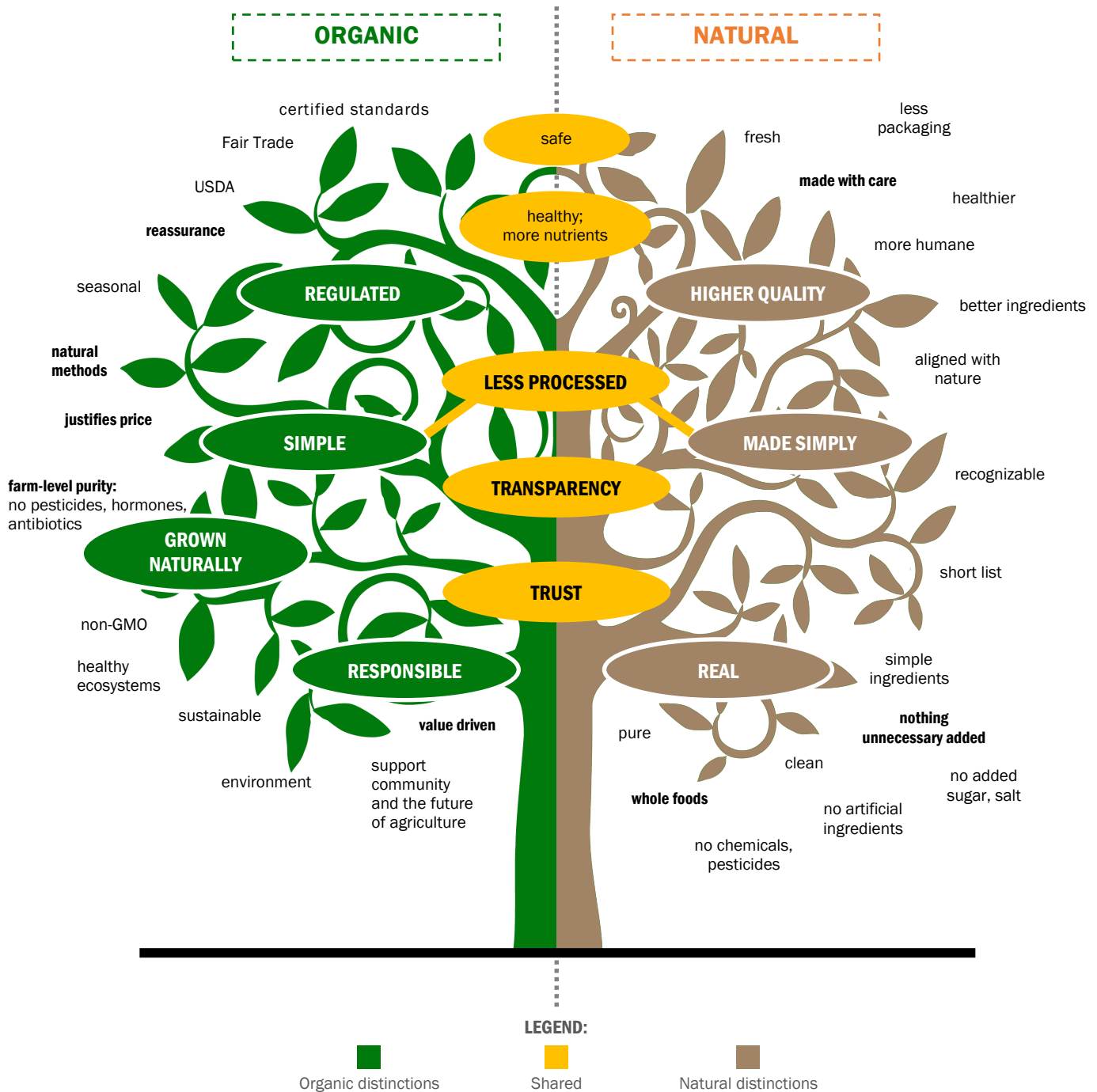


CONSUMER DISTINCTIONS BETWEEN ORGANIC & NATURAL

There is considerable consternation among consumers when they encounter the terms “organic” and “natural.” They are two terms that have come to mean so many things to consumers that they now represent no one thing for everyone. Here we depict the language and other factors of how consumers understand the relationship between organic and natural food and beverage products.



Source: [Organic & Natural 2016](#) report, The Hartman Group