

Infographic: Organic and Natural Food Usage in 2014

The Hartman Group



Organic Usage: Will the Numbers Change in 2014?

Organic & Natural 2014 Syndicated Study Fielding Q2 2014

3/4

of U.S. consumers purchase organic*



36%

of all consumers use organic foods at least monthly*

53%

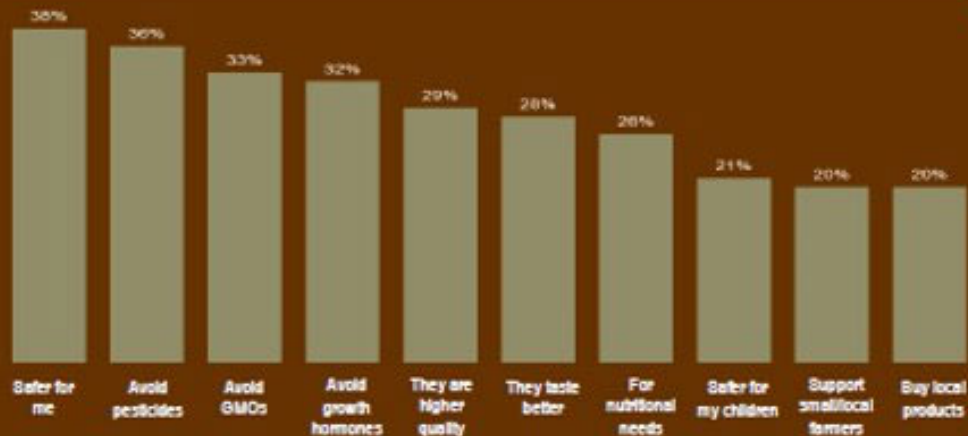
of consumers are aware of government standards for organic*



I TRUST the USDA organic label...*



What are the main reasons why you buy organic foods and beverages?*



*Source: The Hartman Group's *Organic & Natural 2012* report.

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Published on Food Manufacturing (<http://www.foodmanufacturing.com>)

Source URL (retrieved on 01/29/2015 - 9:56pm):

<http://www.foodmanufacturing.com/news/2014/05/infographic-organic-and-natural-food-usage-2014>