

A Sizable Majority of U.S. Consumers Are Open to Trying FoodTech Foods

Ladder 17 Releases Report on "How Consumers View FoodTech Foods"

For Immediate Release

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Today, marketing consulting firm Ladder 17 releases its first report on the FoodTech food consumer, titled *"From Concept to Consumption: How Consumers View FoodTech Foods"* -- the study reveals that a full 79% of U.S. adults surveyed are open to trying FoodTech foods.

The report is based on data from a custom study conducted by Acupoll Precision Research in April, with a General Population (Gen Pop) sample of 1,000 U.S. adults. Of the 79% who are open to trying FoodTech foods, 42% percent say that they probably or definitely would try FoodTech foods, another 37% say that they might or might not try them, and 21% of consumers sampled say that they probably or definitely would not try.

The report also outlines the attitudes, behaviors, and demographics of consumers who are open to trying new FoodTech foods, as well as trial motivators, specific product benefits, the types of foods being sought, and the importance of larger agriculture and climate themes to those receptive to FoodTech foods.

FoodTech foods were defined in the study as foods made with emerging technologies, such as fermented plant-based proteins, foods grown in high-tech vertical farms, cultivated and slaughter-free meats, and fruits and vegetables made with CRISPR. A downloadable version of the report is available at <https://ladder17.com/how-consumers-view-foodtech-foods>.

"The study reveals that in order to win in FoodTech foods, products must deliver meaningful benefits to consumers, particularly around improved mental and physical performance, or improved flavor," said Megan Thomas, Ladder 17 Founder, and author of the report. "The data further shows that by linking these benefits to broader themes, like addressing climate change or supporting regenerative agriculture, brands stand to increase appeal with FoodTech consumers."

One additional finding in the report is the emergence of a consumer who is actively seeking new FoodTech foods to try, dubbed the "FoodTech Foodie," who represents 25% of participants in the recent study. This consumer stands to be an early adopter of new FoodTech foods and stands to build awareness of new foods with others, with 91% of FoodTech Foodies agreeing that when they find a new food that they like, they tell people about it.

"Gen Z and Millennial adults are driving increased interest in FoodTech Foods," said Ericca Dennehy, Senior Vice President at ACUPOLL Precision Research. "In fact, in the *How Consumers View FoodTech Foods Study*, we are seeing a sizable number of consumers actively seeking to try FoodTech Foods, due to both a desire for new food options and the technology itself. This stands to be a game changer in this space."

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About Ladder 17: Ladder 17 is a marketing consulting firm focused on purpose-driven companies in the FoodTech, AgTech, and Consumer Products space. Based in Durham, N.C., Ladder 17 provides marketing strategy, research, branding, customer discovery, and demand generation services to its clients. <https://www.ladder17.com/>