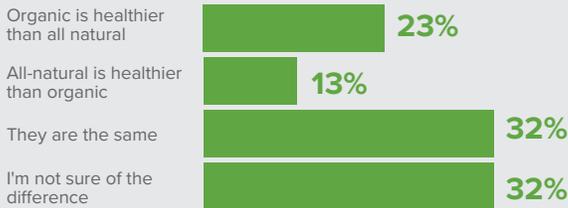
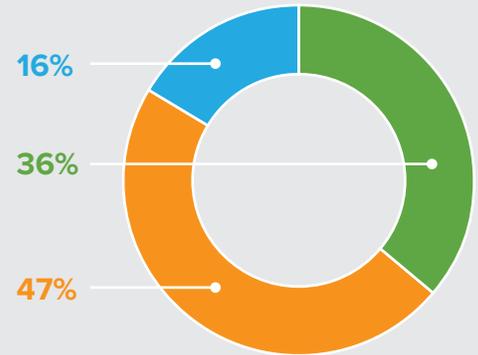


# Taking a Pulse on Organic Foods

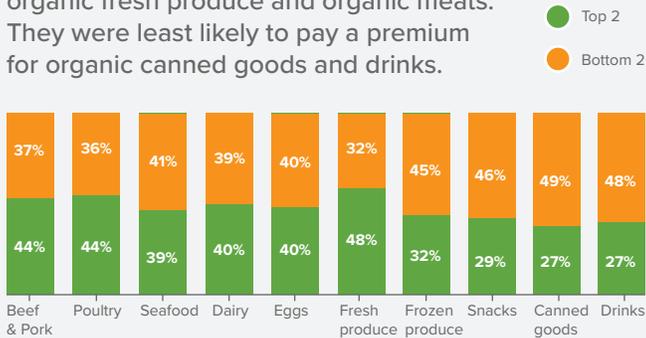
Organic foods are perceived to be healthier than those labeled as all-natural, but 64% of consumers are unclear as to what differentiates the two categories, if anything.



Only 36% of consumers surveyed are willing to pay more for organic grocery items. The majority are unwilling to pay a premium for organic. While the remaining 16% are unsure.

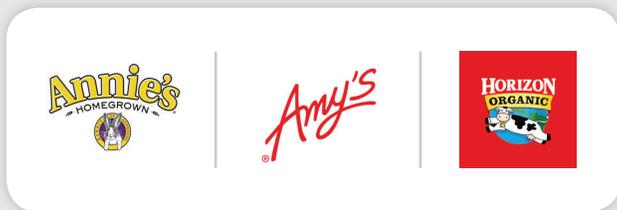


Shoppers are most likely to pay more for organic fresh produce and organic meats. They were least likely to pay a premium for organic canned goods and drinks.

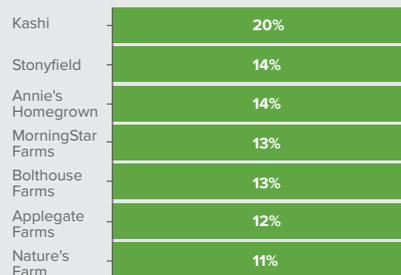


Shoppers who were comfortable paying a premium for organic foods were willing to pay, on average, an additional \$4 for an organic grocery item vs. a non-organic item.

The organic brands with the highest level of unaided awareness among consumers interviewed were: Annie's, Amy's and Horizon with 84, 74, and 60 mentions, respectively.



Among the organic brands presented in the survey, Kashi was purchased the most in the last 6 months.



**48%**

of shoppers interviewed had not added any organic brands to their grocery carts within the last 6 months.

## Why organic shoppers choose to buy organic:

**52%** Avoid Pesticides

**50%** Avoid Hormones/GMOs

**47%** Avoid Antibiotics

Organic grocery items purchased in the last 6 months were most likely to be fresh produce, dairy, or eggs.

