Consumer Perceptions of:

ORGANIC FOODS



Griffith FOODS™

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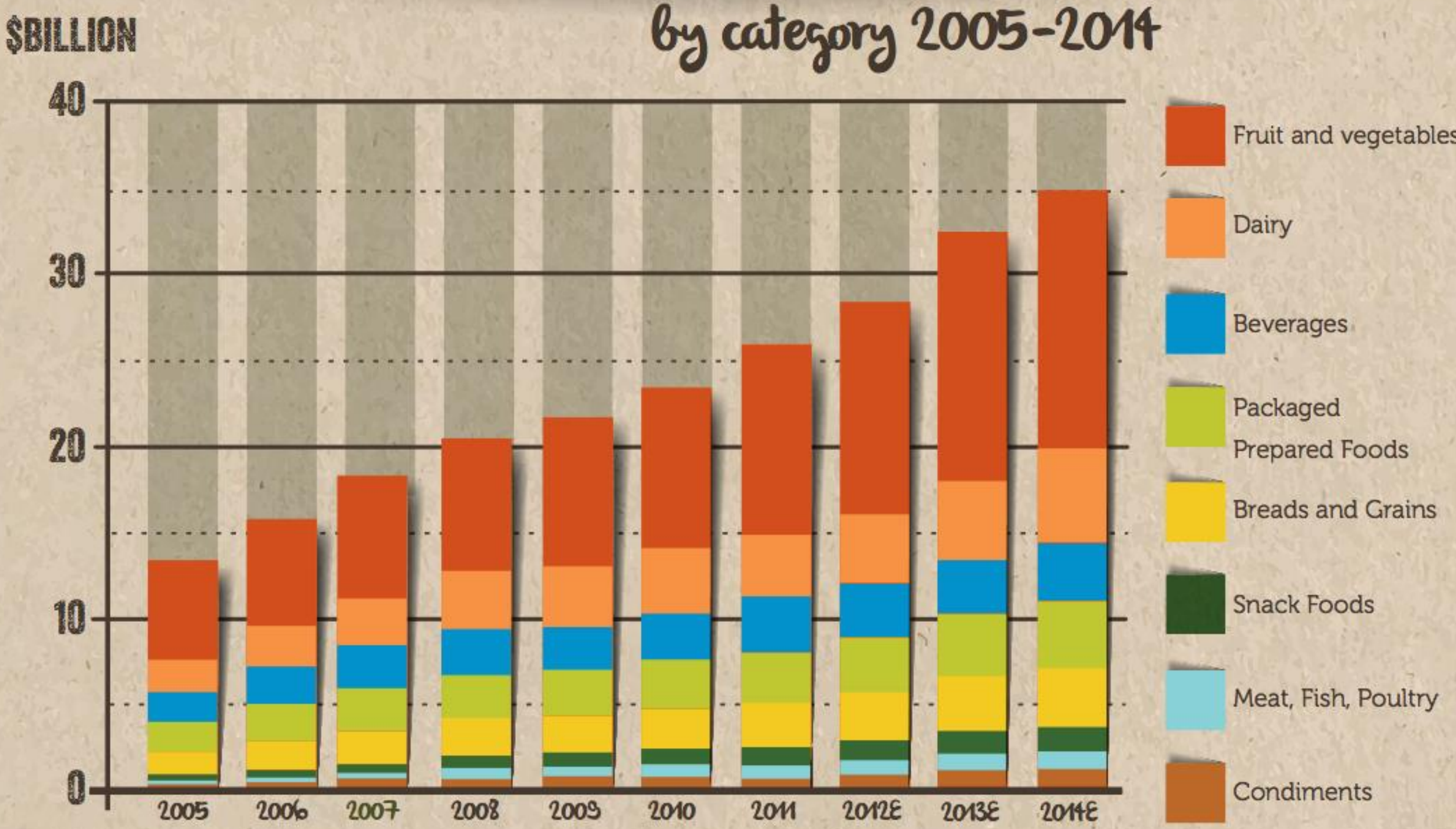
REAL

US ORGANIC FOOD SALES

by category 2005-2014



NOTE: E=estimate

Source: USDA, Economic Research Service using data from Nutrition Business Journal.

REAL

ORGANIC MARKET GROWTH



Consumer demand for oganic offerings continues to climb

Grew 11%

Organic foods grew 11%, to a record $43.3 billion in 2015, outpacing the overall food market's growth rate of 3%

84% of consumers purchased organic foods in 2014

Solid growth expected

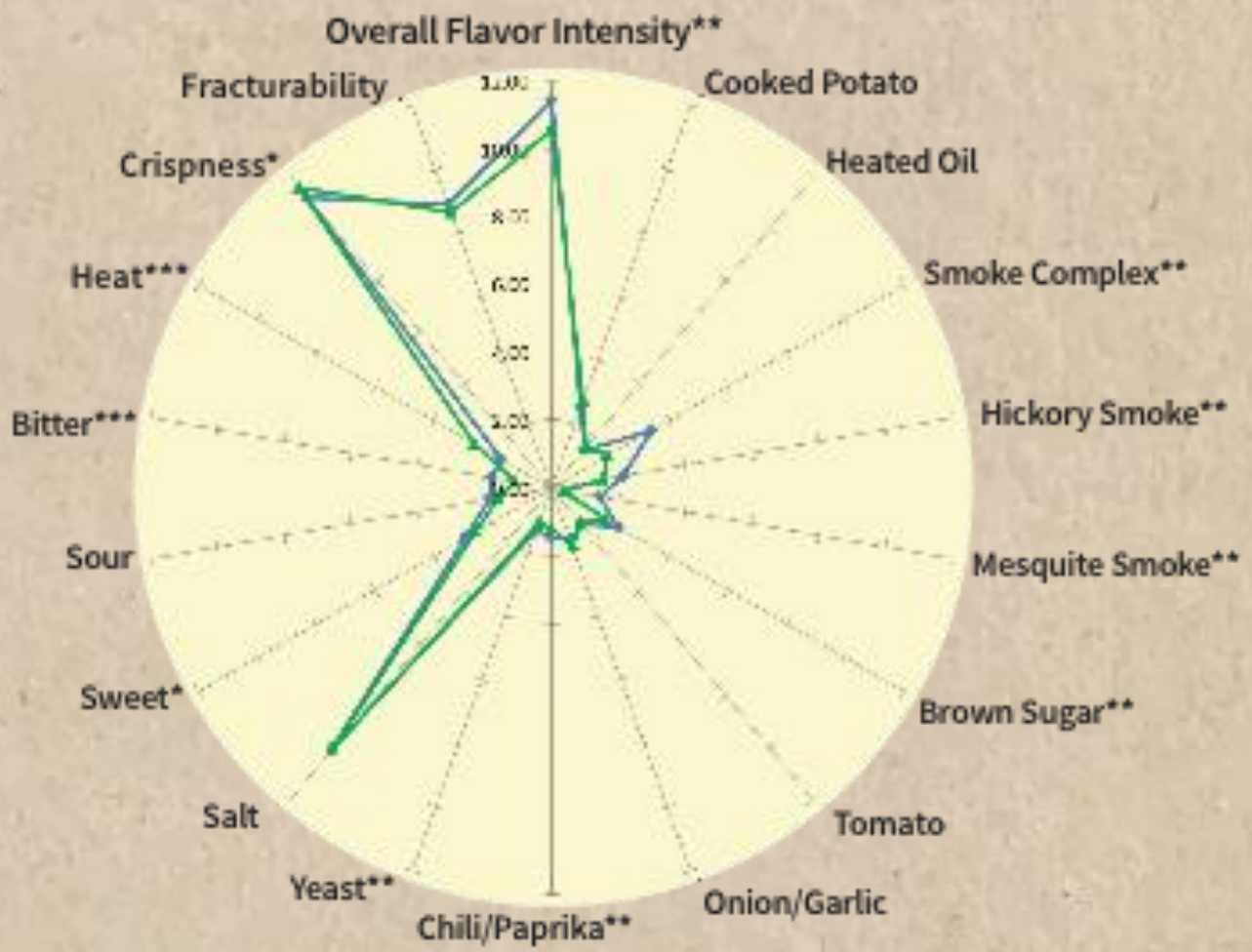
Question:

Will consumers prefer a product simply because it is labeled “organic”?



DESCRIPTIVE ANALYSIS

Descriptive Profiles:
Regular vs. Organic BBQ Potato Chips- All Attributes



Non-Organic Chips:
- More overall flavor
- More smoke flavor
- Sweeter
- More bitter
- Less heat

Organic Chips:
- Less overall flavor
- Less smoke flavor
- Less sweet
- Less bitter
- More heat

BBQ POTATO CHIP STUDY

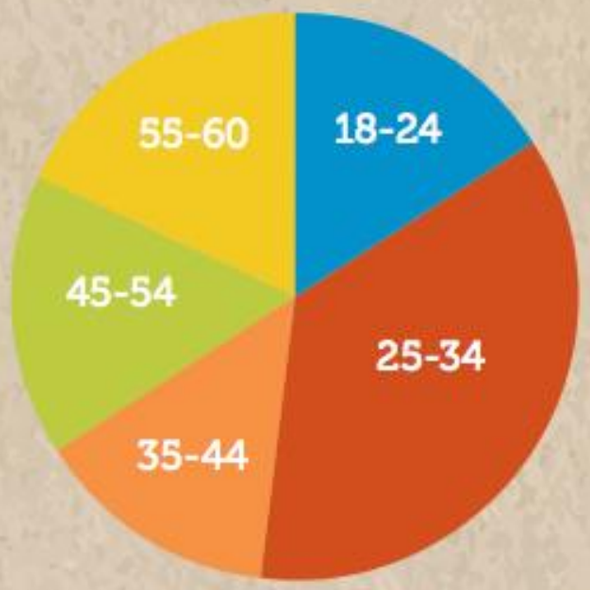
Research Objective: Understand perception of Organic and Non-Organic BBQ Potato Chips when presented blind and when presented labeled.

STUDY DESIGN:
IHUT
COMPLETED OVER 2 WEEKS

PURCHASERS:
ORGANIC AND NON ORGANIC
foods included in the study

115 CONSUMERS
recruited from Griffith Food's Friends and Family database, not including Griffith employees

Participant Age Ranges



53% FEMALE

47% MALE



PRODUCT:
BBQ POTATO CHIPS
purchased at retail and repackaged as single serving in plain foil bags

REAL

BBQ POTATO CHIP STUDY

WEEK 1:

- 2 blind coded bags labeled only with 3 digit codes
- Identical ingredient statements
- Organic labeling changed to remove word “organic”



WEEK 2:

- 1 bag labeled “Organic BBQ Potato Chips”
- 1 bag labeled “BBQ Potato Chips”.
- Organic ingredient wording included in ingredient statement.



PURCHASE HABITS

What types of foods do you go out of your way to purchase?

GLUTEN FREE 9.6	NON GMO 17.4	LOW SUGAR SUGARFREE 29.6	ORGANIC 33.9	LOW FAT 45.2	ALL NATURAL 47.0	LOCALLY PRODUCED/ GROWN 55.6

What types of organic foods do you purchase?

BEVERAGES 6.1	SEAFOOD 14.8	SNACKS 27.8	DAIRY PRODUCTS 33.9	MEAT 35.6	FRUITS & VEGETABLES 81.7

Why do you buy Organic foods?

TASTES BETTER 11.3	BETTER FOR THE ENVIRONMENT 12.2	MORE NUTRITIOUS 23.5	LESS PESTICIDES/ SAFER 53.0	

34% of consumers make an effort to purchase Organic foods,

28% ARE SNACKS

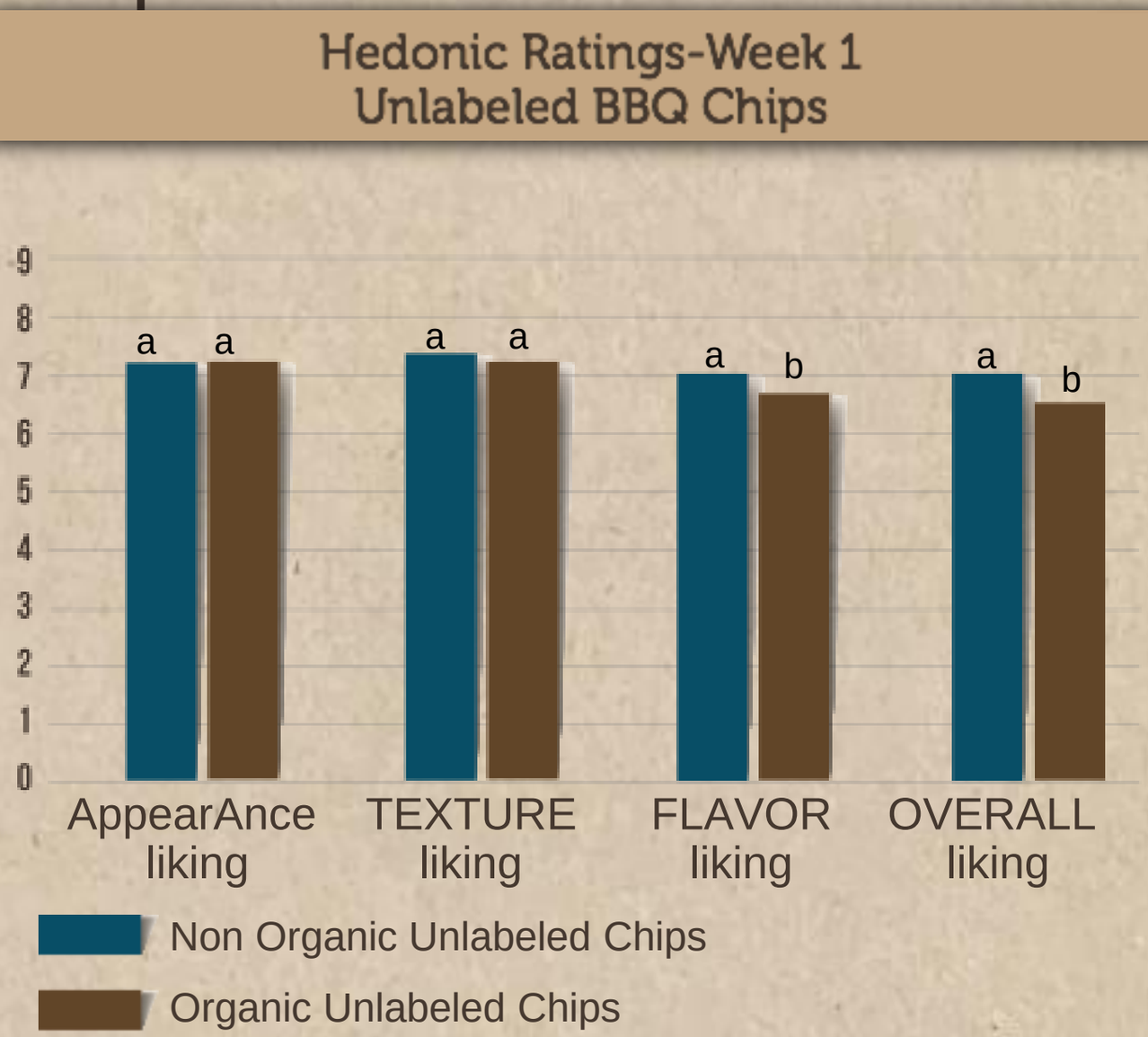
Most organic purchases are produce

Main reason for purchasing organic is less pesticides safer

REAL

IHUT RESULTS

WEEK 1: Unlabeled Chips



No differences in appearance liking or texture liking between non-organic and organic chips

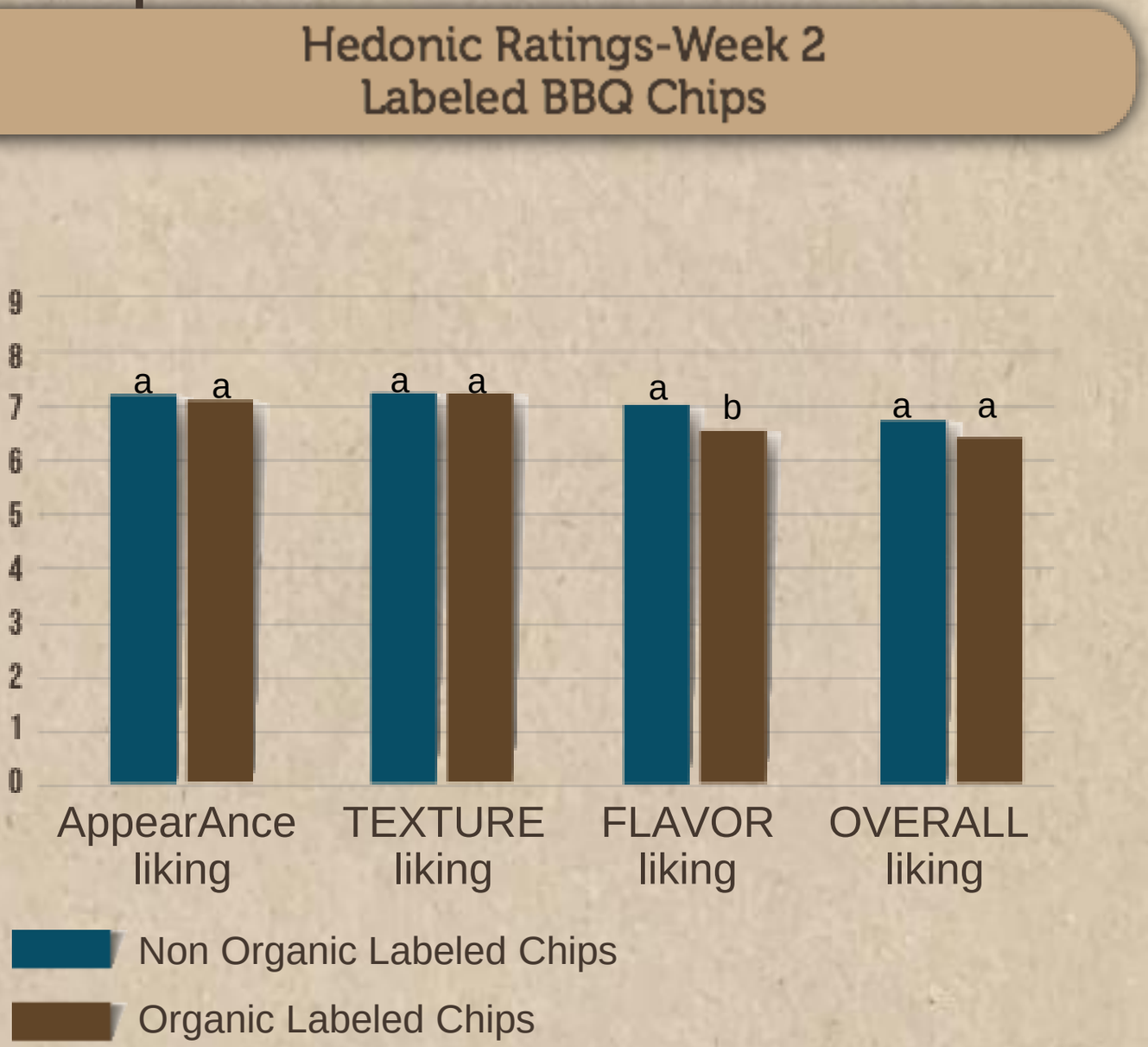
Flavor liking and overall liking significantly higher for Non-organic chips

Non Organic Chips also scored higher for Meet expectations, Purchase Intent

REAL

IHUT RESULTS

WEEK 2: Labeled Chips



SAME TRENDS!

No differences in appearance liking or texture liking between labele non-organic and labeled organic chips

Flavor liking and overall liking remain higher for labeled Non-organic chips

Non Organic Labeled Chips also scored higher for Meet expectations,
Purchase Intent

REAL

IHUT RESULTS

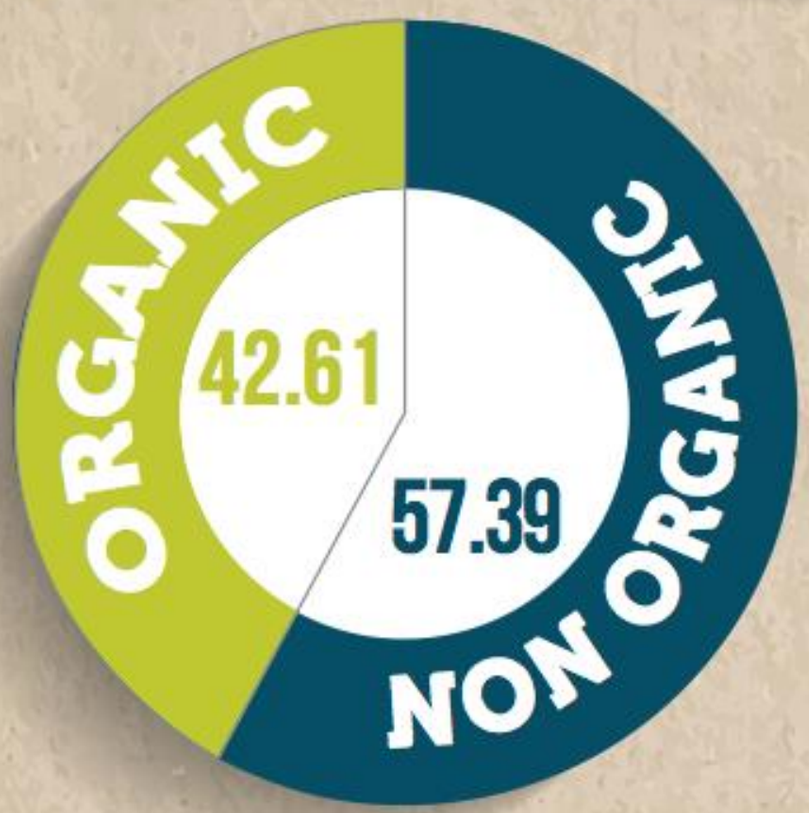
Preference

Clear Preference for Non-Organic Chips when Unlabeled and when Labeled

PREFERENCE
Unlabeled BBQ Chips



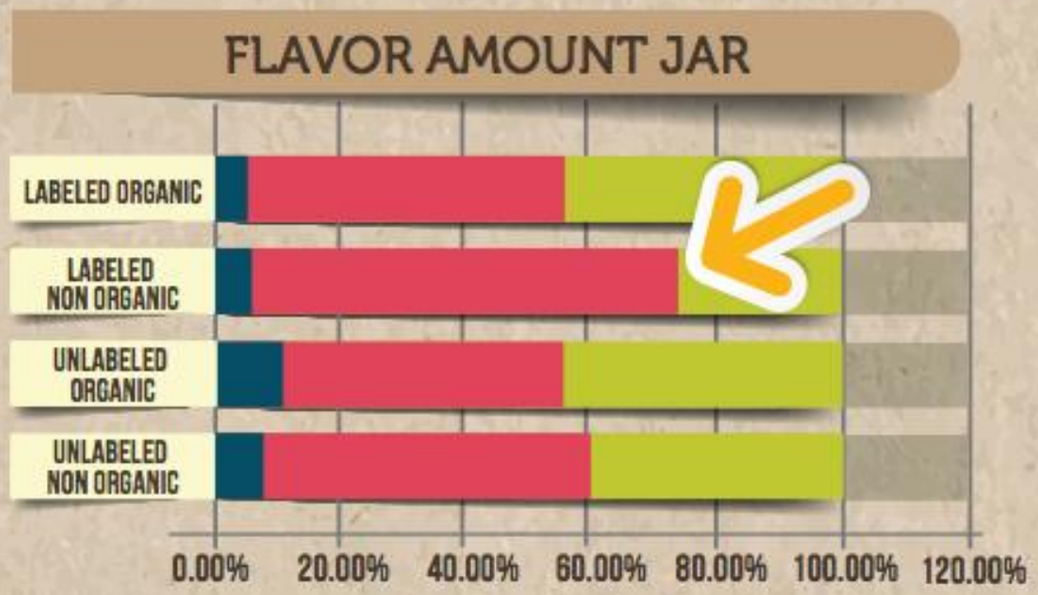
PREFERENCE
Labeled BBQ Chips

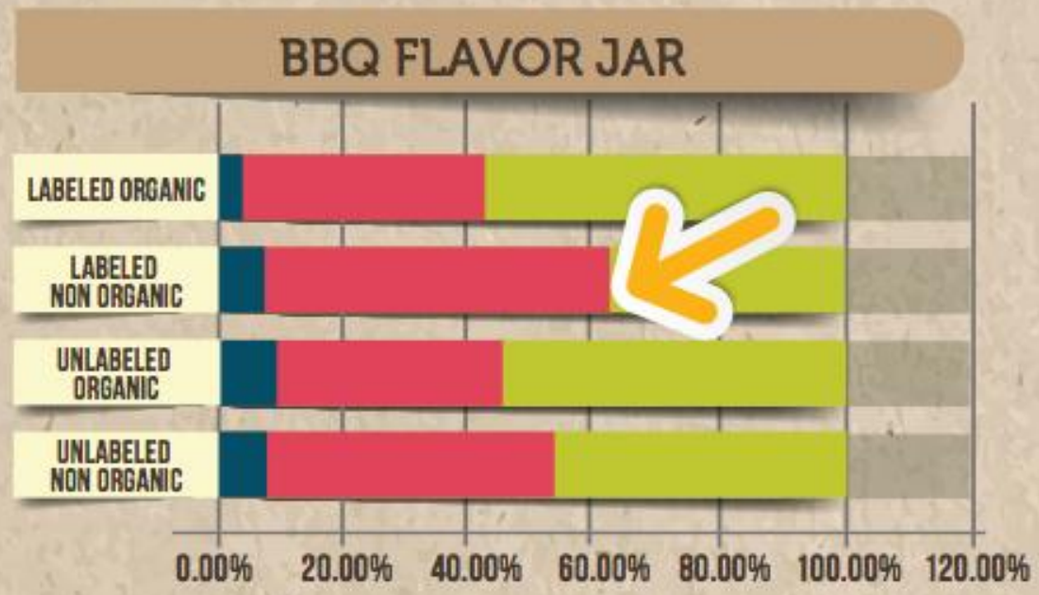


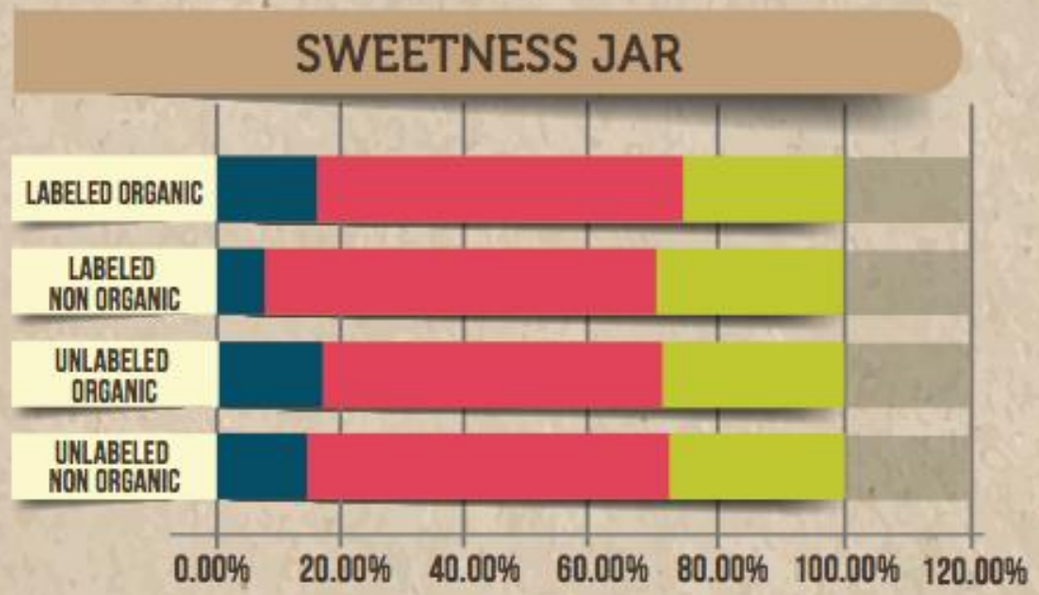
REAL

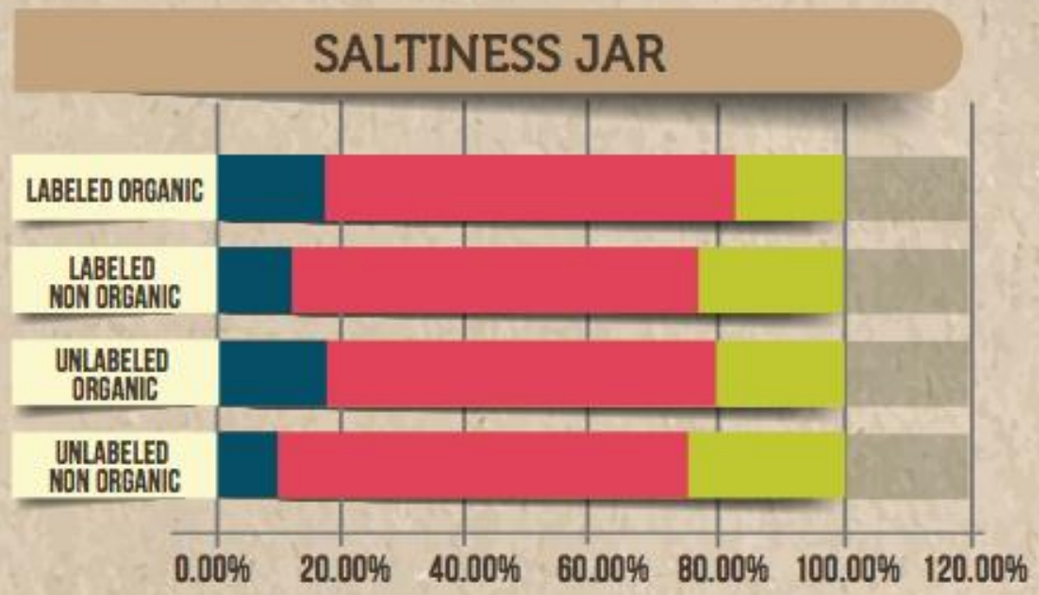
IHUT RESULTS

JAR ratings for Non-Organic chips stronger for Flavor Amount, BBQ Flavor









Too Much JAR Not Enough

REAL

KEY TAKEAWAYS

Flavor wins over being Organic!

When given opportunity to experience both non-organic and organic BBQ chips, preference was flavor driven

Consumers preferred higher flavor intensity of Non-Organic BBQ Potato Chips, driven by more BBQ flavor.



FUTURE CONSIDERATIONS

- Repeat study with other categories
  – Is organic more important for Produce, Dairy Products?

- Repeat with Organic only consumers

- Repeat study with products having same flavor profile



FUTURE CONSIDERATIONS

What are implications for Product Development ?

- Delivery on flavor cues is key for organic products
- Understand what your consumer wants!



Thank you!

