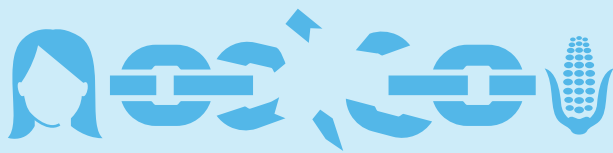


FOOD FOR THOUGHT

1000 CONSUMERS ACROSS THE NATION SHARED HOW THEY FELT ABOUT **FARMERS** AND THE **USE OF TECHNOLOGY TO GROW FOOD.**

2014 SURVEY

94% OF CONSUMERS HAVE NO DIRECT CONNECTION TO AGRICULTURE



WHAT'S IN A NAME?



42%

PERCEIVE GMOs AS NEGATIVE



57%

SUPPORT GMOs BENEFITS



BENEFITS INCLUDE:

1. REQUIRE FEWER PESTICIDES
2. CAN GROW IN LITTLE WATER & POOR SOIL
3. SAFER FOR CONSUMERS WITH ALLERGIES

73% SUPPORT PRACTICES KEEPING FOOD



AVAILABLE AND AFFORDABLE

86% OF CONSUMERS ARE CONCERNED WITH AGRICULTURAL PRACTICES



36% TRUST FARMERS

MORE THAN ANYONE

FOR INFO ABOUT FOOD PRODUCTION



70%

SUPPORT TECHNOLOGY TO AID EFFICIENCY AND PRECISION FARMING

68%

SUPPORT TECHNOLOGY TO FEED A GROWING POPULATION

