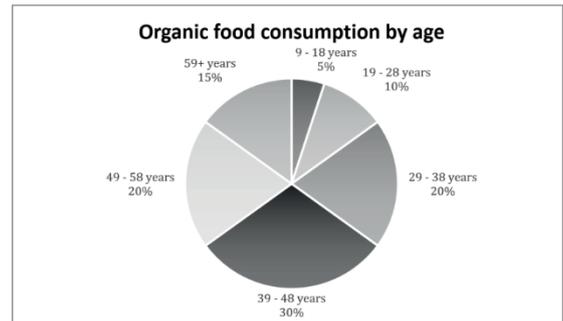


WRITE A REPORT

Write a report on how to attract young people to consume more organic food.

In your report

- discuss the findings
- describe the eating habits of people your age
- suggest ways to promote organic food to people your age



Source: UK Food Agency

Report on Attracting Young People to Consume More Organic Food

Introduction

The purpose of this report is to present the findings of the organic food consumer market and assess the results. It will also describe the eating habits of young people and suggest ways to promote organic food to people of this age group.

Findings

Organic food has become increasingly popular among consumers of all ages. The diagram illustrates organic food consumption trends among six different age groups. Findings show that 38-49-year-olds make up the largest group of customers who buy organic food. 30 per cent of adults in this age group, that is 1 out of 3 adults purchases organic products. On the other hand, only 5 per cent of children and teenagers (aged 9-18) eat organic products, and 10 per cent of young adults (aged 19-28). This could be attributed to a variety of factors, such as price, eating habits or lack of knowledge about the benefits of organic food.

Eating Habits of Young People

There are many reasons why young people are not keen on organic food. First, children consume what their parents have prepared for them and usually have no control over it. Teenagers are usually not food-conscious and often look for convenient and fast meals which are not organic food. They may also not have access to organic food in their local area, or may not be aware of the benefits of organic food. Furthermore, many young people are on tight budgets and may not be able to afford the higher price of organic food.

Suggestions to Promote Organic Food to Young People

To increase organic food consumption among young people, it is important to make organic food more accessible and affordable. One way to do this is to increase the availability of organic food in local supermarkets and food stores. Additionally, providing discounts and special offers on organic food can make it more affordable. Finally, providing information and education on the benefits of organic products can help young people understand the importance of organic food and encourage them to make healthier choices.

Conclusion

This report has discussed the findings of the organic food consumer market, described the eating habits of young people, and suggested ways to promote organic food to young people. It is not surprising that adult customers aged 38-49 purchase organic food. That is because they can afford it and they are food-conscious. Only a small percentage of young people show interest in organic food. This trend can be changed by increasing the availability of organic food, providing discounts and special offers, and educating young people on the benefits of organic food.