

CONSUMER INSIGHT BITES

TOPIC

Confidence in science and technology among consumers of organic products

RESEARCH PROGRAM

The Customer Comes First: Putting Consumer Intelligence to Work for Horticulture

METHOD

414 consumers evaluated **hypothetical tomato products** said to be produced using different methods of pest control



KEY FINDINGS

Consumers with **low confidence in science and tech's** ability to solve environmental problems were most likely to be consumers who preferred **organic**

TAKEAWAY

Producers should strategize about how they communicate their approach to food production. High-tech approaches are seen as positive, but this can be a deterrent for nearly 1/4 of consumers.



vineland
RESEARCH & INNOVATION CENTRE