

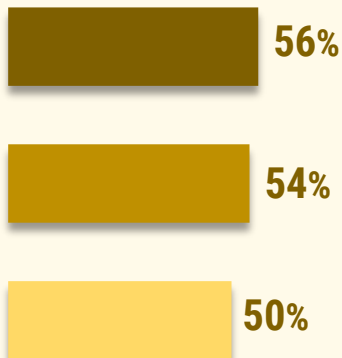
# Consumer Understanding of GMOs

CONSUMER AWARENESS AND CONCERN AROUND GMOs INTENSIFIES IN A YEAR OF SIGNIFICANT LEGISLATIVE UPHEAVAL SURROUNDING GMO LABELING.

Despite consumers' growing familiarity, in-depth knowledge is quite limited as to which products have (or don't have) GMO ingredients or which crops use GMO seeds. Millennials profess to have more awareness and knowledge about GMOs compared to older consumers – particularly Boomers.

## 53%

More than half (53%) of consumers claim they **understand what GMOs are**

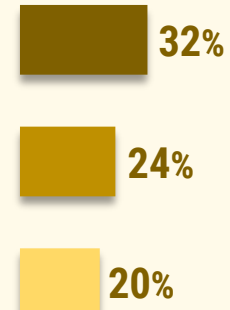


Consumer awareness and concern surrounding GMOs continues to rise. Which consumers are actively seeking products containing GMO or non-GMO ingredients? Find the answers in The Hartman Group's Organic & Natural 2016 report.

Source: [Organic & Natural 2016](#) report, The Hartman Group

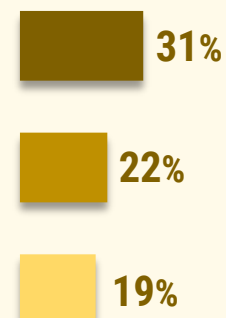
## 26%

About one-fourth (26%) of consumers say they know which **products have GMO ingredients**



## 25%

One in four (25%) consumers say they know which **crops are most likely to use GMO seeds**



■ Millennials (18-37) ■ Gen X (38-51) ■ Boomers (52-70)

