



September

It's
NATIONAL
**FAMILY
MEALS**
MONTH

FMI Foundation™

Changing the World— One Meal at a Time

Review of National Family
Meals Month™ Results

JANUARY 2020



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FOUNDATION

September 2019 marked the fifth anniversary of National Family Meals Month.

It was also a year of milestones that could never have been imagined when the campaign began in 2015. In the pursuit of promoting family meals, 2019 will go down in history as the year of record-setting achievements. There were exponential increases in retailers, suppliers and collaborators promoting family meals, amplified visibility for family meals, expanded programming around family meals, and—most importantly—more behavior change: **people enjoying more family meals.**



159% INCREASE



COMMUNITY COLLABORATORS



45% INCREASE



RETAILERS



107% INCREASE



SUPPLIERS

SURGE OF PARTICIPANTS

There was a massive increase in the number of businesses and community groups that actively promoted National Family Meals Month.

● 2018 ● 2019

PROLIFERATION OF POWERFUL PROGRAMMING

The breadth and depth of programming in 2019 was impressive.

Major brands, such as **Nestlé Stouffer's**, took the concept of National Family Meals Month to new levels by investing significantly in consumer advertisements, product coupons and rebates, in-store merchandising, and social media engagement. Other brands, **Campbell Soup Company** being one, built upon consumer outreach and retailer engagement, and recruited health professionals to support the cause. In parallel, organizations like the **National Pork Board** engaged educators and created lesson plans to promote the benefits of family meals.

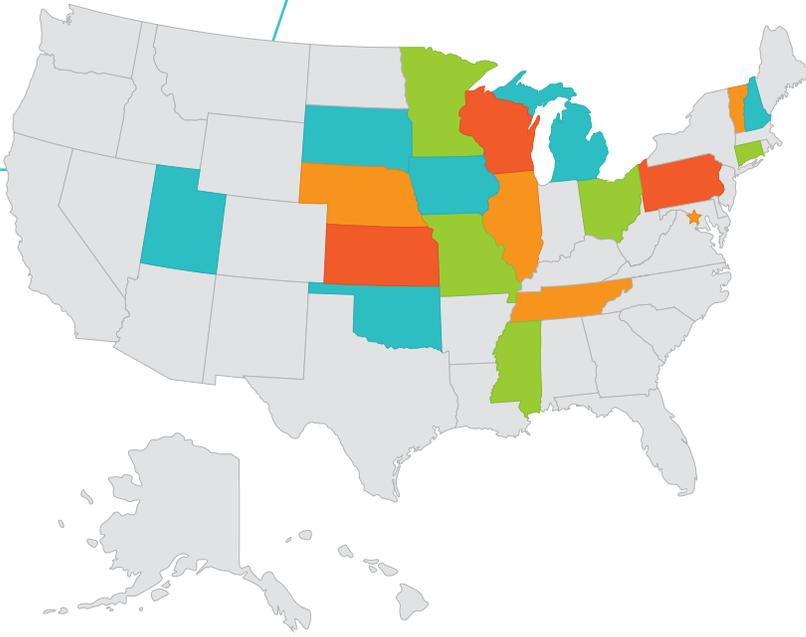
Many groups even formed their own partnerships to leverage their assets and reach in promoting family meals. **Eggland's Best** joined forces with **Sur La Table** to create a better-for-you interactive cooking series to promote The **American Heart Association's** Healthy for Good Eat Smart initiative. Talk about making family meals a sensation!



MAGNIFIED VISIBILITY

From an announcement in our nation's Capitol building to proclamations that were made in **18 states**, National Family Meals Month was officially recognized by many legislators in 2019.

Moreover, the importance of family meals was highlighted in print and social media reaching hundreds of millions of consumers. It also was featured in dozens of television news reports across the country, featuring easy tips for achieving more meals together. According to an annual tracking study by The Harris Poll, 25 percent of Americans saw the National Family Meals Month campaign in 2019.



PROVEN BEHAVIOR CHANGE

The most critical outcome is that consumers didn't simply see and hear about National Family Meals Month in this past year, rather, they took the messages to heart! The same Harris Poll mentioned above reports that **36% of Americans are cooking more meals at home and eating together more often as a family in 2019. And 41% are making healthier food choices as a result of National Family Meals Month.**



are cooking more meals at home



are making healthier food choices

Based on U.S. Census Data, this translates to almost **23 million** Americans cooking more meals at home and eating together more often as a family!



MORE THAN A MONTH

What has become evident over the past five years—and especially in 2019—is that the concept of encouraging more family meals is something Americans embrace far more than the confines of a celebratory month.

The latest Harris Poll indicates that **89% of Americans believe it is important for families to have as many family meals as possible each week. And 84% are willing to commit to having more family meals each week throughout the year.**

Consumers are not the only audience supporting the promotion of family meals beyond the month of September. Suppliers and community collaborators are clamoring for it too! For example, in 2019, the FMI Foundation started approaching trade groups to discuss weaving the family meal messaging into their ongoing educational efforts and the concept

was quickly adopted. The Seafood Nutrition Partnership successfully navigated the first collaborative effort by creating an entire Retailer Toolkit to promote October as National Seafood Month featuring family meals as the content anchor.

Conversations with many other national suppliers have revealed that they prefer to promote family meals beyond the month of September—not only because the concept is aligned with their brands, but to accommodate for the challenging logistics of starting and ending a promotion or feature within the confines of a specific month.

CONSUMERS WANT MORE



believe it is important for families to have as many family meals as possible each week



are willing to commit to having more family meals each week

SUPPLIERS WANT MORE



Ultimately, two things have become very clear in 2019.

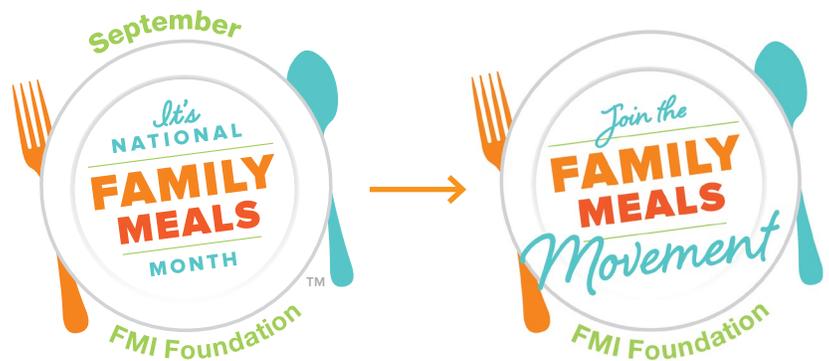
1. National Family Meals Month is here to stay!

Consumers, retailers, suppliers and community groups love the concept and love to celebrate it.

2. The Family Meals Movement has officially begun!

While September will always serve as an opportunity to accentuate the value of family meals, the communal desire to embrace and promote the value of family meals has now become a societal movement.

The past five years have represented extraordinary achievements in setting America's table to achieve more family meals. **The FMI Foundation looks forward to 2020 and growing the movement to place even more seats at this important table.**



Visit FMI.org/family-meals to learn how you can join the movement to continue to change the world—one meal at a time.

