

RAISED WITH TRUST

IOWA GROCERY SHOPPERS TRUST THE SAFETY OF THEIR FOOD AND THE FARMERS WHO GROW IT.



MORE THAN

9 in 10

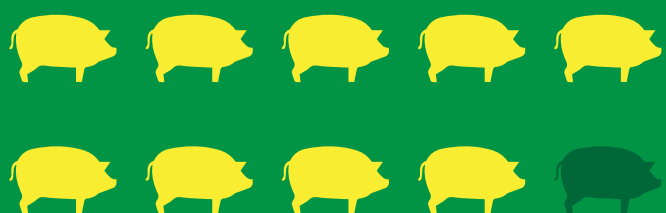
TRUST THE SAFETY OF THE MEAT, EGGS, AND DAIRY THEY PURCHASE



MORE THAN

9 in 10

PLACE TRUST IN IOWA FARMERS



9 in 10

ARE CONFIDENT IOWA FARMERS CARE FOR THEIR ANIMALS RESPONSIBLY



MORE THAN

8 in 10

ARE CONFIDENT IOWA FARMERS CARE FOR THE ENVIRONMENT RESPONSIBLY



AND THE TRUST GROWS...



KNOWING **98%** OF IOWA'S **88,637** FARMS ARE FAMILY-OWNED, **3 IN 4** WOULD TRUST FARMERS EVEN MORE.

SOURCE: Online survey conducted by Harris Poll, on behalf of the Iowa Farm Bureau, within the United States from July 22 to August 5, 2016 among 505 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.