

# FLASH

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## Study targets “better-for-you” foods for kids

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**P**ackaged Facts, a market research firm based in Rockville, Md., recently released a study about new “better-for-you” food products targeting kids.

The study, Kids Food and Beverage Market in the U.S., predicts from 2010 to 2015 that sales of products targeting kids ages 2 to 12 will grow by 40 percent. In 2010, this age group was a \$10 billion market in the U.S.

According to Datamonitor, headquartered in London, 773 new stock-keeping-units targeting kids were introduced to the U.S. food retail market from January 2005 through December 2010. Launch numbers peaked in 2007, then dropped off with the recession in 2008 and 2009. However, numbers picked up again in 2010.

The identified group represents 43 million kids of which 1 in 3 are either overweight or obese.

“Opportunity lies ahead for food manufacturers to offer products that are healthier and still appealing to kids,” said Chuck Willoughby, manager of business and marketing relations for Oklahoma State University’s Robert M. Kerr Food & Agricultural Products Center.

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*Chuck Willoughby  
FAPC Manager of Business and Marketing Relations*

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The Packaged Facts report notes to date the most increased offerings are in single serving juice packs, fruit snacks, microwaveable meals, yogurts and frozen meals. Many of the single serving packaged products are labeled natural or organic. Other labeled packaging includes noting the absence of artificial colors, flavors and preservatives; being fortified with calcium or vitamins; or other claims of “made with whole wheat” or “lower in sugar.”

These “better-for-you” foods make up more than 40 percent of the afore mentioned \$10 billion market of packaged foods targeted at kids.

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With the introduction of cooking shows, many kids and other family members have become foodies.

“Kids have an interest in exploring new foods,” Willoughby said. “At the same time, kids are more discriminating. Not only does presentation have to grab their attention, but taste and quality are important to future shoppers.”

As Oklahoma food manufacturers and entrepreneurs look to introduce “better-for-you” foods targeted at kids or other demographic groups, the FAPC has business and technical expertise to help.

For assistance, call Chuck Willoughby at 405-744-6071 or email [chuck.willoughby@okstate.edu](mailto:chuck.willoughby@okstate.edu).