

# 2020 Vision: Future Food Choices



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# America today

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- 281 million people
- 29% minority
- 23% college educated
- 21% over age 55
- \$39,432 median household income

# America tomorrow

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- 320 to 360 million people
- 36% minority
- 26% college educated
- 29% over age 55
- \$48,115 median household income

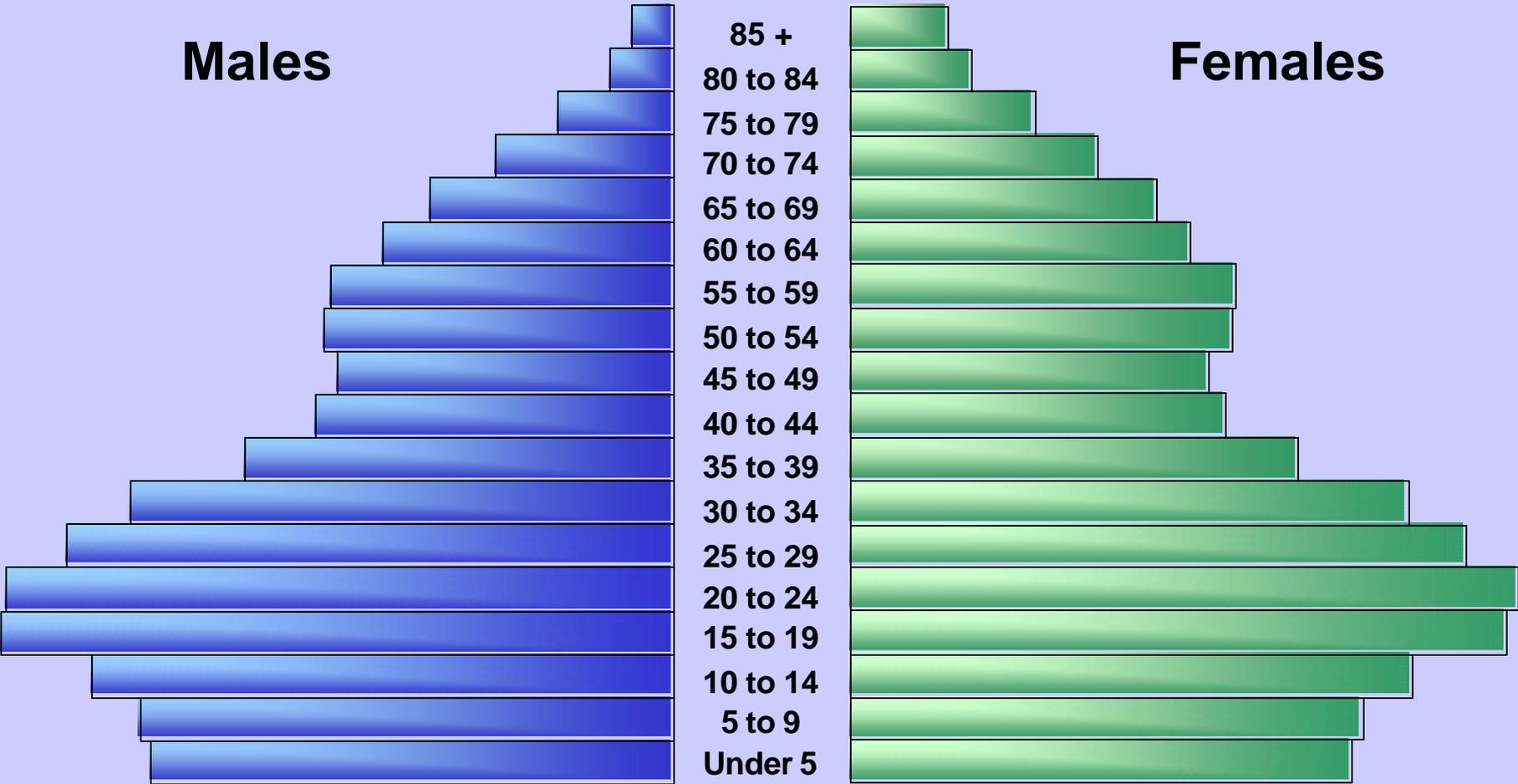
# In 2020, America will...

- have a higher proportion of seniors



# 1980 America was dominated by younger age groups

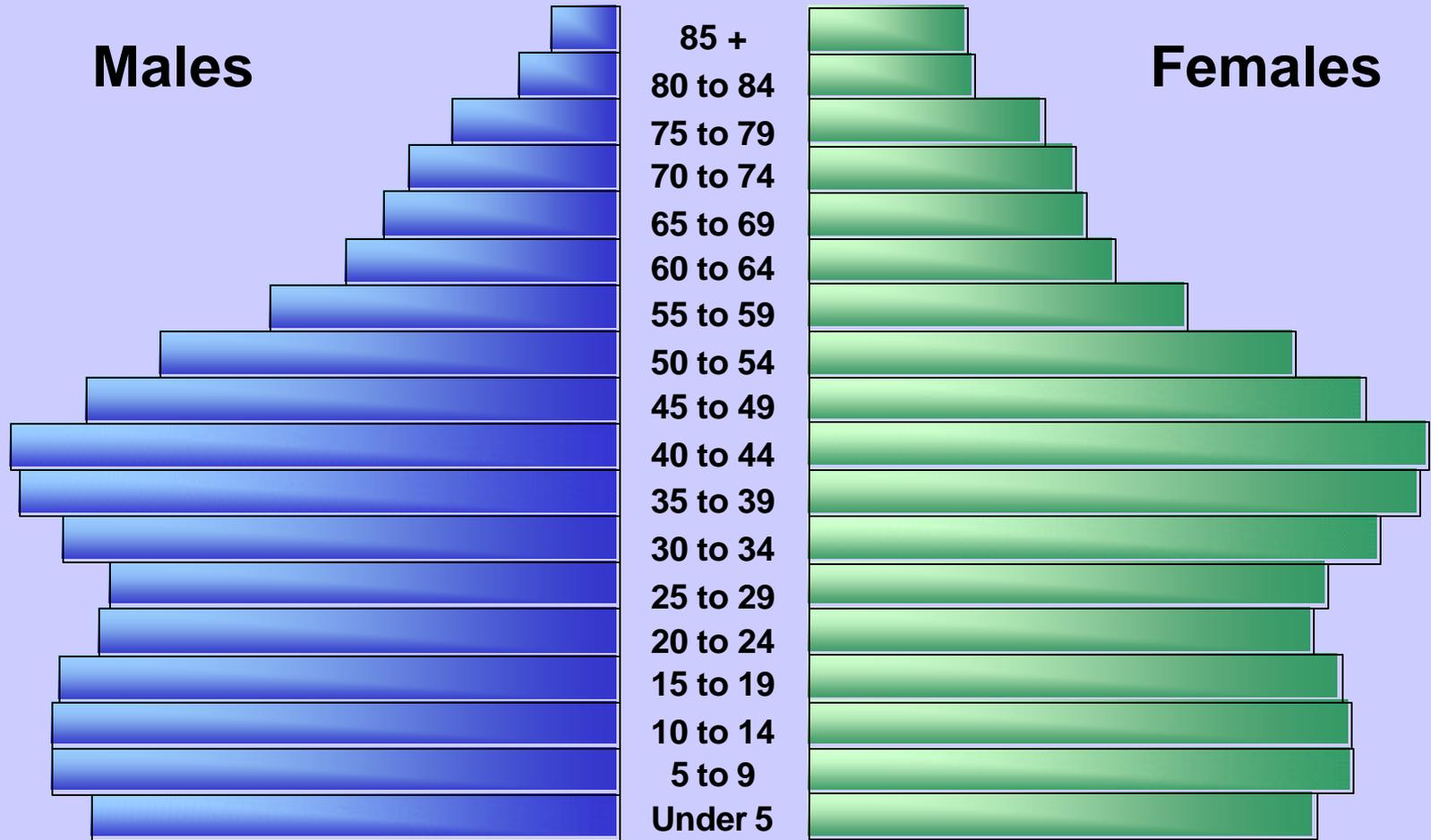
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Percent of U.S. population

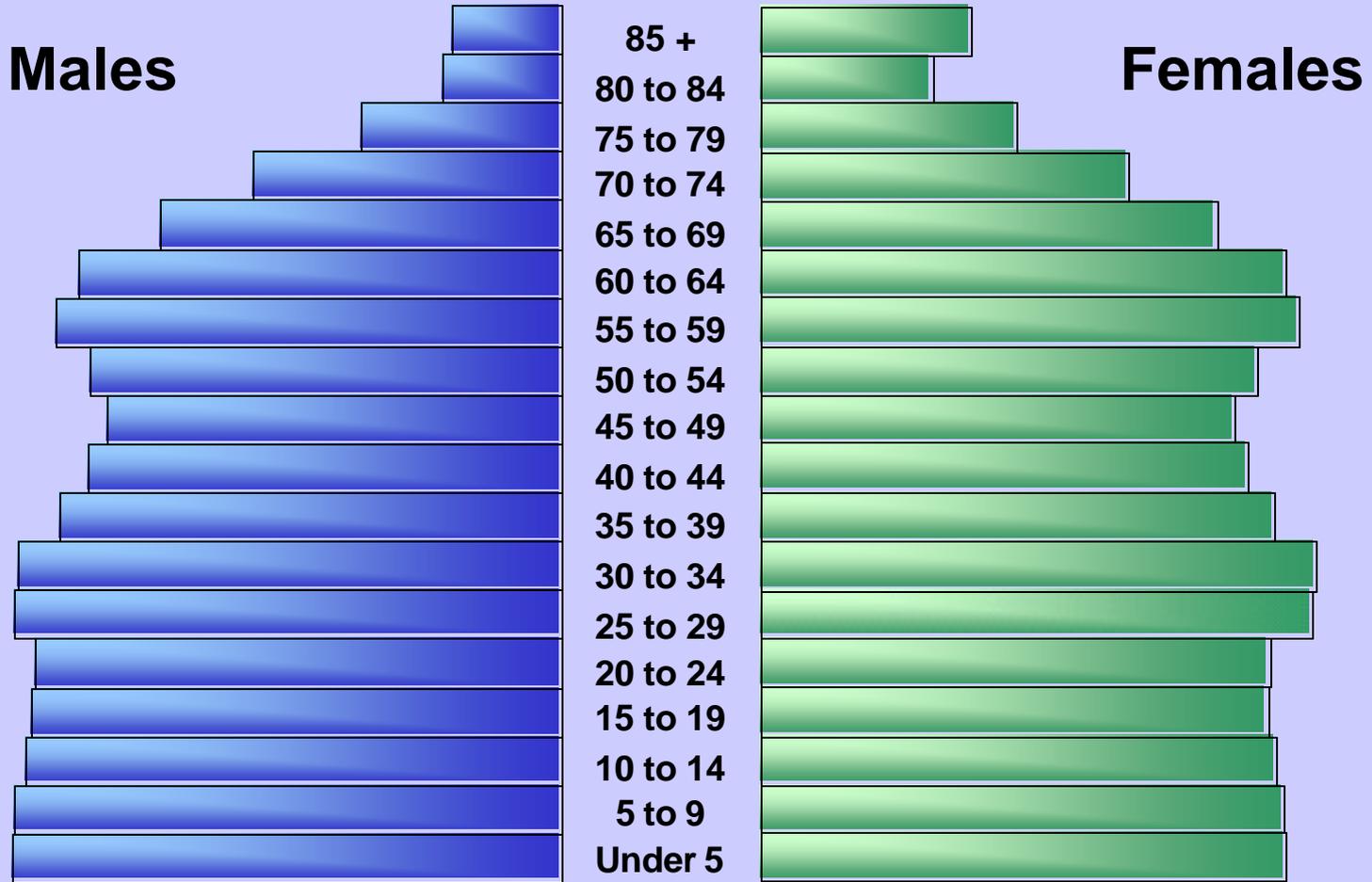
# 2000 America became dominated by a baby-boom bulge

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Percent of U.S. population

# 2020 America will be more equally distributed



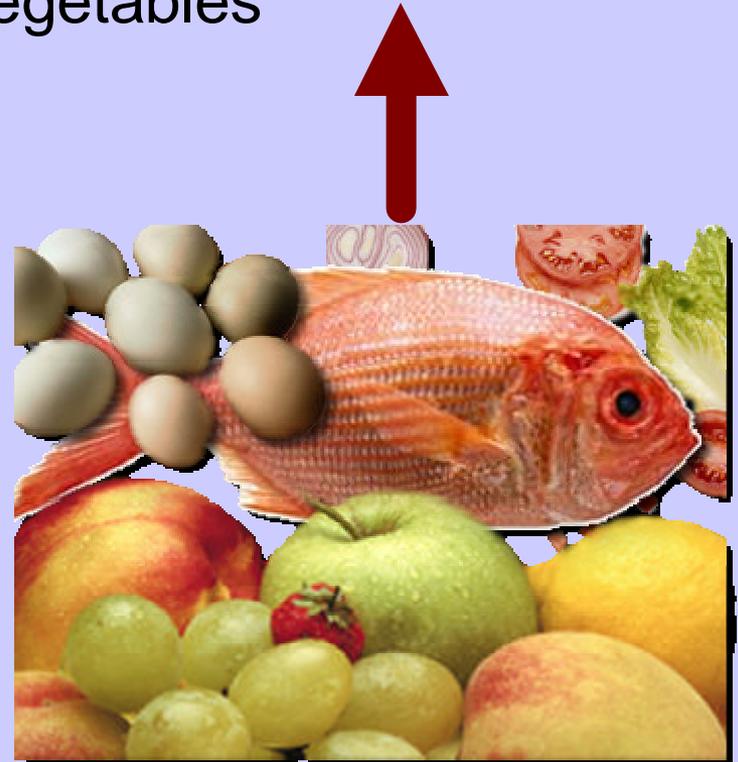
Percent of U.S. population

# Age structure and food choices

Less beef, processed potatoes, and food away

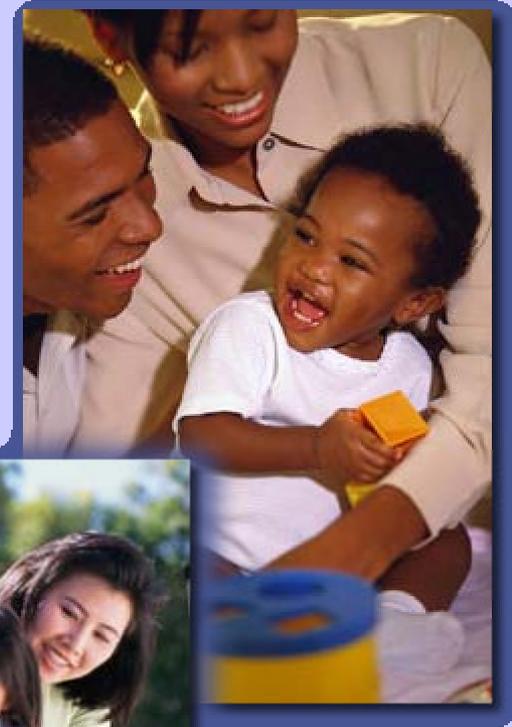


More fish, eggs, fruits, and vegetables



# In 2020, America will...

- be more ethnically diverse

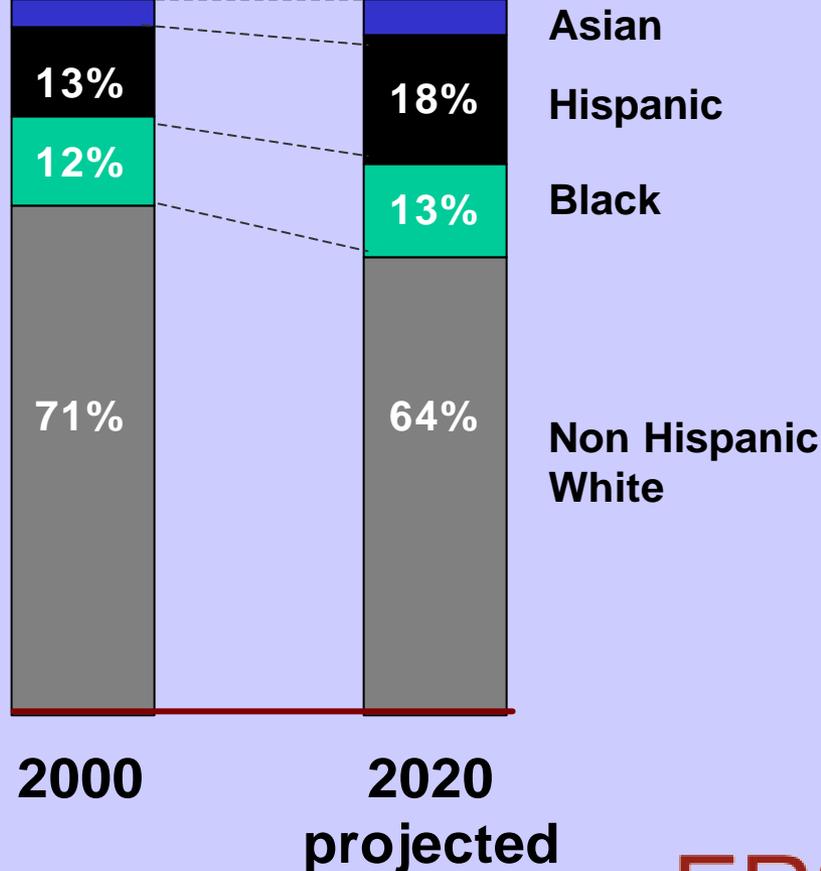


# Hispanics will be the fastest growing group

100% =

281 million

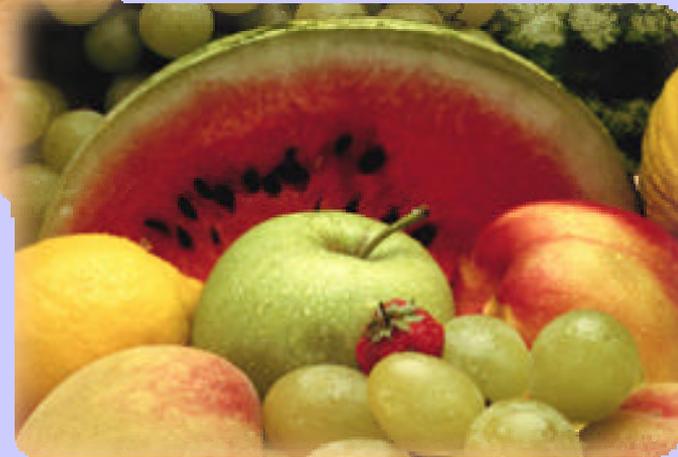
330 to 360 million



# Race/ethnicity and food choices

Less potatoes and dairy

More eggs and fruit



# In 2020, America will...

- have smaller households



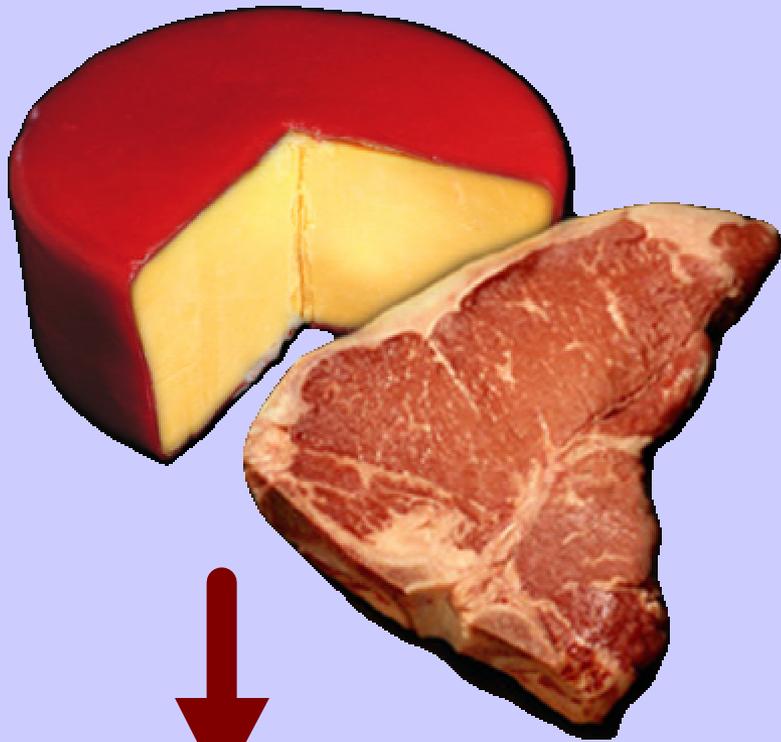
# Marked decline in families with young children



Percent of U.S. population

# Household type and food choices

Less meats and cheese



More fruits, vegetables, and grains



# In 2020, America will...

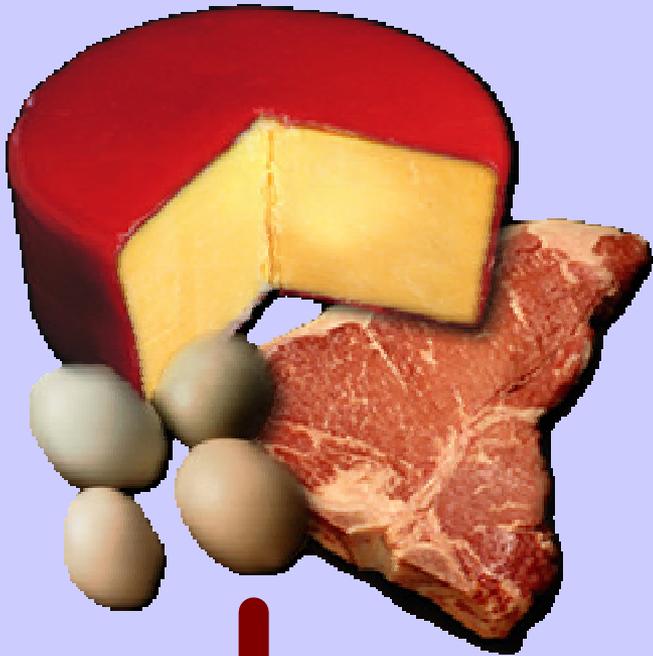
- be better off economically



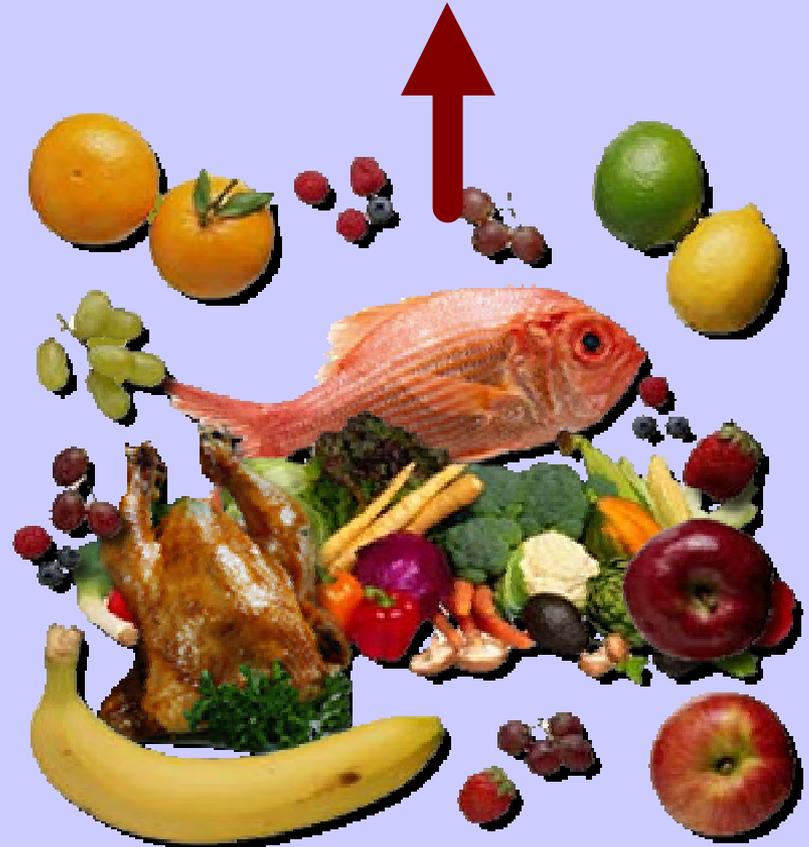
- and better educated

# Education/income and food choices

Less meats, cheese, and eggs



More fruits, vegetables, fish, and poultry

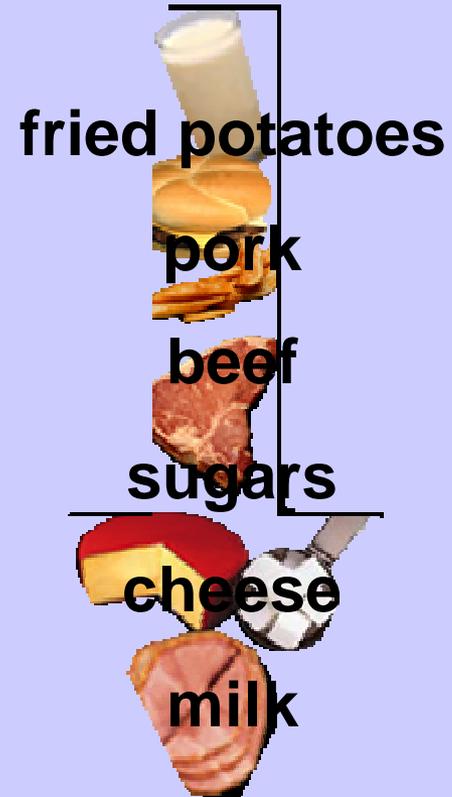


# Adding it up for per capita food demand?

**More**



**Less**

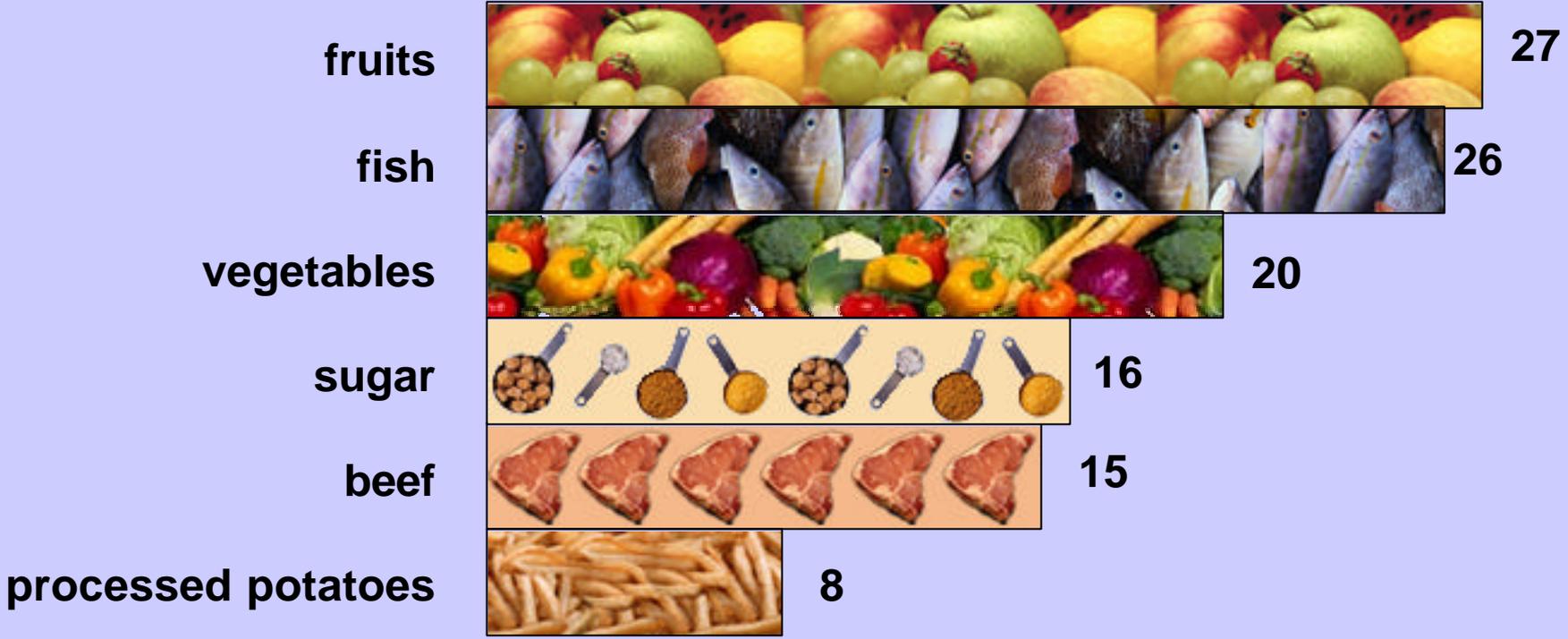


# In 2020, America will...

- have more mouths to feed



# National consumption growth in 2020



Percent change 2000 - 2020

# National expenditure growth in 2020



Percent change 2000 - 2020

# Summary findings

- Demand for eating out will grow faster than demand for food at home, mitigated *slightly* by rising numbers of seniors and immigrants



- Composition of U.S. diets will shift *slightly* in favor of fruits, vegetables, and fish... away from red meats, fried potatoes, and soft drinks

# Summary findings

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- Increases in national income will spur growth in food expenditures, but the additional consumer dollar is likely to favor

**quality,  
convenience,  
and service**



**over quantity**

# Implications for production agriculture

- Growth in value-added food products likely to diminish further the value of the basic commodity as an input into the final product
- Increased demand for quality-differentiated food products offers market opportunities and premiums

