

JUNE/JULY 2009

School

Solutions & Strategies
for K-12 Foodservice

Nutrition

The
ChanNEWS
Bites

TEEN TASTE TRENDS

Fresh Ideas

Research from Y-Pulse, LLC, finds that when it comes to desirable foods, the term “fresh” is a major buzzword among American youth. The research and consulting firm polled middle school and junior high school students through whyville.com, an online youth community, to learn their ideas about what would comprise a “dream kitchen” at their school (see “Equipped for the Future,” October 2008).

Respondents overwhelmingly cited a preference for “fresh” and “real” foods and beverages, drawing a distinction from foods that are deemed overly processed. Specific foods identified by survey participants as ideal items served in their model cafeteria included fresh berries, fresh-squeezed juice, fresh salad, fresh cut-up raw vegetables and “fresh-cooked” green vegetables, like broccoli.

Even “fresh seafood” was mentioned by students, reports Tami Cline, RD, SNS, Y-Pulse co-founder. “It seems some of them even have a taste for fresh lobster and sushi. While those are not realistic dishes for middle and junior high foodservice operations, their response does show a level of sophistication in this generation. It’s not your mother’s fish sticks anymore,” she says. To learn more about Y-Pulse and its research, contact info@ypulse.org or (312) 280-9061.