

## WHAT ARE THE FACTORS THAT INFLUENCE MAINERS WHEN BUYING FOOD?

<b>93%</b>	<b>Freshness</b>	<b>57%</b>	<b>Antibiotic / hormone free</b>
<b>87%</b>	<b>Flavor</b>	<b>48%</b>	<b>Fair trade</b>
<b>85%</b>	<b>Nutrition</b>	<b>44%</b>	<b>Knowing producer / fisherman*</b>
<b>70%</b>	<b>Cost</b>	<b>39%</b>	<b>GMO free</b>
<b>65%</b>	<b>Humanely raised</b>	<b>34%</b>	<b>Easy to prepare</b>
<b>60%</b>	<b>Local</b>	<b>26%</b>	<b>Certified organic</b>

\*Fisherman includes lobsterman

Source: Maine Food Strategy 2014 Consumer Survey Report [www.mainefoodstrategy.org](http://www.mainefoodstrategy.org)