

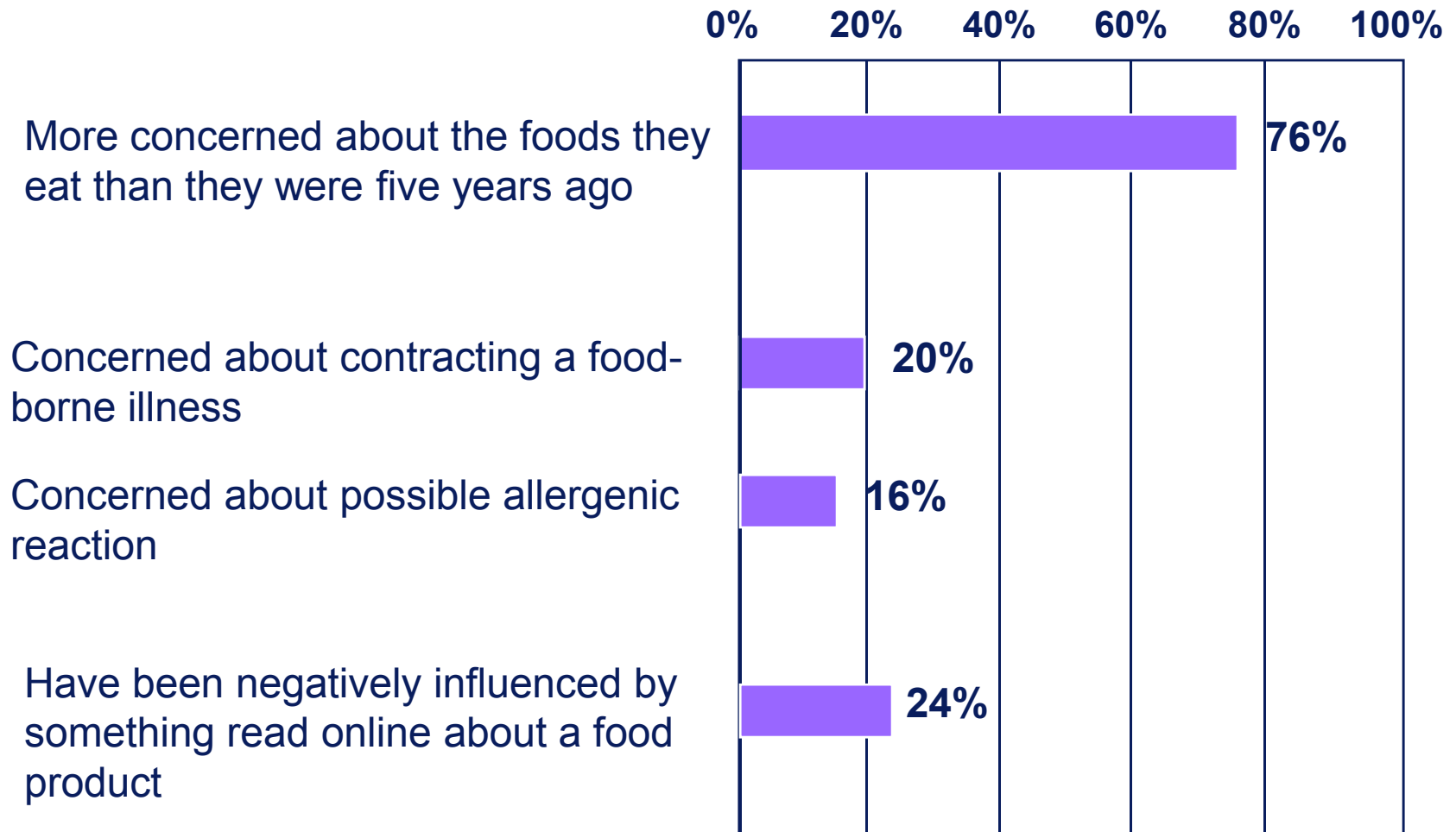


# Food Survey Results

May 2008

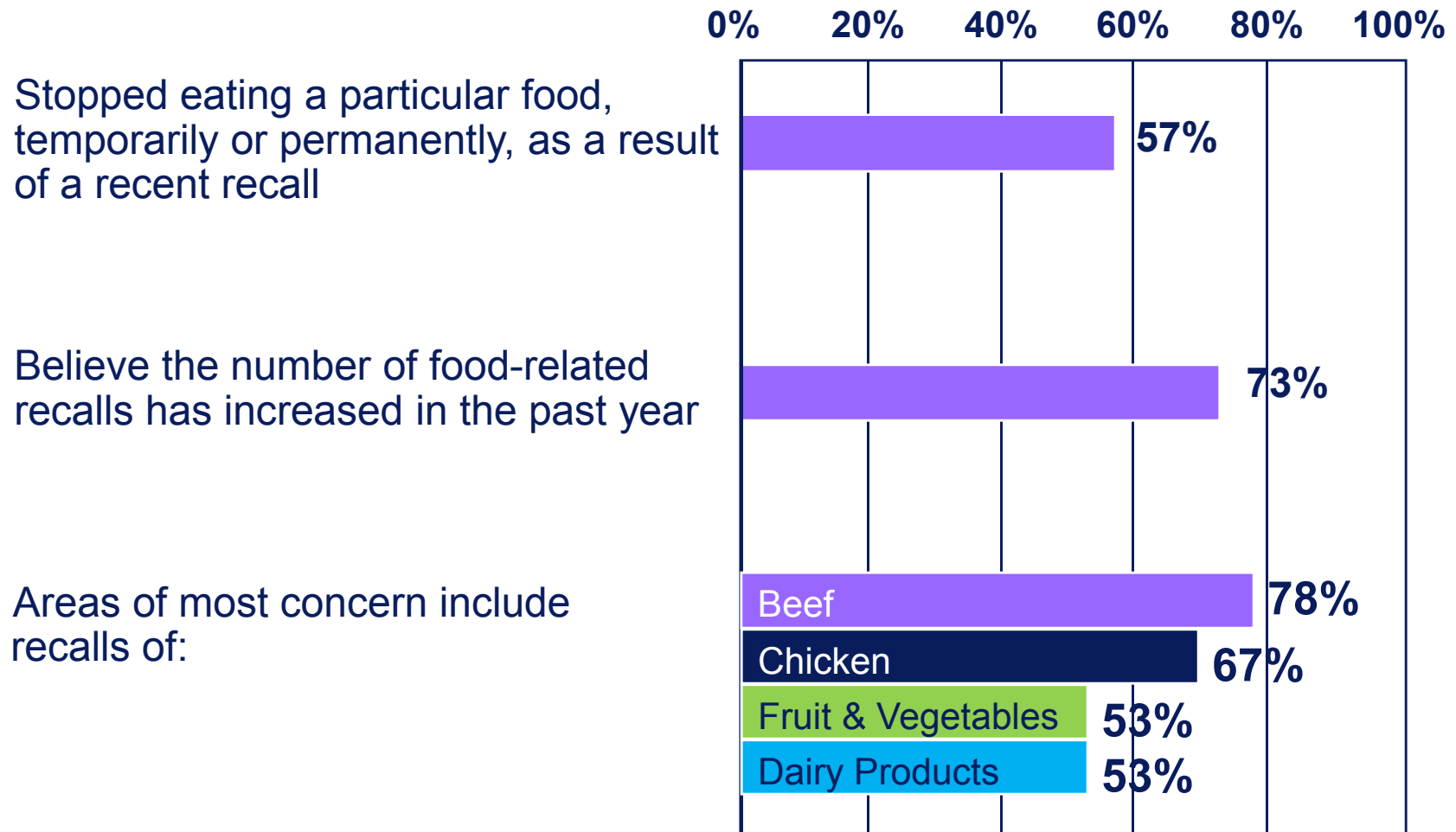
# Consumers are cautious about the food they eat...

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# Food recalls: A concern for consumers...

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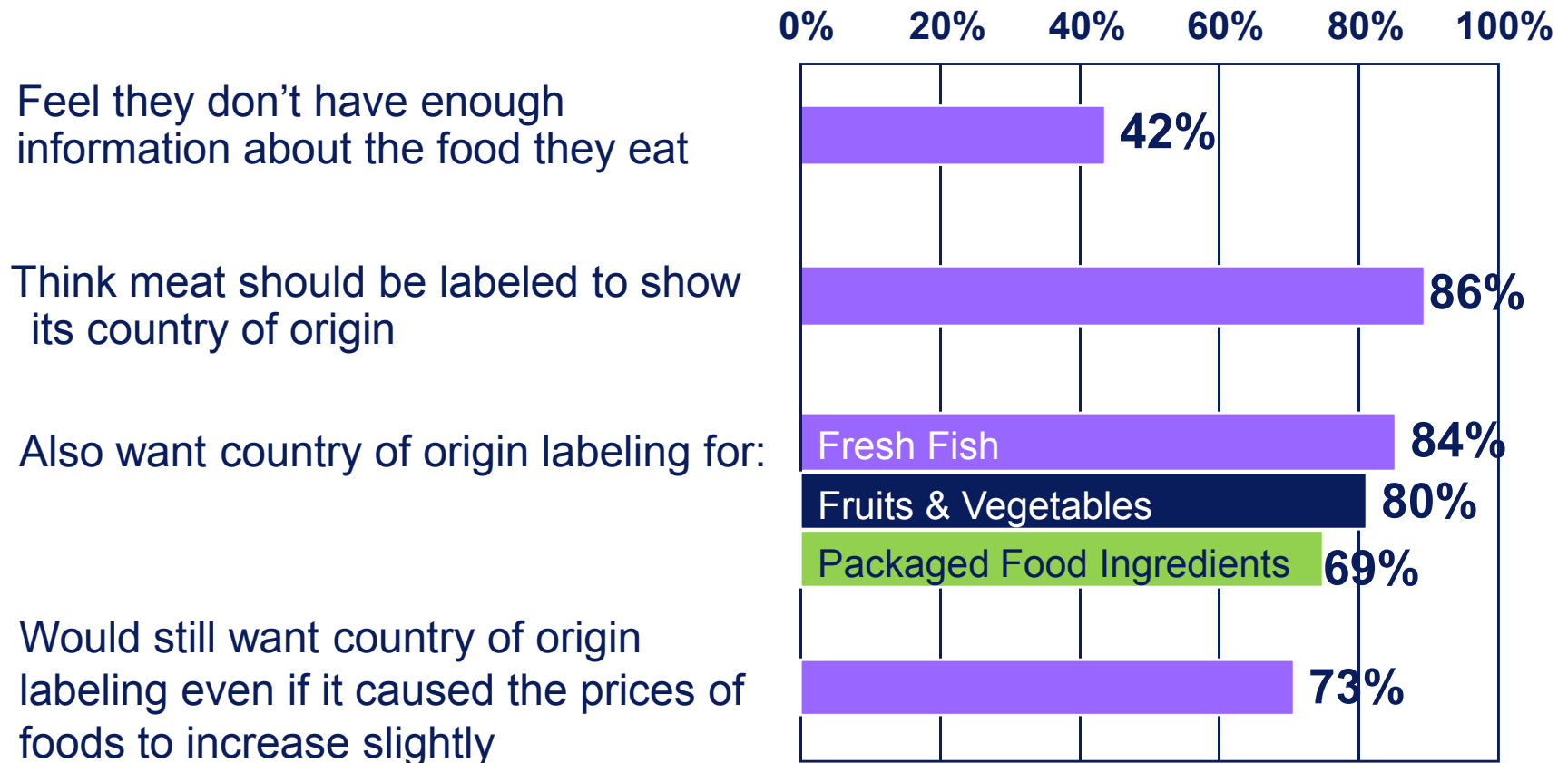
# Consumers wary of imports; going local for food

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# Consumers want better labeling

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# Consumers are focused on product information. Many find info confusing...

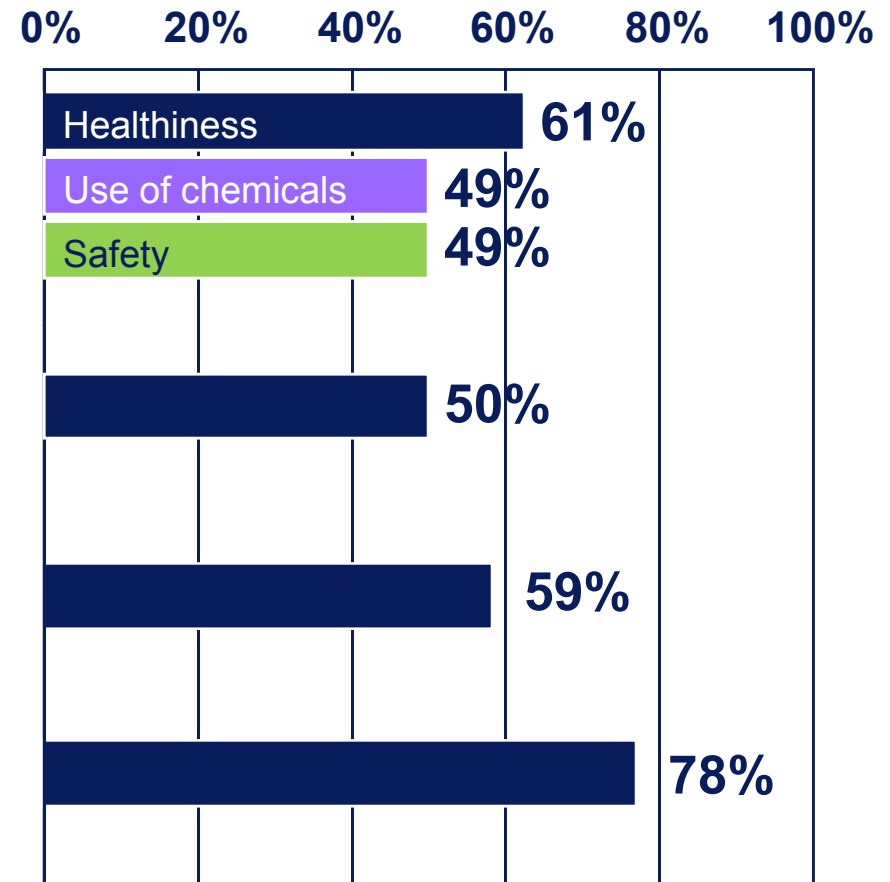
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The top three concerns about the ingredients in their food are:

They frequently or always read the list of ingredients on an unfamiliar packaged food item

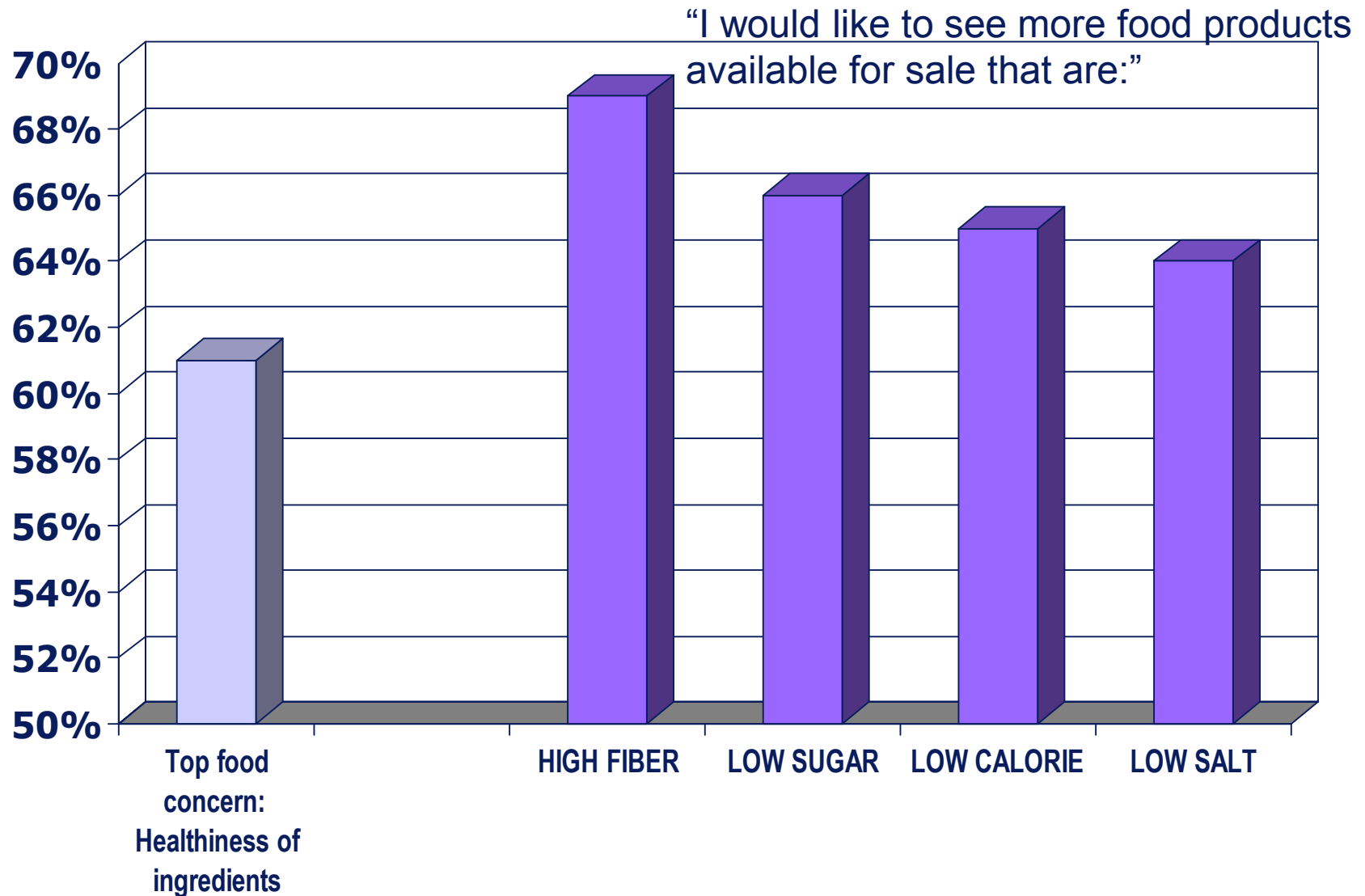
Generally understand about half, or less, of the ingredients on a packaged food item

Do not understand at least some of the nutritional information on a packaged food item



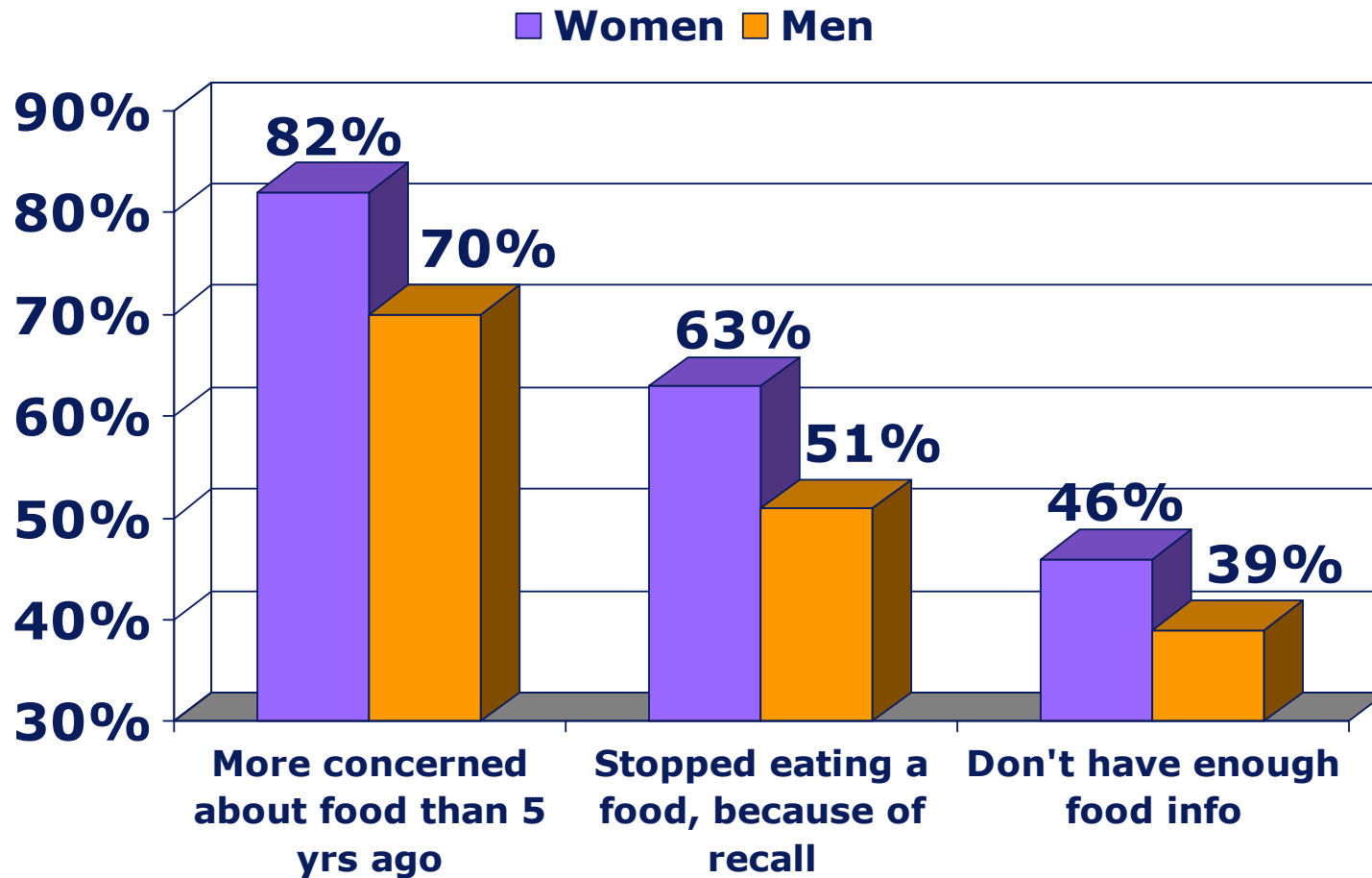
# Healthiness concern = High demand for healthier foods

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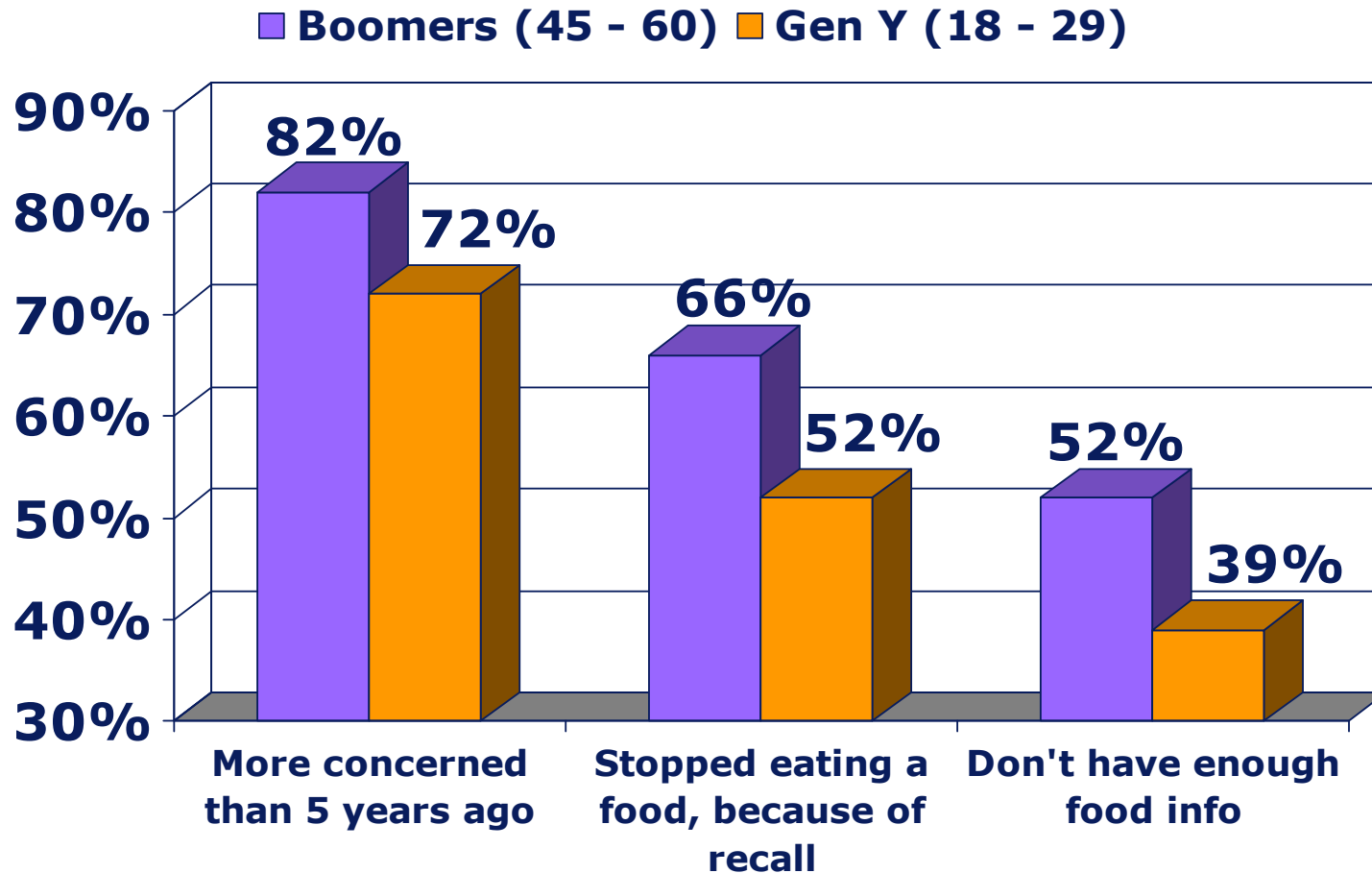
# Who's most concerned? (1) Women...

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# Who's most concerned? (2) Boomers...

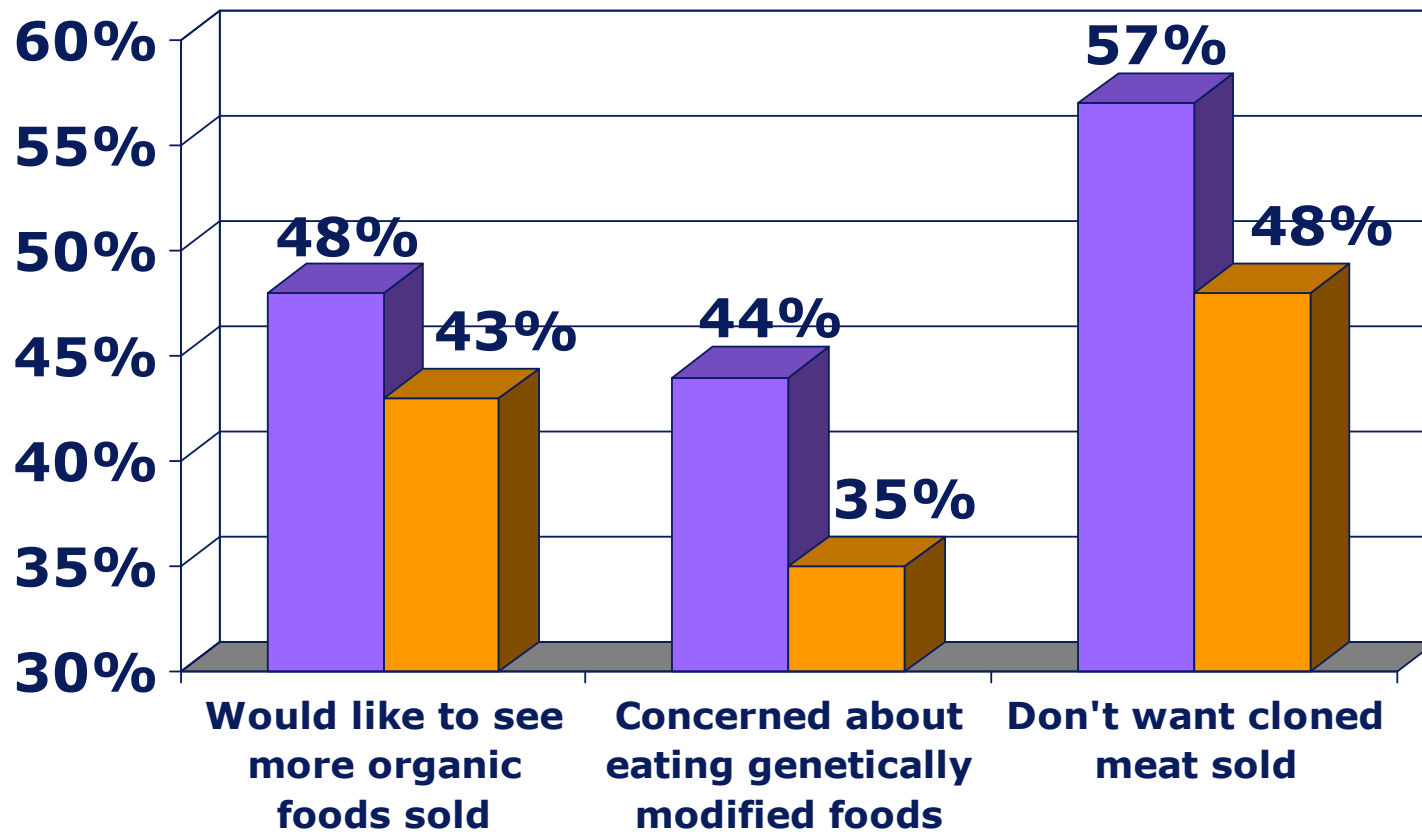
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# Families with children at home: Want "Purer" foods

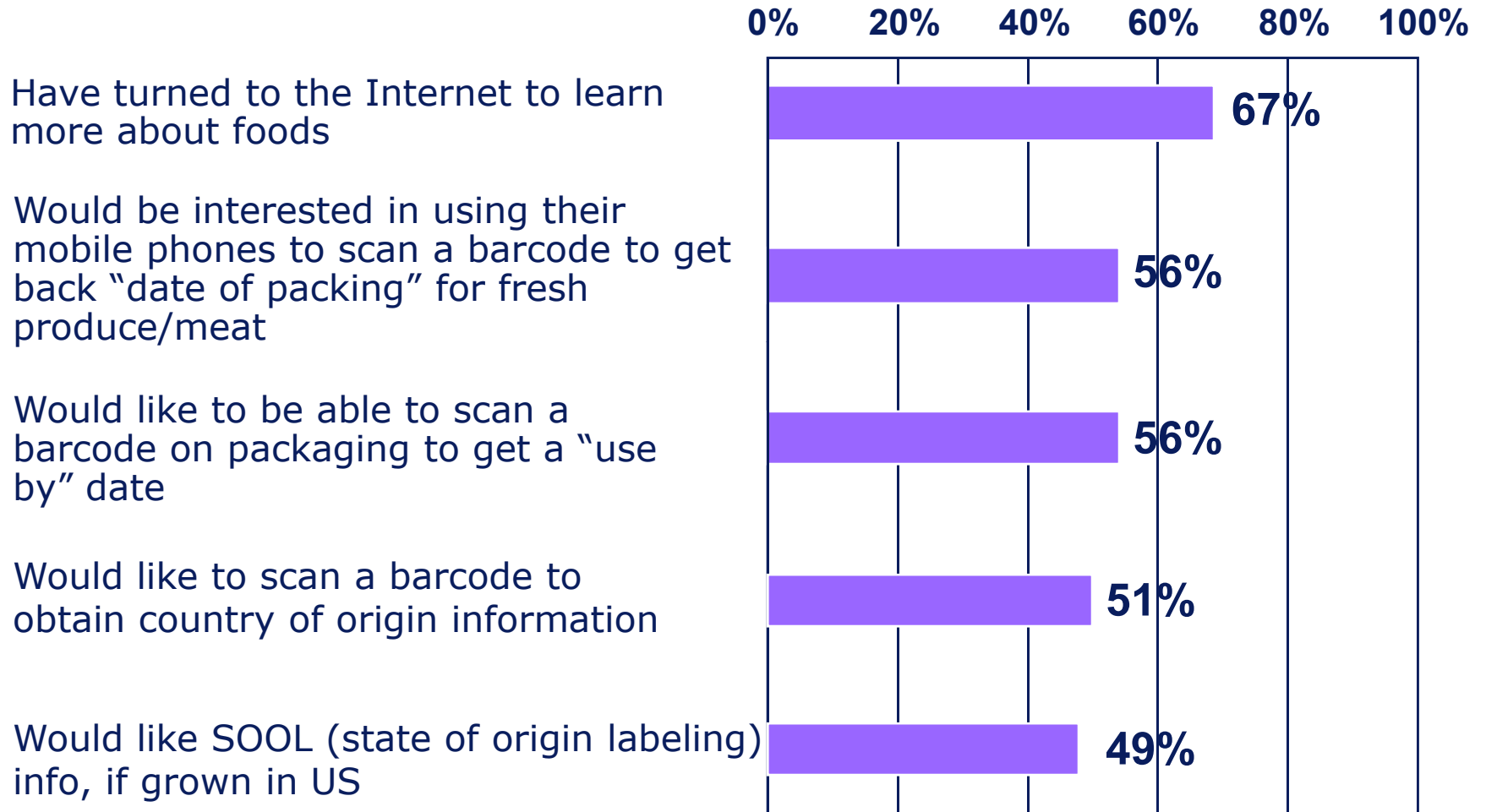
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■ Have children at home under 18 ■ Don't have children at home



# Consumers look to the Internet and to emerging technology...

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# ...yet resist the impact of developments in science

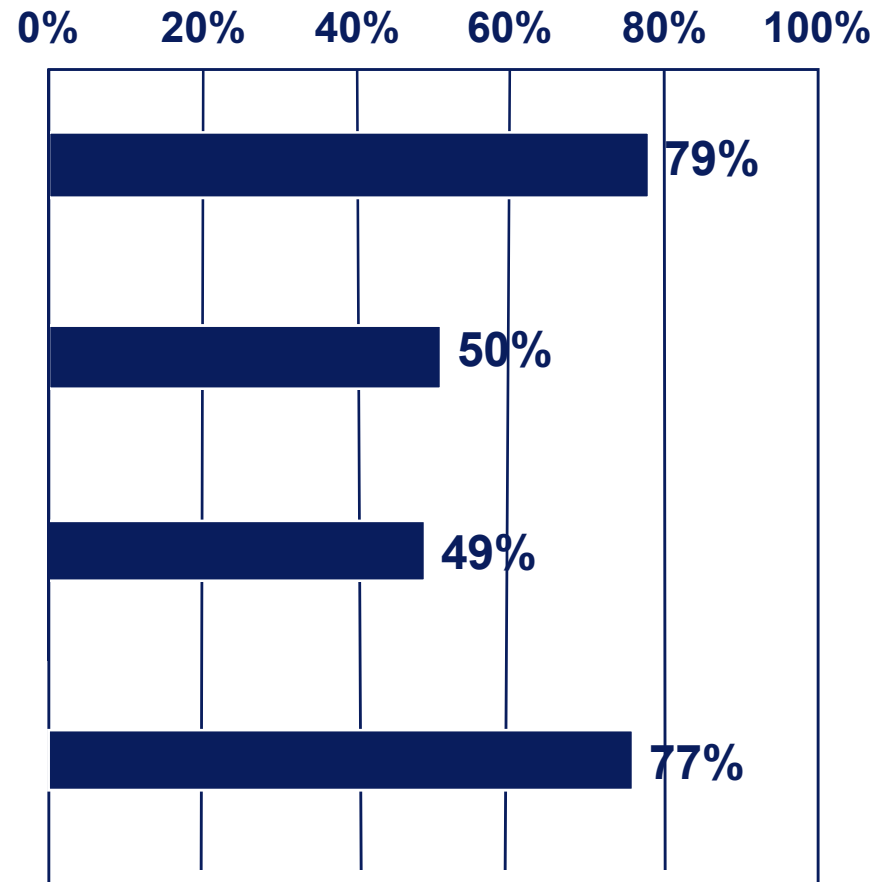
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Believe that meat from cloned animals should be labeled as such in food stores

Say meat from cloned animals should not be sold in the U.S.

Would not buy meat from cloned animals, even if prices were similar

Say they are concerned about eating genetically modified food



# In closing...

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“Profit has passed safety. They should be EQUAL!”

Anonymous Respondent #480

# About the Deloitte survey

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- The survey was commissioned by Deloitte and conducted online by an independent research company on April 21, 2008.
- The survey polled a nationally representative sample of 1,110 consumers.
- The survey has a margin of error of +/- three percentage points.