

GMO BENEFITS

INFLUENCE IOWA GROCERY SHOPPERS*



87%

Producing foods with better nutritional value



84%

Uses less herbicide and other pesticides



82%

Produces foods with better texture or flavor



79%

Produces better yields, to make more efficient use of land



79%

Producing foods that are scientifically proven over 17 years to be as safe as conventional and organic crops



79%

Helps feed more people around the world



77%

Producing foods with a longer shelf life

* Top 3 Box scores when asked: "According to the World Health Organization, GMO (genetically modified organism) foods provide many benefits. If you knew that a food produced with GMOs provided the following benefits, how would it influence your purchasing decision? Rate your response on a scale of 1-5, with 1 indicating it definitely would not influence your decision to purchase a GMO food and 5 indicating it definitely would influence your decision to purchase a GMO food."

SOURCE: Online survey conducted by Harris Poll, on behalf of the Iowa Farm Bureau, within the United States from May 8-14, 2014, among 506 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.

For more information on the Iowa Farm Bureau Food and Farm Index, please contact Iowa Farm Bureau at www.iowafarmbureau.com.