

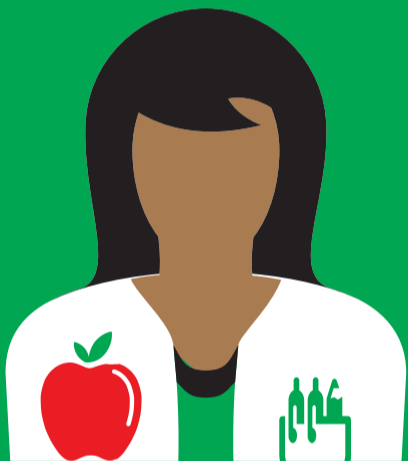
MORE IOWAN GROCERY SHOPPERS PLACE TRUST IN FARMERS THAN NUTRITIONAL AND MEDICAL PROFESSIONALS FOR FOOD SAFETY INFORMATION*



26%
Farmers



According to the Iowa Farm Bureau Food and Farm Index



16% Dietitians/
Nutritionists



11% Medical
Professionals



7% Government



5% Food Companies



2% Chefs/Cooks

*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 Interactive, on behalf of the Iowa Farm Bureau, within the United States from November 21-December 2, 2013, among 502 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.