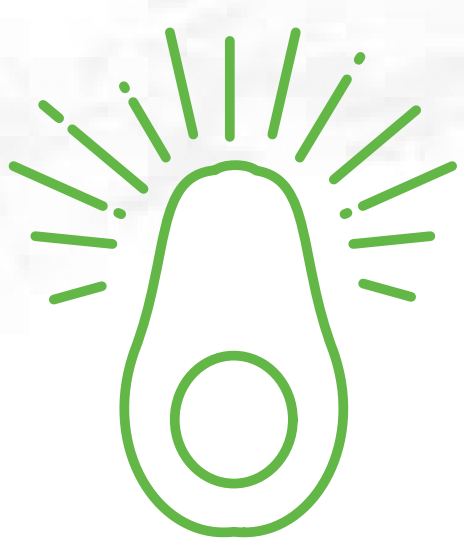


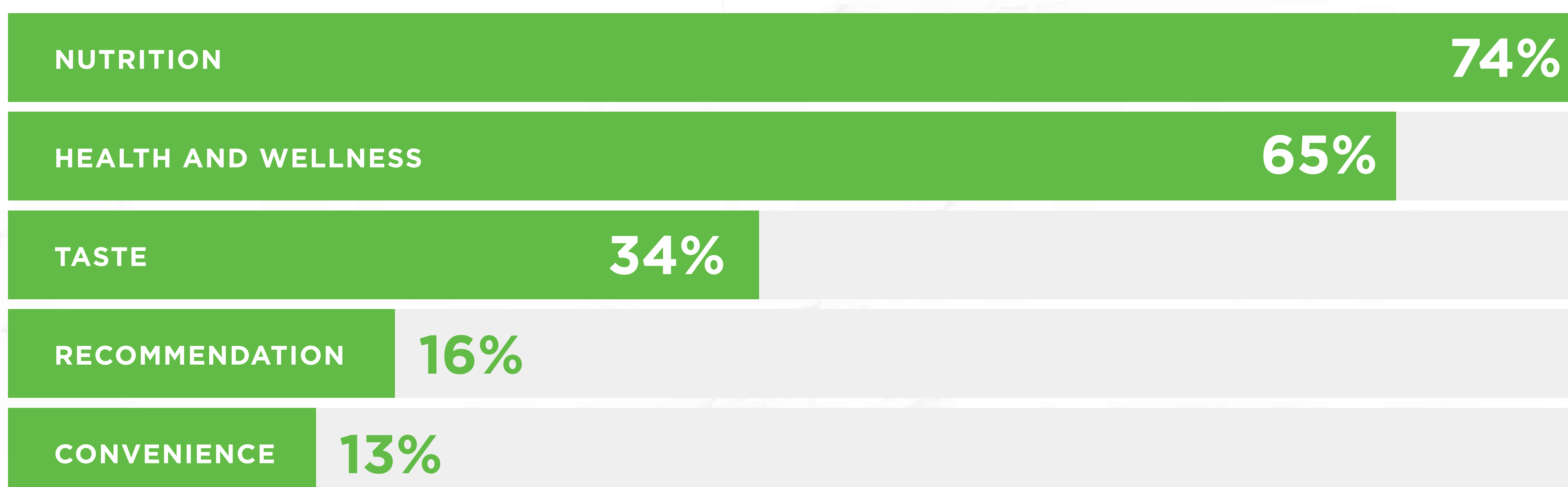
State of the Science and Caregiver Perspectives

Infant and Toddler Feeding Practices

The Avocado Nutrition Center conducted a survey of parents and caregivers of infants and toddlers to better understand food purchasing behaviors and barriers to establishing healthier diet patterns for children.¹ The survey reveals that avocados meet caregivers' key criteria for selecting foods, delivering on desired nutrition, taste and texture, and complements a published literature review supporting the role of avocados as an ideal food for complementary and transitional feeding.



Caregivers rank **nutrition as the most important factor** they consider when deciding which foods and beverages to feed their infant or toddler.



Caregivers are seeking out a variety of nutrition characteristics when choosing foods and beverages for their infant or toddler, and ranked them according to perceived level of importance from 0 ("not important at all") to 10 ("very important").

73% of caregivers believe that it is very important to **choose foods that contain essential vitamins and minerals, and protein.**

61% of caregivers believe that it is very important to **choose foods that contain good fats** (mono- and polyunsaturated fats).

Common Ways Caregivers Prepare Avocados for Infants and Toddlers

41%

Mashed up,
plain, by itself



30%

Cut or mashed up,
with other fruits and
cooked vegetables



23%

Cut or mashed up
and served as a
topping on another
meal or food





Nearly **20%** of caregivers **do not serve fruit or vegetables** to their infant or toddler regularly.



Avocados, because of their unique nutrition profile, mild taste and smooth texture, may be a gateway food to increase children's consumption of fruits and vegetables.

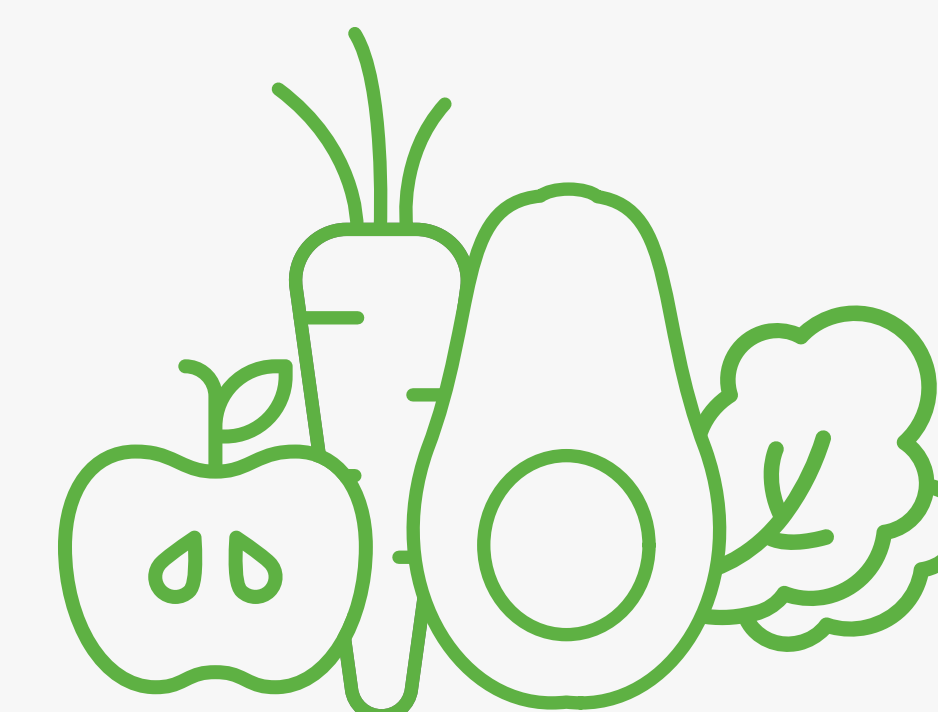


A **25g** serving of avocado contains



A 25g serving of avocado contains nutrients that a majority of respondents rated as very important.

Caregivers who serve avocados are more likely to feed their infants or toddlers a wider range of fruits and vegetables.



Avocado Usage Has Increased Among Caregivers

Percentage of caregivers serving avocados at least once a week

2014 **22%**

2016 **48%**

But...

only **1 in 20** caregivers said avocados when asked which fruit they were most likely to serve



According to a 2016 review paper of more than 100 studies, avocados can play an important role in complementary and transitional feeding.ⁱⁱ

- Avocados are nutrient-dense, have a soft texture and a neutral flavor profile, all ideal attributes of a first food.
- Avocados can be introduced as a low-sugar fruit option that can help avoid invoking an early preference for sweet foods.
- Positive early experiences with fruits/veggies are more likely to result in lifelong consumption.
- Avocado dietary bioactive components play an important role in infant health.

