

# Our Digital Food Life

Digital life drives shifts in how we...



EAT



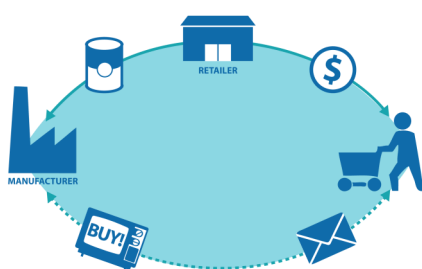
SHOP



LIVE

*These shifts enable consumers to become active participants in the World of Food. Here are examples of how digital life is shifting us to a fully realized participatory food culture.*

Buying is no longer the primary way consumers participate in our food system



**TRADITIONAL CULTURE**  
(utilitarian)



**CONSUMER CULTURE**  
(experiential)



**PARTICIPATORY CULTURE**  
(transformative)

recent past

receding present

emerging

PACKAGED / PROCESSED

FRESH

PLAY

## Twenty-eight percent

Percentage of smartphone users who have recently tried a new digital service to help **track exercise, weight or vital signs**



## One-eighth

of online adults regularly **post messages about food** on social networking sites or blogs

*"My phone is an easy button. I can order food, get service, give feedback... because companies can track me. I can pay with my phone. My generation is instant."*

—Millennial smartphone user, Seattle

Source: Digital Food Life 2014 report, The Hartman Group



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