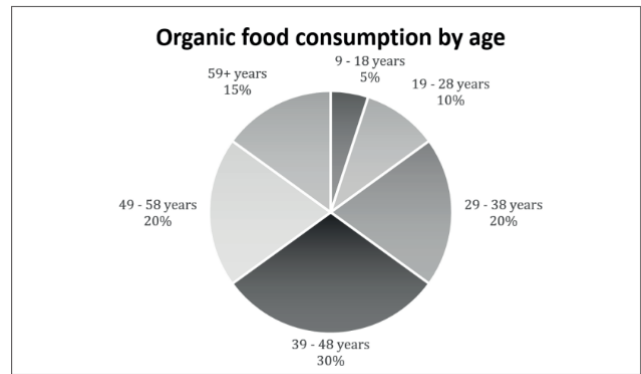


Write a REPORT

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

Why is Organic Food Not Attractive to Teenagers

Introduction

The purpose of this report is to outline which age groups are interested in buying organic food and suggest ways to promote this kind of food to teenagers. The findings, based on the survey by the UK Food Agency, and recommendations are presented below.

Findings

According to the chart, organic food is bought mostly by adults. Almost two-thirds of the survey respondents were aged 39 to 59+. The second largest group, one-fifth of the respondents, were people aged 29-38. Children and teenagers were a small minority of the customers who buy organic food. The results are not surprising. Adults are more aware of the benefits of organic products and, more importantly, they can afford them.

Eating Habits of Young People

Many teenagers are usually not food-conscious (ernährungsbewusst) and often buy convenient, ready-to-eat products. They want their food to be filling, tasty, and cheap. Organic food, on the other hand, is more expensive and contains healthy ingredients such as vegetables, which teenagers usually do not like. Furthermore, young people do not think about the benefits of organic food to their health. They do not understand why organic food is better than "normal" food, therefore they need more information.

Suggestions

If young people are to eat more organic products, they should learn about the benefits of organic food. It could be promoted in school canteens at good prices. It may encourage students to make healthier choices in the future.

Conclusion

Only a small percentage of young people show interest in organic food. This trend could be changed by offering organic products in school cafeterias, providing special offers, and educating young people on the benefits of organic healthy nutrition.