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Hartman Group: Consumer Interest Shifts from No Chemicals to Healthy Soils -- The Hagstrom Report

Source: The Hagstrom Report

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Jerry Hagstrom

“Consumers concerned about how their food is produced are “increasingly seeing ideal agriculture as becoming less about an absence of chemicals and more about the cultivation of healthy soils and ecosystems,” the Hartman Group, a Seattle-based research firm, said today based on its findings in two reports. “For these consumers, organic no longer represents the highest ideal for how their food is produced,” the Hartman Group said in a news release. “For them, everything that most mainstream consumers are trying to avoid when buying organics (chemicals/pesticides/GMOs, etc.) are shortsighted, Band-Aid solutions for an agricultural system that simply is no longer working properly, the effects of which manifest in the quality of our food.” “As such, food that attempts to address these issues goes beyond organic. Consequently, alternative farming movements like biodynamic farming, regenerative organics, transitional farming, vertical farming and hydroponics are all receiving attention, especially from progressive consumers,” the group said. “Overall, climate and responsible land management — whether through farming or conservation — are of growing significance in consumer definitions of sustainability.””

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