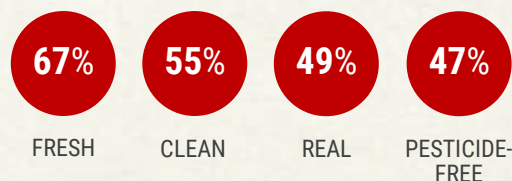


The Culture of Organics: Research Highlights

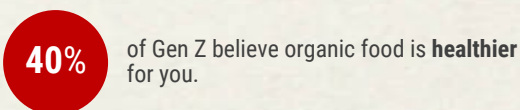
U.S. Food Culture Defined by Drive to Consume Products “Made by Nature”

Consumers today are more thoughtful than ever about their diet and how it can be improved. Eating food that is closer to its natural form, less *changed* by human manipulation, is inextricably part of consumers’ definition of “eating better.” When shopping, consumers prioritize:



Gen Z and Healthy Eating: Organic Is Better

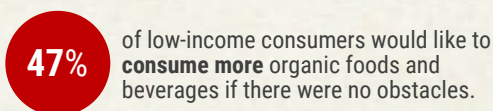
Thanks in part to years of educational initiatives, Gen Z know very well the “rules” they should follow for a healthy diet and lifestyle. They know how to read a nutrition panel and look for short ingredient lists with foods they recognize. They believe fresh, less processed foods are healthier and that they should avoid processed foods.



Low-Income Consumers’ Concerns and Aspirations

“I’m worried that good, healthy food is going to become way too expensive and that we will be forced to buy foods that aren’t as good for us. I hope that sustainable farming and local, organic food takes an even bigger role and that more people start demanding fully transparent labels, non-GMO foods.”

— *Millennial, Male, SNAP Recipient*



Organic: A Powerful Symbol of High-Quality, Ethical Food

Today, organic and the certified seal is the best signifier of clean, safe food that consumers have. It is trusted as the umbrella that embodies much of what consumers look for when grocery shopping.



Trust in the USDA Organic seal remains high, especially among more engaged organic users: **55% of consumers completely/mostly trust** the USDA Organic label.

Reimagining the Dairy Case

Millennials represent the majority of parents of young children, for whom cow’s milk has long been viewed as the cornerstone of healthy beverage consumption and general nutrition. Organic denotes important health and quality cues of the recent past and present: antibiotic-free, rBST/hormone-free, local, and grass-fed. Consumers have a wide range of aspirations around dairy alternatives. Organic dairy alternatives are perceived as hyper-fresh and sustainably produced.

Organic: “It’s in the Air”

We are witnessing an intensification in consumer investment in organic and natural foods, the result of a momentum in both **consumer and industry engagement**. Consumers are trying more, buying more, and strengthening their positive beliefs about organic foods. Keep up with the dynamic and rapid changes in consumer lifestyles, attitudes, and behaviors and build a foundation of knowledge about the consumers, culture, categories, and trends affecting your business with Hartman Group syndicated reports: hartman-group.com/syndicated-research