

BEYOND THE LABEL: WHAT CONSUMERS MEAN BY “CLEAN”

Clean encompasses a variety of attributes. Consumers seek more knowledge about the foods and beverages they purchase and look for products with a wide variety of specific attributes that ladder up to clean. Clean food encompasses a wide variety of attributes that consumers are seeking: clean production (organic, fair trade); clean processing (organic, natural); clean ingredient list (natural).



Source: *Beyond Organic and Natural* 2010 report