

“Organic vs. Non-GMO Infant Formula” Survey Highlights

Whether you’re a parent or currently expecting, you’ve probably come across the ongoing Organic vs. conventional debate when it comes to what goes into your child’s body - and with good reason since babies can be more vulnerable to environmental toxins. But, what about Organic vs. Non-GMO? You’re not alone if you’re thinking Non-GMO may be similar to Organic.

A recent survey of 1,000 moms with children between newborn and three-years of age was conducted to gain insight on the confusion around Organic vs. Non-GMO products when it comes to baby. It’s important to understand the difference between these labels so you can make the best choices for you and your family.



Organic vs. Non-GMO Misconceptions:

- You’re not alone! Two thirds of moms don’t know the difference between Organic and Non-GMO products.
 - Although the majority (68%) of moms felt they knew the difference between Non-GMO and Organic, only 31% actually selected the correct definition.
- More than half of moms (54%) didn’t realize that Organic products are better than Non-GMO products, specifically because Organic is Non-GMO **plus** a lot more.
 - *Where Moms Excelled:* The majority of moms knew that Organic products prohibit toxic, persistent pesticides (68%), synthetic fertilizers (58%), antibiotics and artificial growth hormones (53%).
 - *Where there was confusion:* Less than a third of moms knew that Organic products are always Non-GMO (29%) and regulated by federal law (26%).
 - Almost one in five moms incorrectly assumed Non-GMO products prohibited antibiotics or hormones for animals (18%), toxic, persistent pesticides (17%) or artificial colors, flavors or preservatives (17%).
 - One out of four moms believe Non-GMO products prohibit the use of chemicals and pesticides, which is only a requirement for Organic.
- One third of moms assume that the Federal Drug Administration (FDA) defines what Non-GMO means for consumer products, which is not true.
 - However, nearly half of moms (48%) did know that the United States Department of Agriculture (USDA) defines what “organic” means when it comes to food.

Organic Decision-making:

- Majority of moms (76%) said they have purchase foods labeled organic at least sometimes.
- Nearly half of moms (43%) purchased organic food when their child started eating solids, yet only ten percent (10%) purchased organic infant formula.
 - Although some moms responded they purchased organic baby food to ensure a healthy start for their child, they didn’t necessarily purchase organic infant formula. Infant formula is typically introduced first for those not breastfeeding.
- The most popular organic baby product is food, followed by baby wash and baby lotion. Organic infant formula was ranked last on the list.

- No doubt that “Breast is best,” but many moms who breastfed shared that if breastfeeding wasn’t an option, organic infant formula would be the next best thing.

The Future is Organic:

- Seventy-seven percent of moms agree that that they are more likely to buy organic products for their children rather than themselves.
- While a higher price is the main barrier for mom to purchase organic, a majority (78%) of moms stated they are more likely to purchase organic in the future after learning Organic is Non-GMO plus so much more.
- Moms provided many reasons why they choose to feed their babies organic food, including:
 - Ensures baby has a healthy start from the beginning.
 - Making healthy choices now helps long term growth and ultimately mom wants baby to be healthier than she is.
- Majority of moms (53%) agree that when it comes to purchasing products for baby, making sure there are no toxins or pesticides was most important, followed by no use antibiotics or hormones for animals. Both of which organic products can guarantee.
 - In addition to avoiding pesticides and toxins, on average two out of five (40%) moms said the ecological impact of organic was important to them when purchasing, which includes ensuring that animals eat organic feed, protecting wildlife and promoting biodiversity, and supporting sustainable farming. (See below chart for full ranking.)

Organic Purchasing Decisions For Baby			
Ranking of Key Messages Important to Mom		Organic	Non-GMO
1	No toxic, persistent pesticides	✓	
2	No antibiotics or hormones for animals	✓	
3	No artificial colors, flavors or preservatives	✓	
4	Regulated by federal law	✓	
5	No synthetic fertilizers	✓	
6	No GMO ingredients	✓	✓
7	Animals eat 100% organic feed and pasture	✓	
8	Supports sustainable farming	✓	
9	Protects wildlife and promotes biodiversity	✓	
10	Enhances Soil fertility	✓	

Survey Methodology

This survey was conducted on behalf of Perrigo® Nutritionals between July 21 and August 8, 2017, among 1,000 nationally representative Americans between the ages of 18 and 65 who currently have a child between newborn and three years of age, using an email invitation and an online survey. Margin of error is +/- 3 percent.