

## MEET THE HEALTH & WELLNESS GENERATION

# how will your campus better *serve* gen z in 2021?

Gen Z feels empowered to change their lives and the world for the better.

Their radar is highly attuned to the well-being of their communities, the impact of COVID-19 and how to attain the highest level of health and wellness.



## Gen Z is community-conscious

**WELL-INFORMED. CARES DEEPLY. PURPOSE-DRIVEN.**

Gen Zers focus on positive progress, choose purpose-driven companies, and support businesses and causes they believe in.



### ENVIRONMENTAL CONSCIOUSNESS



### SOCIETAL CONSCIOUSNESS



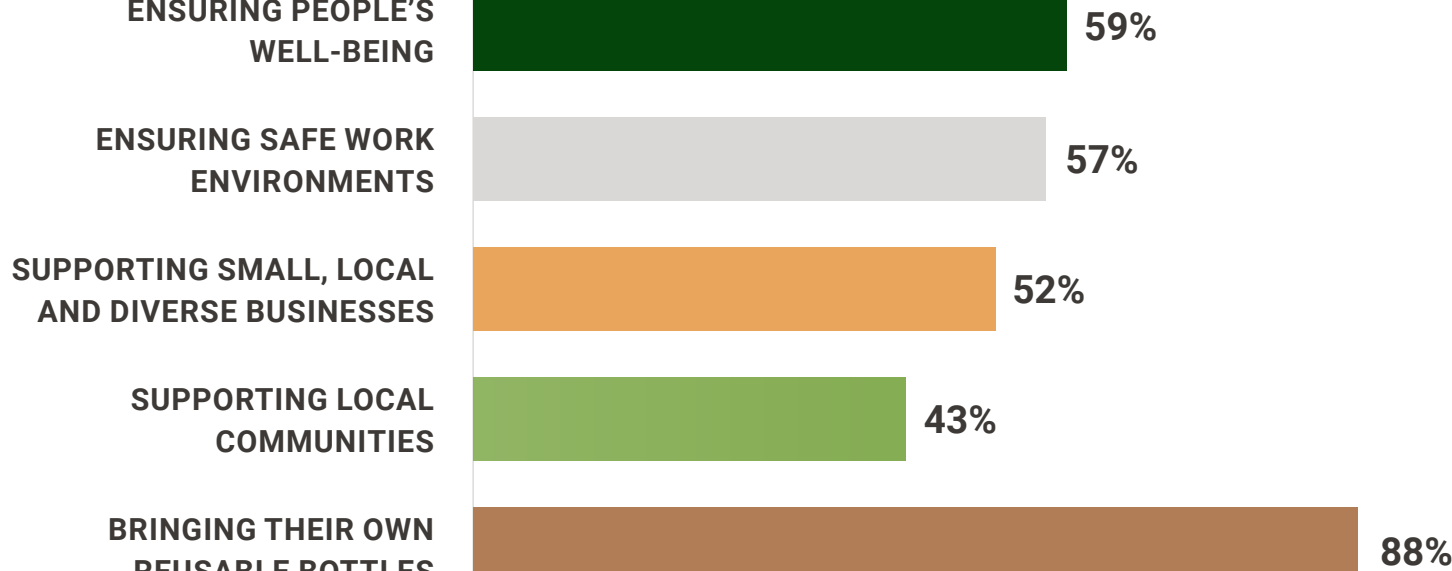
### CORPORATE CONSCIOUSNESS



## Gen Z is COVID-19-conscious

**LIVING SAFELY. WORKING SAFELY. DINING SAFELY.**

The pandemic has heightened Gen Z's concerns for their future, community safety and the future of our planet. They feel more urgently compared to before the pandemic about these sustainability initiatives:



## Gen Z is health-conscious

**IMPACT OF THEIR CHOICES. PERSONALIZED NUTRITION. PLANT-FORWARD.**

Gen Zers care deeply about their community's health and wellness, as well as their own — and they want companies to care, too.



### IMPACTFUL CHOICES

Gen Zers are focused on the well-being of themselves, as well as others.

**49% better for the planet**

**39% support animal welfare**



### PERSONALIZED NUTRITION

Gen Zers are looking for options that meet their needs.

**33% are vegetarian**

**14% are dairy-free**



### PLANT-FORWARD

Gen Zers want menu items that align with their preferences and values.

**42% are vegan**

**87% limit or exclude processed meats**

**48% are plant-forward**

**88% limit or exclude red meat**

**83% limit or exclude pork**

## is your campus *prepared* to better serve Gen Z in 2021?

Harvest Table is rooted in health and wellness and designed to nourish every student's body and mind, while also taking care of our communities and planet.

*We check all the boxes in Gen Z's quest for community and health consciousness.*

- ✓ Well-being is fundamental
- ✓ Support healthier decisions
- ✓ Establish positive lifelong habits
- ✓ Meet varied nutritional needs
- ✓ Protect the planet

