Seafood in Schools

Stefanie Dove, MBA RDN SNS
Coordinator, Marketing & Community Outreach
Loudoun County Public Schools
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!