Feed Survey findings on Survey findings on consumer perceptions of wholesomeness*

"Wholesome" is a catch-all for things consumers care about. What exactly does

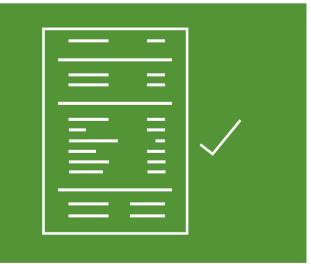
"Wholesomeness" mean to consumers?

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

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



77% of those surveyed believe sustainability is a top factor in determining whether a food is "wholesome" It must be godd for the person eating it, followed by godd for the environment, then farmers, then animals.



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.

