

Feeling Good in 2011

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Giving Back for Good Health

Not surprisingly, consumers feel better about spending money on products or with retailers that give back to those in need. Companies and brands in the health-and-wellness category that do their part to support their local communities and beyond will resonate with consumers more than ever this year, especially as the nation continues to await economic recovery.

"Random acts of kindness" ranked No. 1 on Trendwatching.com's "11 Crucial Consumer Trends for 2011." The London-based global trend firm says "consumers' cravings for realness" will make giving back one of the most effective ways for a brand or company to connect with customers.

This is particularly important for brands along the spectrum of health and wellness, as consumers define wellness beyond pure physical health to the more general notion of "feeling good."

"To not think and feel responsible for the health of our local communities and natural environment just isn't good business," says Justin Gold, founder and CEO of Boulder, Colo.-based Justin's Nut Butters.

Justin's joined forces with Austin, Texas-based Whole Foods Market nationwide in December to donate \$1 of every jar of nut butter sold. The funds went to Conscious Alliance, a non-profit that distributes food and resources to communities in need. Notes Gold: "A healthy business needs to be surrounded and inspired by a healthy community."