Urbanisation, the number of smaller households, single parent families and travel times are increasing. People are juggling busier, more complex lives. Time poverty is expanding.

Convenient, emotionally rewarding but unhealthy foods offer solutions to day-to-day challenges. This makes them hard to resist as they also align with our physiological and psychological preferences.

Unhealthy food choices create emotional tensions for people compared to their aspirations, particularly for parents.

Sustainable, healthy foods can’t out-compete unhealthy foods by offering rational health benefits in the distant future.

What could rebalance food choices towards sustainable, healthier diets?

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GAIN DEMAND CREATION PRINCIPLES
Build supportive food cultures
Reduce the bad by lessening the emotional and financial appeal of unhealthy foods and differentiating them from healthy and sustainable foods.
Promote good food by generating desire for healthy diets from sustainable food systems.