

Culinary Visions Examines Growth Of Veg-Centric Dining

According to **Culinary Visions research**, consumers' love affair with piling vegetables and fruits on their plates continues to gain momentum.

"Consumers want vegetables and fruits on their plate for a number of reasons, such as to eat healthier and help the environment. Yet the majority of omnivorous consumers are not giving up on meat," said Sharon Olson, executive director of Culinary Visions. "By grilling, smoking, braising and marinating vegetables, fruits and flowers, leading chefs and culinary professionals have shown consumers ways to enjoy the satisfaction of healthful indulgence," she adds.

According to the Culinary Visions panel, **veg-centric diets are not those that are vegetarian or vegan** – it is simply the **focus behind getting more fruits and vegetables on the plates of consumers**, as 82% of those surveyed responded that they love meat.

Additionally, the panel identified several other key statistics about those who are looking to get more fruits and vegetables in their diets. According to the survey, **63%** of the consumers surveyed said **they prefer to order menu items that tell them where the ingredients come from**, such as specifying their farm or fishery and more than **76%** of the consumers in this survey say that **they want to know as much as possible about the food that they are eating**.

This, noted the panel, is key when it comes to dining out as well as getting take out. However, according to chefs, this trend is making its way to the home kitchen as well.