

CREATING A FOOD SECURE NATION

THE GROWING 50+ POPULATION

By 2030, there will be more than 72 million older people in the United States—more than twice the number in 2000.

The 50+ population is the fastest-growing consumer group in the U.S., with control over 80 percent of the financial assets and 50 percent of discretionary income.

And the U.S. is not alone. Globally, within 35 years there will be more people older than 60 than there are people younger than 15.

Not surprisingly, the health and wellness of this older population is suffering. Rates of food insecurity among those 50 and older have more than doubled since 2001, and rates of obesity, diabetes and other chronic diseases contribute to skyrocketing health care costs. In 2010, older adults spent 13.2 percent of their total expenditures on health—more than twice the proportion spent by consumers overall.

Clearly, more needs to be done to address these shortfalls while at the same time recognizing this demographic as a key consumer in the marketplace.

AARP FOUNDATION'S WORK ON HUNGER

Two pillars guide AARP Foundation's work to fight hunger:

1. HUNGER AS A HEALTH ISSUE
2. MAXIMIZING VALUE FOR THE LOW INCOME CONSUMER THROUGH THE EXISTING FOOD SUPPLY CHAIN

OUR APPROACH: SHARED VALUE

“The solution lies in the principle of shared value, which involves creating economic value in a way that also creates value for society by addressing its needs and challenges. Businesses must reconnect company success with social progress. Shared value is not social responsibility, philanthropy, or even sustainability, but a new way to achieve economic success.”

PORTER AND KRAMER
HARVARD BUSINESS REVIEW, 2011



A NEW MODEL FOR FIGHTING HUNGER

WE SUBSCRIBE TO A NEW WAY OF ESTABLISHING PROGRAMS, INITIATIVES AND PARTNERSHIPS, MOVING AWAY FROM THE OLD WAY OF DOING BUSINESS TO THIS NEW MODEL:

OLD: A charity framework that meets an immediate need.

NEW: Long-term, sustainable solutions that focus on prevention.

OLD: Low-income individuals who rely solely on assistance programs and handouts.

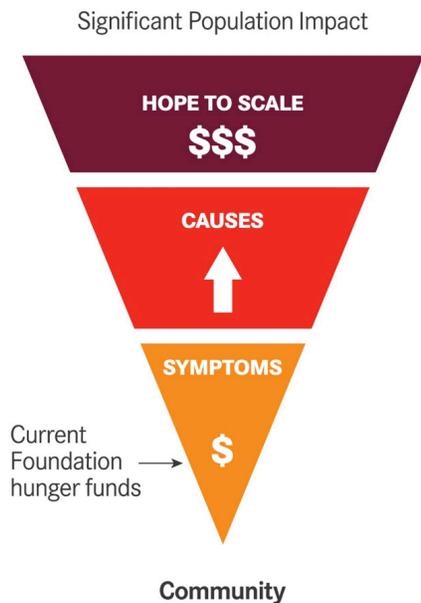
NEW: Low-income individuals are consumers with ample access to affordable, healthy foods.

OLD: The private sector is disregarded, on the periphery of change.

NEW: The private sector is pivotal to systemic change to help solve problems of the 50+.

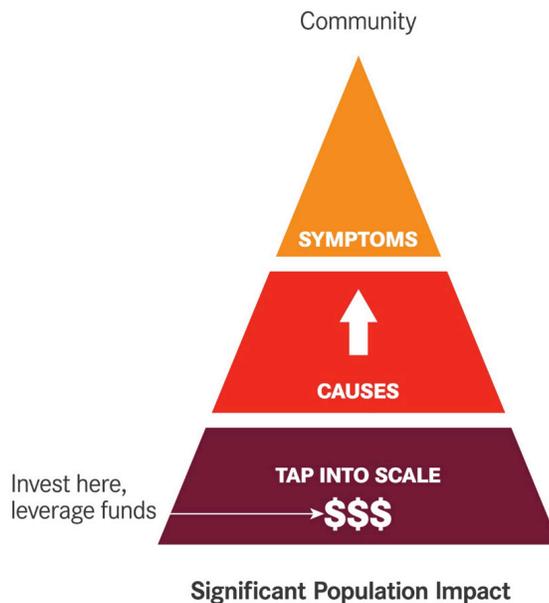
CHARITY MEETS A NEED

PREVIOUS BUSINESS MODEL



BUSINESS SOLVES A PROBLEM

NEW BUSINESS MODEL



To learn more about our programs, research and work please visit www.aarpfoundation.org/foodsecurity.



AARP Foundation is working to win back opportunity for struggling Americans 50+ by being a force for change on the most serious issues they face today: housing, hunger, income and isolation. By coordinating responses to these issues on all four fronts at once, and supporting them with vigorous legal advocacy, the Foundation serves the unique needs of those 50+ while working with local organizations nationwide to reach more people, strengthen communities, work more efficiently and make resources go further. AARP Foundation is the charitable affiliate of AARP. Learn more at www.aarpfoundation.org.