



# **...culinary iceberg**



## Trends



- Aging Population
- Latin Demographics
- Asian Demographics
- Cooking Show Popularity
- Travel

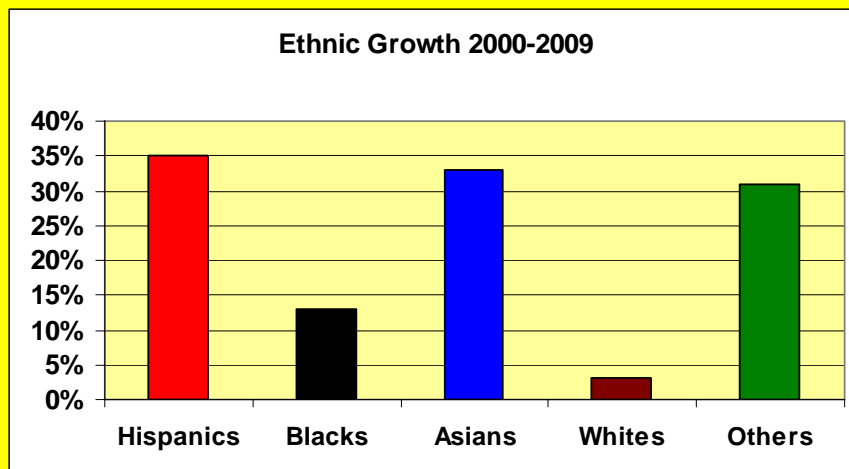
## Trends

- Hispanic vegetables, chiles, and herbs
- Asian vegetables
- Colored vegetables
- Baby vegetables
- “New Generation” exotic melons, mangos
- Tropical fruits, roots
- Organic combinations
- Convenience
- Greenhouse foods year round

# Convenience

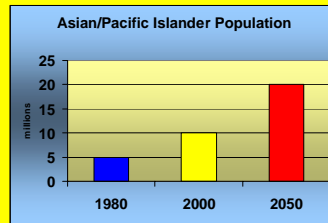
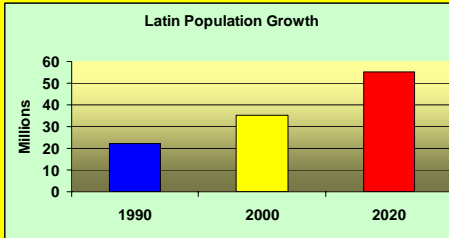
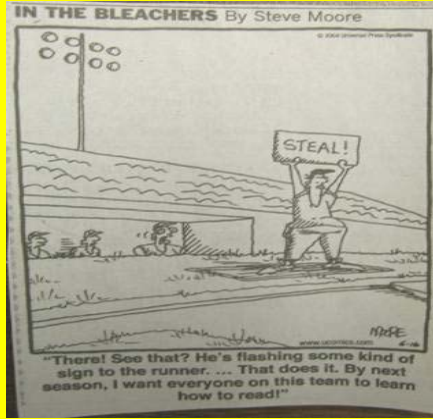


- 67% of workers eat lunch at their desks.
- Three out of five restaurant meals in America are eaten outside the restaurant
- One out of four eaten in the car
- Recipes w/ convenience themes increased from 14% in 1999 to 26% of all recipes by 2003.
- 1/3 Americans decide ½ hour before dinner what to prepare



Source: WSJ Aug 30, 2004

# Face of American Consumer is Changing



number of Hispanic Households

