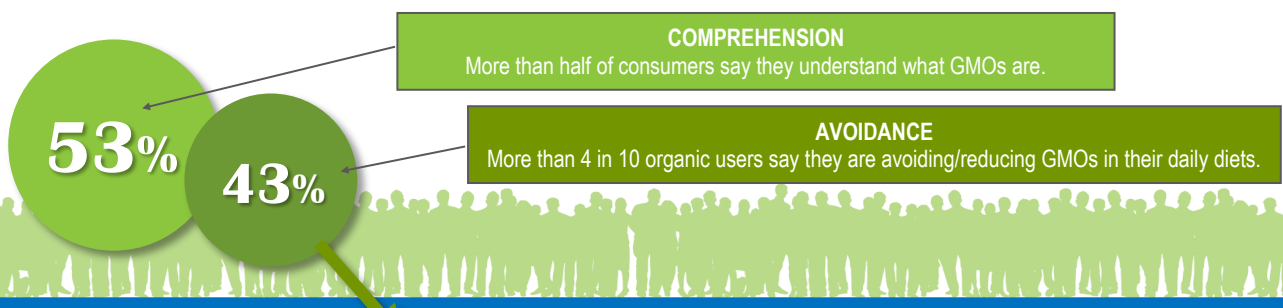




CONSUMERS' CONCERNS ABOUT GMOs

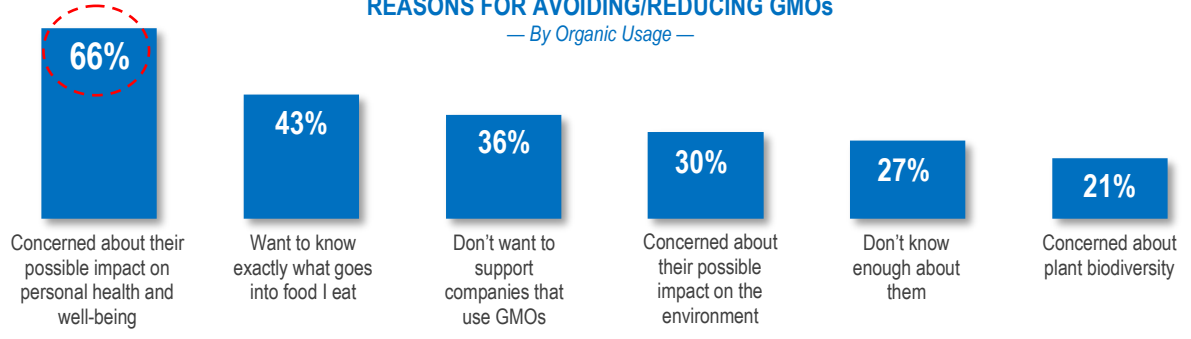
A LOOK AT A FEW OF THE FACTORS FUELING PERCEPTIONS AND BEHAVIORS

Evolving drivers:
 Growing awareness, seemingly widespread aversion and limited in-depth knowledge



REASONS FOR AVOIDING/REDUCING GMOs

— By Organic Usage —



While consumers continue to be most motivated to avoid GMOs by concerns for their potential health impacts, they rarely connect GMOs to a specific, tangible health concern.

FAMILIARITY WITH NON-GMO PROJECT VERIFIED SEAL

— By Organic Usage —



While narratives of discomfort around GMOs continue to dominate, The Hartman Group's [Organic & Natural 2016](#) report provides the most comprehensive consumer research into the many factors at play that affect trial, adoption and continued usage of organic and natural fresh and packaged product categories.