

Consumers Still Buying Organic and Living Green Despite Economy

Mambo Sprouts Survey Reveals Savvy Consumers Using Coupons, Shopping Locally and Cooking More to Offset High Fuel and Food Costs

Collingswood, NJ, April 29, 2008—Consumer interest in buying green environmentally friendly products and healthy organic food remains high despite the tough economy and rising food and energy prices. A recent market research survey released by Mambo Sprouts Marketing showed that consumers are placing a priority on buying green and 2 in 3 or more are using coupons, stocking up on sales and cooking meals at home to stretch their grocery dollars.

Even with the faltering economy and rising food and energy prices, about 9 in 10 (88%) consumers reported buying the same (52%) or more (36%) green environmentally friendly products vs. 6 months ago. About 7 in 10 consumers are still willing to spend up to 20% more for “green” sustainable products. Only 1 in 6 (17%) respondents reported buying fewer natural and organic foods, as individual comments suggested that short-term savings would have long-term costs to their family’s health and the environment.

Results showed fuel prices are driving dual aspects of consumer behavior. Respondents are shopping closer to home and combining trips to reduce gas expense as well as buying more local and seasonal produce for lower prices and to reduce food miles and their carbon footprint.

Natural and organic consumers are using a variety of money saving strategies to offset higher food and energy prices, including: 1) increased reliance on coupons and sales; 2) preparing more meals at home; 3) wasting less of their purchases; 4) preparing more meatless, vegetarian meals; and 5) buying less bottled water—using filtered and tap instead.

Money saving topics of interest to 2 in 3 consumers included: finding healthy coupons and offers online (77%), saving money on organics (74%) and healthy kid’s meals and snacks (65% of families). According to Mambo Sprouts, consumer commitment to green and organic products reflects the increased media attention and awareness of the health and environmental benefits of buying organic, locally-produced, sustainable food.

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press release

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The Mambo Sprouts survey focused on interest in shopping for green and organic products in tough economic times. The survey was issued in April 2008 and completed by over 1,000 natural and organic consumers. The survey was fielded by Mambo Sprouts Marketing, a leader in natural and organic product marketing and promotions www.mambosprouts.com.

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.