



LISTEN TO HIP HOP > BUY ORGANIC HOP OR RAP

People who claim they'll listen to any kind of music are the most inclined to buy organic food, followed by those who listen to Rap or Hip Hop



THE



DID YA KNOW?



53% OF PET OWNERS > BUY ORGANIC



Pet owners are more likely than non-owners to choose organic, with 53% of pet owners saying they buy it sometimes or all the time



20% MILLENNIALS & GEN Z BUY ORGANIC "ALL THE TIME"

Millennials & Gen Z are the most likely to say they purchase organic food "All the time" vs. 8% for Gen X, 7% for Boomers



NEW



ORGANIC



49% SPORTS FANS > CHOOSE ORGANIC



Sports fans (of any stripe) are slightly more likely than people saying "I don't do sports" to choose organic. 49% vs 41%.



40% PLAN TO INCREASE ORGANIC CONSUMPTION

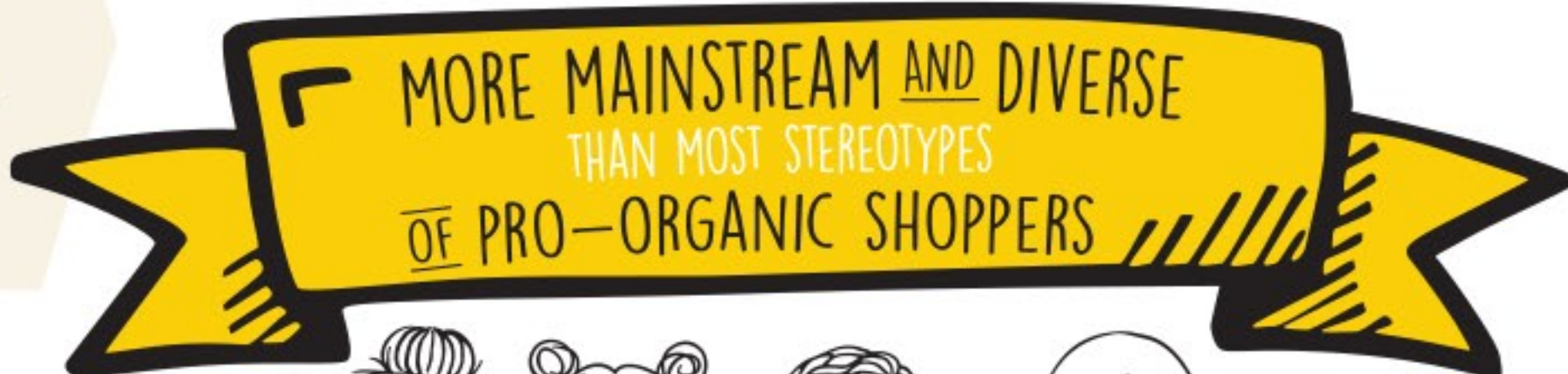
40% of consumers say they plan to increase their household's organic consumption in 2019, while only 11% say they plan to decrease it.



NORMAL



TODAY'S ORGANIC CONSUMER:



84% BUY ORGANIC FRESH FRUITS & VEGETABLES



Fresh fruits and vegetables are the most commonly purchased organic product category (84% saying they purchase), followed by fresh eggs (56%)



56% BUY ORGANIC EGGS



75% CHOOSE ORGANIC BECAUSE IT'S HEALTHIER

75% of organic consumers say they choose organic because it's healthier for themselves or their families



71% FEED KIDS > ORGANIC SNACKS

71% of household shoppers with children in the home say it would be somewhat or very important to them to feed their child's classmates or teammates an organic snack if they were on snack duty.



44% CHOOSE ORGANIC BECAUSE IT'S BETTER FOR THE ENVIRONMENT



20% MAKE WINTER HOLIDAYS ORGANIC

20% of consumers who celebrate a winter holidays (Christmas, Kwanzaa or Hanukkah) say it's very important that some or all of the food they consume with their families is organic



67% MAKE DINNER ORGANIC

67% of organic consumers prioritize organic for dinner. Lunch follows (62%), then breakfast (56%).

LEAST LIKELY ITEMS TO BUY ORGANIC: ALCOHOLIC BEVERAGES



36% OF ORGANIC CONSUMERS IN SOUTH CENTRAL STATES ARE "LOUD & PROUD" ABOUT THEIR ORGANIC CHOICES

compared to only 8 percent of organic consumers in Rocky Mountain and Pacific states say they are "loud and proud" about their organic choices

