

## Consumers in global survey consider GMO-free foods very important

Asked what health attributes are very important when buying food, consumers in a global survey by Nielsen ranked “all-natural” and “GMO-free” at the top.

Nielsen, a market researcher, polled 30,000 online respondents in 60 countries to gauge healthy eating trends, releasing the results Tuesday.

Consumers were asked to rate 27 “health attributes” of food from “very important” to “not important” in their purchase decisions.

The top two, each considered very important by 43 percent of global respondents, were foods with all natural ingredients and foods without ingredients containing genetically modified organisms (GMOs).

**Read full, original article:** [Nielsen: Global consumers partial to natural, GMO-free foods](#)