

Consumer Trends: Top 10 Natural and Organic Food Trends of 2014

Sterling-Rice Group

BOULDER, Colo. (PRNewswire) — Sterling-Rice Group (SRG) has identified the top ten natural and organic food trends that may soon arrive at your kitchen table. The culinary firm is a research leader on trends in the food industry – in part due to their extensive work in consumer insights, health and wellness and all things culinary around the world. Their team also works with more than 100 top chefs, restaurateurs, and food influencers as they gather trend information.

This year, with increased interest in knowing where food comes from and what's in it, consumers will seek options with optimum health and wellness benefits. Look for these trends to inspire the mainstream in coming months:

1. **Lusting After Lentils:** From pasta to waffles, lentils are everywhere this year as the quest for new plant-based protein sources continues to rise.
2. **It's More Than A Gut Feeling:** Consumers continue their quest for prebiotics, cobiotics and probiotics. Our bodies' plumbing systems get more attention than ever. There are now foods whose main goal is to keep your gut happy
3. **Beets Can't Be Beat:** Moving beyond salad plates, these nutritious veggies are showing up in in everything from juices to fruit leathers to yogurt.
4. **Drink Your Grains:** When it comes to getting your daily dose of whole grains, keep your bowl in the cupboard and grab a glass! Food manufacturers are now delivering whole grain goodness in new and unexpected forms, namely, beverages.
5. **Honey that is Decidedly Not for the Bees:** With growing concern about Colony Collapse and the resulting increase in honey sourced from China, food companies are now making bee-less honey from fruit-based formulations.
6. **Top-Notch Toppers:** Savory sauces and dressings are boosting the nutritional stats of salads, pastas and other entrees. This trend may go sweet with calcium rich chocolate and caramel sauces and creamy high protein cake frosting.
7. **Let Cows Be Cows:** Grass-fed steak is a request no longer limited to restaurants. Consumers are now looking products from happily grass-fed cows, pastured chickens, and pen-free pigs.
8. **African Superfoods:** From nutrient dense baobab fruit snacks to moringa leaf snack bars and bissap tea, Africa is the latest hotbed of exotic superfoods.
9. **GMO-free Way to Be:** Move over USDA organic certification. The GMO-Free Project Verified seal is the new badge of honor to display on one's package.
10. **Non-Dairy Goes Scary:** Ever consider sipping pond scum? Now you can!

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Published on Food Manufacturing (<http://www.foodmanufacturing.com>)

Algae milk is the new kid in non-dairy milk. With impressive nutrition stats, lack of allergenic ingredients, and a sustainable production story, it's a worthy contender.

Here is a complete look at the [2014 Top Ten Natural and Organic Food Trends](#) [1].

About Sterling-Rice Group

Headquartered in Boulder, CO., Sterling-Rice Group (SRG) is a nationally recognized brand-building firm specializing in consumer insights, business strategy, innovation, advertising and design. SRG promotes the growth of living well brands that make people's lives healthier and happier, and has been creating positive impact for 30 years. SRG is a recent AdAge Small Agency of the Year, and has been named by Outside Magazine as one of the Best Places to Work for the last three years in a row. Visit srg.com for more information.

Source URL (retrieved on 01/28/2015 - 2:01pm):

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