

# NAVIGATING NATURAL



## GMO Free Cheese

*def.* GMO

*noun* | genetically modified organism

any organism or microorganism whose genetic material has been altered using genetic engineering techniques



# GMO Free

“GMO Free” supporters profile very similarly to Organic supporters—often Millennials with kids that live in either a major city or a rural area.

These consumers make an effort to buy animal friendly products and do plenty of research/educating prior to making purchases. While they do purchase national brands, GMO Free supporters are more likely to buy cheese from smaller, specialty brands as well. Likewise, they are more likely to shop at health food stores and club stores in addition to the larger, national chains. GMO Free cheese fans see it as safe and healthy—they want products that are natural and don’t contain ingredients that have been altered. People who are not interested in the GMO Free claim are put off by the GMO scare and the price.

### Report Overview

- Qualitative Research
- 1000 Respondents
- Ages 18-64, Primary Grocery Shopper (80% Female), Past 6 Month Cheese Purchasers
- Fielded May 2016
- DCM Analysis

## GMO Free Buyer Profile



### Age

18-34	<b>45%</b>
35-49	<b>26%</b>
50-64	<b>29%</b>
Mean	<b>40 yrs</b>



### Gender

Male	<b>12%</b>
Female	<b>88%</b>



### Education Level

Less than Bachelor’s	<b>65%</b>
Bachelor’s or higher	<b>35%</b>



### Income

Under \$35K	<b>34%</b>
\$35-\$75K	<b>39%</b>
\$75K or more	<b>25%</b>



### Region

Northeast	<b>20%</b>
Midwest	<b>22%</b>
South	<b>33%</b>
West	<b>25%</b>



### City Size

Major city	<b>29%</b>
Suburb	<b>33%</b>
Small town	<b>20%</b>
Rural area	<b>18%</b>



### Household Size

Small Household	<b>40%</b>
Large Household	<b>60%</b>

### Kids in Household

Kids in Household	<b>46%</b>
No Kids in Household	<b>54%</b>



### Ethnicity

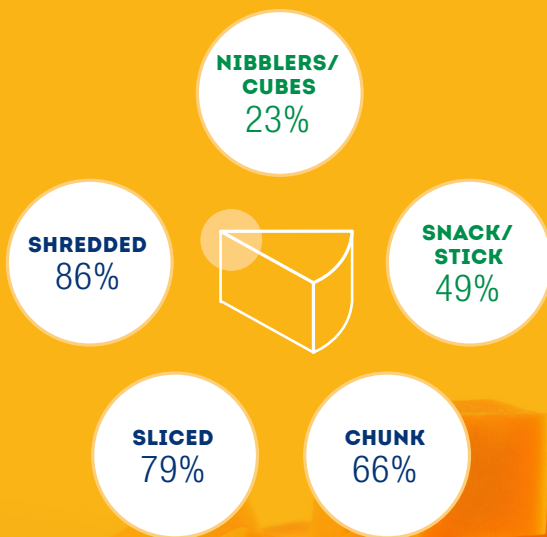
Hispanic	<b>10%</b>
White	<b>75%</b>
Non-White	<b>24%</b>

Red indicates Under-Indexing, Green indicates Over-Indexing

## Defining Attributes of GMO Free Fans

I do my research before purchasing a new product	76%
I would prefer that cows producing dairy products eat grass vs. corn	74%
I make an effort to buy animal friendly products	72%
I am educating myself in understanding the use of GMO in farming practices	71%
I try to eat natural/organic foods as much as possible	67%
I often buy the least expensive option because price is more important than quality	32%
I eat whatever I want and don't worry about my health or weight	27%

### FORMS CURRENTLY PURCHASING



### Stores Currently Shop for Cheese

Walmart (Net)	68%
Walmart Supercenter	58%
Walmart (not Walmart Supercenter)	21%
Target (Net)	33%
Target (not Super Target)	26%
Super Target	14%
Aldi	29%
Whole foods	24%
Trader Joe's	24%
Kroger	21%
Costco	21%
Sam's Club	17%
Albertsons	11%
Publix	11%
Safeway	10%

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## What Consumers are saying



### Liked/Preferred

- “Because GMOs are not safe to consume and I worry about their health impacts.”
- “I want products that are natural and don’t contain ingredients that have been altered.”
- “I have been reading about GMO products lately. I really don’t think this is good for me, my family, the animals or the crops. I think that natural is the best choice.”



### Disliked/Not Preferred

- “Because I think the anti GMO scare is hurting good farmers and I want to fight it every chance I get.”
- “GMOs aren’t bad, and I wish the stigma would stop.”
- “I don’t think GMOs are really that harmful to us, so there is no reason for me to spend extra money for this...”



For more information on Navigating Natural’s consumer research project, please contact us at [hello@glanbianutritionals.com](mailto:hello@glanbianutritionals.com)