

# GMOs

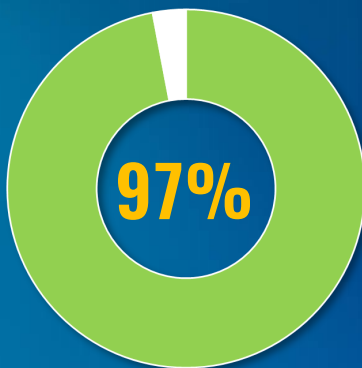
## PERCEPTIONS AND IMPACT ON FOOD & BEVERAGE CHOICES

Hartman Group POV and analysis: Consumers' attitudes toward GMOs reflect a much broader shift in food culture — today's consumers aspire to eating food that is closer to its natural form and less changed by human manipulation. Our research finds that awareness of GMOs is near universal and close to half of consumers say they actively avoid them. Here's a closer look at consumers' perceptions and their impact on choice.

### AWARENESS

Consumer awareness of GMOs is near total and concern around GMOs remains strong

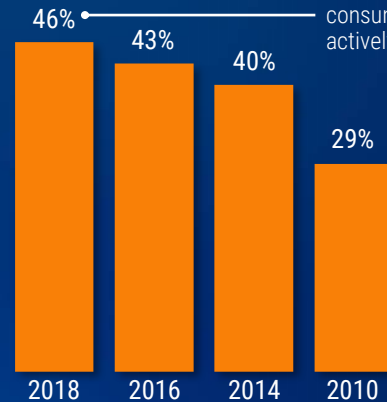
Percentage of consumers with some level of understanding of GMOs: 97% in 2018 & 2016, 96% in 2014, compared to 76% in 2010



### AVOIDANCE

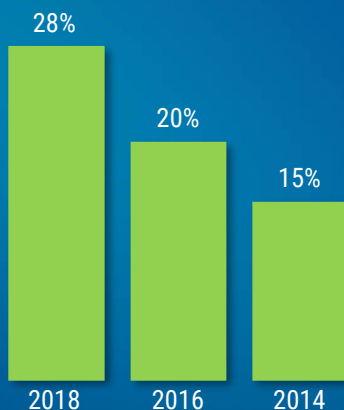
Deliberately avoiding GMOs in daily diet

Close to half of consumers in 2018 are actively avoiding GMOs



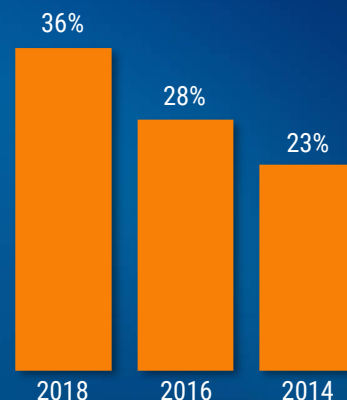
### Familiarity with Non-GMO Project Verified Seal

I look for the seal when making food and beverage choices



### Change in buying non-GMO products

Compared to a year ago, percentage of consumers buying more non-GMO products



This perceived increase may be due to the increase in share of organic products as well as the proliferation of the Non-GMO Project Seal on packages in the past few years. For the most comprehensive data, insights and analysis of this issue and the market, get the [Organic & Natural 2018](#) report.