CONSUMERS’ CONCERNS ABOUT GMOs
A LOOK AT A FEW OF THE FACTORS FUELING PERCEPTIONS AND BEHAVIORS

Evolving drivers:
Growing awareness, seemingly widespread aversion and limited in-depth knowledge

COMPREHENSION
More than half of consumers say they understand what GMOs are.

AVOIDANCE
More than 4 in 10 organic users say they are avoiding/reducing GMOs in their daily diets.

REASONS FOR AVOIDING/REDUCING GMOs
— By Organic Usage —

- Concerned about their possible impact on personal health and well-being: 66%
- Want to know exactly what goes into food I eat: 43%
- Don’t want to support companies that use GMOs: 36%
- Concerned about their possible impact on the environment: 30%
- Don’t know enough about them: 27%
- Concerned about plant biodiversity: 21%

While consumers continue to be most motivated to avoid GMOs by concerns for their potential health impacts, they rarely connect GMOs to a specific, tangible health concern.

FAMILIARITY WITH NON-GMO PROJECT VERIFIED SEAL
— By Organic Usage —

- Close to 4 in 10 consumers say they have never seen the Non-GMO Project Verified seal before: 39%
- Despite supposedly high levels of avoidance, only 1 in 5 consumers claim to actively consider the Non-GMO Project Verified seal: 20%

While narratives of discomfort around GMOs continue to dominate, The Hartman Group’s Organic & Natural 2016 report provides the most comprehensive consumer research into the many factors at play that affect trial, adoption and continued usage of organic and natural fresh and packaged product categories.