

# CLAIMS, CERTIFICATIONS & SEALS ON PRODUCT PACKAGING

## FAMILIARITY AND INFLUENCE ON PURCHASING

Food and beverage marketers have developed an array of iconography in the form of claims, certifications and seals on food and beverage product packaging as a quick-reference aid for consumers. They are intended to communicate to consumers the presence or absence of certain characteristics or about the type of ingredients of "what's inside." Here's a look at some of the more common icons and the link between how familiar consumers are with them and their impact on purchasing. The most influential relate to organics, pesticides, animal welfare, fair trade and GMOs.

● **Familiarity:** Know a lot/little about it

● **Impact on purchasing:** Much/somewhat more likely to purchase

USDA Organic



64% 66%

ENERGY STAR Certified



55% 79%

Certified Kosher



53% 31%

Fair Trade



53% 65%

Non-GMO Project Verified



44% 68%

Certified Vegan



44% 33%

American Grassfed



40% 70%

Certified Humane



37% 74%

Animal Welfare Approved



36% 77%

Certified Pesticide Residue Free



32% 75%

Rainforest Alliance Certified



25% 62%

Certified Halal



23% 34%

Certified Carbon Neutral



23% 60%

Food Alliance Certified



20% 59%

Transitional Organic



18% 61%

Fair for Life



18% 58%

GAP 5-Step Animal Welfare Rating Program



16% 62%

FSC Certified



16% 57%

MSC Certified



16% 58%

Oregon Tilth Certified Organic



15% 51%

ASC Certified



15% 58%

Certified B Corporation



14% 53%

Demeter Certified Biodynamic



13% 55%

