Title: Older green tea consumers in the United States

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Abstract (300 word limit):

Statement of the Problem: By 2030, one in five Americans will be 65 years or older. As adults age, the risk for chronic disease, such as cancer, dramatically increases. Education programs and marketing campaigns should target this key demographic to prevent chronic disease and facilitate successful aging. Research shows that older adults are receptive to new information and adopt disease preventive behaviors, such as reading food labels and taking dietary supplements. The purpose of this study is to identify the demographic and psychographic characteristics of older green tea consumers in the United States. By understanding this segment's background, perceptions, and behaviors, health and marketing professionals can tailor messages to reach clients and consumers. Methodology: An online survey was completed in January 2014 with a nationally representative sample of adults aged 55 years and older (n=1,335). Data were analyzed using descriptive statistics and binomial logistic regression. Findings: More than half (n=682, 51.2%) of respondents drank green tea. Most consumers are college-educated and employed, female home owners. The odds for green tea consumption are greater if a respondent is in good health, is informed about diet and health, or made a health-related dietary change in the past year. There are greater odds of consumption if a person is familiar with the relationship between drinking green tea and the reduced risk of cancer however, the importance of health claims on product labels did not predict consumption. Health educators, regulators and marketing professionals may use this profile to tailor messages that speak to consumers and client's values and motivations.

Recent publications:

1. Berhaupt-Glickstein A, Hallman WK (2015) Communicating Scientific Evidence in Qualified Health Claims. Critical reviews in food science and nutrition 57(13).
2. Berhaupt-Glickstein A, Nucci ML, Hooker NH, Hallman WK (2014) The evolution of language complexity in qualified health claims. Food Policy 47:62-70.
3. Berhaupt-Glickstein A, Enrione E. Functional Foods: Perceptions, Attitudes, and Practices of Registered Dietitians. Topics in Clinical Nutrition 26(4):312-323.



Biography (150 word limit)

Amanda Berhaupt-Glickstein is a nutrition research consultant in Tokyo, Japan. She is a Registered Dietitian and a PhD in Nutritional Sciences from Rutgers, The State University of New Jersey. Amanda's research focuses on perceptions of nutrition marketing and claims made on food and dietary supplement labels. Her research interest is to help consumers make informed decisions through systems that characterize or suggest the nutritional quality of products. Amanda currently serves as the Country Representative of Japan for the American Overseas Dietetic Association.

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