

The Boston Globe

BUSINESS NEWS UPDATES

From the Boston Globe Business Team

September 11, 2008 09:15 AM

Survey: Locals not cutting back on organic chow

New Englanders are not cutting back on healthful organic food and environmentally friendly products despite a sluggish economy that often means higher grocery prices.

So asserts a new market research survey released by [Mambo Sprouts Marketing](#), a New Jersey firm that develops and executes direct mail, retail, Web, and market research programs targeted at consumers interested in natural and organic products.

[Mambo Sprouts](#) said that 83 percent of 111 New England respondents to the survey reported that they were buying the same (55 percent) or more (28 percent) green environmentally friendly products than they were six months ago, and 45 percent of them said they are still willing to spend more for green products, [Mambo Sprouts](#) said.

The firm added in a press release: "Natural and organic consumers from New England appear slightly more frugal than their counterparts on the opposite coast. About four in ten Californians (39 percent) and Northwesterners (38 percent) reported buying more green products."

The firm also said that its [Go Mambo!](#) van and sampling tour is set to roll into New England this week and rove about through mid October. The photo of the van at right was provided by the firm's publicist.

(By Chris Reidy, Globe staff)

