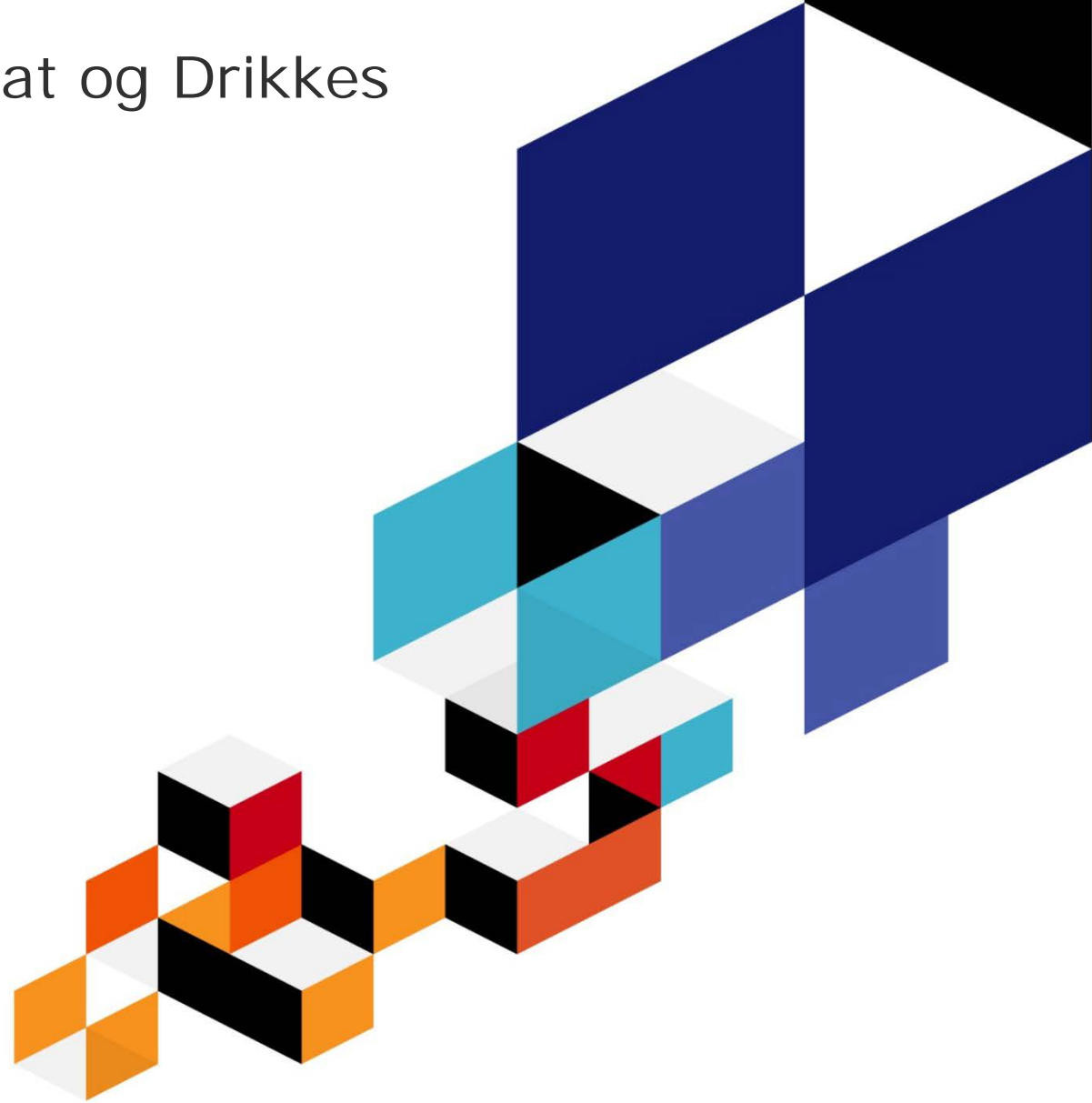


# Presentasjon NHO Mat og Drikkes årskonferanse 2016



Presentasjon NHO Mat og Drikkes  
årskonferanse 2016

© TNS 19.5.2016

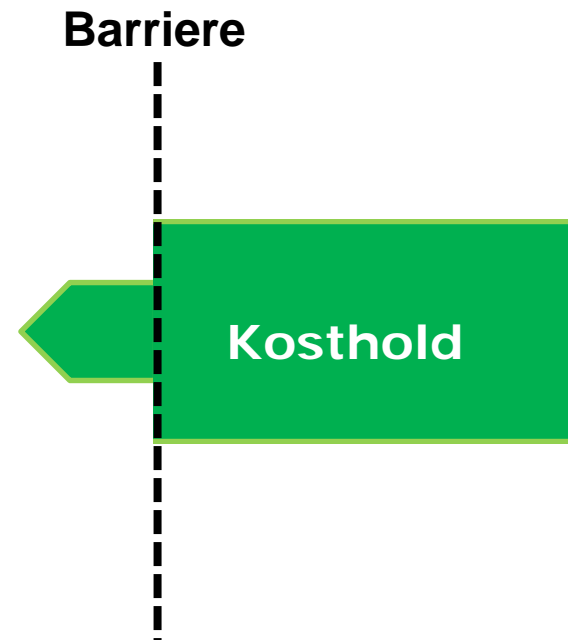
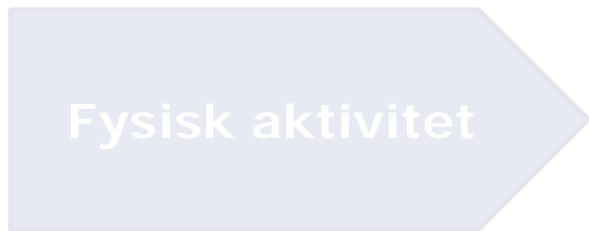
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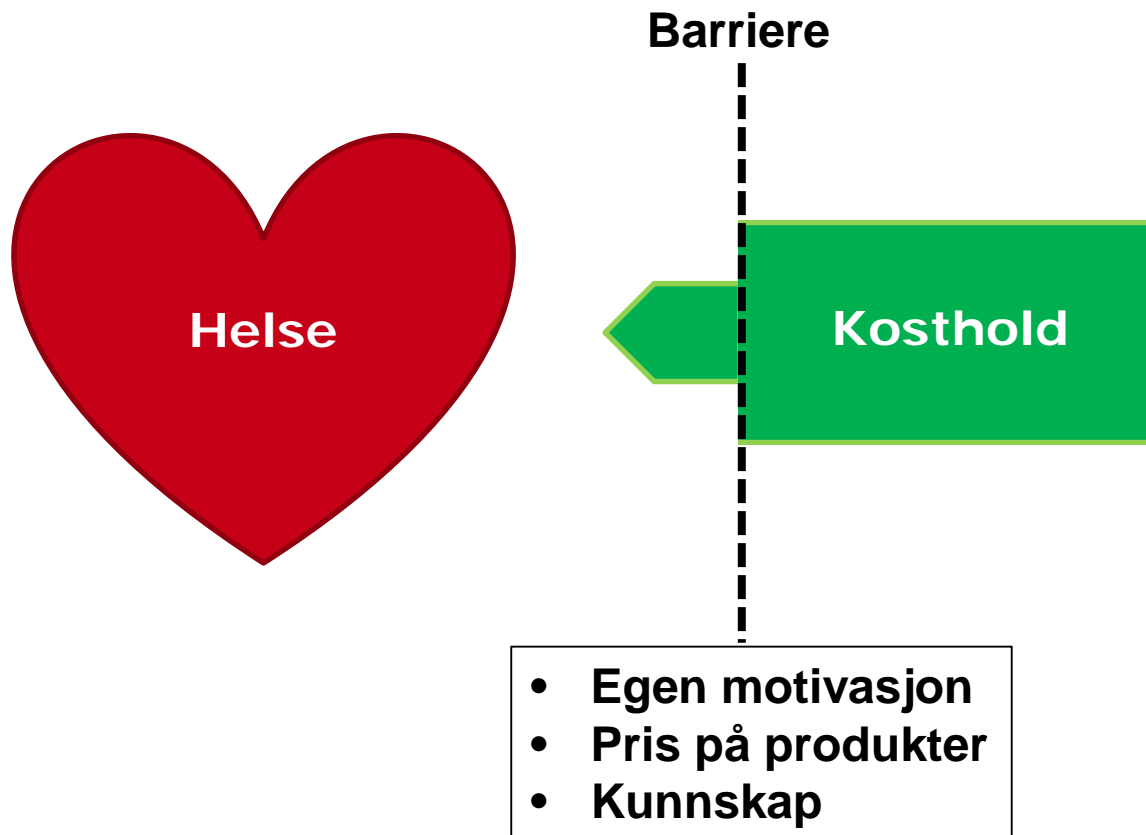


Fysisk aktivitet

Helse

Kosthold

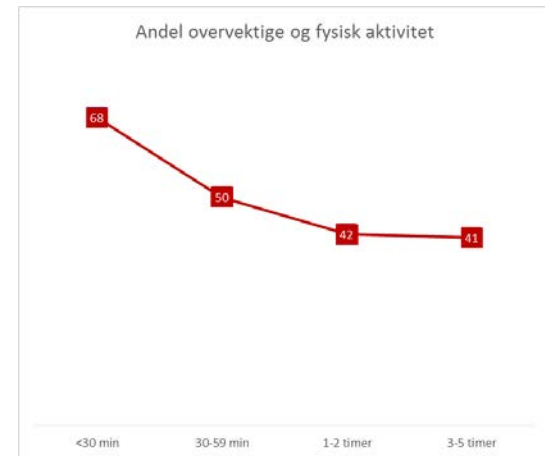
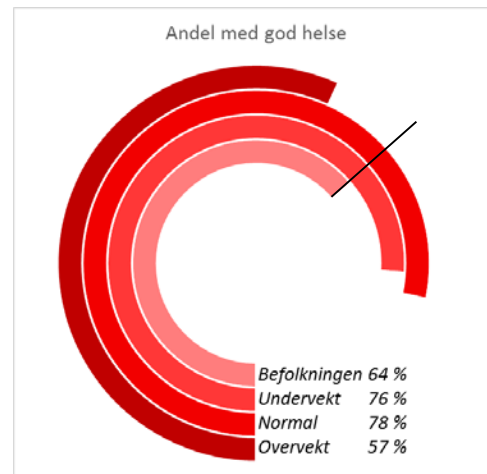




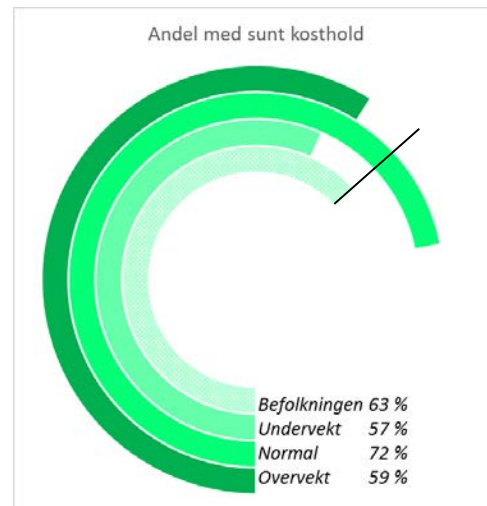
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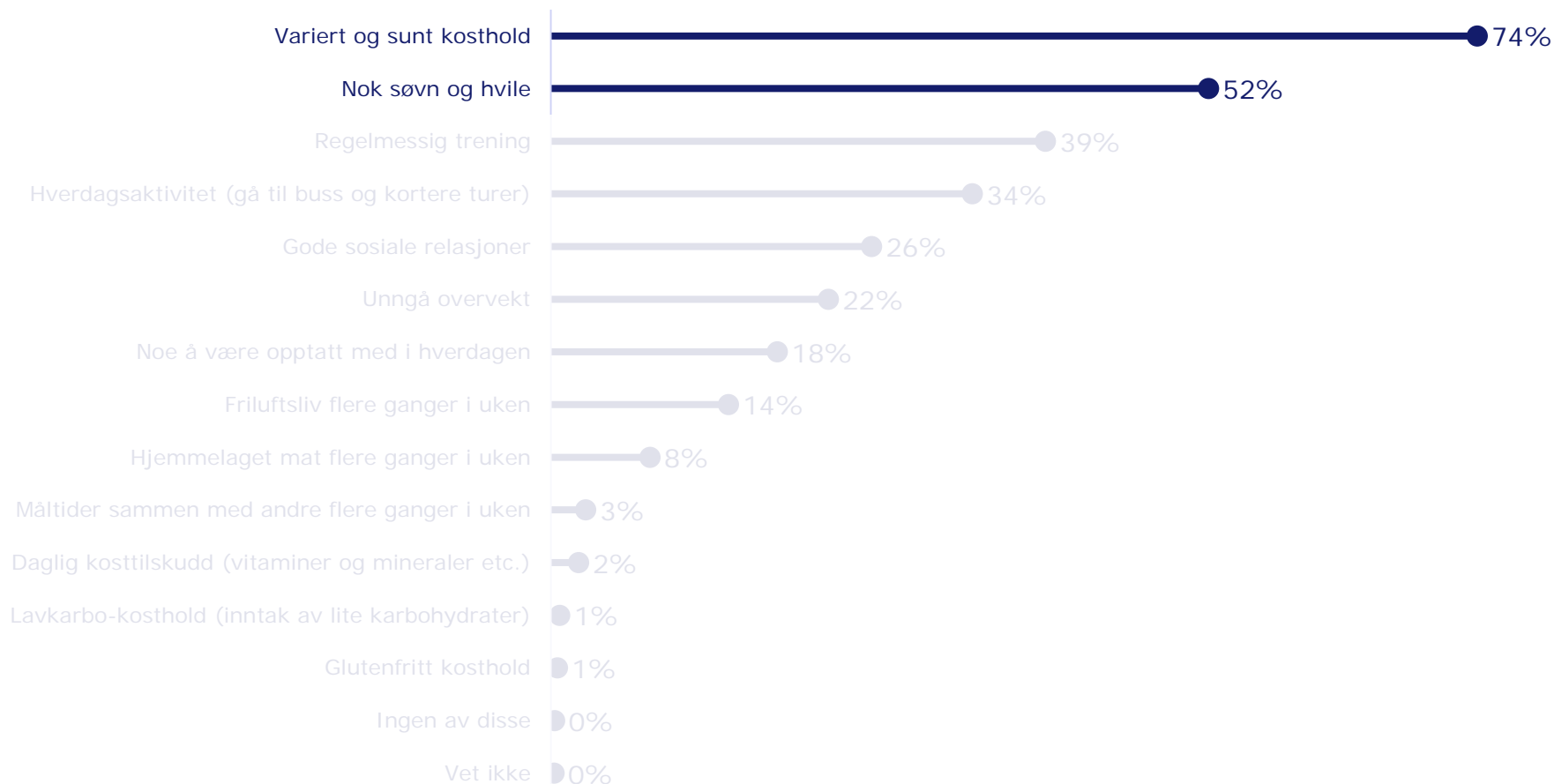
## Fysisk aktivitet



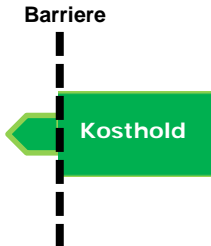
## Kosthold



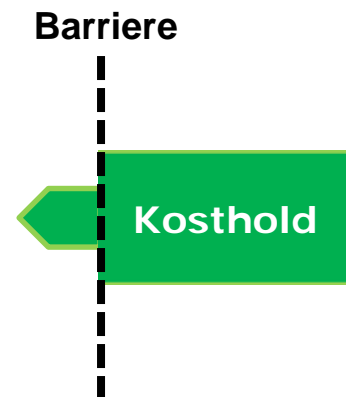
## Viktig for god helse



# Sunnere kosthold – motivasjon og pris

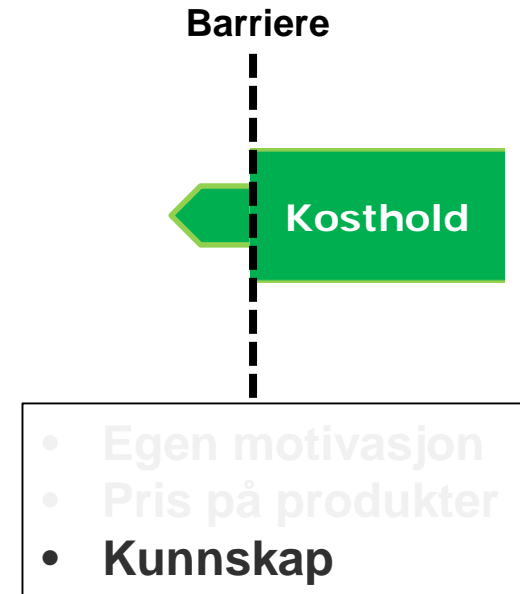
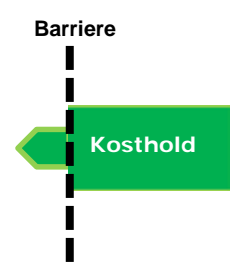
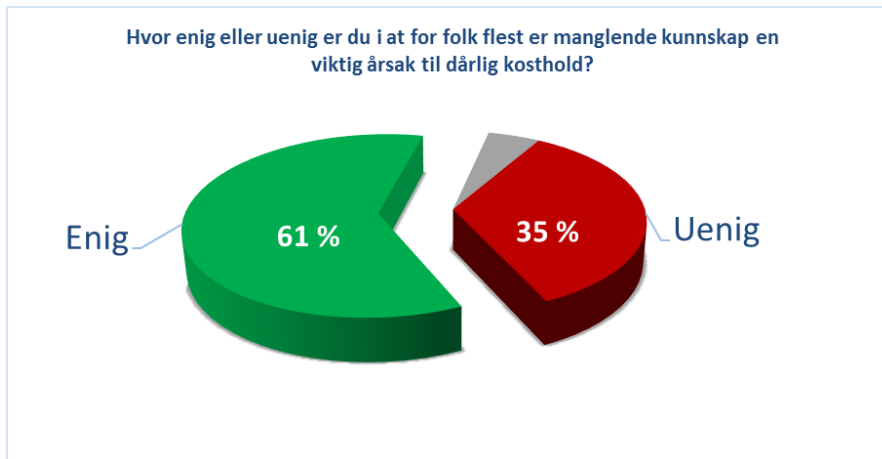
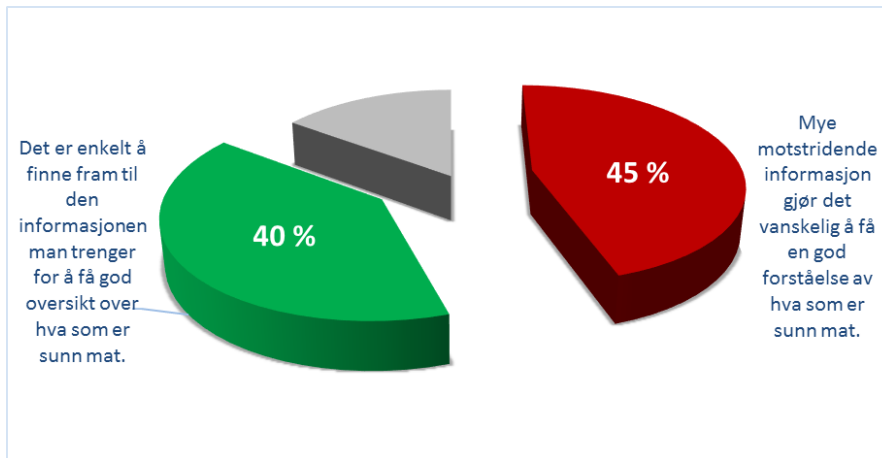


## Suksesskriterier for sunnere kosthold



- Egen motivasjon
- Pris på produkter
- Kunnskap

# Kunnskap







## Suksesskriterier for sunnere kosthold



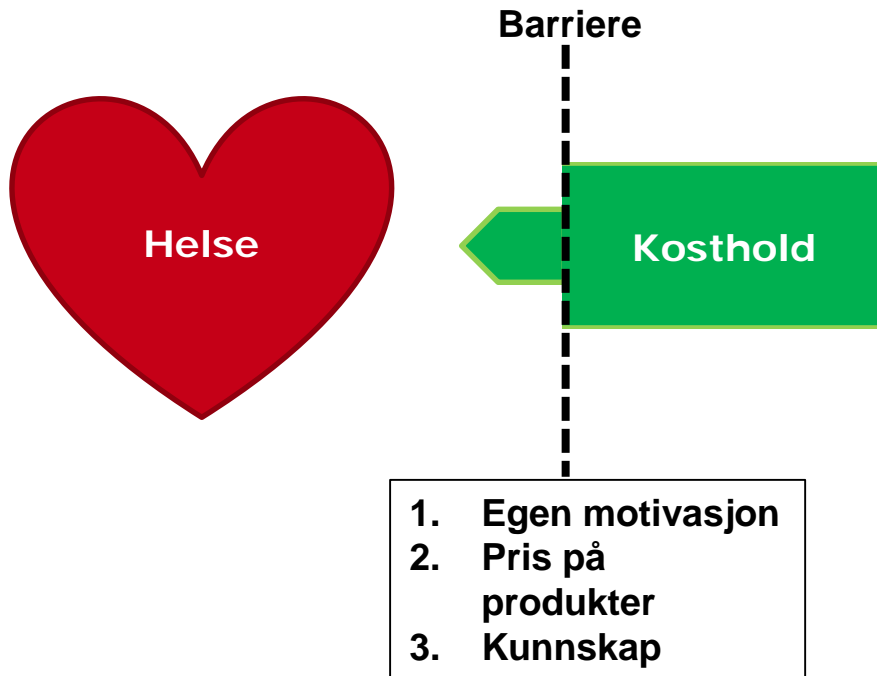
Barriere



- Egen motivasjon
- Pris på produkter
- **Kunnskap**

# Hvordan bryte ned barrierene?

## Situasjonen i dag



## Hvordan minimere barrieren?

