



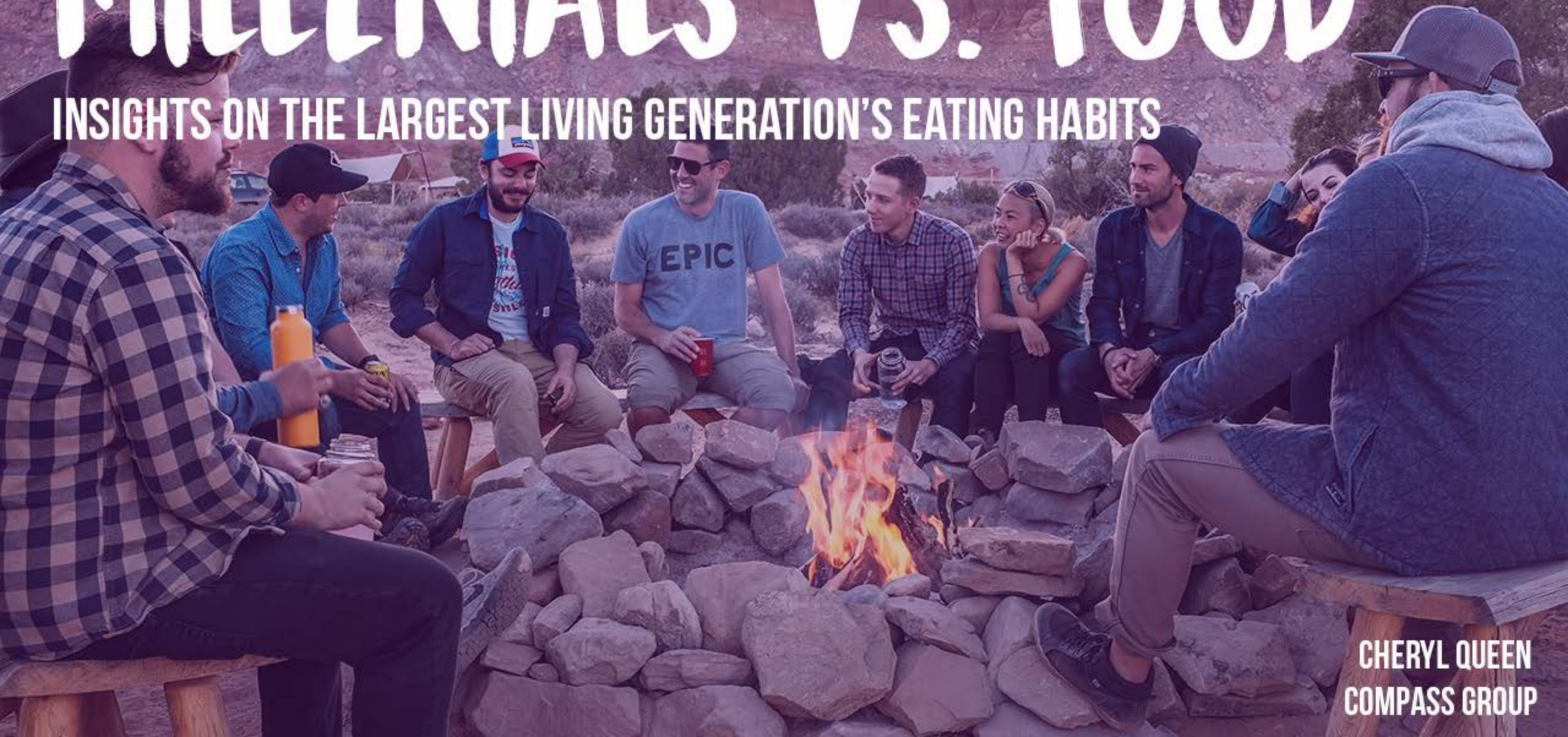
Farm Foundation Round Table

Stone Barns Center for Food and Agriculture

January 2018

MILLENNIALS VS. FOOD

INSIGHTS ON THE LARGEST LIVING GENERATION'S EATING HABITS



CHERYL QUEEN
COMPASS GROUP



THE AVOCADO TOAST GENERATION

NO SERIOUSLY, IT'S PRETTY GOOD

FOOD IS AN ADVENTURE!

AND IF THERE'S NO PICTURE, IT DIDN'T HAPPEN



FARM TO FORK

MILLENNIALS WANT TO KNOW WHERE THEIR FOOD IS FROM
AND HOW IT'S BEEN TREATED



A food truck named "CITY BURGER TRUCK" is illuminated at night. The truck has a sign on top that reads "CITY BURGER TRUCK" and a logo featuring a moose head with the word "MOOSE" below it. A crowd of people is gathered around the truck, and the interior is lit up, showing a person working behind the counter. The scene is set against a dark blue twilight sky.

CITY BURGER TRUCK

FOODTRUCK FRENZY

WANT TO SEE EXCITEMENT? ASK A MILLENIAL ABOUT
THE LAST FOOD TRUCK THEY ATE AT

MILLENNIAL FACTS

SIRACHA, SNACKING, AND SUSHI

