



Why Organics Are on the Minds of Consumers

April 8, 2019

Roxi Beck

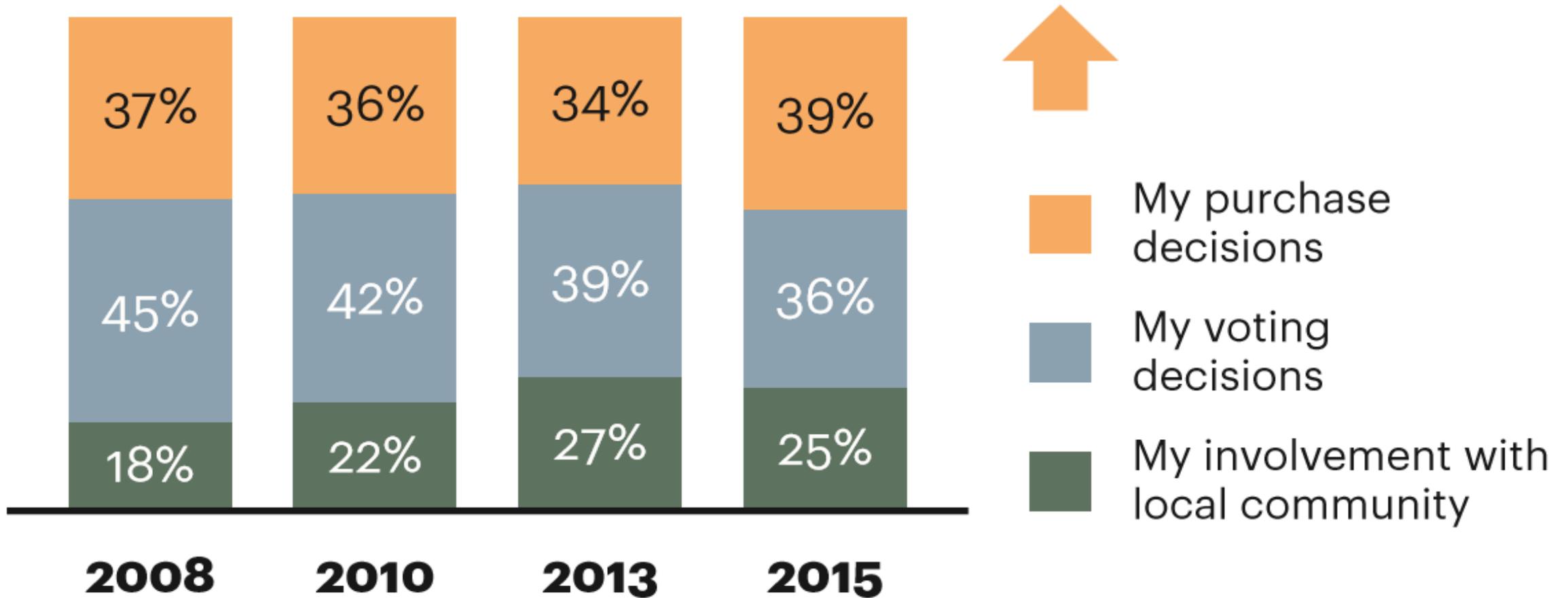
@RoxiBeck



THE CENTER FOR
FOOD INTEGRITYSM

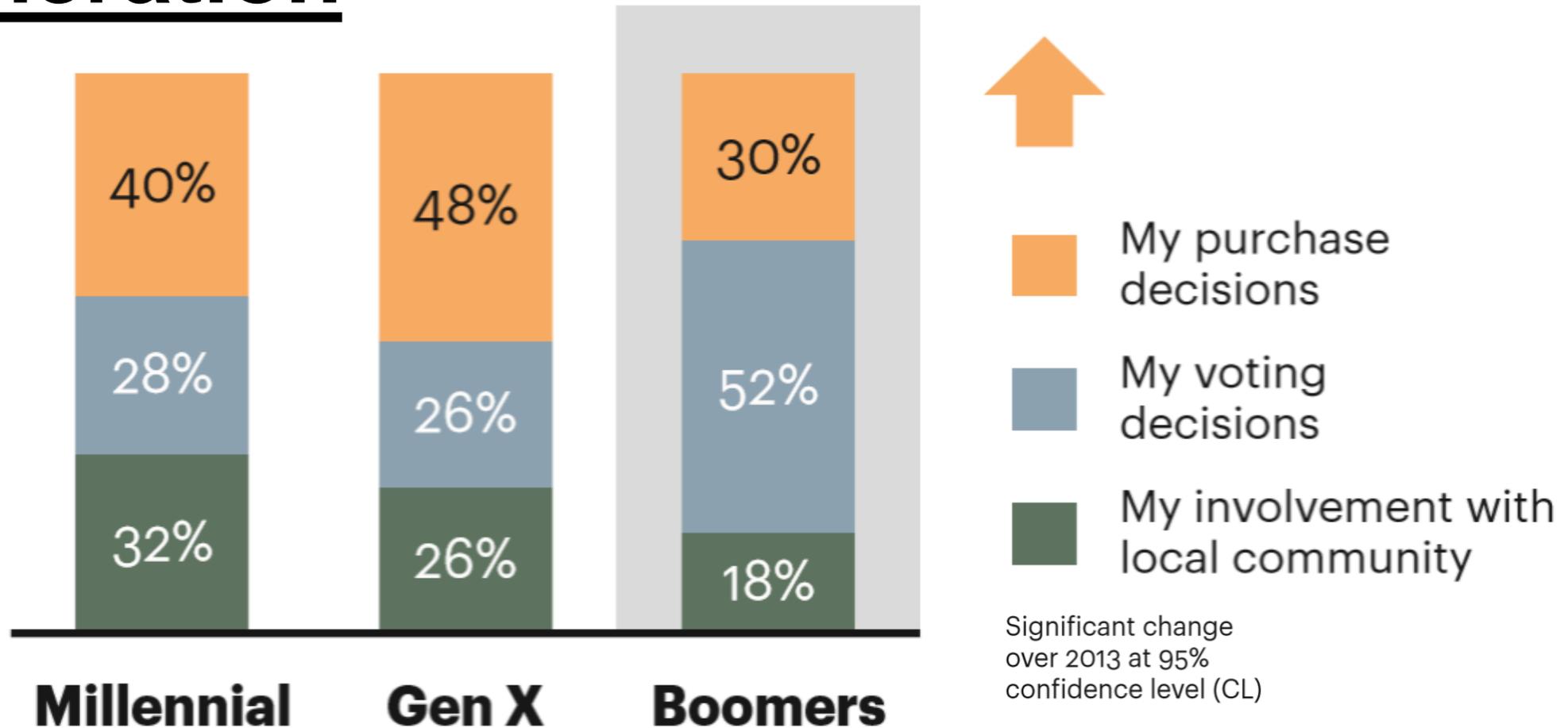
© 2019 The Center for Food Integrity

Greatest Impact on Society



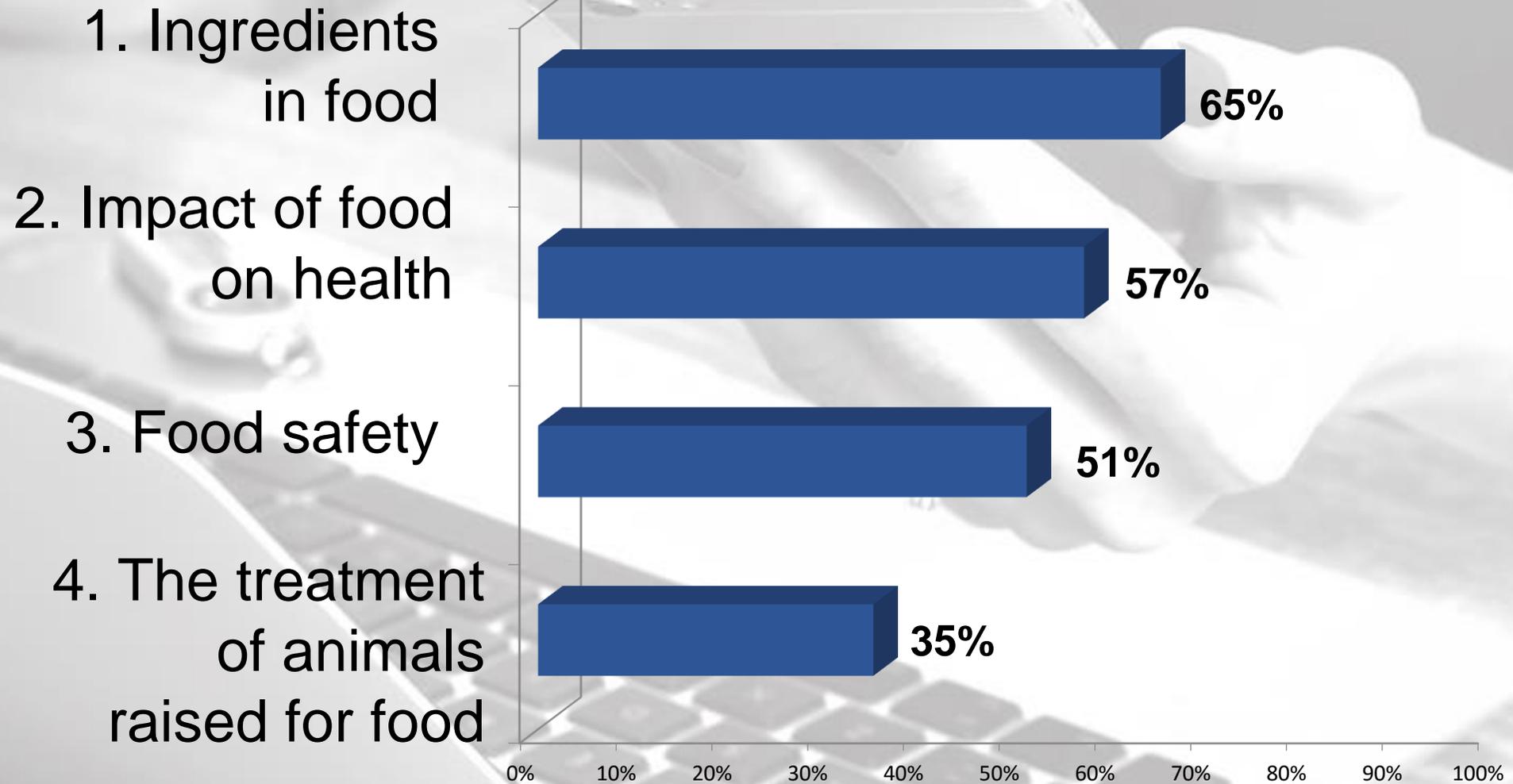
Source: A.T. Kearney analysis

Greatest Impact on Society by Generation



Source: A.T. Kearney analysis

Most Searched Topics Online



Trends for Awareness

Trend	Trend description		2015 size (billion)	CAGR	Threat
Local	Local foods are seeing market growth, strong consumer preference, and increased investment	↔	\$11.7 (US 2014)	9% ⁵	
Transparency	Consumers are demanding increased transparency into food production for safety, ethical, and religious reasons	↔	N/A	N/A	
Discovery	Seeking new food experiences, consumers show increased demand for global ingredients and foods	↔	N/A	N/A	

Projected Growth Rate Next Five Years

Source: A.T. Kearney analysis



FACTORS IMPORTANT IN PURCHASING FOOD

Top Factors Include Taste of Food and Price

- Taste of the Food (21.06 points)
- **Price (20.95)**
- **The Impact of Food on Health (15.33 points)**
- Food Safety (14.64 points)

Foodies differ

- **Impact of food on health (17.56)**
- Food safety (17.03)
- **Taste (15.07)**
- **Price (14.44)**

Key Trends to Watch

Trend	Trend description	2015 size (billion)	CAGR	Threat
Functional	Free-from			
Private label				
Free-from	\$61.8 (Sum of US non-GMO, organic, gluten-free)	~21%³		
Fresh				

Projected Growth Rate Next Five Years

Source: A.T. Kearney analysis

Organics



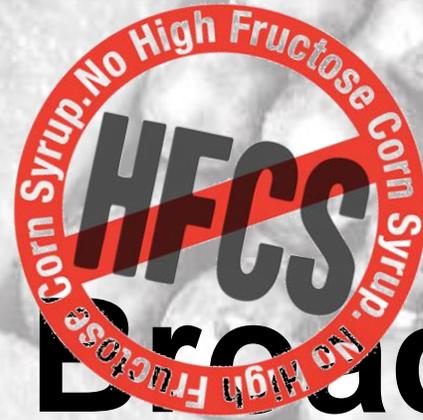
“Food grown organically is more healthful than conventionally grown food.”

37% Strongly

Agree







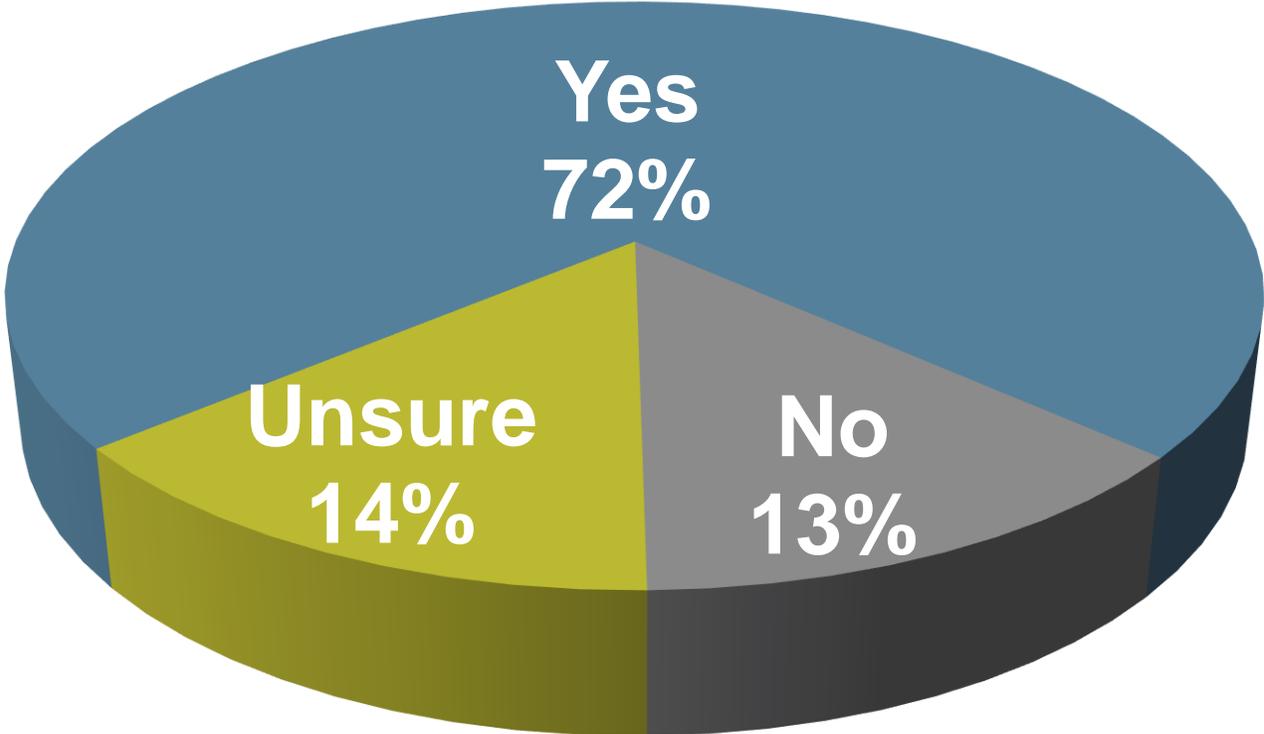
Health is Broadly Defined



A composite image featuring two people. On the left, a woman with long dark hair, wearing a teal top, has a thoughtful or slightly worried expression, with her hand near her chin. On the right, a man in a dark suit and orange shirt has a shocked or fearful expression, with his hand on his forehead and wide eyes. A semi-transparent grey box with rounded corners is centered over the image, containing white text.

**Opting Out of
What They FEAR
Or Don't
Understand.**

Do You Want Genetically Modified (GMO) Foods to be Labeled?



But Why?



72% Want GMO Foods Labeled

- I believe it is my right to know (77%)
- I support transparency in labeling (60%)
- I want to avoid them because I don't believe they are safe (31%)
- I am just curious to know which foods contain GMOs (28%)
- I don't know whether they are safe (21%)



13% Do Not Want GMO Foods Labeled

- I believe it will cause consumer confusion (63%)
- I believe GMO foods are the same as non-GMO foods (39%)



14% Unsure GMO Foods Should be Labeled

- I am not familiar with GMO (40%)
- There's not enough information available (27%)
- I just don't care about the issue (19%)





Connect with CFI!

Sign up for newsletters from
The Center for Food Integrity.
Text the letters CFI to 1-888-585-3120.



Discussion

Roxi Beck
Roxi.Beck@FoodIntegrity.org
@roxibeck
816-556-3151