



Clark & Company, Inc.
Concluded Research Study
Key Points

A major consumer research study was conducted in four geographically dispersed US markets by Clark & Company, Inc., a national, independent market research firm headquartered in Atlanta, Ga.

- Participants in the study were frequent consumers of one or more hand-held, edible skin fruit and also consumed non-edible skin fruit.
- The study revealed that consumers see many shortcomings in “stickers” that are currently being used on fruit products. Shortcomings related to the “stickers” include:
 - Hard to remove / some of the fruit is often removed in the process
 - Annoying to dispose of after removal
 - The glue residue.
- The “laser / controlled light” labeling process is preferred by the consumer because it eliminates the negatives of the stickers, and it can provide much more useful information about the origin of the fruit. For most fruit consumers want to have as much information as possible about where their fruit comes from. They also indicated that they prefer the “Natural Light Labeling” name because the laser labeling process is non-contact and natural with nothing added.