

Parent Perspective: Student Snacking Strategies



Parents' Strategies for Kids' Snacking

63%	Watch portion sizes
60%	Look for snacks with nutrients
40%	Offer low fat snacks
34%	Offer low calorie snacks

Student Populations: Growth & Ethnic Make-up



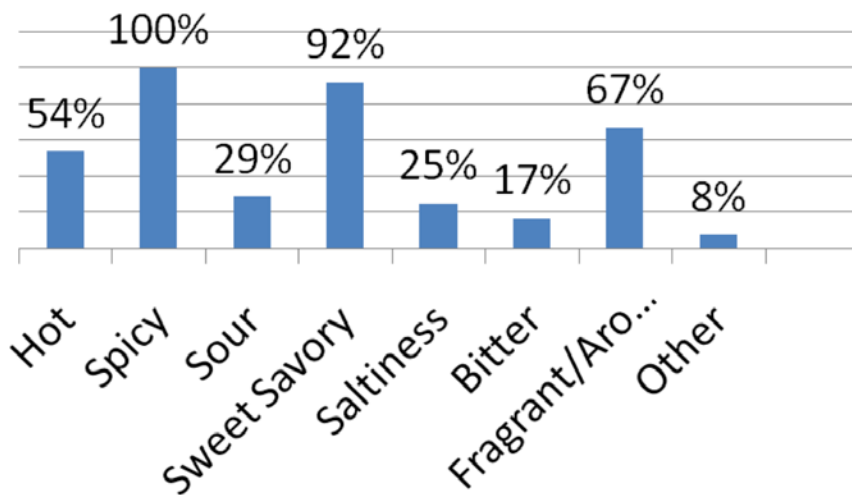
In 2008, K-12 foodservice will see a 4.5% nominal growth rate

- Increases in Hispanic populations are a large factor
 - Western States:
 - Over next decade, white students will decline, Hispanic students will rise by almost 40%
 - By 2018, each group will represent about 1/3 of the high school graduate population
 - Southwest States:
 - Hispanics will comprise about 40% of high school graduate population by 2018

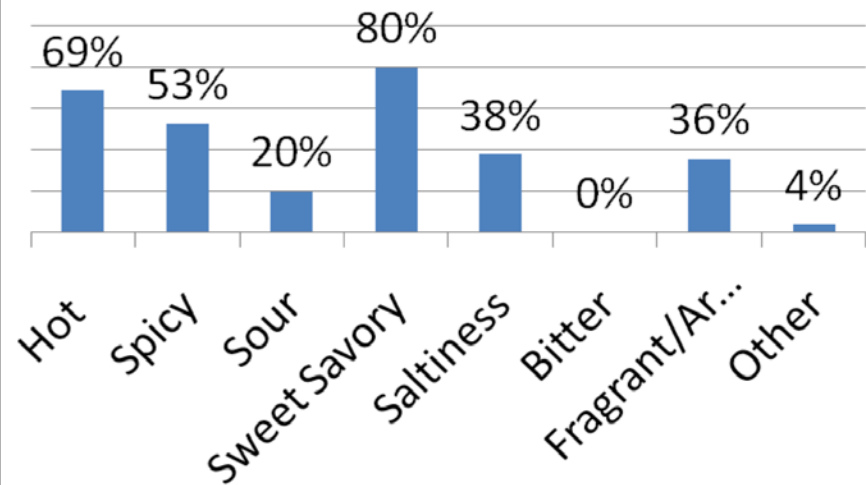
Student Populations: Flavor Preferences



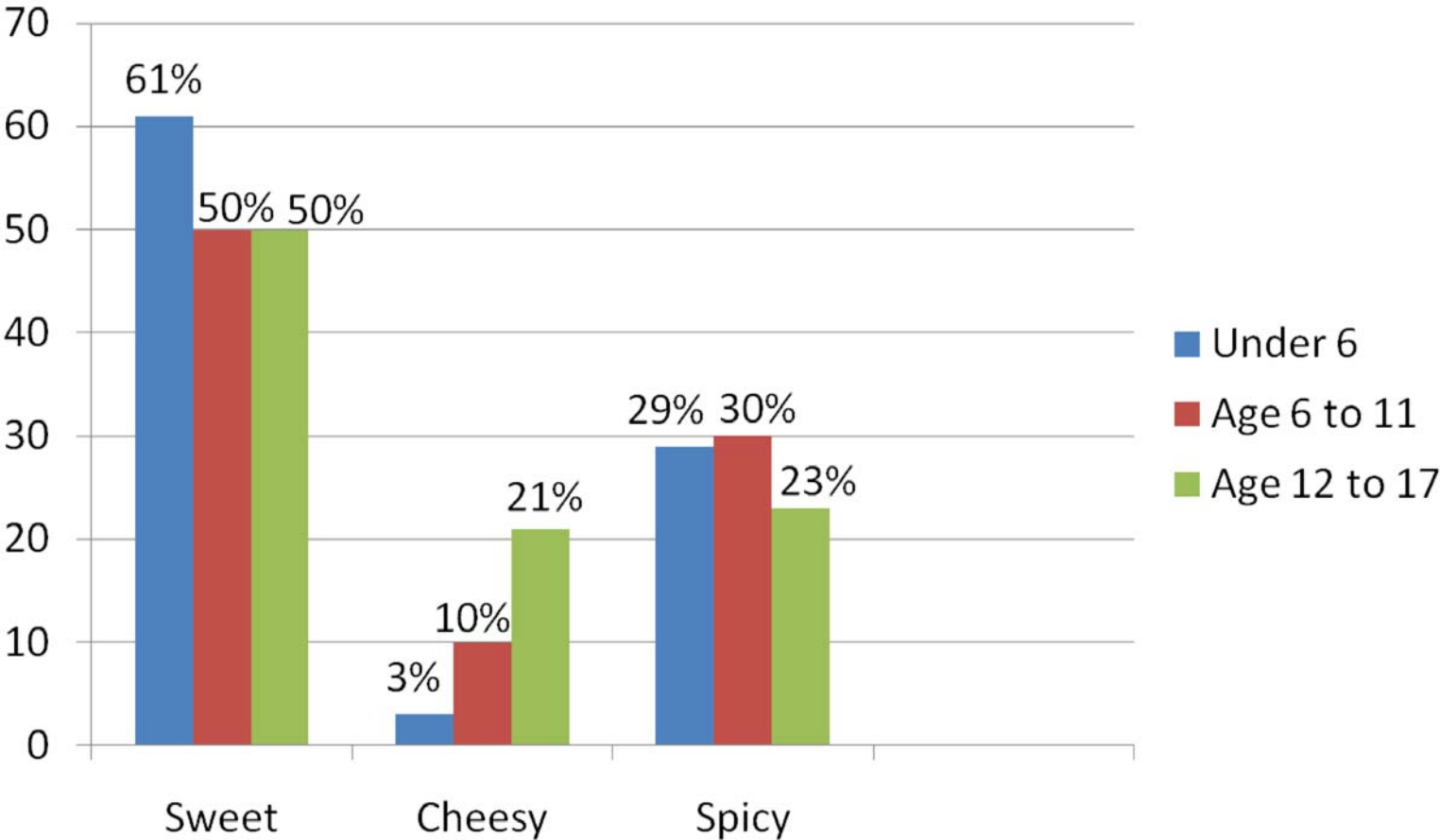
'Flavors' identified as popular among college students



Flavors' identified as popular among K-12 students



Student Populations: Flavor Preferences By Age



Trend Information: New Regulations



- Low Sodium:
 - Government reviewing new legislation for reduced sodium
 - Goal = 50% less sodium over the next decade¹
 - Regulation change compared to the 0 trans fat regulations recently enforced¹

Fast Facts:

New low - or - no salt products are up 28% from 2004¹

48% of customers looked for low-sodium claims on packages in 2007¹

¹ Steve, Adams, "Assault on Salt," *The Patriot Ledger*, March 2008.