

CONSUMER INSIGHT BITES

TOPIC: Consumer perceptions of organic products

METHOD

239 consumers who attended the 2011 Canada Blooms show were surveyed about their understanding of organic practices

RESEARCH PROGRAM

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

KEY FINDINGS

50% of participants believed organic products are local



32% of participants believed organic products do not contain natural pesticides

36% of participants believed organic products are fair trade



TAKEAWAY

Consumers are purchasing based on perceptions although perceptions are not always reality when it comes to organic. Be clear about what organic means for your products.