

CONSUMER ACCEPTANCE of PRRS-resistant pig

Research conducted by Circana

Circana surveyed 1,000 representative shoppers across the U.S., ages 18 – 70, including segments across genders, generations, and race, as well as heavy vs. light pork consumers, and healthy vs. mainstream eaters.



Survey respondents reviewed four messages based on peer-reviewed research:



Improved Sustainability



Fewer Antibiotics



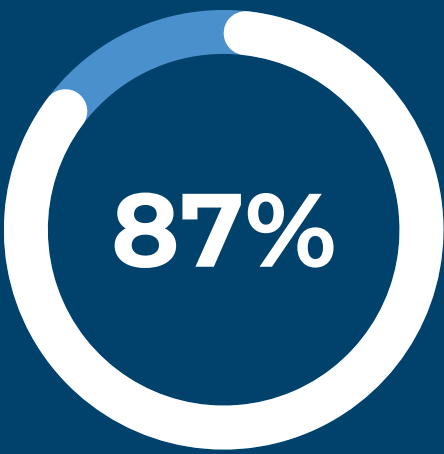
Safety



No Impact on Taste

Respondents were then asked which message would most motivate them to purchase pork.

While all messages received a positive response, results showed that pork from PRRS-resistant pigs has an...



purchase likelihood when consumers learn about the taste and safety standards of the product.

This purchase likelihood score is above average relative to Circana’s benchmarks, indicating a high purchase likelihood.

That **DOES NOT** mean 13% of people are unlikely to buy pork from PRRS-resistant pigs. Rather, that means that an individual is 87% likely to purchase the product when they go to the grocery store.



The research found that all consumer segments, except those that purchase pork once a month or less, are likely to purchase pork from PRRS-resistant pigs when they learn about the taste and safety of the product.

Heavy pork consumers are 89% likely to purchase

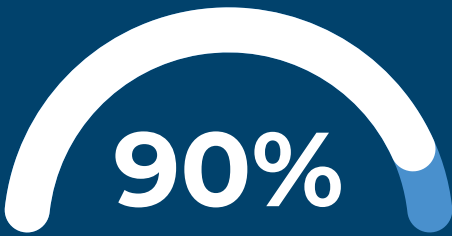


GEN X IS



likely to purchase

FEMALES ARE



likely to purchase

The taste message received a perfect strength score, 10/10, indicating consumer confidence that pork produced this way will be purchased.