TO: The Recipient

FROM: The Sender

January 19, 2051

# Solution to Attracting Youth Customs to Organic Food

## Introduction

This report will analyze organic food consumption of various demographics, focusing on youth. A solution to promoting organic food consumption for younger individuals will be shown.

## Data Summary

A graph of food consumption

AI-generated content may be incorrect.

Figure 1: Organic food consumption by age

We have sourced organic food consumption data from the UK Food Agency, as seen in Figure 1. The biggest demographic for organic food is 39 to 48 years old. Our youth demographics are by far smallest. Only 5 percent of teens and 10 percent of young adults consume organic food. This shows that our current marketing methods are not breaking through to young potential customers.

## Eating Habits of Current Youth

As a person in our new target demographic, I have intimate knowledge of current eating habits. Many teens don’t buy or make food themselves, since their parents buy and cook for them. Young Adults on the other hand, can’t afford to buy organic food, opting for cheaper alternatives instead. Knowing this, we can formulate an optimized marketing strategy.

## How to promote Organic Food

To make out products seem more appealing, the first step we should take, is to reduce prices and sell on a loss for a while. This will lead to more people in general buying our food, especially the more budget conscious youth. The second step is to launch ad campaigns on popular social media platforms like TikTok or Instagram and let influencers promote our food. Doing this will make people get used to buying our products and realize that organic food is better. The last step is to slowly raise prices again. While we will lose some customers, according to a psychological study done by Professor Farnsworth, most customers will not switch brands due to convenience.

## Conclusion

In conclusion, implementing the strategies outlined in this report will not only drive sales growth among younger demographics but also strengthen our overall market position, ensuring sustained success and a competitive edge in the industry.