

2012 Bulk Foods Study

Conducted by:

Portland State University
Food Industry Leadership Center
for the Bulk is Green Council



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Study Overview

Conducted in the fall of 2011 by the Portland State University's Food Industry Leadership Center.

The first-ever such study in the U.S.

Included:

- Consumer perceptions
- Cost comparisons, bulk vs. packaged foods
- Environmental benefits





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Key Findings on Organic Bulk Foods

- Consumers who buy in bulk recognize cost and environmental benefits
- Consumers can save an average of 89% by purchasing bulk foods versus packaged.
- Bulk foods are more environmentally friendly on a number of fronts



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Consumer Attitudes

Top reasons consumers buy bulk foods:

- The ability to buy the quantity needed
- Cost savings
- Less packaging

Consumers also said bulk items were less likely to be thrown away than packaged items, which results in less wasted food.



Cost Savings: Average of 89% across all key bulk categories

Key Bulk Categories researched include

Organic Coffees
and Teas

Organic
Pasta

Organic
Confectioneries

Organic
Beans

Organic
Spices

Organic
Dried Fruit

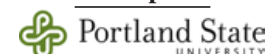
Organic
Nut Butters

Organic Flour
& Grain

*Compared to organic packaged counterparts



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Environmental Benefits - Consumer

If Americans
purchased all their
coffee in bulk for
1 year



**240,000,000 lbs. of foil
packaging saved from
landfill**

If Americans
purchased all their
Almonds in bulk for
1 year



**72,000,000 lbs. of waste
saved from landfill**

If the average
American family
bought peanut butter
in bulk for 1 year



**7 lbs. of waste
saved from landfill
per family**

**Purchasing
Bulk Oatmeal**



**Saves 5x the waste
of its packaged equivalent**



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Environmental & Economic Benefits - Industry

A company choosing to market bulk foods versus packaged foods can save an average of 54% on material and delivery costs in the following key bulk categories:

Bulk foods versus packaged

Confections

Savings of

45%

Dried Fruit

Savings of

72%

Nuts

Savings of

62%

Trail Mix

Savings of

35%



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Recap of key points

- First-ever study of its kind in the U.S.
- Consumers buy in bulk:
 - For the ability to purchase what they need
 - To save money
 - To cut down on packaging and food waste
- Buying organic foods in bulk saves consumers an average of 89%
- Bulk foods reduce landfill waste, cut down on shipping materials and lower distribution costs





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Additional Information

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BulkisGreen.org

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