

Barriers & Solutions to Healthy Eating

While a large majority of consumers say they want to improve their diet to be healthier,¹ we recognize it is not always easy to do. There are often a variety of barriers that may be preventing someone from eating healthy, with the most common being cost and convenience.² This guide will provide some insights & practical solutions to help overcome these barriers.

Perceived Barrier #1:

COST

Almost half of Americans view healthy food as expensive,² with 30% indicating this high cost is the reason they purchase less healthy foods and/or beverages.¹



SOLUTIONS:

- **Shop based on sales & seasonality** to get the most bang for your buck
- **Prevent food waste** by planning recipes to maximize ingredients and choosing self-stable healthy items like frozen / canned fruits, vegetables & beans.

Perceived Barrier #2:

CONVENIENCE

Almost ¼ of Americans say their lack of time to prepare healthy items acts as a barrier to eating healthy,² with 50% indicating they prioritize choosing foods that are quick & easy to prepare most or all of the time.³



SOLUTIONS:

- **Simplify meal planning** with 1-2-3 method – 1 breakfast idea, 2 lunch ideas, 3 dinner ideas. Rotate them out with small tweaks or variations.
- **Use quick “no recipe” recipes** with myplate ratios to build a quick meal – include a produce (fruit/veggie) + whole grain / starchy vegetable + protein (+ fat)

One more solution for cost & convenience

Plan ahead to buy & prep in bulk, utilizing leftovers as quick and inexpensive meal / snack options through the week.

References:

1. International Food Information Council (IFIC). Food & Health Survey. Updated May 23, 2023. Accessed Oct 29, 2024 from <https://foodinsight.org/2023-food-health-survey/>
2. Cleveland Clinic. Americans Cite Cost of Healthy Food as Biggest Barrier to a Heart-Healthy Diet, According to Cleveland Clinic Study. Cleveland Clinic. Updated Feb 1, 2023. Accessed Oct 24, 2024. <https://newsroom.clevelandclinic.org/2023/02/01/americans-cite-cost-of-healthy-food-as-biggest-barrier-to-a-heart-healthy-diet-according-to-cleveland-clinic-survey/>
3. Mintel. 2024 Global Food & Drink Trends. Accessed Oct 29, 2024. <https://www.mintel.com/food-and-drink-market-news/global-food-and-drink-trends/>