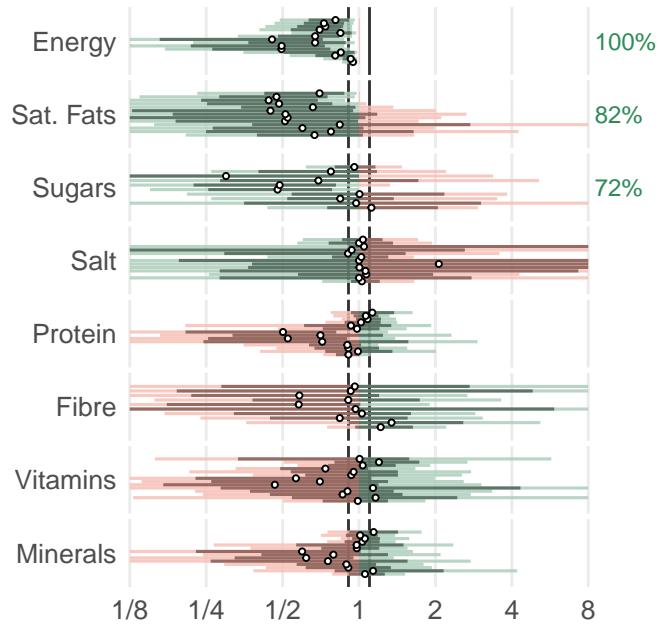


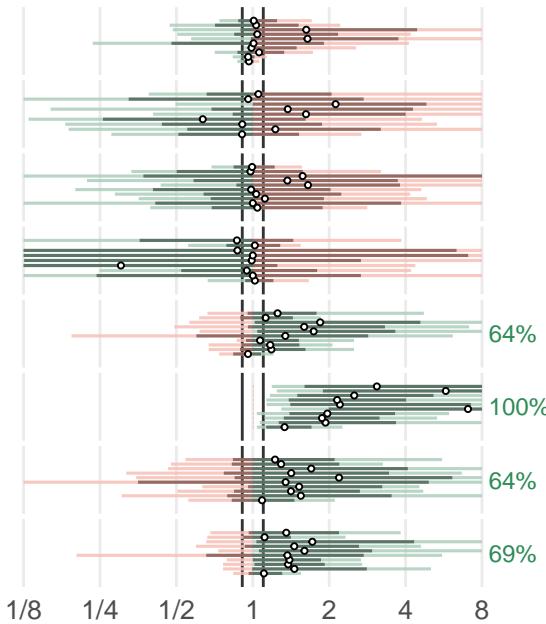
Choose Less Energy

N = 400,521



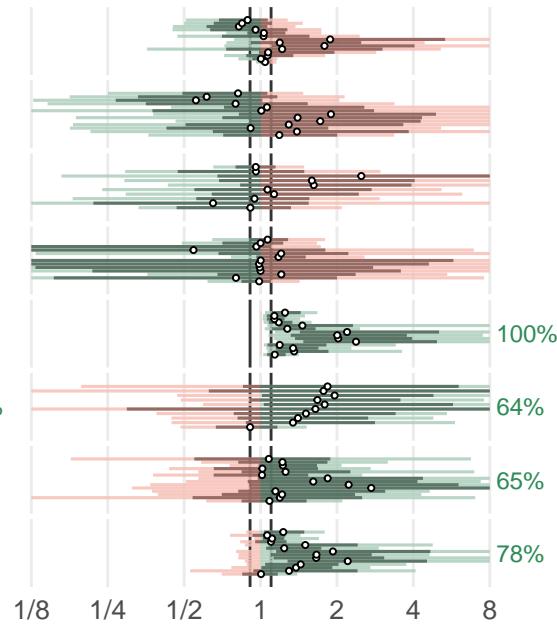
Choose More Fibre

N = 248,463



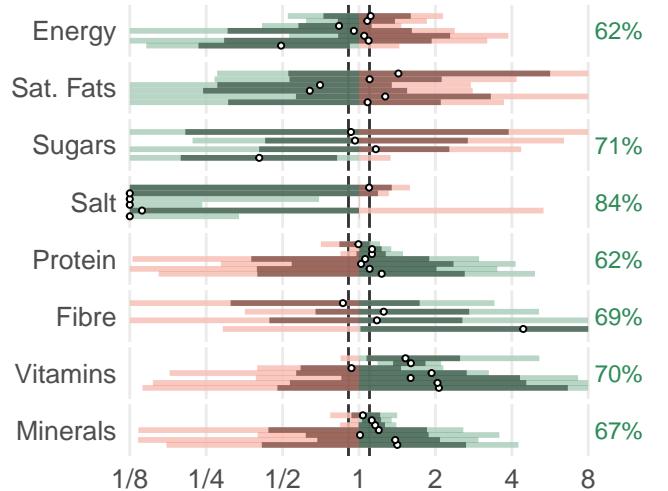
Choose More Protein

N = 404,494



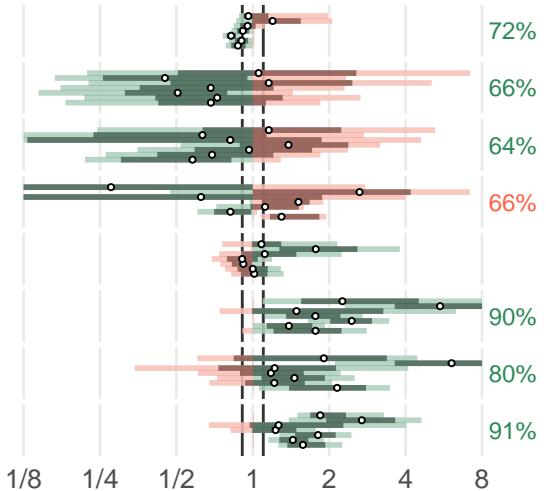
Choose Raw Foods

N = 98,281



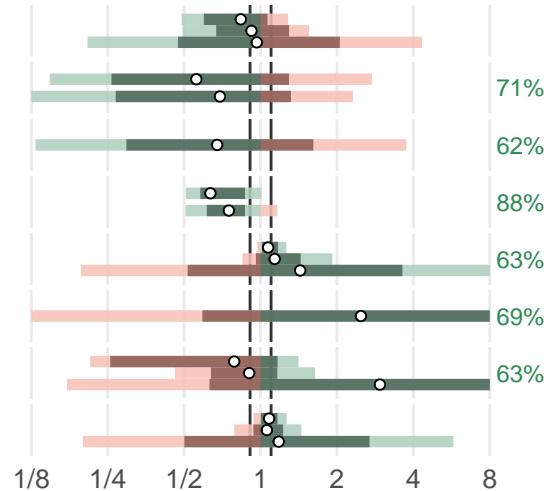
Choose Darker Grains

N = 25,821



Choose Wild Foods

N = 60,038



Nutrient profile: — less healthy — healthier

Nutrient ratio distribution
10% 25% 50% 75% 90%