

NAVIGATING NATURAL



Organic Cheese

def. organic

adjective | or·gan·ic | awr-gan-ik

produced or involving production without the use of chemical fertilizers, pesticides, or other artificial agents



Organic

Organic cheese fans see it as the most pure and healthy option. This mindset likely permeates other food categories as well. People who dislike organic are put off by the price, don't believe the claims, or think it is just a fad.

Often Millennials with kids, Organic fans might live in a major city, but that doesn't stop them from trying to eat natural/organic foods as much as possible. Understanding the latest health trends is important so they are constantly educating themselves to stay ahead of the curve. While they buy Kraft and Sargento, Organic purchasers are more likely to buy from smaller, specialty brands as well. Likewise, they are more likely to shop at health food stores, club stores, and Target in addition to Walmart.

Report Overview

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

Organic Buyer Profile



Age

18-34	44%
35-49	26%
50-64	31%
Mean	40 yrs



Gender

Male	18%
Female	85%



Education Level

Less than Bachelor's	54%
Bachelor's or higher	44%



Income

Under \$35K	26%
\$35-\$75K	43%
\$75K or more	28%



Region

Northeast	19%
Midwest	24%
South	33%
West	24%



City Size

Major city	27%
Suburb	42%
Small town	18%
Rural area	13%



Household Size

Small Household	45%
Large Household	55%



Ethnicity

Hispanic	11%
White	71%
Non-White	28%

Kids in Household

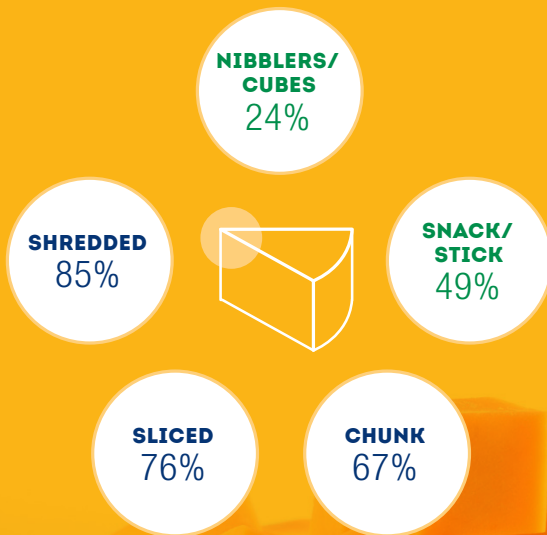
Kids in Household	51%
No Kids in Household	49%

Red indicates Under-Indexing, Green indicates Over-Indexing

Defining Attributes of Organic Fans

I try to eat natural/organic foods as much as possible	82%
I would prefer that cows producing dairy products eat grass vs. corn	79%
I am educating myself in understanding the use of GMO in farming practices	72%
I believe I'm ahead of the curve on health trends among my family and friends	55%
I am usually on some kind of diet	38%
I eat whatever I want and don't worry about my health or weight	30%
I often buy the least expensive option because price is more important than quality	30%

FORMS CURRENTLY PURCHASING



Stores Currently Shop for Cheese

Walmart (Net)	65%
Walmart Supercenter	55%
Walmart (not Walmart Supercenter)	23%
Target (Net)	36%
Target (not Super Target)	27%
Super Target	15%
Sam's Club	23%
Kroger	23%
Trader Joe's	23%
Whole Foods	21%
Aldi	21%
Costco	18%
Publix	16%
Safeway	11%
Local natural food store/co-op	11%

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What Consumers are saying



Liked/Preferred

- “I like that it’s free of everything artificial. I want the purest form possible”
- “Organic products are much healthier and natural”
- “Appears to be the most healthy”
- “I love organic”
- “I prefer to buy organic products whenever possible.”
- “Organic is most important to me”



Disliked/Not Preferred

- “Anything with the word organic on it tends to cost more.”
- “I don’t feel that the extra cost of organic is worth it”
- “I think organic is a trendy catch phrase which really does not mean anything.”
- “I don’t buy into the whole organic hype”
- “Because the word organic is not regulated & really doesn’t mean anything”



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