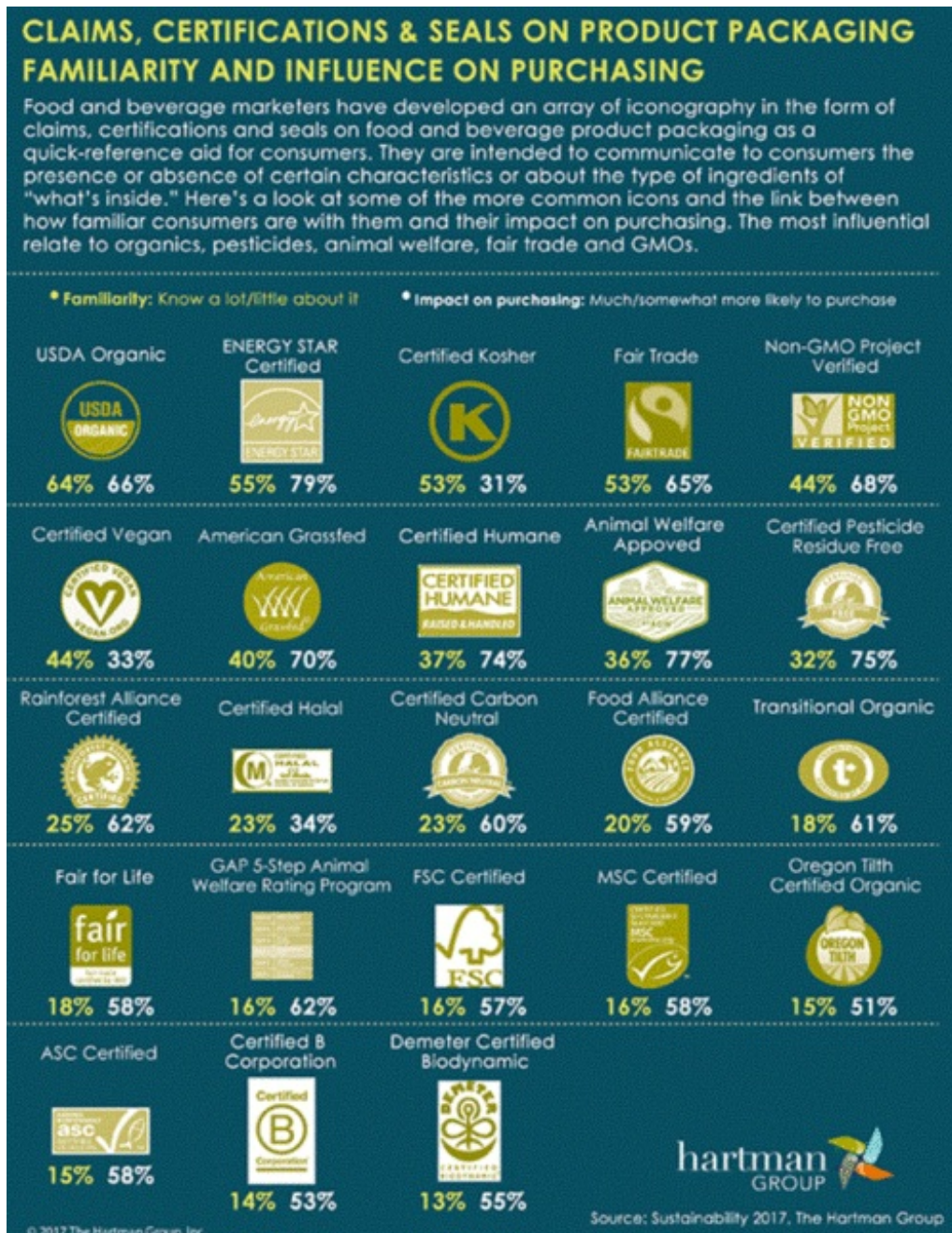


Front-of-package labels: Do they work?

confectionerymarketintelligence.blogspot.com/2018/01/front-of-package-labels-do-they-work.html

The Hartman Group has a handy Infographic on the effects of front-of-package labels on purchasing patterns. I haven't seen this summarized so nicely anywhere else.

And here's the whole thing. It would make a great poster, no?



Too small to read? Try this excerpt:

• **Impact on purchasing:** Much/somewhat more likely to purchase

Certified Kosher



53% **31%**

Fair Trade



53% **65%**

Non-GMO Project
Verified



44% **68%**

Certified Humane



37% **74%**

Animal Welfare
Approved



36% **77%**

Certified Pesticide
Residue Free



32% **75%**

Certified Carbon
Neutral



23% **60%**

Food Alliance
Certified



20% **59%**

Transitional Organic



18% **61%**