

Current Insights into Consumer Attitudes and Perceptions

Greg Stucky, InsightsNow
Discover your market potential.

2016 SSP Conference

Let’s Recap

People are heavily influenced by misinformation about what is “real”

R E A L

INSECTICIDAL GMOs & WEEDKILLER FOUND IN SUNCHIPS ORIGINAL





OPERATION: LABEL GMOs. FOOD TRANSPARENCY. FOOD JUSTICE.

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R E A L

#1 Definition of GMO's

"Someone put chemicals in there"

R E A L

R

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We can help alleviate fears by improving the information we provide

R E A L

Ingredient “FEAR”

R

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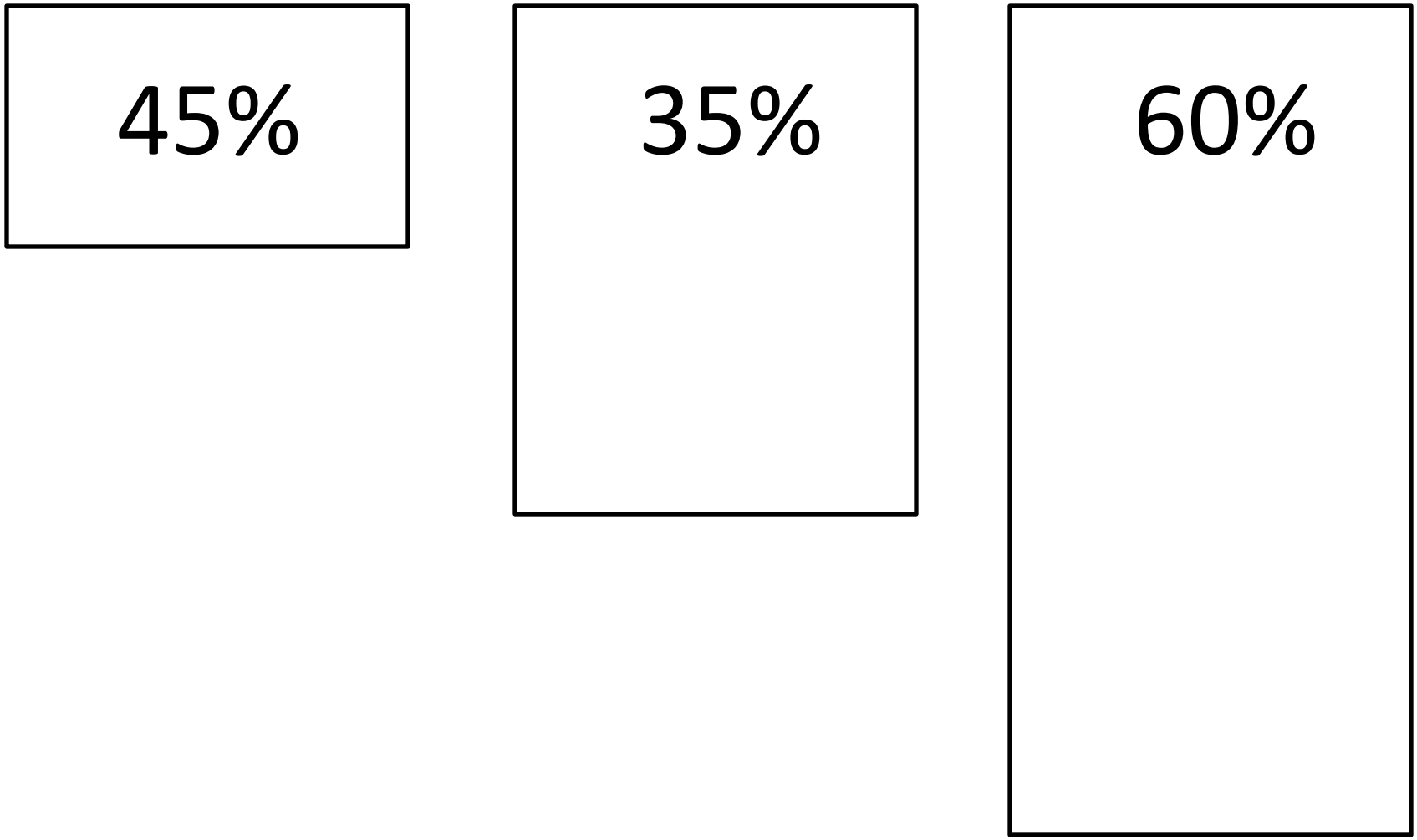
WATER (75%), SUGARS (12%) (GLUCOSE (48%), FRUCTOSE (40%), SUCROSE (2%), MALTOSE (<1%)), STARCH (5%), FIBRE E460 (3%), AMINO ACIDS (<1%) (GLUTAMIC ACID (19%), ASPARTIC ACID (16%), HISTIDINE (11%), LEUCINE (7%), LYSINE (5%), PHENYLALANINE (4%), ARGININE (4%), VALINE (4%), ALANINE (4%), SERINE (4%), GLYCINE (3%), THREONINE (3%), ISOLEUCINE (3%), PROLINE (3%), TRYPTOPHAN (1%), CYSTINE (1%), TYROSINE (1%), METHIONINE (1%)), FATTY ACIDS (1%) (PALMITIC ACID (30%), OMEGA-6 FATTY ACID: LINOLEIC ACID (14%), OMEGA-3 FATTY ACID: LINOLENIC ACID (8%), OLEIC ACID (7%), PALMITOLEIC ACID (3%), STEARIC ACID (2%), LAURIC ACID (1%), MYRISTIC ACID (1%), CAPRIC ACID (<1%)), ASH (<1%), PHYTOSTEROLS, E515, OXALIC ACID, E300, E306 (TOCOPHEROL), PHYLLOQUINONE, THIAMIN, COLOURS (YELLOW-ORANGE E101 (RIBOFLAVIN), YELLOW-BROWN E160a), FLAVOURS (3-METHYLBUT-1-YL ETHANOATE, 2-METHYLBUTYL ETHANOATE, 2-METHYLPROPAN-1-OL, 3-METHYLBUTYL-1-OL, 2-HYDROXY-3-METHYLETHYL BUTANOATE, 3-METHYLBUTANAL, ETHYL HEXANOATE, ETHYL BUTANOATE, PENTYL ACETATE), 1510, NATURAL RIPENING AGENT (ETHENE GAS).


CURVED
YELLOW FRUIT
40¢

Ingredient List Length: Organic Product



R E A L

People are heavily influenced by misinformation about what is “real”

We can help alleviate fears by improving the information we provide

Sensory Cues tell you what is “real” and what is not

R E A L

Bright Artificial Colors = Not “Real”

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Sensory Cues tell you what is “real” and what is not

The importance of “real” is moment dependent

R E A L


“Artificial” doesn’t matter on the 4th of July


“Artificial” isn’t important when its “Girls Night Out”

Take Action

You are a sensory professional.

It is your responsibility to be proactive about controlling the consumer expectations and perceptions.

R E A L



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Your Questions and Dialogue

