

New Organic Buying Habits Projected to Stick Beyond Recession Says Mambo Sprouts Marketing Survey

Value-Oriented Consumers Buying Organics on Sale with Grocery Coupons and Turning to Store Brand Private Label Organics

Collingswood, NJ (June 18, 2009) — Consumers are still committed to healthy, natural and organic foods, but are changing their buying habits to maintain these priorities during the economic recession. That's according to a recent MamboTrack™ quick poll by Mambo Sprouts Marketing, the leader in natural and organic product marketing and promotions. The company surveyed the buying habits of natural and organic product consumers to identify recent changes in organic shopping and eating patterns.

Even with the tight economy, natural and organic consumers remain committed to eating healthy with 9 in 10 (87%) reporting that they were not willing to give this up. A majority (about 55% each) would not forego healthy and eco activities such as natural and organic products, vitamins and supplements and “green” environmentally friendly products.

Those adjusting their organic buying and eating habits (45% of respondents) are frugal shoppers seeking value and ways to purchase organics more economically such as being more selective when buying organics (67%), buying organics on sale (65%), using more coupons (50%), and buying more store brand/private label organics (48%).

Respondents see this change in the way they purchase organics as long term. Most will (52%) or may (32%) continue these new buying habits when the economy improves. The outlook for organic products looks strong, with more than 8 in 10 respondents planning to buy the same amount of organics (46%) or more (36%) when economy improves (1 in 6 were unsure; only 2% will buy less).

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Store brand/private label organics remain part of the cost saving strategy with 9 in 10 (88%) buying on a regular (38%) or occasional (50%) basis. One in four (26%) are buying more of these products since the recession started. Grocery staples such as cereal, grains and pasta (80%), dairy (72%), condiments (61%) and household cleaning products (61%) displayed the highest store brand/private label category purchasing.

“For branded organic products, the challenge is to regain market share through brand building initiatives such as layered promotions, education regarding brand values and coupons so that they are well positioned post-recession,” said Matthew Saline, CEO for Mambo Sprouts Marketing.

Visit www.mambosprouts.com for green and organic product marketing and promotions.

ABOUT MAMBO SPROUTS: Mambo Sprouts Marketing is a full service health, natural and organic foods and products marketing and promotions company. Through their online, mail and in-store programs, Mambo Sprouts reaches over 2 million proven N&O shoppers quarterly. Mambo offers manufacturers and retailers a complete range of customized programs including: the industry’s first and only natural product co-op mailer featuring an optional custom solo mailing; Mambo Sprouts natural and organic product Messenger newsletter and coupon books distributed quarterly to 385,000 N&O consumers; offline and Web-based market research services; offline and online mail list development; *Go Mambo!*, Mambo Sprouts’ mobile promotions van that travels throughout target regions distributing product samples and coupons at major events and festivals; Web marketing including natural product instant e-coupons, sample offer promotions, and a monthly targeted health e-newsletter. Mambo Sprouts is based in Collingswood, New Jersey. For more information call (856) 833.1933 or visit www.mambosprouts.com.