



press release

FOR IMMEDIATE RELEASE
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Natural and Organic Consumers Not Giving Up

Mambo Sprouts Marketing Survey Forecasts 2009 Buying Trends; Organic Still Important but Cost Consciousness On the Rise During Recession

(Collingswood, NJ -December 16, 2008) — Despite the economic recession, consumers are likely to hold steady and maintain natural and organic grocery purchasing in 2009. That’s according to a recent MamboTrack™ study by Mambo Sprouts Marketing, the leader in natural and organic product marketing and promotions, which surveyed the buying habits of 1,066 natural and organic (N&O) consumers and their outlook for N&O purchasing for the coming year.

Even with further economic deterioration and the weakening job market, consumers remain committed to natural and organic product purchasing in 2009, with 8 in 10 reporting no plans to change (41%) or only changing somewhat (40%). Only one in five (18%) planned notable adjustments to their N&O shopping habits.

Still, the study revealed that cost saving activities were on the rise. Consumers are taking a variety of actions to stretch their food dollars including using more grocery coupons (81%), stocking up more on sale items (73%), and cooking more meals at home (61%). One in two are being more selective when buying organics (50%) and buying store brand/private label organic products (49%).

Consistent with 2008, consumers identified taste (93%), health/nutrition benefits (89%) and ingredients (87%) as important factors in brand purchasing decisions. However, price factors ranked higher for 2009 across three categories: sale price (82% rating important vs. 76% in 2008), coupon for brand (70% vs. 65%) and advertisement or promotion for brand (44% vs. 24%).

Similarly, in deciding where to shop, consumers ranked price (71% vs. 60% rating very important) and in-store specials (52% vs. 44%) higher in importance in 2009. While consumers will continue to shop for natural and organic groceries at multiple outlets, they planned to shop more at farmer’s markets (31%) and less at gourmet markets (24%).

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Asked what actions natural product companies and retailers can take to assist with organic purchasing, nine in ten respondents called for more organics coupons (91%) and lower prices (88%). About one in two looked for a wider selection of organic products (54%) and organic money saving tips (51%).

“As an organic food producer we need to stay cognizant of consumer priorities in order to maintain relevancy and help consumers make healthy buying choices,” said Tripp Hughes, director of Category Management for Organic Valley, America’s largest cooperative of organic farmers and one of the nation’s leading organic brands. “The insights gained through the survey dialog with Mambo Sprouts advisors are critical to assisting Organic Valley in maintaining a timely understanding of consumers’ priorities.” Hughes and his team provided manufacturer perspective in formulating the 2009 Mambo Sprouts Consumer Outlook survey.

Survey results courtesy of Mambo Sprouts’ MamboTrack™ online survey taken between November 24 and November 25, 2008—1,066 natural and organic product consumers responding.

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; MamboTrack, 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