

Making Hay While the Cheese Shines

A LOOK AT GOOGLE TRENDS

Google Trends shows how frequently a particular search term is entered relative to the total volume of global searches. Unsurprisingly, our interests tend to be cyclical: the search for 'gardening' peaks every April, followed by 'canning' in August. But what are the repercussions when our interest in gardening declines while canning grows ever more popular? Heritage beef has clearly captivated our recent attention while artisanal cheese is on the wane. Who knew that hay is the real winner, steadily gaining interest over time? And what does it say about the state of the world when our appetite for cupcakes outweighs our concern for the environment?

