



**Bord Bia Seminar, March 27<sup>th</sup>, 2025**

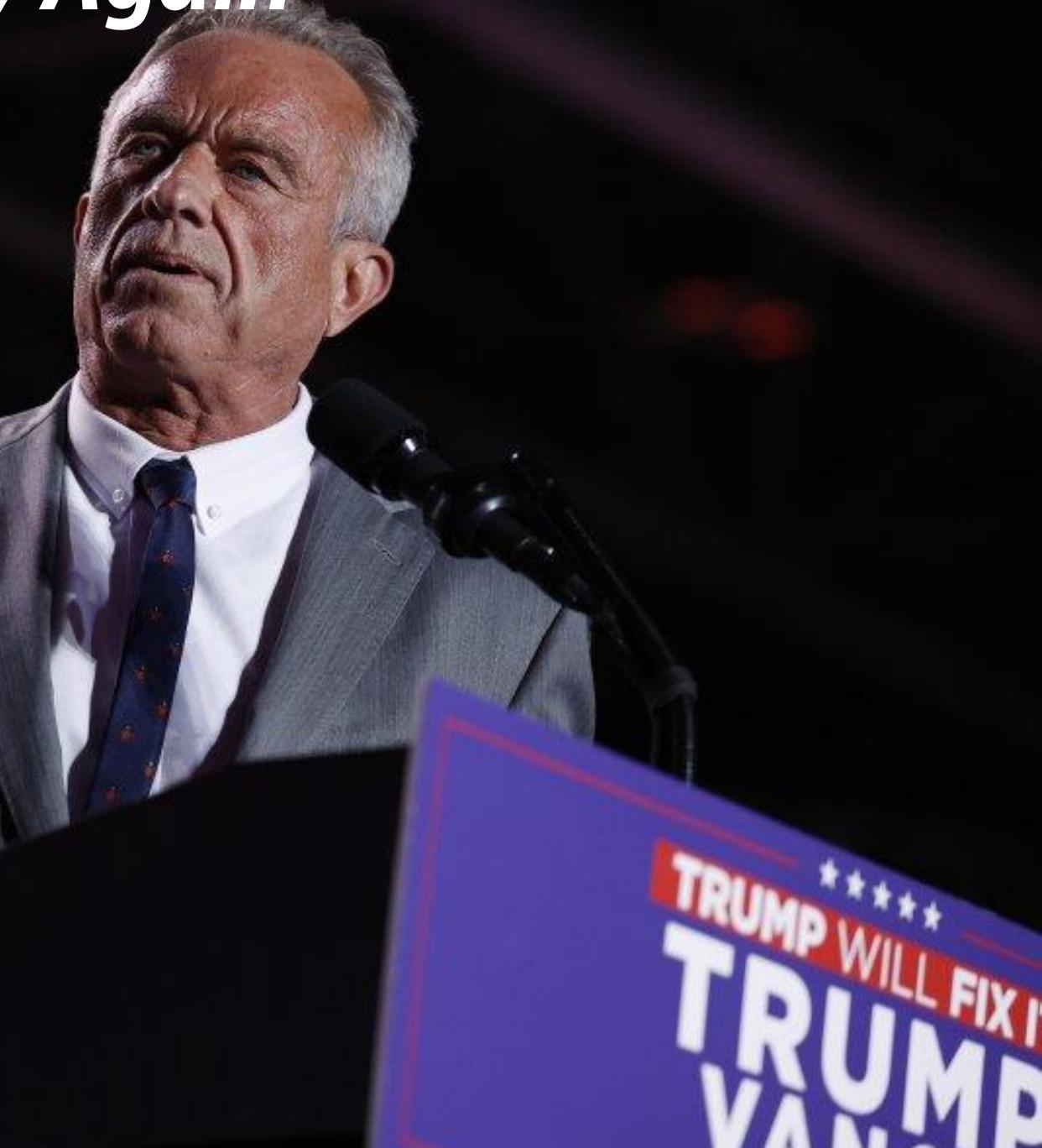
**Rabobank**   
[Nicholas.fereday@rabobank.com](mailto:Nicholas.fereday@rabobank.com)

# *Make America Healthy Again -*

**#MAHA**

- Food as Medicine, Republican-Style
- Action on Ultra-Processed Foods
- Will seed oils become the new HFCS?
- Food additive regulatory reform

**What are the opportunities for  
brands?**



# *Anti-Obesity Medications – Update*

- 1. AOM market is much bigger and growing much faster than anticipated**
- 2. Good reasons to believe demand has strong momentum**
- 3. Users of AOMs eat less and differently providing a roadmap for food & beverage companies**

# Wegovy/Ozempic users are eating less and differently

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**Eating less – want nutrient dense food**

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**Fewer sweet cravings**

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**Less snacking**

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**MORE PROTEIN**

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**More cooking from home**

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**Looking for companion products**



# *Thank you for your attention*

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