



**nca**

NATIONAL COFFEE ASSOCIATION USA EST. 1911

# Coffee, Health & Consumption: Reaching Coffee Drinkers



Bill Murray, CAE  
President & CEO  
NCA USA

For The  
International Coffee Organization  
April, 2018

# Coffee & Health: Communicating the Message

## **International Coffee Agreement 2007 Chapter I Article 1 (7)**

“The Objective of this Agreement is to strengthen the global coffee sector...by:

...promoting the development of consumption and markets for all types and forms of coffee...”



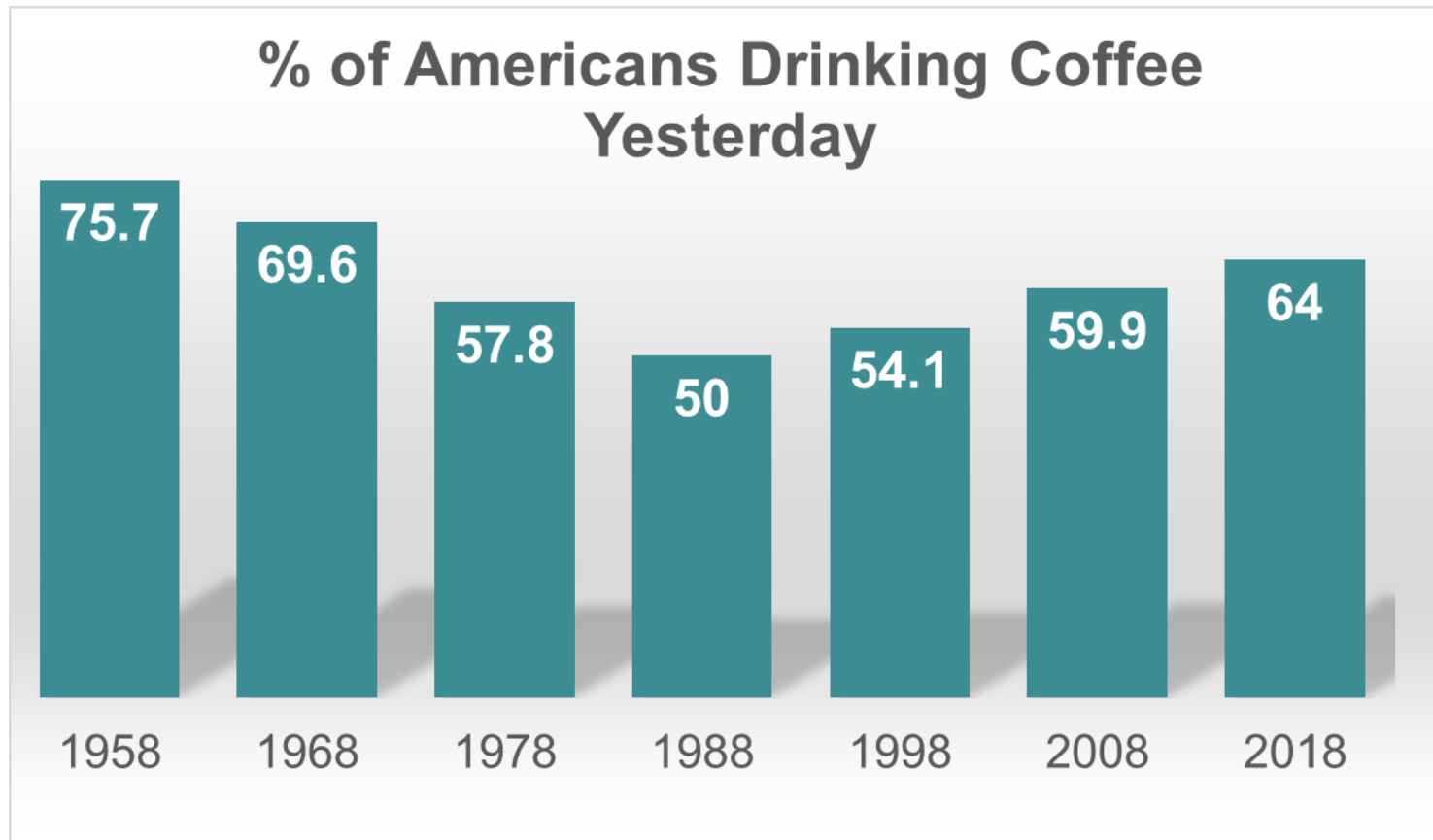
# Coffee & Health: Communicating the Message

- ❖ Can Consumption Grow?
- ❖ What is Important to Consumers?
- ❖ What do Consumers know about Coffee & Health?
- ❖ Can Health Information Change Consumer Behavior?
- ❖ What does the Research say?
- ❖ How Can Health Messages be Communicated?



# US Consumption: Room for Growth

- While levels vary year-to-year – currently trending up – consumption is below historical highs



# What is Important to Consumers?

- ❖ Consumer values are driving changes in product choices, behavior, and attitudes.
- ❖ Coffee trends include premiumization, convenience, customization, single-origin, and roast type.
- ❖ Consumers increasingly value: ethical sourcing, sustainability, certification, and products that support health (but still taste great!)
- ❖ ***These changing values are seen most clearly when examining generational differences***



# What is Important to Consumers?

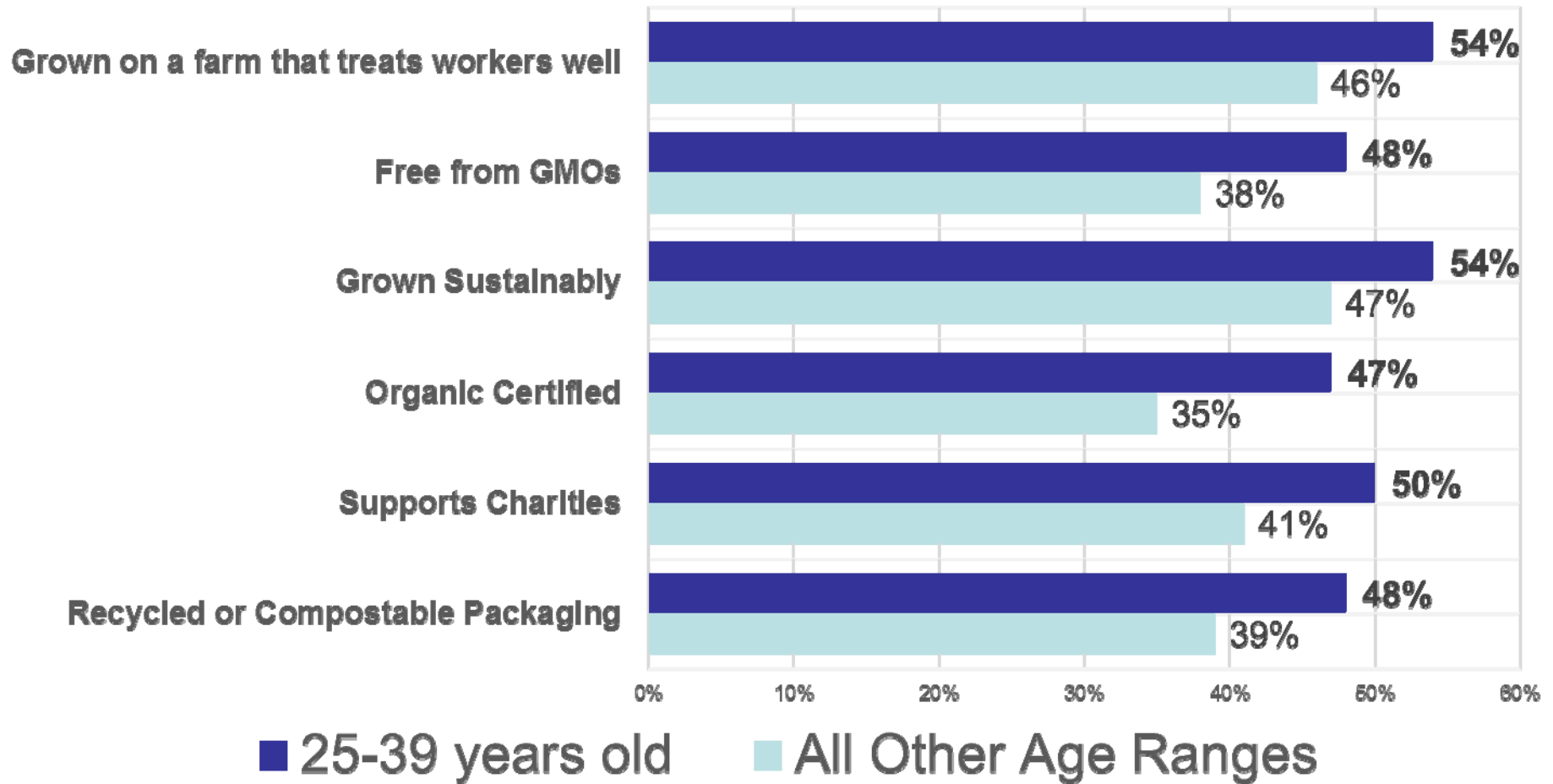
- ❖ Millennials: Born 1981-1996 (22-37 in 2018)
- ❖ Baby Boomers: Born 1946-1964 (54-72 in 2018)
  
- ❖ “Ask millennials and boomers what companies they value most, and you’ll get very different answers. If brands want to make an impact with the consumers of the future, they need a clear mission.”

*Fast Company, 5 Oct 17*



# What is Important to Consumers?

**% of Consumers "Much More/Somewhat More" likely to buy a brand if:**



# What is Important to Consumers?

What does “Healthy” Mean?

- For Baby Boomers, “being healthy” is “getting recommended screenings or checkups” ...
- While for Millennials, “being healthy” is “having good eating habits” and “getting regular exercise.”

Aetna Health Survey, “What’s Your Healthy,” 2013



nca



# What is Important to Consumers?

## Wellness

For Millennials, wellness is a daily, active pursuit. They're exercising more, eating smarter and smoking less than previous generations. They're using apps to track training data, and online information to find the healthiest foods. And this is one space where they're willing to spend money on compelling brands.



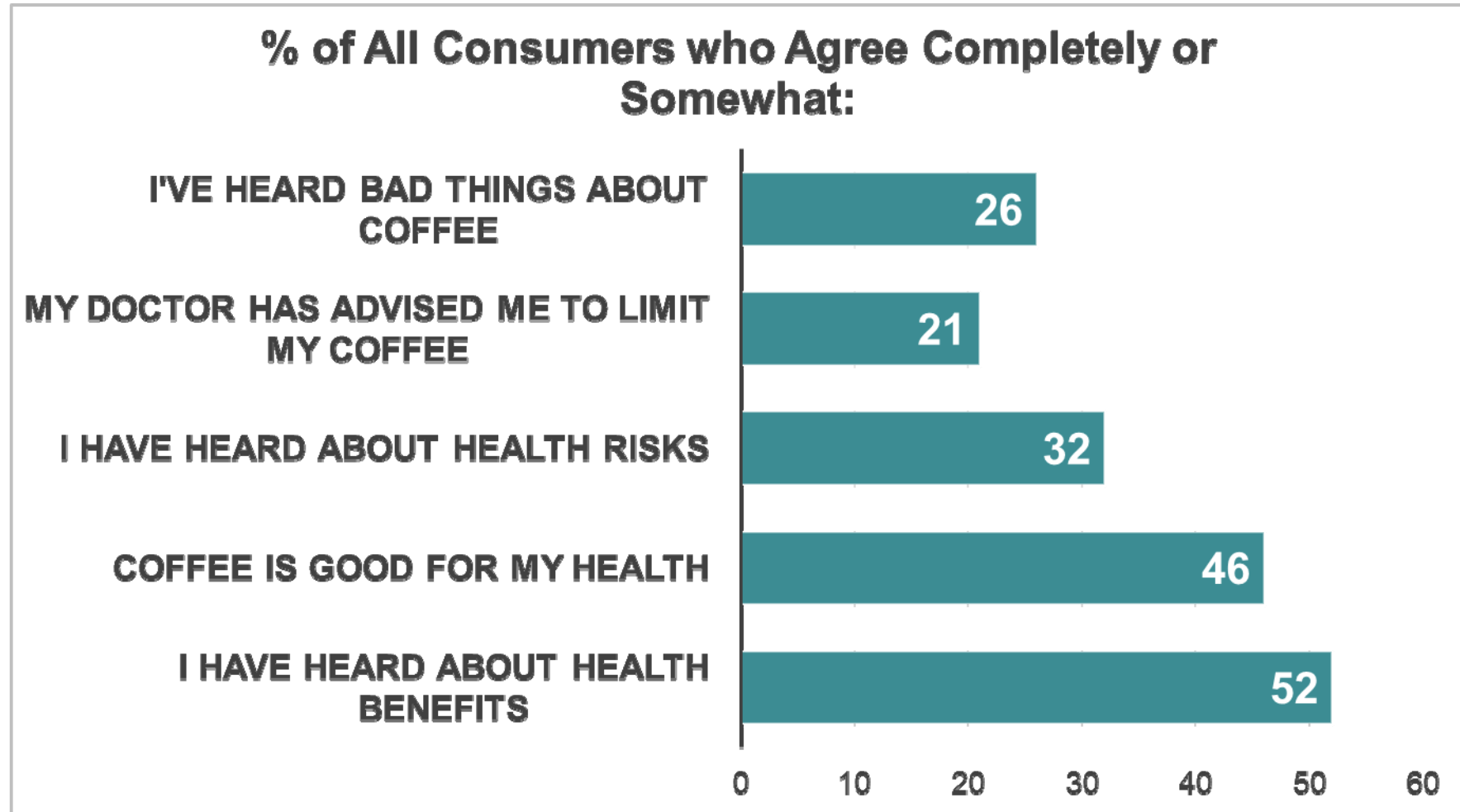
Source: [monitoringthefuture.org](http://monitoringthefuture.org)

Goldman Sachs  
Data Story: Millennials



nca

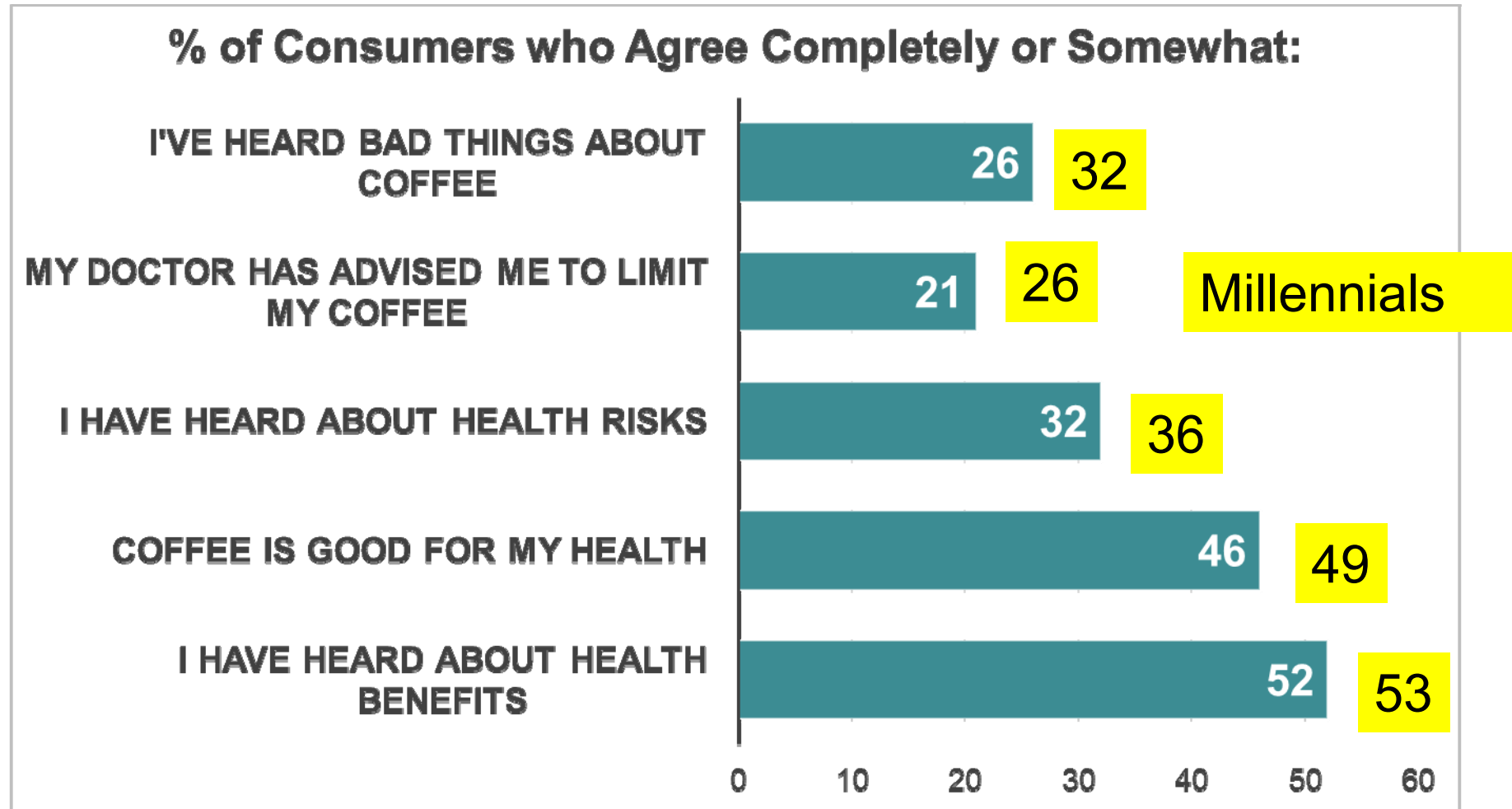
# What do Consumers Know about Coffee and Health?



*NCA, 2018 NCDT Study*



# What do Consumers Know about Coffee and Health?



*NCA, 2018 NCDT Study*



# What Do Consumers Know About Coffee and Health?

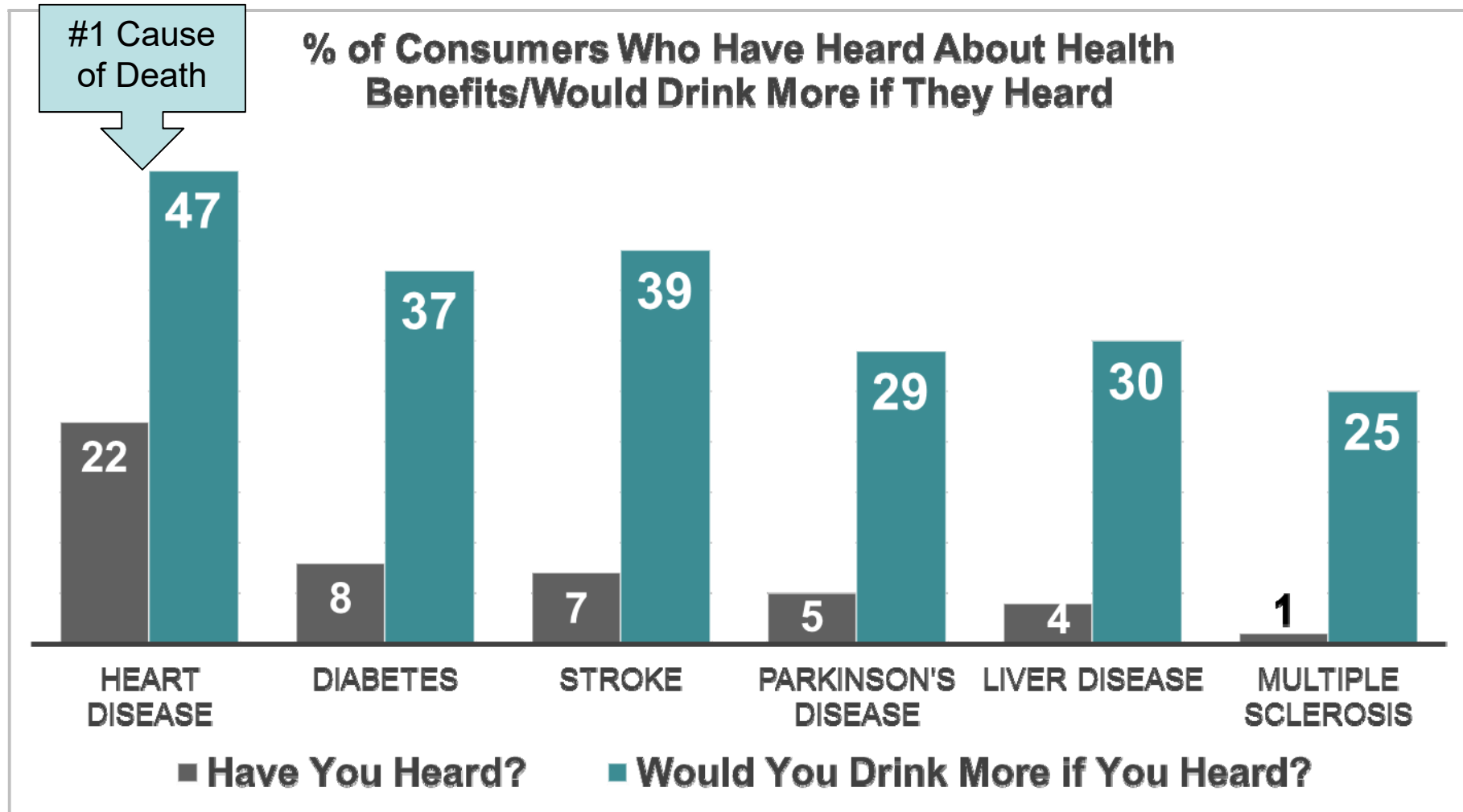
- ❖ 69% of Consumers have Not Heard About Coffee's Beneficial Effect on Specific Diseases

*NCA, 2018. NCTD Drinking Trends Study*



**nca**

# Changing Behavior: Opportunities



*NCA, 2018 NCDT Study*



# The Research: Substantial and Clear

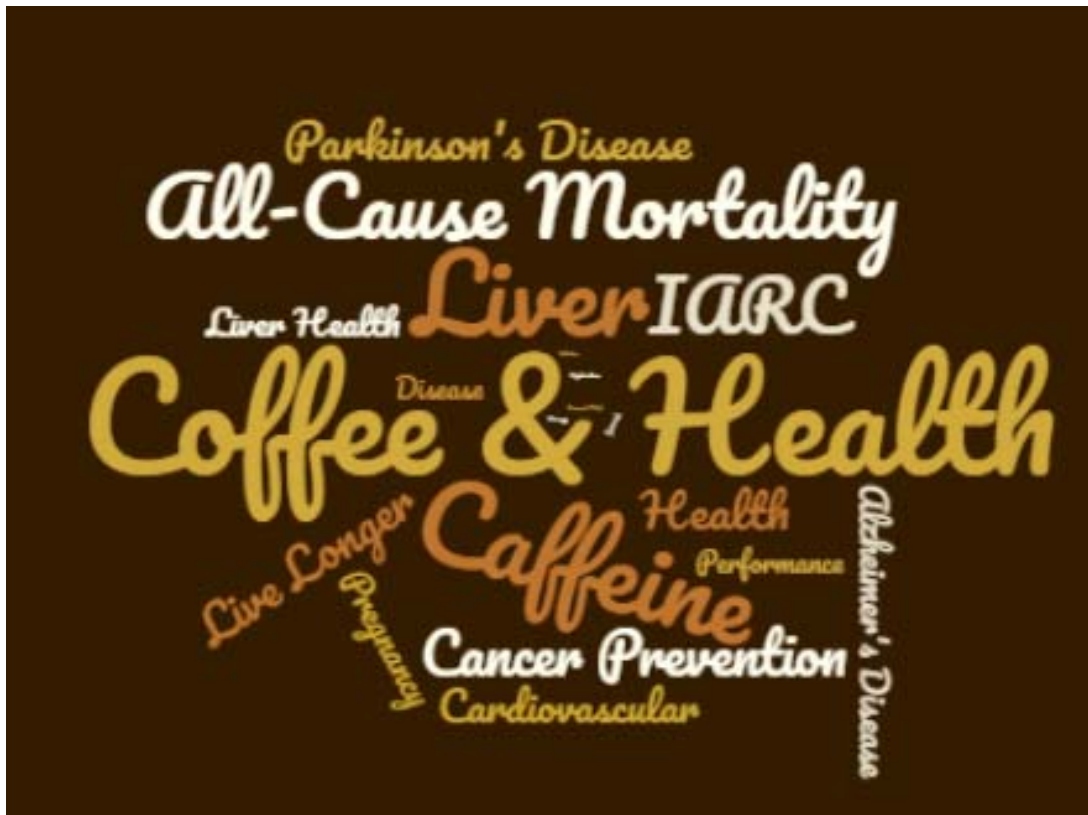
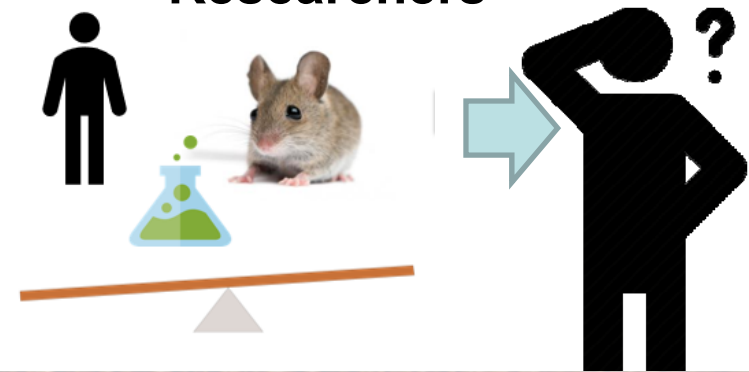
- Coffee is one of the most heavily studied foods in history
- When the UN's World Health Organization (IARC) studied coffee and cancer in 2015-2016, they examined over 1,000 studies *solely with respect to coffee and cancer* (omitting other studies i.e. Type II Diabetes, etc.)
- “Literature Reviews,” “meta-analyses” or “umbrella studies” allow us to look across this body of research



# Communications: How Consumer Perception of Coffee & Health Is Shaped



- Many mixed messages on Coffee & Health come from:
  - Physicians / Medical Practitioners
  - Media – Newspapers, Magazines, Websites, Blogs, Tweets
  - Family & Friends
  - Researchers





Hearing Aid Centers of Tennessee & Georgia

[Why Beltone](#)

[Hearing Health](#)

[Hearing Aids](#)

[Services](#)

[Locations](#)

[Home](#) > [Blog](#)

## Put That Coffee Down: Hearing Loss and Caffeine Are Linked

July 15, 2016

“A group of medical scientists have reported data that just uncovered that your morning cup o’ joe can also lead to hearing loss.”



nca



Original Investigation

FREE

April 2016

# Association of Caffeine and Hearing Recovery After Acoustic Overstimulation Events in a Guinea Pig Model

Faisal Zawawi, MD, FRCSC<sup>1</sup>; Aren Bezdjian, MSc<sup>1</sup>; Mario Mujica-Mota, MD, MSc<sup>1</sup>; et al



**Design, Setting, and Subjects** This experiment at the McGill University Auditory Sciences Laboratory used 24 female albino guinea pigs (age, 6 months; weight, 500-600 g)...Group 1 was exposed to caffeine; group 2, acoustic overstimulation events (AOSEs); and group 3, both.

**Interventions** Daily caffeine dose for groups 1 and 3 consisted of 25 mg/kg administered intraperitoneally for 15 days. The AOSEs were administered on days 1 and 8 and consisted of 1 hour of 110-dB

(Injected with the equivalent of about 18 cups of coffee/day)



HilariousGifs.com



# Messages from California Prop 65 Legal Ruling

Health & Science

## California ordered to add cancer warning to coffee, but the science doesn't hold up

**ScienceNews**  
MAGAZINE OF THE SOCIETY FOR SCIENCE & THE PUBLIC

**MISSION CRIT**  
Support credible science jc  
Subscribe to Science News 1

MAR 31, 2018 @ 10:21 PM 4,283

The Little Black Book of Billionaire Secrets

MENU TOPICS BLOGS EDITOR'S PICKS MAGA

- LATEST**
- MOST VIEWED**
- NEWS  
Ardi walked the walk 4.4 million years ago  
BY BRUCE BOWER APRIL 02, 2018
- REVIEWS & PREVIEWS  
Why the Nobel Prize might need a makeover  
BY EMILY CONOVER APRIL 02, 2018
- NEWS  
How honeybees' royal jelly might be baby glue, too

### Carcinogenic Laws: Coffee Shop Cancer Warnings Do More Harm Than Good

NEWS CANCER

#### The science behind cancer warnings on coffee is murky at best

Experts say there is 'no firm evidence' that drinking coffee comes with a carcinogenic risk  
BY ERIKA ENGELHAUPT 5:23PM, MARCH 30, 2018

<https://www.forbes.com/sites/omribenshahar/2018/03/31/carcinogenic-laws-coffee-shop-cancer-warnings-do-more-harm-than-good/#6f69fcb95062>

<https://www.sciencenews.org/article/science-behind-cancer-warnings-coffee-murky-best>



**nca**



## Communicating the Message

- **Tailor communications to targeted audiences in accessible and convenient forms/channels**
- **Use and repeat key messaging points**
- **Targeted audiences: Doctors / Medical professionals, Media, Consumers, Influencers, and Industry**
- **Identify and Engage 3<sup>rd</sup> party independent experts and allies**
- **Let audience draw their own conclusions.**



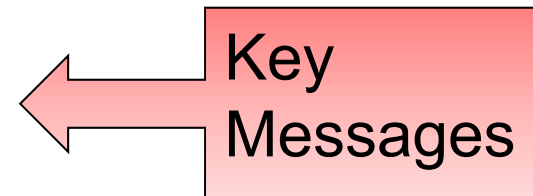
# Coffee, Caffeine & Health

Independent research by scientists worldwide continues to link coffee to significant (and surprising) healthful properties.

Coffee has a naturally complex botanical profile, with at least 1,000 natural compounds in the bean (including caffeine) and another 300 created in the roasting process. Scientists have linked a number of them, including some strong antioxidants, with a host of physiological benefits.

Research has shown that moderate coffee consumption (or 3-5 cups daily) may be associated with many positive effects, including:

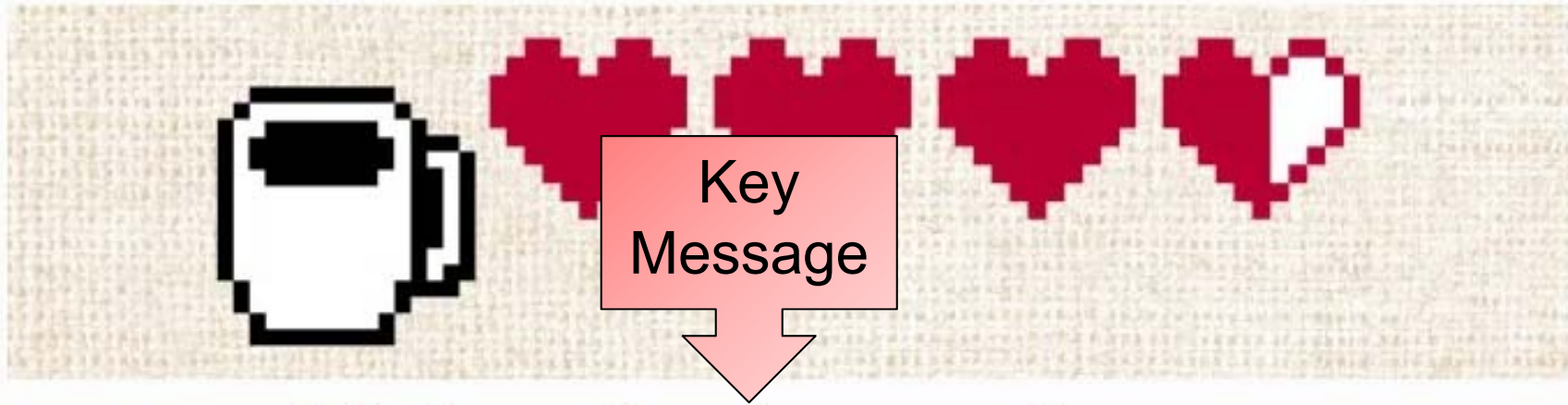
- Liver disease prevention
- Improved cognitive function in older adults
- Sharper memory
- Increased athletic endurance
- Reduced risk of type 2 diabetes
- Longevity



Due to the increasing scientific evidence, coffee has earned a new – and improved – reputation. The latest U.S. Dietary Guidelines recently made an unprecedented recommendation for coffee as part of a healthy lifestyle.

3<sup>rd</sup> Party Validation





## Coffee drinkers live longer than non coffee drinkers

3<sup>rd</sup> Party Validation

Analysis, from Harvard University amongst others, that followed millions of people suggests that coffee drinkers live longer than non coffee drinkers. In fact, research suggests this amazing beverage may actually help lower the risk of many different cancers and drinking between one and five cups a day is associated with lower rates of heart disease, neurological disorders and liver disease.”







## Coffee is #1 source of antioxidant in the US diet

Research ranks coffee as the number one source of antioxidants in the US diet. A study suggested that Americans got more of their antioxidants from coffee (1299mg per day) than any other dietary source, far ahead of black tea (294mg) and bananas (76mg).

Learn more: [eurekaalert.org](http://eurekaalert.org) 

3<sup>rd</sup> Party Validation



Key  
Message

# Coffee & Heart Health



Crippa et al., 2014. American Journal of Epidemiology, 180(8): 763-775.

3<sup>rd</sup> Party Validation





## Coffee may help lower the risk of getting certain cancers

Key  
Message

The World Health Organization's cancer research arm recently concluded that coffee could no longer be classified as a possible carcinogen and its experts say there is evidence that coffee drinking actually lowers the risk of developing specific cancers such as liver cancer and a cancer in the lining of the uterus.

Learn more: [The Lancet](#) 



# How Much Caffeine Is In Your Coffee?

Brewed coffee

8 oz

Average: 95 mg

Range: 75 - 165

Source: Mitchell, et al - 2014



Brewed decaf

8 oz

Average: 2 mg



# Secondary Messages

## Economic Burden of Non-Alcoholic Fatty Liver Disease

HEPATOLOGY, Vol. 64, No. 5, 2016

YOUNOSSI ET AL.

TABLE 5. Annual Predicted Economic Burden of NAFLD by Country

	United States	Germany	France	Italy	United Kingdom
Total costs (in billions)					
Direct costs	\$103.31	€4.33	€11.40	€11.95	£5.24
Societal costs	\$188.88	€51.94	€64.31	€44.14	£26.03
Total costs	\$292.19	€56.27	€75.72	€56.09	£31.26
Total costs (per patient)					
Direct costs	\$1,612.18	€354	€784	€1,163	£357
Societal costs	\$2,947.36	€4,240	€4,421	€4,297	£1,773
Total costs	\$4,559.54	€4,593	€5,205	€5,460	£2,130
Costs (in millions) due to					
NAFL	\$86,564.2	€3,492.43	€9,163.92	€9,776.54	£4,326.86
NASH no FB	\$5,483.6	€244.07	€759.79	€701.42	£301.79
NASH FB	\$1,866.3	€87.86	€242.90	€250.94	£110.21
CC	\$6,573.3	€312.74	€916.78	€900.07	£362.66
DCC	\$1,765.5	€90.33	€268.63	€260.60	£103.06
HCC	\$522.7	€31.30	€25.78	€15.50	£17.60
LT	\$161.6	€30.09	€18.24	€15.25	£11.09
PLT	\$375.7	€43.97	€8.08	€30.35	£4.26



## Secondary Messages



### Coffee is good for the economy

The coffee industry is **critically important** to the US economy. In the US, coffee- directly or indirectly- accounts for over **1.6m jobs with wage compensation of \$58.08bn.**<sup>[SEP]</sup> In 2015, coffee represented \$220.98bn of the US economic output i.e. **1.2% of US GDP.** That is **more than 4bn every week or 605m every day.**<sup>[SEP]</sup>

The coffee industry brought in **\$27bn in taxes** at Federal, State and Local level in 2015. Around **125 million people worldwide** depend on coffee for their livelihoods.<sup>[SEP]</sup> Coffee is the most valuable and widely traded tropical agricultural product.<sup>[SEP]</sup>



# Caution on Labeling & Health Claims

- Most countries have stringent requirements on health-related information such as:
  - Nutritional information on product packaging
  - Advertising & Marketing claims
  - Product informational sources
- Adhere to local regulations, and seek the advice of knowledgeable experts before communicating the science!
- Important to distinguish between reporting on research and making statements about health and coffee.



# Conclusions

- ❖ Consumer attitudes are changing – and need to know more about “value” related aspects of their food, including health
- ❖ “Values” can help drive consumption, such as by promoting the good news on Coffee & Health
- ❖ Important to separate the clutter from the credible science
- ❖ Communicate in factually accurate, simple, and straightforward messages
- ❖ Develop key messaging points, and reinforce these with examples, 3<sup>rd</sup> party experts, stories, and repeat, repeat.

**There is a very positive story to tell on Coffee & Health.**  
**Please help spread the message**





# *Thank You*



**Bill Murray, CAE**  
President & CEO, NCA USA  
WMMurray@ncausa.org

*“Let food be thy  
medicine and  
medicine be thy  
food.” -  
Hippocrates*



**nca**