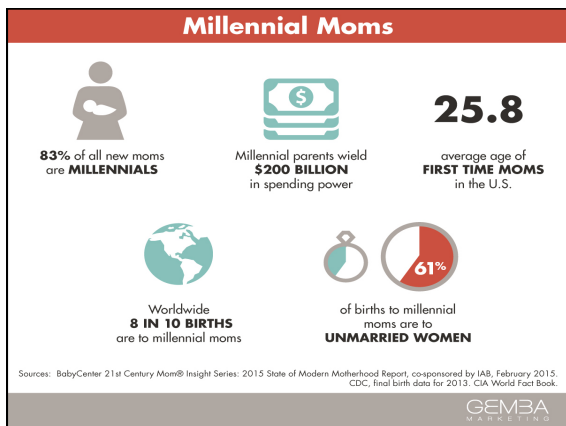


MOM KNOWS BEST

- Globally, they control \$20 trillion in annual consumer spending power.
- \$7 trillion is contributed by women in the U.S. in consumer and business spending.
- Women handle the bulk of purchasing decisions for everyday items like groceries and clothing.
- In fact, 50 percent of products marketed to men are actually purchased by women.
- Selling to Millennial moms poses new, unique challenges not seen by generations past.





LIFE IN 2050

Food preferences change at a glacial rate compared with preferences for other types of products and services like phones, computers or entertainment choices.

So the odds are high that the consumer of 2050 will be eating many of the same foods we enjoy today.

The change in our diet will not be so much in what we eat and drink, but who will provide our foods and beverages. And we will most likely follow those marketers that make our lives easier or our food costs lower!"

— Harry Balzer

Chief Industry Analyst and Vice President
NPD Group

Forecasting Is Difficult, Especially If It's About the Future

35 Years Past	TODAY	35 Years Future
Coffee		
Milk		
Vegetables		
Fruit		
Toast		

**Forecasting Is Difficult, Especially If
It's About the Future**

35 Years Past	TODAY	35 Years Future
Coffee	Fruit	
Milk	Sandwiches	
Vegetables	Milk	
Fruit	Vegetables	
Toast	Coffee	

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35 Years Past	TODAY	35 Years Future
Coffee	Fruit	Sandwiches
Milk	Sandwiches	Fruit
Vegetables	Milk	Vegetables
Fruit	Vegetables	Milk
Toast	Coffee	Coffee

