet spreads with added fiber is a fun and sweet way to add nutrients—and kids can pair with fruits for dipping and bonus fiber!

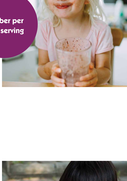


2g fiber per 1oz. serving

DINNER
- Provides balanced nutrition and fuels evening activities, like sports practice
- Enjoyed by children and parents alike
- Incorporates global flavors

COOKIES & CREAM PEAMILK

A nourishing dinner is even better when it's accompanied by a delicious and kid-friendly milk alternative drink. Not only is it packed with nutrients like added fiber, it can feature flavors from classic chocolate to birthday cake, for added fun!



3g fiber per 8oz. serving

POST-DINNER
- Curbs outstanding hunger for the night
- Satisfies a sweet tooth
- Is soothing and calming

FROZEN DESSERT

Feed sweet tooth cravings with an after-dinner treat that has nutritional fiber benefits and reduced sugars.

3g fiber per 4oz. serving

METHODOLOGY

Through our ADM Outside Voice℠ proprietary qualitative research study, we studied the primary and shared decision-makers for kids' nutrition:

- 25+ — U.S. Parents aged 25+ with kids
- Included multi-cultural, multi-generational and single-parent households
- Various income and education levels
- 54 families
- 4 — 91 families with child(ren) under 6 years old
- 6-12 — 99 families with child(ren) 6-12 years old
- 13-18 — 32 families with child(ren) 13-18 years old

SPONSORED BY FIBERSOL®

Fibersol®, a full line of soluble prebiotic dietary fiber ingredients, is backed by over 30 years of extensive clinical research and is available through a joint venture between ADM and Matsutani.

Fibersol® is used in foods, beverages and dietary supplements and offers a variety of benefits:
Digestive Tolerance • Sugar Reduction • Proactive Health • Satiety

For more information, visit fibersol.com

FIBERSOL® IS A REGISTERED TRADEMARK OF MATSUTANI CHEMICAL INDUSTRY CO., LTD.
ARCHER DANIELS MIDLAND COMPANY DISCLAIMS ANY AND ALL WARRANTIES, WHETHER EXPRESS OR IMPLIED, AND SPECIFICALLY DISCLAIMS THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. OUR RESPONSIBILITY FOR ANY CLAIM IS LIMITED TO THE PURCHASE PRICE OF MATERIAL PURCHASED FROM US. CUSTOMERS ARE RESPONSIBLE FOR ASSURING THAT CLAIMS REGARDING INHERENT TRAITS IN THEIR FINISHED PRODUCTS ARE CONSISTENT WITH THEIR PRODUCT FORMULATIONS AND BASED ON THE SCIENTIFIC STANDARDS AND LAWS WHERE THEIR PRODUCTS ARE SOLD.

SOURCE:
ADM OUTSIDE VOICE℠ KIDS NUTRITION STUDY, JUNE 2021

Copyright © 2021 ADM / Matsutani LLC

Fibersol