

## Millennials support sustainability and biotech

Health and nutrition related information are two important topics for US consumers, but recently there has been an increasing interest in food production and sustainability. This year, the International Food Information Council (IFIC) recently conducted its biannual [\*Consumer Perceptions of Food Technology Survey\*](#) to gauge American consumers' knowledge, opinions, perceptions, and behaviors in the context of plant and animal biotechnology, food production, and sustainability. For the first time, the Survey looked at how Millennials' opinions on these issues compared to other age groups. Many interesting findings indicate opportunities to communicate with this increasingly influential group:

1. **Millennials are more aware of sustainability and are willing to pay more for sustainable foods.**
2. **Millennials are also more favorable toward food biotechnology than other age groups.**
3. **Millennials don't trust conventional sources for information on food and health issues.**

**Read full, original article:** [Can You Be in Favor of Both Sustainable Foods and Biotechnology? Millennials Say You Can](#)