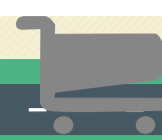
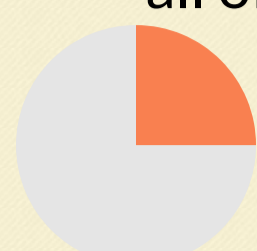


6 PRIORITIES TO PROMOTE TRANSPARENCY IN FOOD



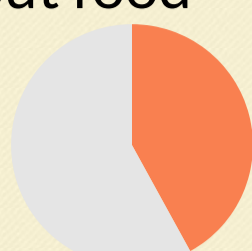
Fewer than **1 in 3** consumers say they have access to all of the information they need about food



"I trust today's food system" - Only 25% strongly agree



"I am confident in the safety of the food I eat" - Only 33% strongly agree



Less than half (42%) believe the food system is headed in the right direction



#1 IMPACT OF FOOD ON HEALTH

Retailer websites are becoming more important resources for health and wellness

78%

of U.S. shoppers are concerned about the nutritional content of the food they eat

93%

of grocery store survey respondents have webpages dedicated to health and wellness

71%

of grocery store survey respondents publish health and wellness blogs

#2 FOOD SAFETY

96%

of grocery store survey respondents have a dedicated food safety education plan for shoppers

95%

of U.S. shoppers "TRUST their grocery store to ensure the food they purchase is SAFE"



#3 IMPACT ON ENVIRONMENT

28%

of U.S. shoppers want to know actions grocery stores are taking to improve their impact on the environment



#4 LABOR AND HUMAN RIGHTS

Grocery stores are working to combat human rights violations, including complying with California's disclosure law that focuses on human trafficking and slavery in the global marketplace



40%

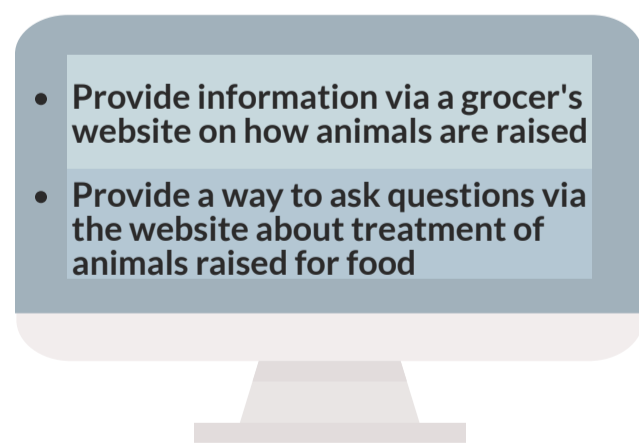
of U.S. shoppers want to know how grocery employees are treated

#5 TREATMENT OF ANIMALS RAISED FOR FOOD

32%

of U.S. shoppers want grocery stores to share information about how animals are treated

- Provide information via a grocer's website on how animals are raised
- Provide a way to ask questions via the website about treatment of animals raised for food



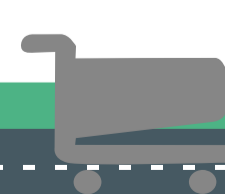
#6 BUSINESS ETHICS IN FOOD PRODUCTION

Grocers are directing suppliers to follow ethical sourcing policies, including information on third-party audits of their supply chains



48%

of U.S. shoppers want to know sourcing of ingredients



Learn more at FMI.org/Transparency

