

# 5 Benefits of Processed Foods

**76%** of consumers consider whether a food is processed before they purchase it, with **60%** saying they try to avoid processed foods when possible.<sup>1</sup>

However, processed foods have some significant benefits which should be noted when making these important food decisions, some of which are described below.

## Processing can help improve food and/or beverage:<sup>2</sup>

### Safety



- Removing or reducing **harmful bacteria & toxins**
- Packaging to help **prevent contamination & spoilage**, increasing shelf life

### Affordability



- **Less food waste** with improved shelf stability
- Cost savings through **bulk production**

### Availability



- **Increases variety** by allowing items to be enjoyed year round (rather than seasonally)
- **Promotes choice** & meets special dietary needs like gluten-free, vegan, etc.
- **Convenient, time-saving** formats for easy preparation

### Quality



- Packaging & other methods to **preserve freshness** for longer
- **Improvements to flavor, taste, and texture** to better meet consumer expectations using various food science techniques and/or food additives

### Nutrition



- **Fortification or enrichment** to add key vitamins and minerals commonly under-consumed
- **Increases bioavailability** of nutrients
- Promotes **nutrient preservation**

#### References

1. Pike, A. Top 5 Takeaways About Today's Processed Foods Landscape. International Food Information Council – Food Insight. Published Jan 29, 2024. Accessed Nov 4, 2024. <https://foodinsight.org/five-top-takeaways-about-todays-processed-foods-landscape/>
2. Dwyer JT, Fulgoni VL 3rd, Clemens RA, Schmidt DB, Freedman MR. Is "processed" a four-letter word? The role of processed foods in achieving dietary guidelines and nutrient recommendations. *Adv Nutr.* 2012;3(4):536-548. Published 2012 Jul 1. doi:10.3945/an.111.000901