

Millennials' demand for organics ripples through supply chain

Co-packers should be concerned, along with distributors, farmers and even, heck, grain elevator operators. Their worlds are incrementally turning upside down. And it doesn't seem that they're ready for it.

"Meet Your New Boss," read the cover of *Successful Farming* magazine in February of this year. "Millennials are driving the new food and ag economy."

... [T]he [50 percent of U.S. Millennials who claim to be foodies](#) (FYI, that's one-eighth of the entire U.S. population)—are inevitably beginning to reverberate further up the supply chain. It's no longer just a chef's challenge to write a menu with kimchi and kale; it's now the farmer's job to grow what the consumers are demanding, which often means, re-thinking the system they've long worked within.

....

[A recent survey](#) by the Organic Trade Association (OTA) finds that [parents in the 18-to 34-year-old age range are now the biggest group of organic buyers in America](#) ...

....

...Food is the new social currency, and beyond that, now viewed as a mechanism for managing personal and planetary health. People are placing their food dollars where their personal values are.

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis. Read full, original post: [Beyond Kimchi And Kale: How Millennial 'Foodies' Are Challenging The Supply Chain From Farm To Table](#)