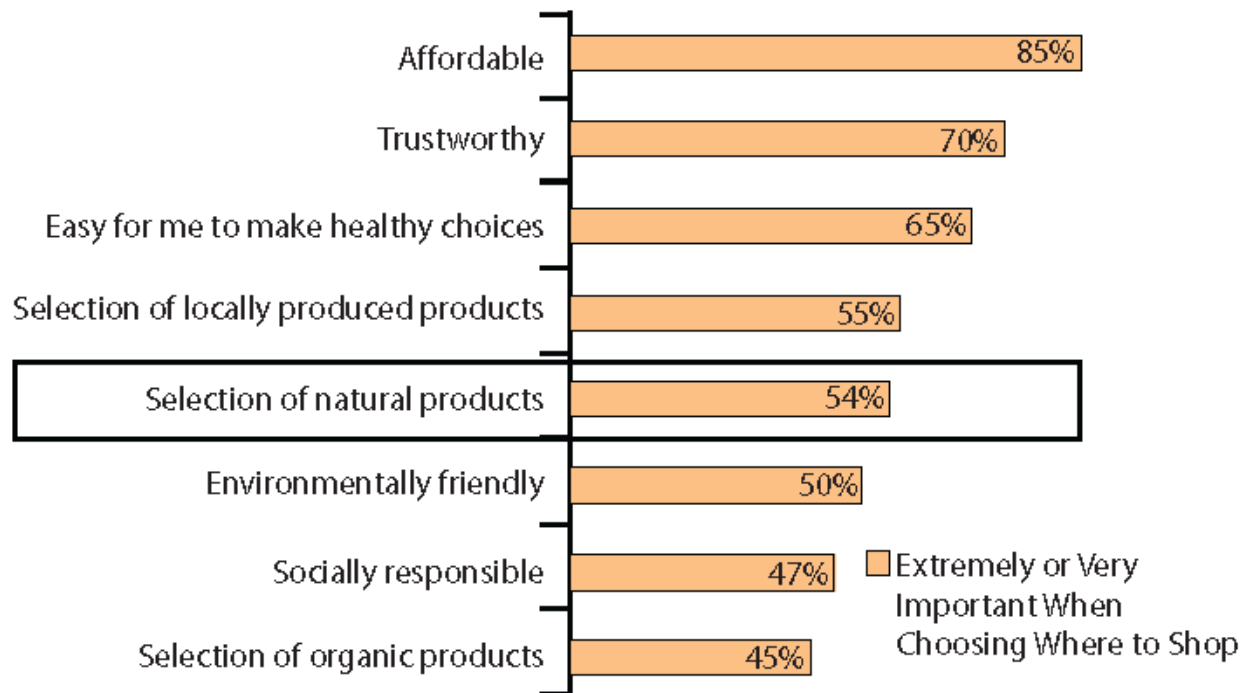


## Shoppers Priorities



© EcoFocus Worldwide, Base: 3,932 U.S. Grocery Shoppers, March 2013

“Affordability,” “Trust” and “Easy Healthy Choices” matter most when choosing where to shop. Selection of natural products is a priority for more than one in two shoppers.