

NAVIGATING NATURAL

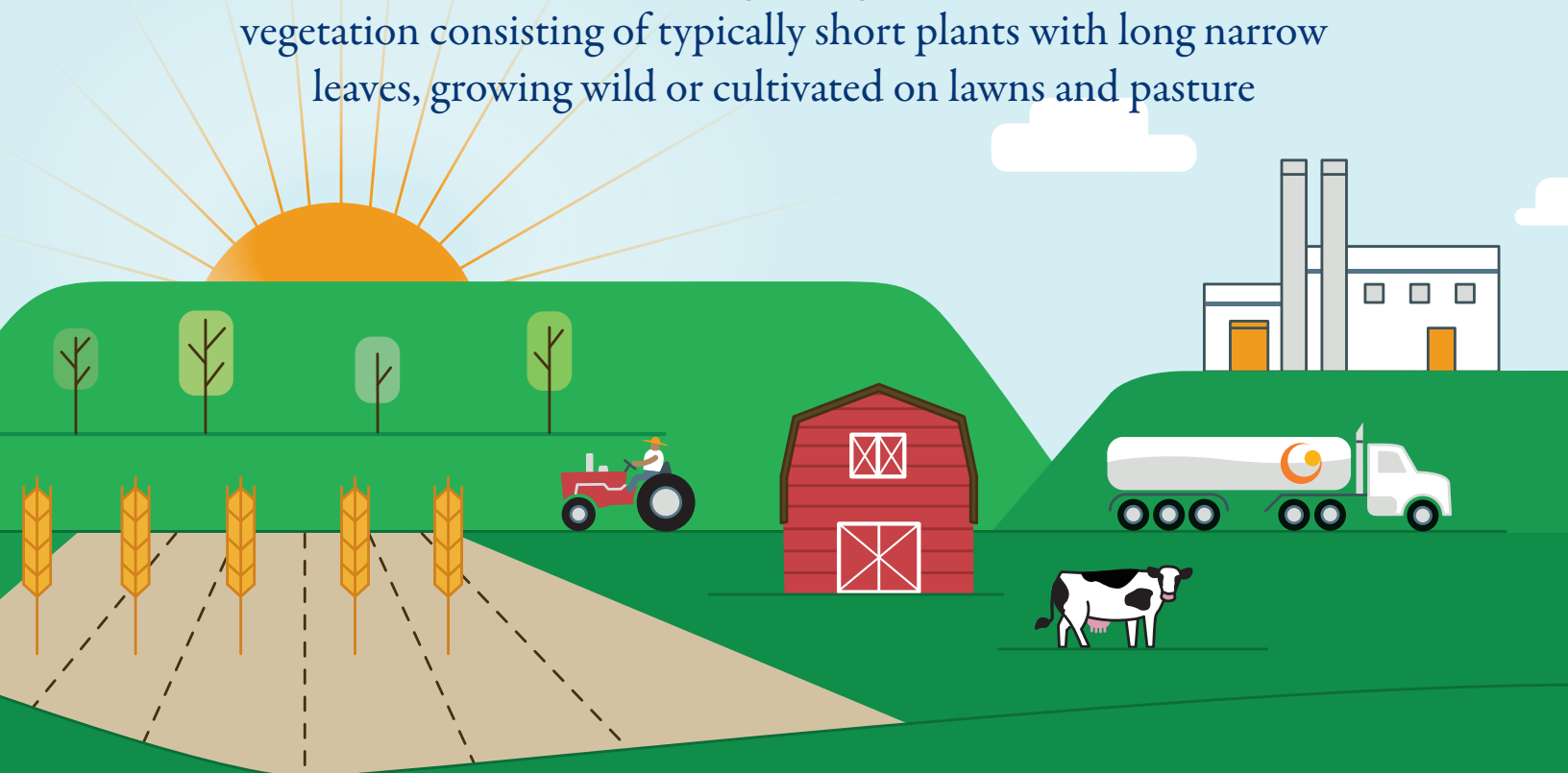


Cheese Made with Milk from Grass Fed Cows

def. grass

noun | grass | grahs

vegetation consisting of typically short plants with long narrow leaves, growing wild or cultivated on lawns and pasture



Made with Milk from Grass Fed Cows

Fans of the 'Made with Milk from Grass Fed Cows' claim are often male Boomers without kids living in the Northeast and Midwest.

Eating natural or organic isn't a priority for them, but they do prefer cows that eat grass vs. corn citing mostly taste. They typically buy mainstream brands, including store brands. They tend not to be interested in Organic or Lactose free but rather prefer the grass fed claim alone. Fans believe grass fed milk is a way to deliver better taste and they consider it more healthy and natural. On the other hand, those that were not interested in this claim believed the grass would lead to the taste being the same or worse.

Report Overview

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

Milk from Grass Fed Cows Buyer Profile



Age

18-34	31%
35-49	29%
50-64	40%
Mean	43 yrs



Gender

Male	24%
Female	76%



Education Level

Less than Bachelor's	65%
Bachelor's or higher	34%



Income

Under \$35K	34%
\$35-\$75K	39%
\$75K or more	25%



Region

Northeast	21%
Midwest	30%
South	27%
West	22%



City Size

Major city	21%
Suburb	42%
Small town	22%
Rural area	15%



Household Size

Small Household	56%
Large Household	44%



Ethnicity

Hispanic	8%
White	84%
Non-White	16%

Kids in Household

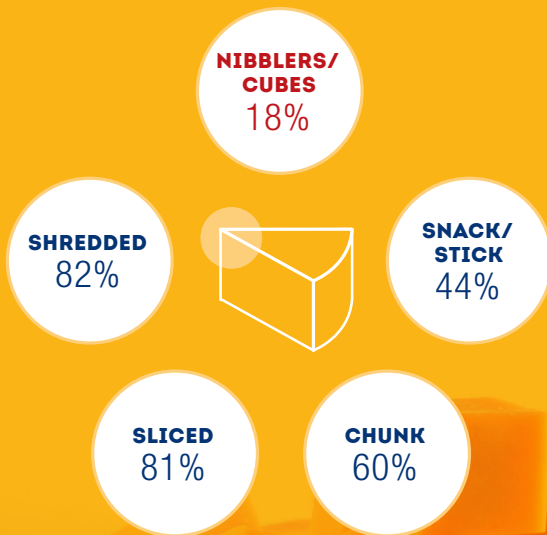
Kids in Household	36%
No Kids in Household	64%

Red indicates Under-Indexing, Green indicates Over-Indexing

Defining Attributes of Milk from Grass Fed Cows Fans

I believe that exercise is an important part of a healthy lifestyle	79%
I look at nutritional labels for foods and beverages	71%
I would prefer that cows producing dairy products eat grass vs. corn	64%
I make an effort to buy animal friendly products	54%
I eat whatever I want and don't worry about my health or weight	35%
I try to eat natural/organic foods as much as possible	43%
I am usually on some kind of diet	26%

FORMS CURRENTLY PURCHASING



Stores Currently Shop for Cheese

Walmart (Net)	70%
Walmart Supercenter	60%
Walmart (not Walmart Supercenter)	20%
Target (Net)	28%
Target (not Super Target)	20%
Super Target	12%
Aldi	25%
Kroger	21%
Sam's Club	17%
Costco	16%
Trader Joe's	14%
Whole Foods	12%
Safeway	12%
Albertsons	11%
Local natural food store/co-op	9%

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What Consumers are saying



Liked/Preferred

- “Grass fed usually leads to better tasting.”
- “Sounds healthiest for the cows and thus for my family.”
- “Sounds like it’s healthy and trustworthy.”
- “I like to support products that use natural ways for animals.”



Disliked/Not Preferred

- “I don’t think it sounds like it tastes very good”
- “It doesn’t matter to me if it’s from grass fed cows or not.”
- “I guess I’m unaware of the benefits of using grass fed cows. I’m not sure what difference that makes”



For more information on Navigating Natural’s consumer research project, please contact us at hello@glanbianutritionals.com