

NAVIGATING NATURAL

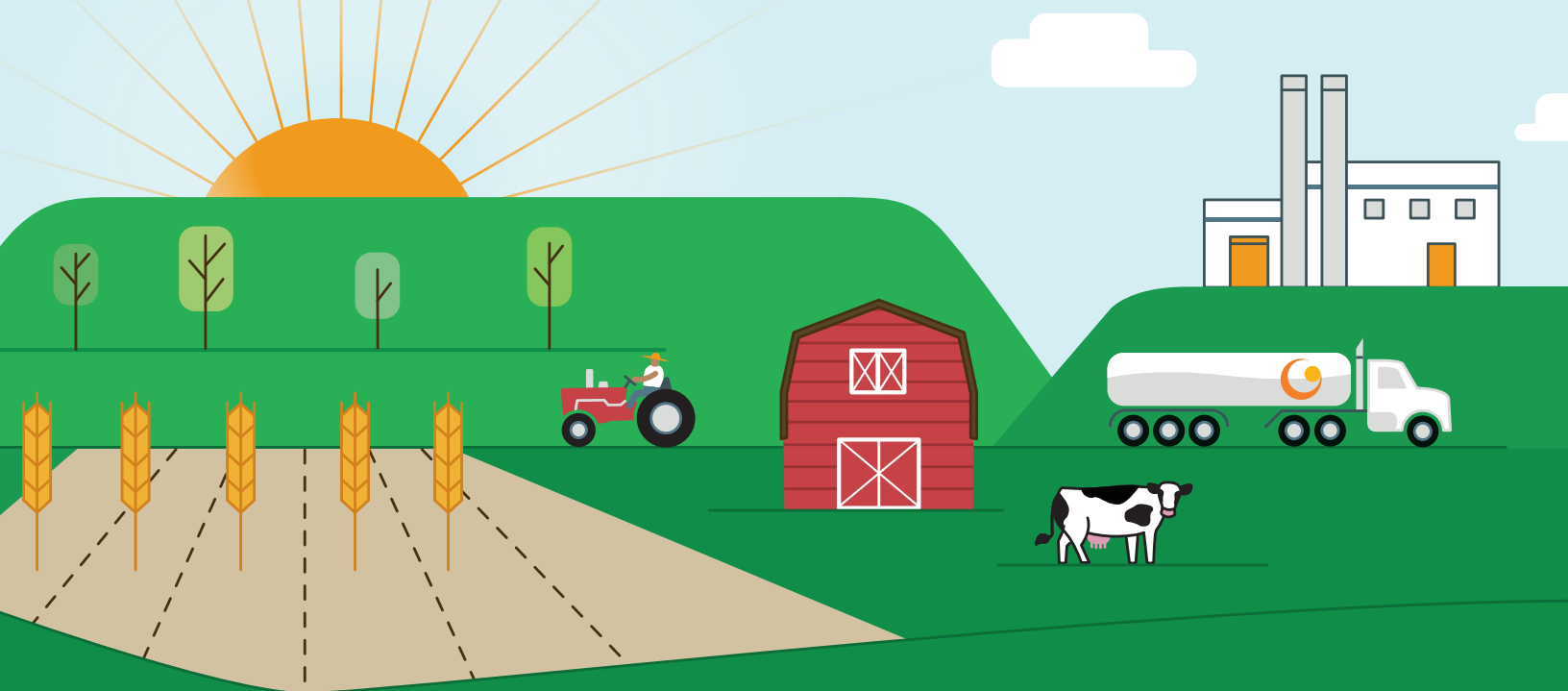


Hormone (rBST) Free Cheese

def. hormone

noun | hor·mone | hawr-mohn

a regulatory substance produced in an organism and transported in tissue fluids to stimulate specific cells or tissues into action; any synthetic substance having the same effects



Hormone (rBST) Free

Those that prefer the 'hormone (rBST) free' callout on cheese tend to be educated consumers with higher income and come from all walks of life.

Hormone (rBST) free fans are more likely to look at the nutritional labels and do research before purchasing new products. They also prefer organic and GMO-Free claims as well as foods they view as more 'animal friendly'. While they do shop at larger chain stores, they are also likely to shop specialty and co-op stores. These fans will avoid adding hormones and antibiotics to their bodies at all costs and are not as price sensitive. Reasons for disliking this claim include lack of familiarity, a higher price, or they are just generally not concerned about it.

Report Overview

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

Hormone Free Buyer Profile



Age

18-34	35%
35-49	32%
50-64	33%
Mean	42 yrs



Gender

Male	18%
Female	82%



Education Level

Less than Bachelor's	57%
Bachelor's or higher	42%



Income

Under \$35K	30%
\$35-\$75K	40%
\$75K or more	29%



Region

Northeast	21%
Midwest	26%
South	31%
West	22%



City Size

Major city	22%
Suburb	39%
Small town	22%
Rural area	17%



Household Size

Small Household	49%
Large Household	51%

Kids in Household

Kids in Household	45%
No Kids in Household	55%



Ethnicity

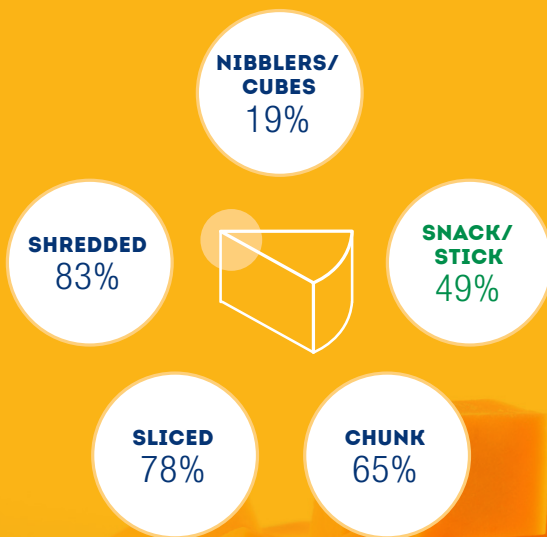
Hispanic	7%
White	78%
Non-White	21%

Red indicates Under-Indexing, Green indicates Over-Indexing

Defining Attributes of Hormone (Rbst) Free Fans

I look at nutritional labels for foods and beverages	83%
I would prefer that cows producing dairy products eat grass vs. corn	71%
I do my research before purchasing a new product	69%
I am educating myself in understanding the use of GMO in farming practices	63%
I try to eat natural/organic foods as much as possible	63%
I make an effort to buy animal friendly products	61%
I eat whatever I want and don't worry about my health or weight	26%

FORMS CURRENTLY PURCHASING



Stores Currently Shop for Cheese

Walmart (Net)	61%
Walmart Supercenter	16%
Walmart (not Walmart Supercenter)	52%
Target (Net)	31%
Target (not Super Target)	20%
Super Target	15%
Trader Joe's	24%
Aldi	23%
Kroger	22%
Whole foods	19%
Costco	17%
Sam's Club	17%
Publix	12%
Local natural food store/co-op	12%
Albertsons	11%

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What Consumers are saying



Liked/Preferred

- “It’s important to me to avoid hormones and antibiotics in dairy products so that we aren’t putting those items in our own bodies.”
- “I will not buy anything that was produced by cows that were fed growth hormones.”
- “I don’t want to be eating anything with growth hormones. It is not good for your body and it’s not natural.”



Disliked/Not Preferred

- “I don’t know what rBST means.”
- “Until this survey I never even associated hormones with cheese, the mention of it is very off putting.”
- “I think all milk, and therefore cheese, is now rBST free.”
- “I don’t care about rBST very much, certainly not to the point of paying so very much more for it.”
- “It’s too trendy and I don’t think it’s all that bad for you”



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