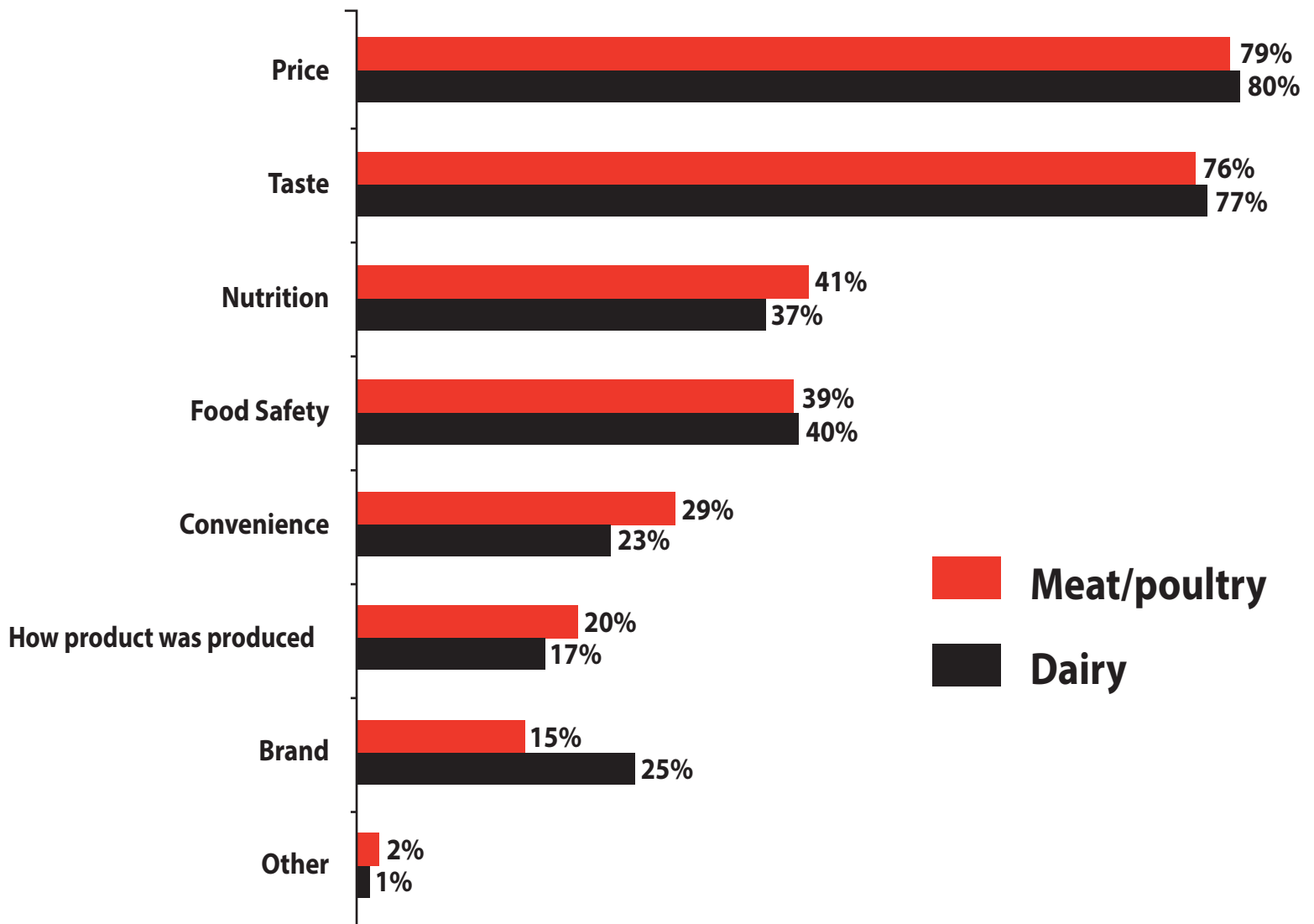


**WHEN IT COMES TO MEAT, POULTRY AND DAIRY**  
**PRICE AND TASTE**  
**DRIVE MOST PURCHASING DECISIONS**  
**OF IOWA GROCERY SHOPPERS**  
**ACCORDING TO THE IOWA FARM BUREAU FOOD & FARM INDEX<sup>SM</sup>**



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

For more information on the Iowa Farm Bureau Food and Farm Index<sup>SM</sup>, please contact Iowa Farm Bureau at [www.iowafarmbureau.com](http://www.iowafarmbureau.com).