

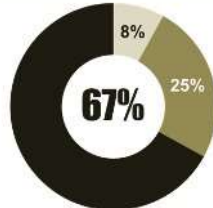
Are These Foods Really Organic?



Do consumers BELIEVE that a food or beverage is organic if it has been enhanced to provide particular health benefits?

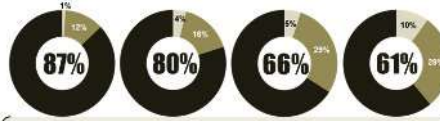
Mostly or completely believable
 Somewhat believable
 Not at all believable

Foods grown using organic methods without any added fortification or preservatives



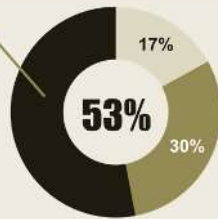
TOTAL CONSUMERS

The more involved the consumer is in the World of Organics, the more messaging around pure and clean processes resonates that the food or beverage is organic.



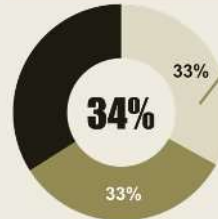
ORGANIC USERS

About HALF of consumers believe that organic foods or beverages can be fortified with vitamins or minerals normally found in the product (e.g., Vitamin D in milk, B vitamins in cereal)



TOTAL CONSUMERS

Consumers are skeptical that foods or beverages bioengineered or genetically modified to increase the amount of nutrients found in the product can still be organic.



TOTAL CONSUMERS

