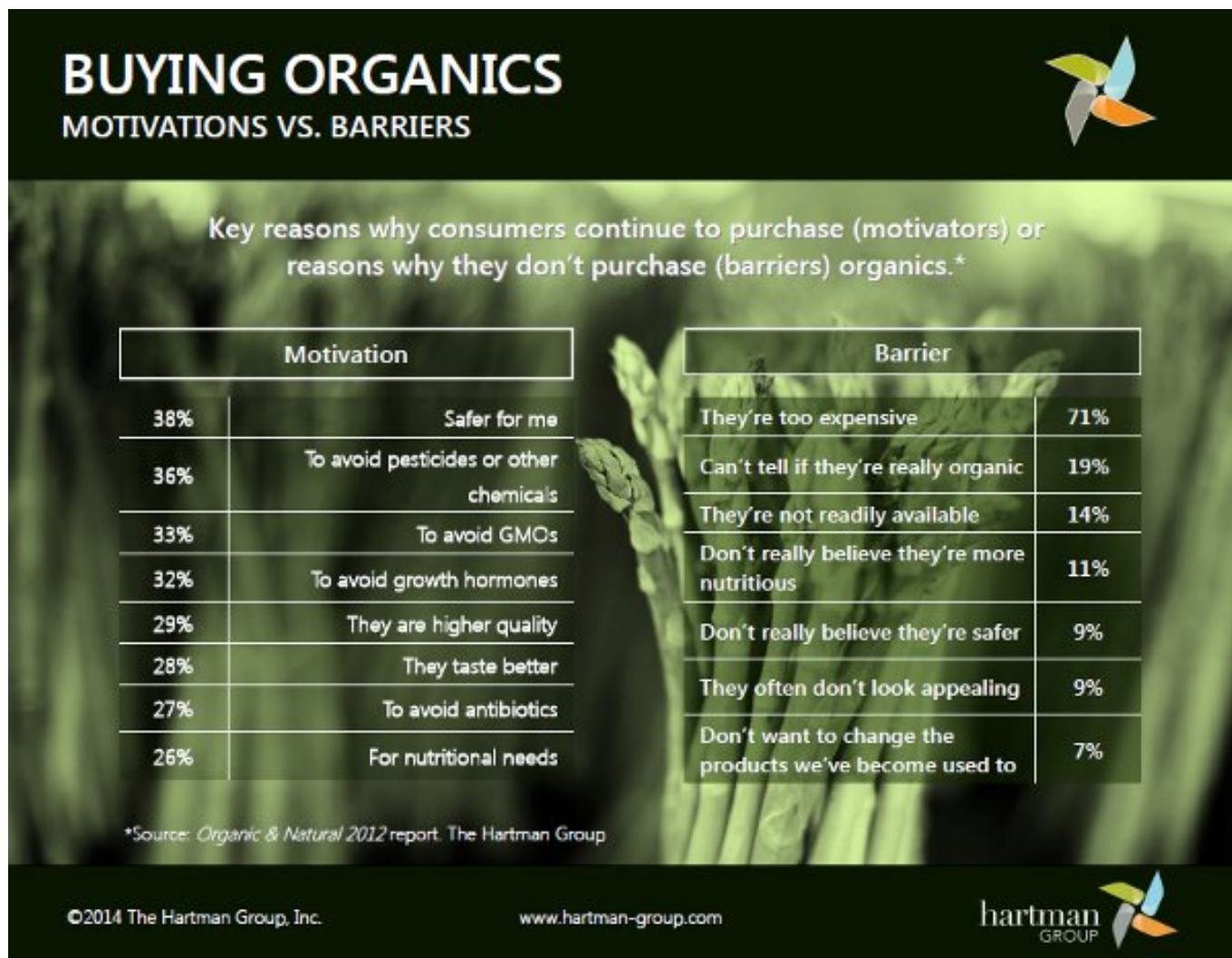


Infographic: Motivations and Barriers for Buying Organic



Thirty-eight percent of consumers purchase organic products because they view them as safer, according to [The Hartman Group](#) [1]. A new [study](#) [2] will showcase the key reasons why consumers continue to purchase organics, as well as reasons why they choose not to buy organic products. **(Photo: The Hartman Group)**

Source URL (retrieved on 02/01/2015 - 11:54am):

<http://www.foodmanufacturing.com/news/2014/04/infographic-motivations-and-barriers-buying-organic>

Links:

[1] <https://twitter.com/HartmanGroup>

[2] http://www.hartman-group.com/upcoming-studies/organic-natural-consumers-and-the-marketplace-syndicated-research?utm_content=lindsey.coblentz@advantage

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