

The Consumer Side of the GMO Issue

Consumer awareness and concern about GMOs are growing. While most consumers have at least heard of GMOs, there is much confusion around what they are, what foods GMOs are in and the pros and cons of GMOs.

Consumer understandings and definitions of GMOs vary:

- 52% of consumers say they understand what GMOs are
- Less than one-third of consumers (30%) say they know which crops are most likely to use GMO
- Only 28% of consumers say they know which products have GMO ingredients

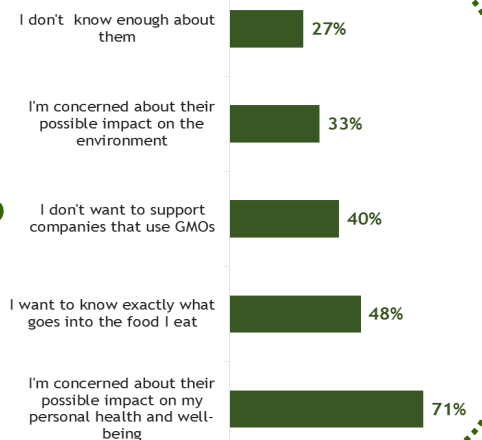
Avoiding GMOs?

40%

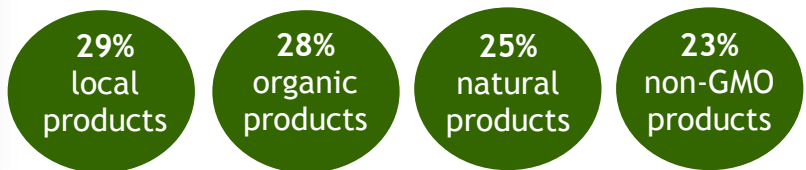
Four out of ten consumers today are avoiding or reducing GMOs in their daily diet. Organic users (47%) are more likely than non-organic users (20%) to avoid/reduce GMOs in their daily diet.



Why?



Compared to a year ago, percentage of consumers buying more...



57%
of consumers are not aware of the Non-GMO seal



Source: [Organic & Natural 2014 report](#), The Hartman Group