

*Packaged Facts*, "Organic and Clean Label Food Consumer in the U.S. - Food Consumer Insights", *Market Research*, January 2018 <https://www-marketresearch-com.libezproxy2.syr.edu/academic/Product/15313326> Retrieved July 16, 2020

According to their website, [Packaged Facts](#) is the self-described "leading source of market research on the consumer goods and services industries." Their January 2018 report "Organic and Clean Label Food Consumer in the U.S. - Food Consumer Insights" provides insight into consumer attitudes and behaviors when it comes to food choice. Focusing specifically on organic food, the report details the growing tendency of the US consumer to gravitate toward organic and "clean" food. It explores the reasons behind this trend, the effect product labeling has on sales, and the potential profits to be made should food product manufacturers respond to the changing consumer expectations.

At 186 pages, I have to admit I did not read the entirety of "Organic and Clean Label Food Consumer in the U.S." It was in fact, the first market research report I'd ever really seen. I was fascinated by the statistics provided, especially those designed to help those in the food industry to better understand the trends. No corner of the potential market was left unexplored, and the overwhelming evidence pointed to the increasing value being placed on organic and "clean" food by the average consumer. I appreciated the time I spent reviewing this article because it underscored the idea that business will eventually respond to consumer demand, particularly when there is money to be made.