

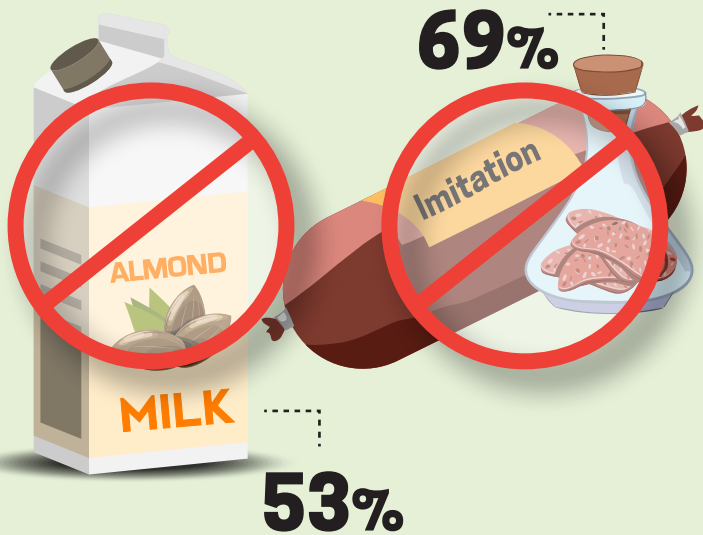
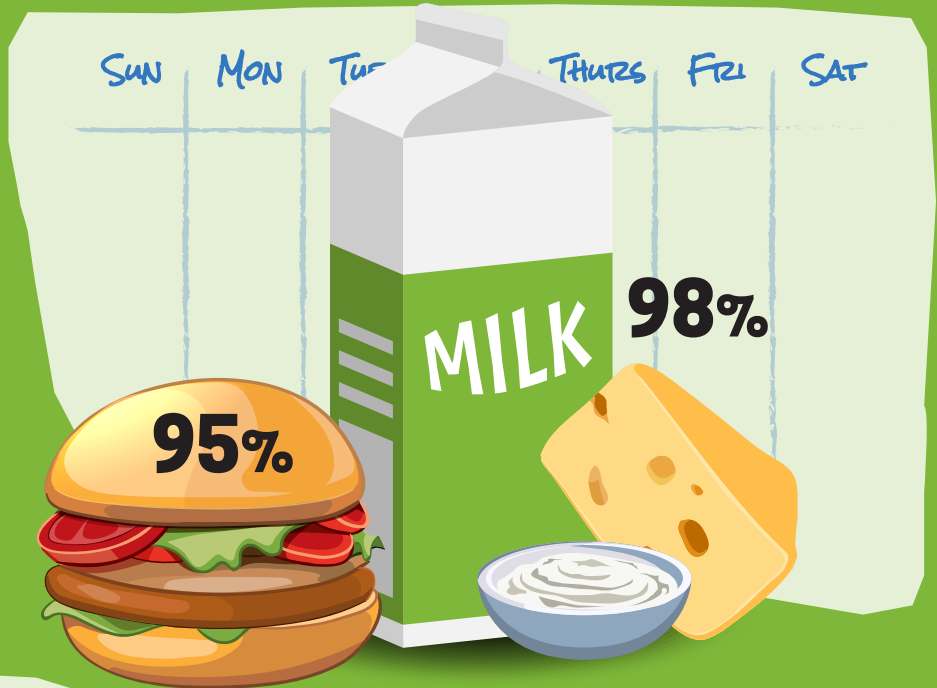
IOWA GROCERY SHOPPERS SAY **NO** TO



“FAKE FOOD”

NEARLY ALL

Consume Meat & Dairy Weekly



MOST AREN'T LIKELY

To Buy “Imitation” Meat or Milk

2 in 3

Don't Think “Meat” and “Milk” Labels Should Be Used On Substitute Products



SOURCE: Online survey conducted by The Harris Poll, on behalf of the Iowa Farm Bureau, within the United States from August 27 - September 4, 2018, among 508 Iowa residents aged 20-60, who have primary or shared responsibility for grocery shopping for their household.

For a complete methodology, including weighting variables, please contact Laurie Johns at ljohns@ifbf.org.