



THE LATEST I2S BRIEF: CLEAN & SIMPLE™



# TASTE SWEET SUCCESS WITH NON-GMOs

New research helps you better understand consumer concerns about genetically modified organisms, so you can offer the information, documentation and choice in sweetened products that consumers will feel good about.

*Ingredion conducted primary research with consumers through Natural Marketing Institute (NMI) in May 2015. These findings, coupled with quantitative NMI research reported in March, were used to bring you this Ingredion Idea Labs™ i2s brief.*

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# WHAT DO CONSUMERS KNOW, THINK AND FEEL ABOUT GMOs?

Few topics in the world of food cause consumers as much confusion as GMOs. How do non-GMO options affect purchase behavior, brand trust and affinity? How can you deliver sweetened products with the transparency consumers increasingly demand, backed by insights about what matters to them? See inside for answers.

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# KNOWLEDGE: **LOW**. CONFUSION: **HIGH**.

Based on their understanding of GMOs, consumers who participated in our research identified themselves as falling into one of two groups.

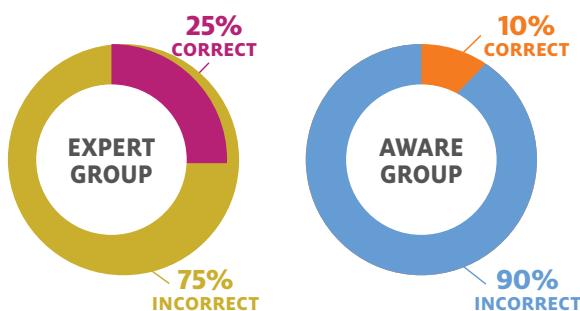


**EXPERTS**



**AWARES**

## Even self-defined **EXPERTS** answered most questions **incorrectly** about GMOs<sup>1</sup>



Consumers in both groups have very little correct knowledge of GMOs in foods and beverages and desire more education. NMI notes the difference in the groups can be characterized as those who think they know (**EXPERTS**) versus those who know they don't know (**AWARES**).

## What one **EXPERT** said:

“One negative of GMO food: the unknown of how they are creating it, how they are making the product. What is going to happen to you in 50 years? There are unknown side effects.”<sup>1</sup>

## What one **AWARE** said:

“It affects kids more because they are developing, so I am more concerned about GMOs for my kids than myself.”<sup>1</sup>

## Lack of knowledge fuels concerns<sup>1</sup>

Here are comments about GMOs made by consumers in both groups:



## Some see **benefits**<sup>1</sup>

**EXPERTS** acknowledge that good things can come from GMOs.

**look better**  
**resist pesticides**  
**grow faster**  
**increase food production**  
**grow bigger**  
**larger**

# WANTED: INFORMATION, EDUCATION AND NON-GMO PRODUCTS

All participants indicated they wanted more information—especially from third-party, non-profit organizations. They expressed some skepticism about information from food manufacturers and the U.S. Food and Drug Administration.<sup>1</sup>



**REGARDLESS OF WHAT EXPERTS OR AWARES THINK ABOUT GMOs, THEY WOULD LIKE TO SEE MORE GMO LABELING.<sup>1</sup>**

## How interest in non-GMOs varies by food category

Both EXPERTS and AWARES placed a higher importance on purchasing non-GMO foods and beverages that are:<sup>3</sup>

- consumed more frequently or on a regular basis
- good for you versus those that are viewed as indulgences (e.g., chips)
- perceived as close to their natural state versus those that are processed



**“I know you can’t grow a cookie in the field, so I don’t care whether it is GMO or not.”<sup>1</sup>** GMO EXPERT, CHICAGO

## Participants in both groups described the non-GMO brands they want as:<sup>1</sup>



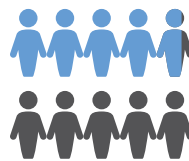
**IN OTHER NMI RESEARCH, 58% OF CONSUMERS SAY IT’S IMPORTANT FOR STORES TO CARRY PRODUCTS THAT DO NOT INCLUDE GENETICALLY MODIFIED INGREDIENTS.<sup>2</sup>**

## Consumers believe GMOs affect them



**62%**

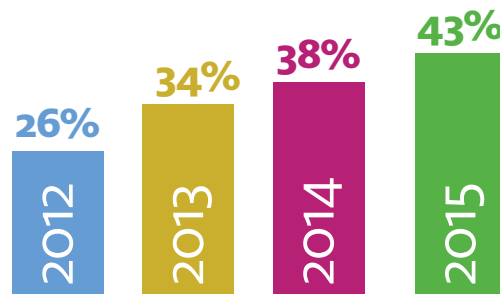
**62% of U.S. consumers say they believe GMOs affect their personal health.<sup>2</sup>**



**49%**

**49% of U.S. consumers say they believe GMOs affect the environment.<sup>2</sup>**

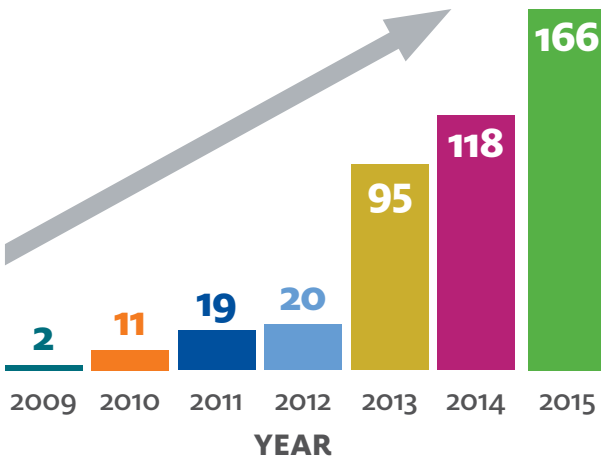
## Consumer concern about GMOs continues to rise in the U.S.<sup>2</sup>



Percentage of consumers indicating that GMOs concern them

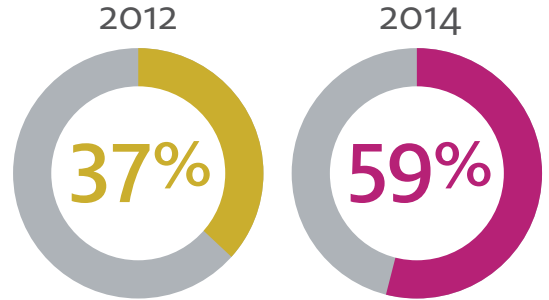
# A GROWING U.S. MARKET

**Non-GMO product launches with sweeteners as an ingredient have increased significantly<sup>3</sup>**



**Usage of non-GMO-labeled foods is up**

*The percentage of consumers indicating they used non-GMO-labeled foods/beverages in the past year has grown significantly<sup>4</sup>*



**Snacks lead the categories of foods with “GMO-free” claims**

*Total U.S. launches from 2000 to 2014 for foods and beverages with “GMO-free” claims across categories:<sup>3</sup>*



At the end of the day, many consumers just want more transparency about what’s in their food. **Formulating with non-GMO sweeteners creates opportunities for you to build additional trust and loyalty with your consumers.**



**SOURCES**

- <sup>1</sup> Natural Marketing Institute (NMI), June 2015
- <sup>2</sup> Natural Marketing Institute (NMI) 2015/2014/2013/2012 LOHAS Consumer Trends Database
- <sup>3</sup> Mintel GNPD
- <sup>4</sup> Natural Marketing Institute (NMI), March 2015

## RELY ON OUR NON-GMO TRACK RECORD AND BROAD PORTFOLIO OF SWEETENERS AND MORE

### Sweeteners for every application

No matter what your application, you can satisfy demand for products with perfect sweetness and non-GMO labeling. Look to our extensive and growing non-GMO sweetener portfolio and sweetness expertise. Among your many choices are our superior-tasting ENLITEN® stevia sweeteners, extracted from our proprietary stevia leaf cultivar, grown in Brazil.

### Your non-GMO sweetener options include:

- Glucose syrups
- Maltodextrins
- Glucose solids
- Dextrose
- Polyols
- Stevia

And, since we operate three production sites for non-GMO sweeteners in North America, you can enjoy shorter lead times and reach your speed-to-market targets more easily.

### Non-GMO starches, flours and more

As consumer demand for non-GMO products continues to grow, you can respond with products made from non-GMO ingredients you and your consumers can trust. Take advantage of our broad range of non-GMO starches, flours, nutrition ingredients and more. You'll enjoy peace of mind thanks to our decade of experience meeting and exceeding international, third-party non-GMO standards.

### Get the proof you and your consumers demand

Only Ingredion provides a strong heritage of consistent non-GMO ingredient quality, made possible by industry-leading programs, processes and partner relationships around the world. Build trust with us.

Look to Ingredion for ingredients derived from traceable, identity-preserved maize. Since 2004, Ingredion's TRUETRACE® program has protected non-GMO purity via global, third-party-audited best practices for segregation and documentation of non-GMO maize.



### Innovate with CLEAN & SIMPLE

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