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## News Release

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### **AUSTRALIANS LOOK TO ORGANIC AND FUNCTIONAL FOOD AND DRINK AS PART OF A HEALTHY LIFESTYLE: NIELSEN SURVEY**

**Sydney, 26 November 2007** – An overwhelming majority of Australians now include a range of organic products and ‘functional’ foods and beverages (ie those promoting specific health benefits) in their shopping baskets, according to a new study released today by The Nielsen Company.

Conducted twice-a-year among 26,486 internet users in 47 markets<sup>1</sup> including 500 Australian consumers, the Nielsen study surveyed consumers on their purchase habits and attitudes toward organic products and foods and beverages that promote specific health benefits.

The online survey found that less than two percent of Australians (1.6%) said they never purchased functional foods and only one in five (21.6%) did not purchase organic products. Of those who purchased organic and functional foods, the most popular reason was for health benefits (50%). (See chart 1).

“An ageing population, rising obesity levels and the occasional food scare have all served to heighten awareness among consumers about the importance of diet and staying healthy,” says Megan Treston, Director, Client Service, The Nielsen Company. “This has

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<sup>1</sup> **47 Markets Covered:** Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Czech Republic, Denmark, Egypt, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Italy, Japan, Latvia, Lithuania, Malaysia, Mexico, Netherlands, New Zealand, Norway, Philippines, Poland, Portugal, Russia, Thailand, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Turkey, UAE, United Kingdom, US and Vietnam.

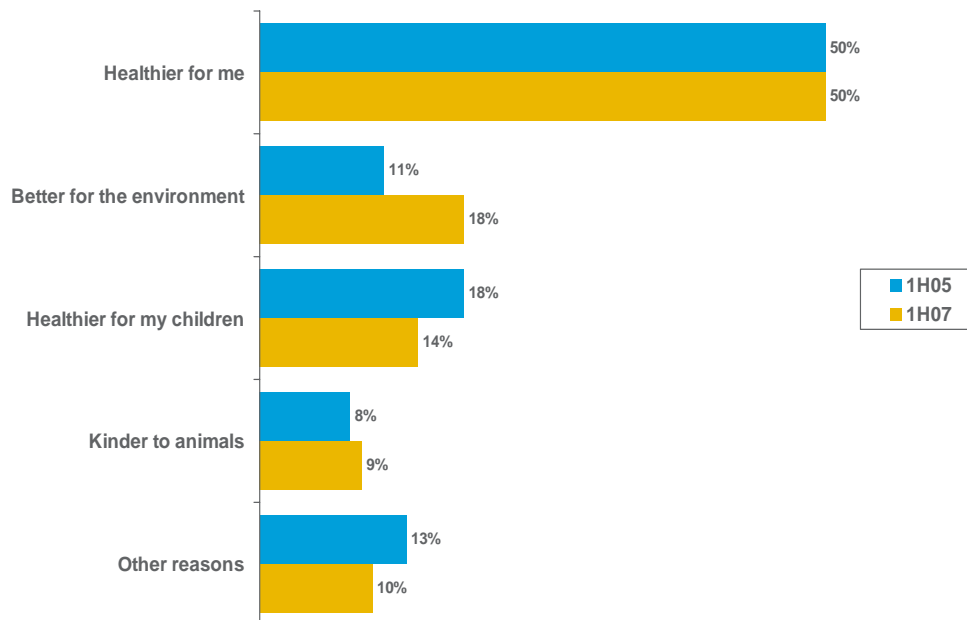
lead to the rapid expansion of organic products and the emergence of functional foods and beverages.”

Many of the functional foods and beverages purchased by Australians are staples in our diet such as bread, milk and margarine. (See chart 2). Whole grain/high fibre products, for example, were by far the most frequently purchased staple with 95 percent of Australian consumers having purchased whole grain/high fibre products. This was followed by cholesterol reducing oils and margarines (83%) and yoghurts with acidophilus cultures / pro-biotics as well as bread with added calcium or other vitamins (both 81%).

Among the various types of food categories offering organic options, vegetables and eggs were the most commonly purchased by Australian consumers (71%), followed by fruits (69%). (See chart 3).

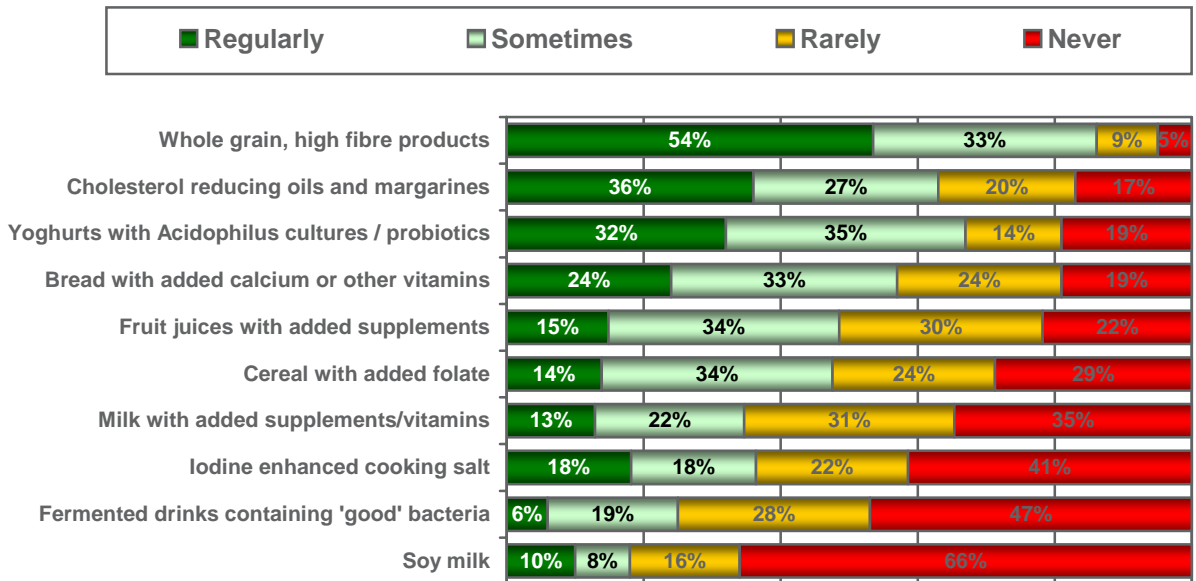
Overall, the level of consumer acceptance of organic options was found to be higher now than it was when Nielsen conducted the survey in 2005. Products experiencing the largest growth in the two years to 2007 included packaged foods (up 20 percentage points), carbonated beverages (up 15 percentage points) and fruit juice (up 14 percentage points).

**Chart 1: Main reason for purchasing organic products**

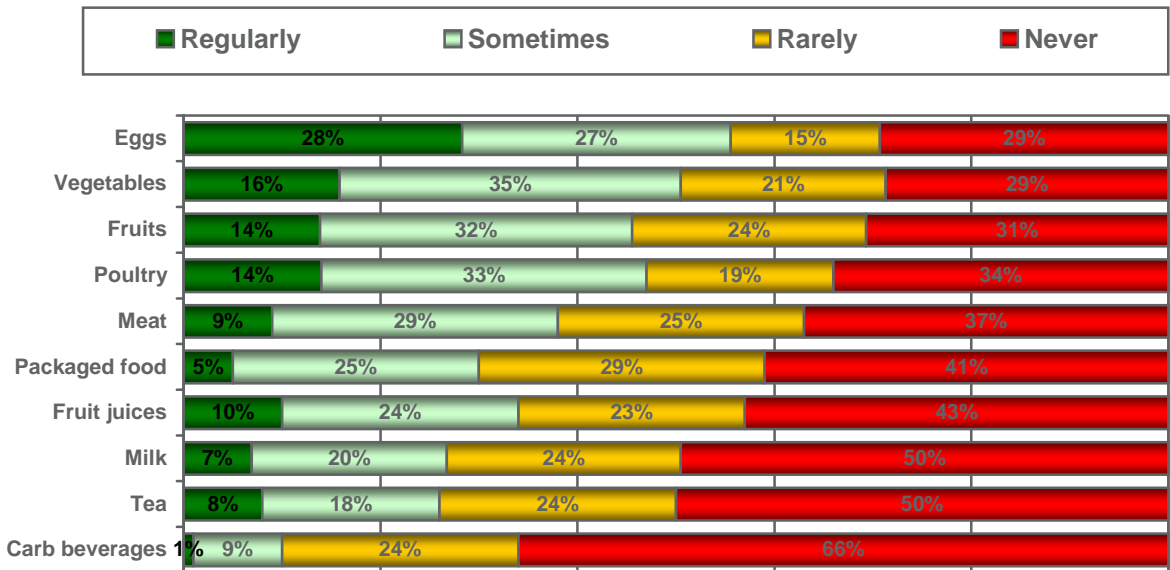


Base: Respondents who purchased organic products

**Chart 2: Frequency of purchasing foods and beverages that offer specific health benefits**



**Chart 3: Frequency of purchasing Organic food and beverage options**



**About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions and recognised brands in marketing information (ACNielsen), media information (Nielsen Media Research), business publications (Billboard, The Hollywood Reporter, Adweek), trade shows and the newspaper sector (Scarborough Research). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).

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