

# FARMERS STILL #1\*

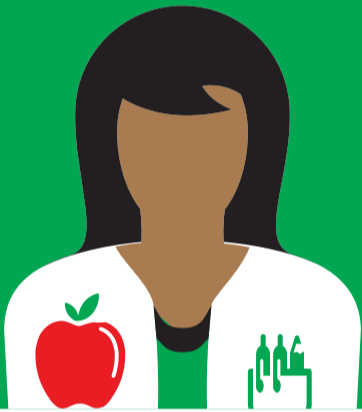
## WITH IOWAN GROCERY SHOPPERS FOR FOOD SAFETY INFORMATION



**21%**  
Farmers



According to the Iowa Farm Bureau Food and Farm Index



**15%** Dietitians/  
Nutritionists



**13%** Medical  
Professionals



**9%** Government



**6%** Food Companies



**5%** Chefs/Cooks



**2%** Restaurants

\*In 2015, the full set of responses for the most trusted include farmers (21%), dietitians/nutritionists (15%), medical professionals (13%), friends/family (12%), the government (9%), NGO (Non-government organization) (8%), supermarkets (8%), food companies (6%), chefs/cooks (5%), restaurants (2%), and other (2%). In 2013, the full set of responses for the most trusted include farmers (26%), dietitians/nutritionists (16%), friends/family (12%), medical professionals (11%), NGO (Non-government organization) (10%), supermarkets (8%), the government (7%), food companies (5%), chefs/cooks (2%), restaurants (<1%), and other (2%).

**SOURCE:** Online survey conducted by Harris Poll, on behalf of the Iowa Farm Bureau, within the United States from February 12-23, 2015 among 506 Iowa residents aged 20-60, who have primary or shared responsibility for grocery shopping for their household. The 2013 study was conducted from November 21-December 2, 2013, among 502 of these respondents.

For a complete methodology, including weighting variables, please contact Laurie Johns at [ljohns@ifbf.org](mailto:ljohns@ifbf.org).