

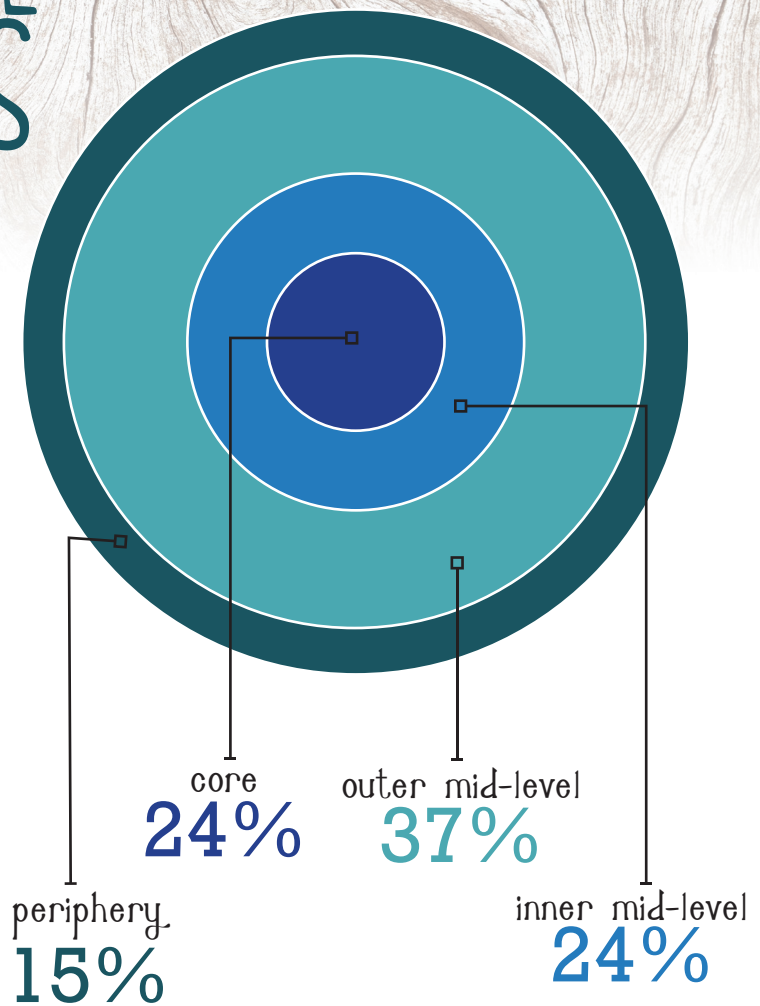
WORLD PERSPECTIVE ON ORGANICS

Consumers are trying more, buying more, and are changing their beliefs about organic foods and beverages.

Organics have become widely available in a greater number of brands, categories, retailers, and restaurants and are appearing at lower and competitive prices allowing shoppers to make new choices about the food they consume.

Why the attitude change?

It's all based on **lifestyle**. The World Model created by the Hartman Group takes into account all individuals, organizations, and cultural practices that shape attitudes surrounding organics.



- **Core** organic buyers are the most involved in the category. They are the trend setters and early adopters. They are the most knowledgeable regarding organic products.
- **Inner Mid-Level** organic buyers represent the majority of organic consumers and are the biggest opportunity for retailers. They aspire to core attitudes and behaviors but apply them with less consistency.
- **Outer Mid-Level** consumers engage with organic produce, often motivated by fear of the unknown consequences of conventional foods and by the fear of missing out of the trend.
- **Periphery** consumers know some general principles and occasionally incorporate organic products into their diet.



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