

Y-Pulse leader to address FreshStart conference

November 4, 2019

Sharon Olson, co-founder and executive director of Y-Pulse, a food-focused youth marketing research firm dedicated to young consumer eating habits and trends, will present during the 2020 FreshStart Conference's education workshops taking place Wednesday, Jan. 15. Olson will provide insight into the minds of kids, and the strategies of the foodservice professionals who feed them, as it relates to food, nutrition, promotion and marketing.

Following her presentation, attendees will hear from a reaction panel of foodservice operators that are making it easier for parents and children to choose fresh produce when dining out. Whether produce is part of the main entrée, a side dish, or a fresh-focused kids' menu, more restaurants are looking for ways to attract health-conscious parents and to show children that fresh fruits and vegetables can be tasty and healthy.



"Today's digitally-connected generation has a lot of information at their fingertips, making them savvy consumers and household influencers, especially when it comes to their food choices," said Tom Stenzel, president and chief executive officer of United Fresh Produce Association. "With more kids and families dining away from home, Sharon's insights will help attendees draw connections to translate trends into meaningful business opportunities."

With over 35 years of experience marketing for the foodservice industry, Sharon is a recipient of the International Foodservice Manufacturers Association Sparkplug Award and two awards from the National Association of College and University Food Services that recognize outstanding service on a national level. She was also awarded a Child Nutrition Showcase Award by the School Nutrition Association for ground breaking original research on Vending Trends in School Foodservice.

During the FreshStart Conference, attendees can choose from education workshops that address retail and foodservice opportunities to grow produce access and consumption.

The United Fresh Start Foundation's annual event will once again feature the Growing Up Fresh golf tournament, the Bids for Kids silent and live auction, and the Gala Dinner. The FreshStart Conference will take place Jan. 14-16, 2020, at the Loews Ventana Canyon Resort in Tucson, AZ. United Fresh will also hold all of its committee, council and board meetings at the conference, which are open to all members to observe.

FreshStart Conference registration including the gala dinner is \$295 for members, or \$495 for non-members. Registration for the Growing Up Fresh Golf Tournament is \$300, with proceeds going to support the United Fresh Start Foundation. To register, visit www.unitedfresh.org.