

CONSUMER DEMAND FOR RBGH- (RBST-) FREE DAIRY PRODUCTS

PROFESSIONAL SURVEY RESULTS

- 80% of consumers felt dairy products originating from cows that have not been treated with rBGH should be allowed to be labeled as such – **Lake Research Partners** for Food and Water Watch - 2007
- 53% of primary grocery shoppers said they were looking for dairy products free of artificial hormones – **Natural Marketing Institute's Health & Wellness Trends Database survey**, San Francisco Chronicle, March 25, 2007
- 55% of respondents would buy milk labeled without synthetic bovine growth hormone if available; 76% said they were very concerned or somewhat concerned with dairy cows given synthetic growth hormones; 88% strongly agreed or somewhat agreed that "milk from cows raised without synthetic bovine growth hormone should be allowed to be labeled as such." – **Consumer Reports National Research Center** – June 7-10, 2007 : http://greenerchoices.org/pdf/Food%20Labeling%20Poll-final_rev.pdf
- 58% of 3,000 survey respondents in Ohio disagreed or strongly disagreed with the statement: "I'm not concerned about consuming milk from cows given growth hormone." Less than 17% agreed or strongly agreed. – **Ohio State U. Survey of Food, Farming & the Environment** - 2007
- In a 2006 survey in Washington State, 64% of respondents were aware of rBGH; of those, 31% altered their dairy consumption habits as a result. Both figures are the highest since the survey was launched in 1998. Consumers also reported worrying about the safety of dairy products (21%) and about the production methods used in the dairy industry (28%) in greater numbers than in prior years.

The use of hormones topped the list of concerns in both cases. Switching to organic or non-rBGH milk was the most common reaction among respondents. – **Washington Dairy Products Commission survey**, Capital Press, March 2, 2007

- Consumers were willing to pay a dollar a gallon more for milk that didn't come from cows treated with rBGH – **University of Wisconsin 2003 survey**, Palm Beach Post, June 3, 2007.
- 58% knew that a large percentage of dairy cows were given synthetic hormones. Assuming little, if any price difference, 81% would prefer to buy dairy products from cows not treated with synthetic hormones. – **Caravan Research Opinion Research Corporation 2007 survey** for Chipotle Restaurants
- 61% of consumers said their main reason for buying organic foods was to avoid products that relied on antibiotics or growth hormones – **Hartman Group survey** (2006), San Francisco Chronicle, March 25, 2007.
- Organic milk sales have grown by approximately 20% each year for the past decade – **Organic Trade Association Survey**, Chicago Tribune, Jan. 10, 2005

Compiled by Rick North, Project Director – Campaign For Safe Food, Oregon Physicians for Social Responsibility, 503-968-1520, hrnorth@hevanet.com.