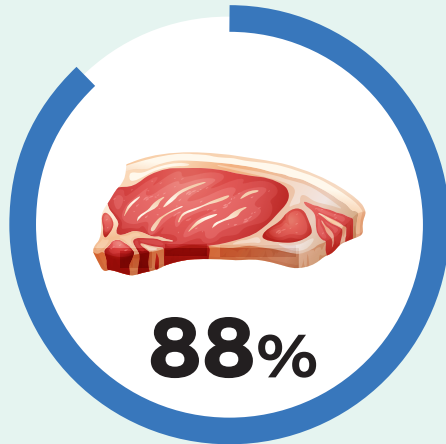


# Iowa Grocery Shoppers Weigh In Health, Sustainability & Trust

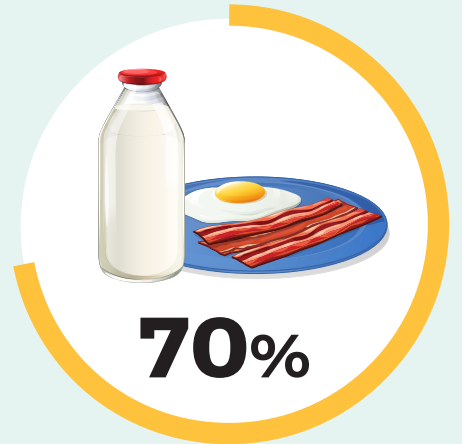
## Real Meat, Really Healthy

Iowa grocery shoppers recognize the nutrition of real meat.

When considering foods in an average diet, Iowa grocery shoppers say real meat is healthy.



Believe real meat is healthy



Are likely to eat more real meat, eggs and dairy, after learning the benefits of animal products' high-quality protein\*

A circular progress indicator with a blue border, showing 75% completion. The background of the infographic features a green field with two cows grazing on the left and a green tractor pulling a trailer through a cornfield on the right.

ARE CONFIDENT THAT FARMERS ARE IMPLEMENTING SUSTAINABLE PRACTICES

## The Upside of Down

After learning that U.S. agriculture's greenhouse gas emissions per unit of food/fiber/energy produced have declined by approximately 24% since 1990\*\*, 3 in 4 are confident that farmers are implementing sustainable practices.

## Farmers Are Trustworthy

A horizontal bar chart with a yellow bar representing 94% and a white bar representing the remaining 6%. The background features a silhouette of a person standing in a field.

This survey was conducted online within the United States by The Harris Poll on behalf of the Iowa Farm Bureau between June 24 and July 14, 2021, among 500 U.S. adults age 20-60, residing in Iowa who have primary or shared responsibility for household grocery shopping. Figures for age by sex, race/ethnicity, education, household income, marital status and household size were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

\*After learning that high-protein diets can help with weight loss and muscle tone, and that dietitians say the "highest quality" protein sources (those that contain all of the essential amino acids in amounts humans need) come from animal sources - meat, eggs, dairy.

\*\*According to the USDA and EPA