

T GARAGE CONVERSATIONS SERIES: FOOD FOR THOUGHT- FOCUS ON PROTEIN

At T garage, we're all about harnessing the power of conversation...

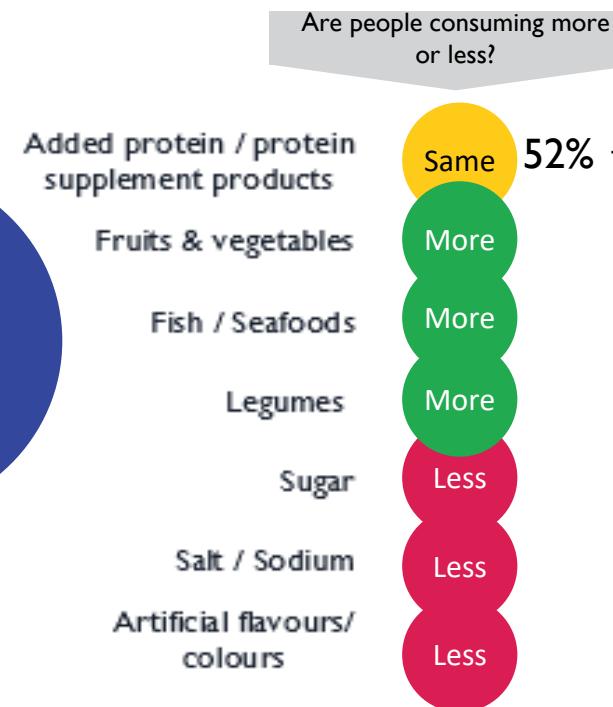
In this 2nd edition of our series, with the help of our consumer community, SaySo, 724 people participated in a conversation about their approach to food and eating... here's a few interesting things we found in relation to **protein**...

Next in this series will be 2 conversation starters on meat substitutes and vitamins & supplements.

Debits and credits: People talk mostly about aiming for and achieving a balance of healthy and indulgent food. Exercise is also an integral part of a balanced life. 40% report difficulty in sticking to a healthy eating plan; with one in three finding exercise hard to achieve regularly...

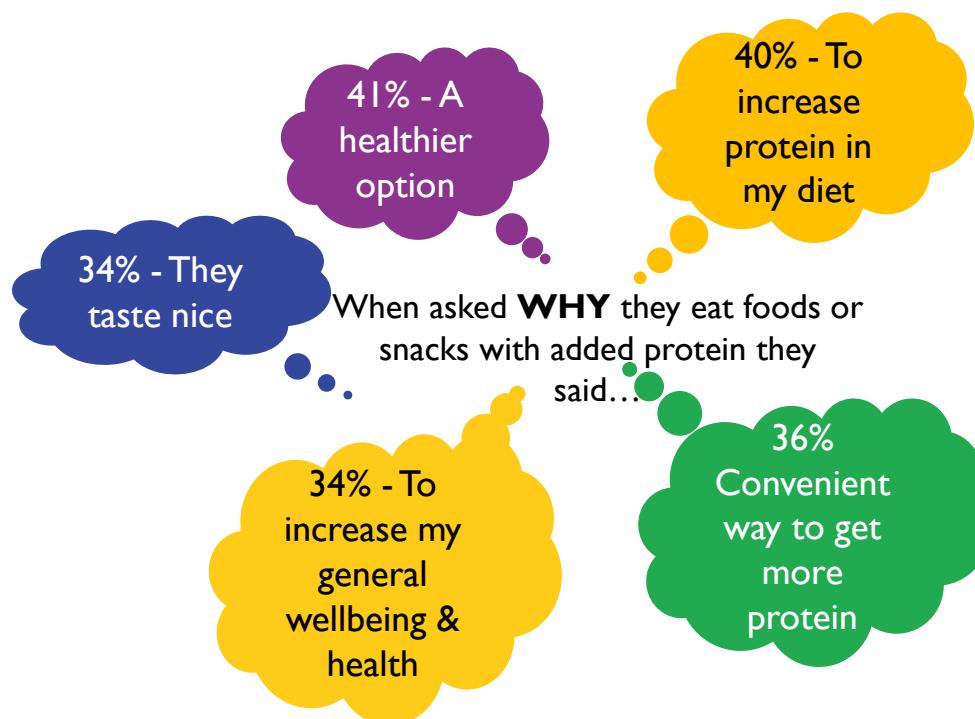
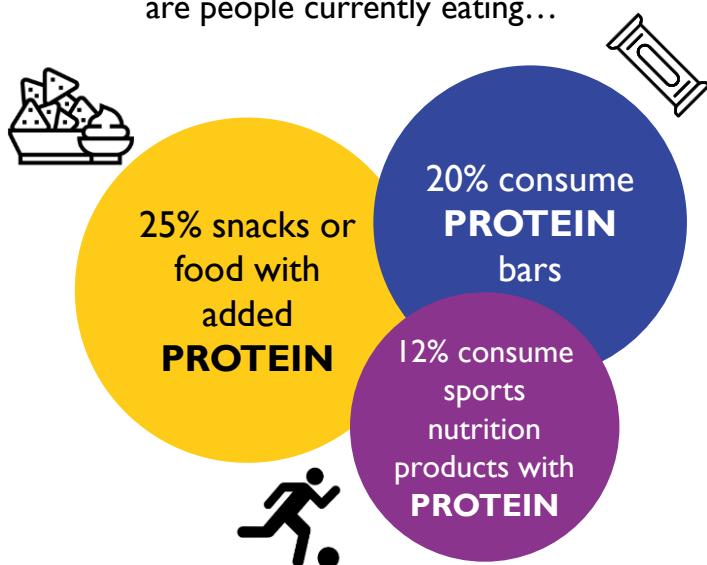


In general, people talk about consuming more fruit, veg and fish/seafood



36% say they are more likely to buy foods/ snacks with added protein

WHAT products with added protein are people currently eating...



When asked why they **don't** eat foods or snacks with added protein, they said...



Want to know more about what we found when speaking to the general population about protein and healthy eating? Or do you have a topic idea for a future issue of T Garage Conversations? Get in touch with us - info@tgarage.com.au