

# Student Perspective: Cafeteria Satisfaction

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## Quality

- ▣ 50% of teens are satisfied with the quality of food in their school cafeteria.

## Variety

- ▣ 70% of teens are aware of the healthy choices for food in their school cafeteria.

# Projected Growth by 2010 Snack Food Market



## □ Dollar Sales:

- Total snacks: projected to reach \$278.7 billion<sup>1</sup>
  - *Meat snacks*: expect highest dollar sales growth<sup>1</sup>
  - *Bakery*: expect 4.5% growth<sup>1</sup>

## □ Volume Sales:

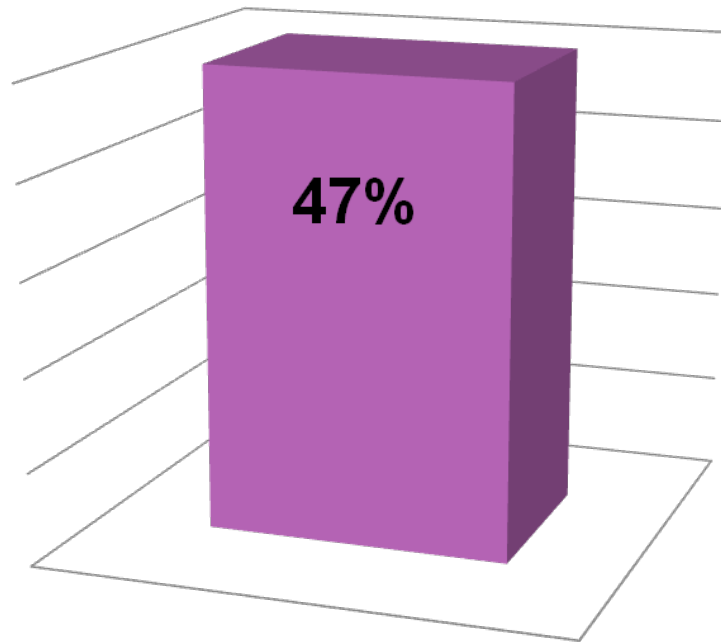
- Total snacks: increase by 9.8 million tons<sup>1</sup>
  - *Salty snacks*: increase by 26.8%<sup>1</sup>

# Industry Facts: Demand for Portion Control



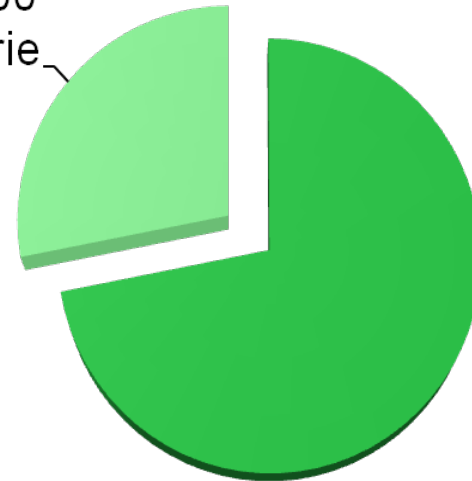
Foodservice

**100 Calorie Packs  
Dollar Sales Growth  
2006-2007<sup>1</sup>**



**More than ¼ of snack  
seekers look for 100  
Calorie Packs or similar<sup>1</sup>**

Look  
for 100  
Calorie



<sup>1</sup> "State of the Industry Report," IRI, 2007.

# Industry Facts: Growth of Health & Wellness



## 2007 Growth Sectors:

- Healthy snack sales grew 3X more than indulgent snacks in 2007<sup>1</sup>
- Greatest growth from healthy versions of indulgent snacks<sup>1</sup>
  - e.g., Baked, low fat, light

59% of consumers look for snacks with benefits beyond nutrition.<sup>2</sup>

Functional food and beverage expected to grow 67% by 2009<sup>2</sup>

# Industry Trends: Demands for Health & Wellness



**Foodservice**

## 2008 Consumer Demands:

- 0 trans fat
- whole grain
- low fat
- low sugar
- natural/organic
  - Still growing but at a slowing rate
- fortified
  - Vitamins & minerals, probiotics, antioxidants, heart healthy
- low sodium
- low calorie
- low cholesterol

# Industry Facts: Vending



- Nutrition Regulations:
  - Balanced For Life / Fit Pick - 2008 National Automatic Merchandiser Association (NAMA) Health & Wellness initiative
    - Promotes products that qualify for the “Alliance for a Healthier Generation”
  
- Glass-front machines:
  - Generate 20%-50% higher sales<sup>1</sup>
  - Operators focus on better merchandising efforts<sup>1</sup>

<sup>1</sup> “State of the Industry Report,” *Automatic Merchandiser*, 2007.



# Opportunities: 2008 - 2010

## MyPyramid Partnership



### □ What:

- Program initiated by USDA's Center for Nutrition Policy and Promotion (CNPP)
  - Encourages corporations to use MyPyramid messages in promoting healthy food and lifestyle choices

### □ Kraft Involvement:

- Kraft is a sponsor of MyPyramid participating in the corporate challenge

### □ Corporate Challenge:

- Showcases the role industry can play as partners to government in encouraging healthier eating and physical fitness among families.
- Designed to identify leaders in H&W
- Designed to empower nutrition gatekeepers:
  - To assist them in modeling a healthy lifestyle
  - By providing information to help them make healthy food choices for themselves and their families



# Opportunities: 2008 - 2010

## MyPyramid Partnership



For more information:

- ❑ Please visit <http://www.mypyramid.gov/Challenge/index.htm>
- ❑ Corporate Sponsors (AKA charter members):
  - Site will provide a link to PDF with list of all charter members

In recent studies, 70% of respondents prefer packaging that leveraged MyPyramid<sup>1</sup>

60% of consumers look for packaging with healthy product indicators

<sup>1</sup> "Partnering with MyPyramid: Corporate Challenge.," MyPyramid.gov. 2008.