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Mar 12, 2014

## Non-GMO Trumps Organic in 2014

By Meg Major, Chief Content Editor



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Non-GMO topped organic as a driving factor in brand choice in the 2014 Market LOHAS (lifestyle of health and sustainability) MamboTrack annual consumer research study, which found 80 percent of participants claiming to seek out non-GMO products. Fifty-six percent, meanwhile, said non-GMO was key to brand-buying versus 52 percent which cited organic as a primary purchase driver.



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### PGTV

#### Happy Trails at Hy-Vee



As part of the grocer's ambitious growth plans for the coming year, Iowa-based Hy-Vee's new 93,000-square-foot Ankeny store is located in the Prairie Trail planned community, a 1,100-acre development that includes residential, commercial and retail properties as well as parks and other



Amid a time when GMO-related issues have emerged as a prominent consumer hot button, it comes as little surprise, at least to me, that this year's MamboTrack survey results mark the first time non-GMO surpassed organic in purchase intent.

Similarly, the gluten-free category is also poised for continued growth, with seven in 10 natural shoppers buying products labeled as gluten free, and more than nine in 10 planning to increase (41 percent) or maintain their spending (57 percent) on gluten-free. The study also revealed that eight in 10 (81 percent) health-conscious shoppers buy antibiotic free (ABF) protein products – a jump over 2013's 74 percent.

Product "have-nots" are indeed driving brand choice among health-conscious consumers, affirms Karen Herther and Bethany Stanley, principals of Market LOHAS and co-directors of the annual MamboTrack Research. From non-

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GMO to gluten-free to ABF, the study's directors note that shoppers are seeking transparency, reading labels and focusing more closely on what's not in the products they buy.

Other noteworthy findings of the MamboTrack study:

- About one in 10 follow the Paleo (hunter-gatherer) diet, which is free of grains, legumes and dairy
- Even with improvements in the economy, LOHAS consumers remain price- and value-driven, with over 80 percent using either the same (43 percent) or more (38 percent) coupons.
- Half or more health-conscious shoppers will use more online printable coupons (53 percent) and retailer/in-store coupons (49 percent) in 2014.

For more information on the research or methodology, visit [www.marketLOHAS.com](http://www.marketLOHAS.com).

Meanwhile, within the context of the aforementioned transformative shifts, food retailers have boundless opportunities to build strong, lasting relationships with shoppers. But it will require a more thoughtful approach to showcase deeper engagement with products across the store that offer authenticity, distinction, specialization and yes, transparency.

Hosted by Progressive Grocer's team of seasoned supermarket industry scribes, Aisle Chatter blends the latest industry information with insider viewpoints as a natural complement to PG's reliable industry news platform. With three content sections - Trending Topics, On Our Minds and In The Aisles - Aisle Chatter is a new destination for visitors to learn, track and participate in the latest supermarket industry buzz.

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properties as well as parks and other recreational facilities.  
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