



While UK headlines have been dominated by Covid and Brexit and we have seen continuous innovation in both the Plant Based and Free From categories, there has been a steady but largely silent growth in sales of Organic food and drink.

We wanted to find out the latest opinion on Organic and sent a quick survey to our Neighbourhood Net to find out more



Neighbourhood Net



Of those we surveyed, **2 in 3** had bought some organic products

What did they buy



Bakery



Fish



Meat /
Poultry



Fresh
Fruit



Fresh
Vegetables

Why did they buy it



- 77% - Free from pesticides and synthetic fertiliser
- 65% - More natural / free of artificial food additives
- 53% - Better for the environment
- 49% - Not as processed
- 43% - A kinder way to tend to the land
- 43% - More planet friendly
- 42% - Higher standards of animal welfare

Sample base 315

