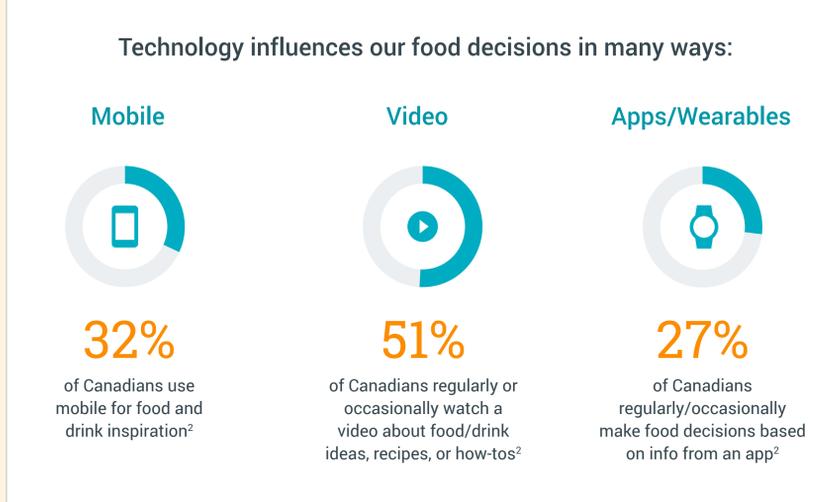


Farm to Smartphone: Food Trends in Canada

Our relationship with food is ever-changing. Lots of us in Canada probably grew up on fish fingers and PB&J. Today, natural and organic is all the rage. And more than ever, technology—especially our smartphones—is influencing the way we interact with food. Here's a look at the latest trends.

Food TV shows. Food videos. Food blogs. Food photography. Our modern-day love affair with food touches nearly every part of our lives. Canadians turn to their smartphones during every step of their food journeys, from deciding where to eat to whom they should invite to dinner.



Here are four intent-driven micro-moments that exemplify the modern Canadian experience with food—from inspiration and execution to, of course, snapping food photos. Let's dig in.

SHOULD-I-EAT-THIS MOMENTS



What's in this? Is this good for me? Where did it come from? Now more than ever, technology is helping health-conscious Canadians become hyper-aware of what they eat.

HOW HAS CANADIAN BEHAVIOUR CHANGED?



I-WANNA-TRY-SOMETHING-NEW MOMENTS



Canadians are branching out and exploring their culinary potential with digital sous-chefs—aka smartphones—at their sides. **Nearly three in four (73%) Canadians agree that technology has really expanded the number of recipe sources they use.**²

WHAT ARE THEY USING TO HELP THEM COOK?



WHAT-SOUNDS-GOOD MOMENTS



Pulling together a meal can be tough. Canadians are always on the move, making planning and preparing meals even harder. **And 46% of Canadians have five or fewer go-to meals/recipes that they cook on a regular basis.**²

WHERE DO THEY GO FOR TAKEOUT IDEAS AND RECIPE INSPIRATION?



CHECK-OUT-THIS-BEAUTIFUL-PLATE MOMENTS



Whether they're out to eat or proud of something they've made at home, Canadians want to share their food-related experiences. After all, **71% of Canadians agree that food is an important part of how they socialize with their family and friends.**²

HOW DO CANADIANS SOCIALIZE WITH THEIR FOOD?



HOW YOUR BRAND CAN MEET FOODIES IN THEIR MICRO-MOMENTS



Be there:

As soon as their stomachs start rumbling, Canadians pull out their smartphones. When people turn to their smartphones for food-related inquiries, your brand needs to be present to get chosen.

Be quick:

When people want food, they act fast. Canadians are always looking for inspiration; a strong, responsive mobile site can help consumers quickly connect to what they need. By suggesting content, providing video instruction, or showcasing reviews, your brand's mobile site can inform the decisions of hungry Canadians in their moments of need.

Be useful:

Canadians are adventurous, often looking for inspiration in and out of the kitchen. When Canadians experiment with new recipes, they turn to YouTube for cooking-hack/how-to videos. Think of ways your brand can help Canadian cooks turn their culinary aspirations into realities.

Get 'em talking:

Food is more than a mere commodity. Food is culture. Brands can win hearts and minds when they create content that inspires people to pull out their smartphones and share on their behalf. In creating content, it's important to incorporate elements that are indicative of the brand—anything that makes social Canadians go, "Oh, I know who that is!"

SOURCES

- 1 Google/Ipsos, "Food, Drink, and Grocery Study," April 2016, online Canadians 18+ who use their smartphones for food/drink inspiration, n=640.
- 2 Google/Ipsos, "Food, Drink, and Grocery Study," April 2016, online Canadians 18+, n=2,161.
- 3 Google/Ipsos, "Food, Drink, and Grocery Study," April 2016, online Canadians 18+ that regularly/occasionally watch food/drink videos, n=810.
- 4 Google internal data, Canada, January 2015 vs. January 2016.