



Feed Thought

*4Customers

Survey findings on consumer perceptions of wholesomeness*

“Wholesome” is a catch-all for things consumers care about. What exactly does “Wholesomeness” mean to consumers?

52% of those surveyed believe that wholesome food is naturally high in beneficial or natural ingredients.



77% of those surveyed believe sustainability is a top factor in determining whether a food is “wholesome”

It must be good for the person eating it, followed by good for the environment, then farmers, then animals.



41% Believe farming innovations are helping us produce more “wholesome” food.



Cargill’s holistic solutions can help you deliver what consumers tell us they care about most—health and well-being, sustainability and economic vibrancy. We celebrate success stories in these areas on cargill.com/feedingintelligence—to help both consumers and producers understand that wholesomeness and science can co-exist.

*3500 people surveyed in the U.S., Norway and the Philippines.