

Seafood in Schools

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Getting to Know Gen Z


- The most ethnically diverse generation to date (49 percent identify as non-white, compared to 44 percent of Millennials).
- 42% follow the influence of their parents, compared to 36% of Millennials.
- 92% have a digital footprint.
- 98% own a smartphone.


Source: Pew Research Center



Getting to Know Gen Z



 **93%** of Gen Zers say they visit YouTube at least once a week; 54% visit multiple times per day

 **65%** say they visit Facebook weekly; only 38% visit multiple times per day

 **26%** visit Twitter weekly

 **26%** visit Google+ weekly

 **17%** visit Instagram weekly

Source: Study of Wikia Users aged 13-18



Goldfish vs. Gen Z...Who wins?



Seafood Trends in School Nutrition

- Customization
- Global menu options
- Reinventing the classic to add variety.
- Fusion foods



Photos: Greenville County Schools, South Carolina

Traceability Matters

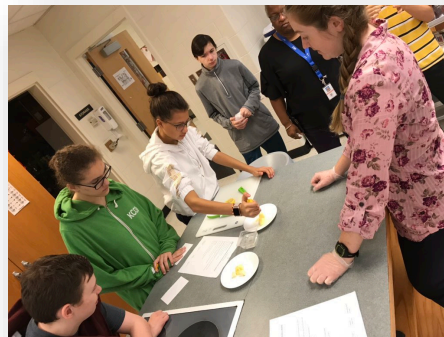
- Gen Z want to know **WHERE** their food comes from.
- They care about **HOW** it is prepared.
- They want to know **WHAT** is in their food.
- Increased emphasis on natural, organic, allergen-conscious, and sustainable.



Photos: Greenville County Schools, South Carolina and Loudoun County PS, Virginia

From the Sea to Classroom

- Increased opportunity to promote sustainable practices.
- Information about production of K-12 seafood items aligns with education standards!
- Use the classroom as an additional marketing platform.



Encouraging Future Seafoodies

- Continued exposure
- Keep the recipes simple
- Get them involved!
- Understand the barriers





K-12 Seafood Barriers

- Cost
- Menu Compliance
- Limited Options/Recipes
- Meal Service Time



Ways to Support Seafood in Schools

- Innovative recipes featuring USDA seafood items....partner with other K-12 brands!
- Social media toolkits and handouts
- Marketing support....One Fish, Two Fish
- Ask the operators!

