

April 10, 2024

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# Understanding Consumer Perceptions

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A high-angle, close-up photograph of a group of people sitting around a wooden table in a cafe. They are all smiling and looking towards the center of the table where several coffee cups with latte art are placed. The people are dressed in casual to semi-formal attire. The background shows a wooden wall and a window.

# Understanding Consumer Perceptions

How consumers connect to Oregon dairy products

Oregon Dairy Industries, April 2024

**OREGON  
DAIRY  
COUNCIL**  
— EST. 1978 —

# The Study: who, what & why?

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## OBJECTIVE

Conduct consumer research to understand what consumers know about Oregon dairy farming and perceptions of dairy products produced locally.



## METHODOLOGY

Online survey, including awareness questions, barriers to purchase questions, and an evaluation of consumer perceptions using an implicit/explicit module.



## PARTICIPANTS

607 Consumers across the general population that use dairy products.  
30% GenZ HH with kids  
mix of urban (71%) and rural (39%).

# Key Takeaways: Usage & Attitudes

- Oregon consumers are using a variety of dairy products.
- Consumers typically have more than one barrier to purchasing *more* dairy.
- Price is an important factor in the dairy products they currently purchase.
- Locally produced is important to nearly half of the consumers.
- “High quality” and “trust” are implicitly connected to Oregon dairy products.
- Weaker associations of being better than other dairy and plant-based alternatives.
- Consumers resonate with environmentally friendly claims.

# Oregonian's Favorite Products

## MILK



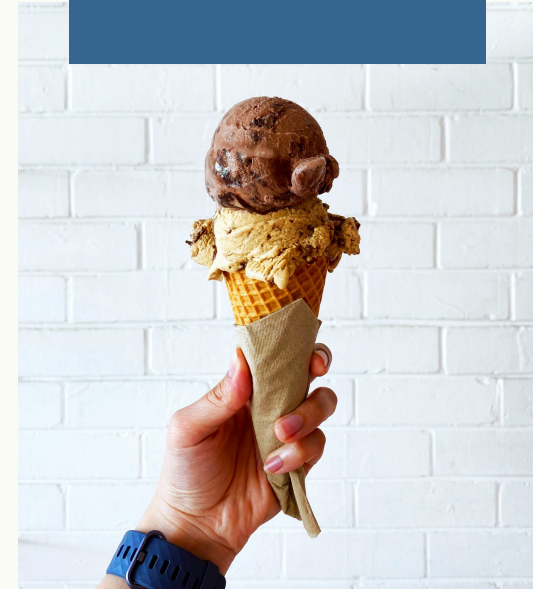
"I love milk because it compliments everything"

## CHEESE



"It is versatile, goes with everything and has great flavors."

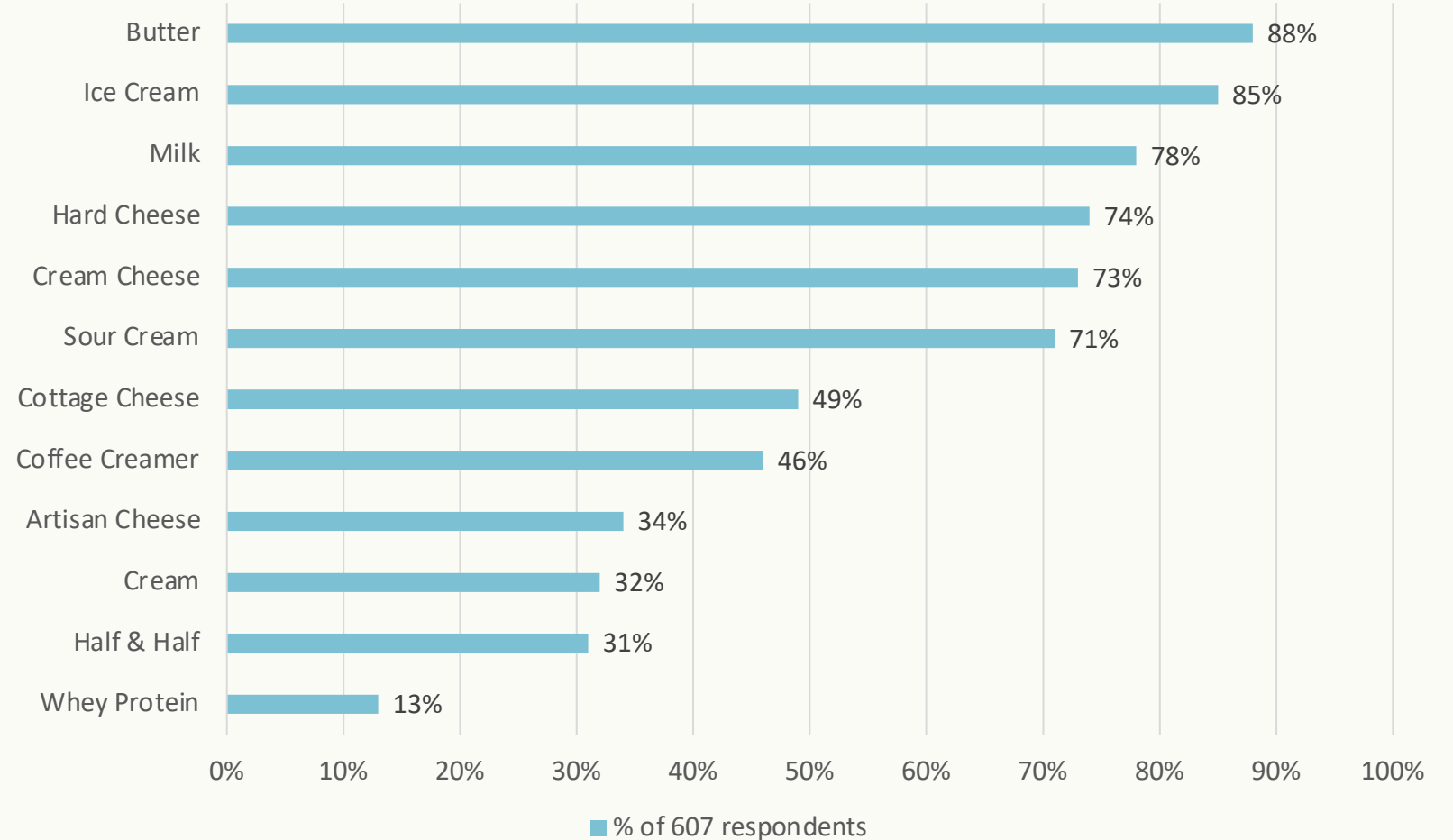
## ICE CREAM



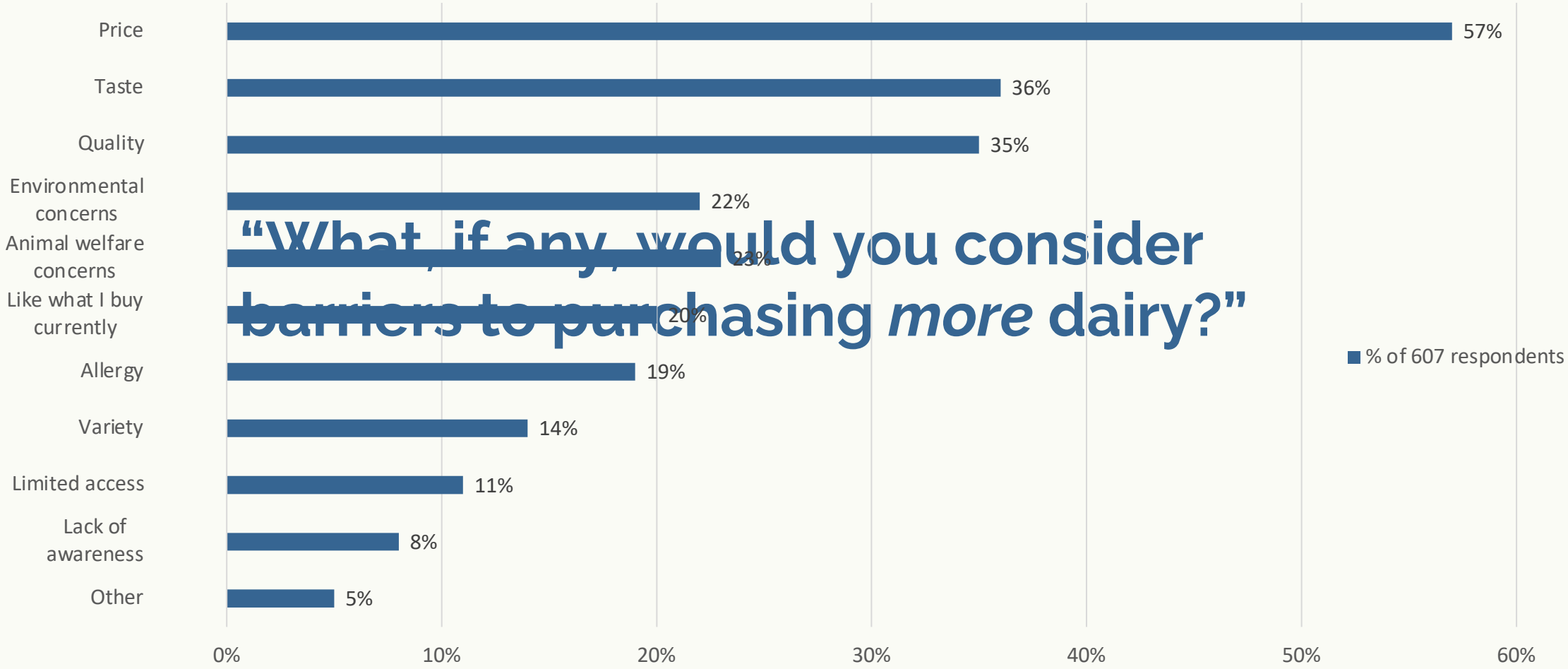
"Ice cream is the perfect dessert."

**73% of consumers are using any dairy product(s) 5-6 times a week, or more often!**

**Dairy Products Currently Used by Consumers**



# Barriers to Purchasing More Dairy



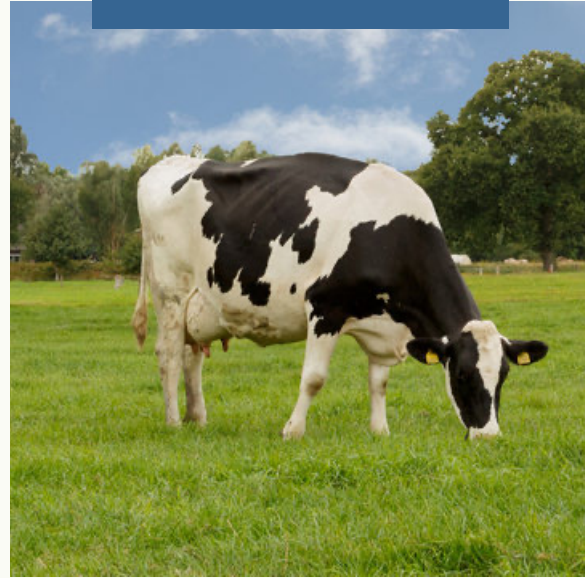
# Attribute Importance

## Price/value



Price is top of mind as both a barrier and important consideration when purchasing.

## Locally produced



Consumers believe locally produced products are fresher and in supporting local businesses.

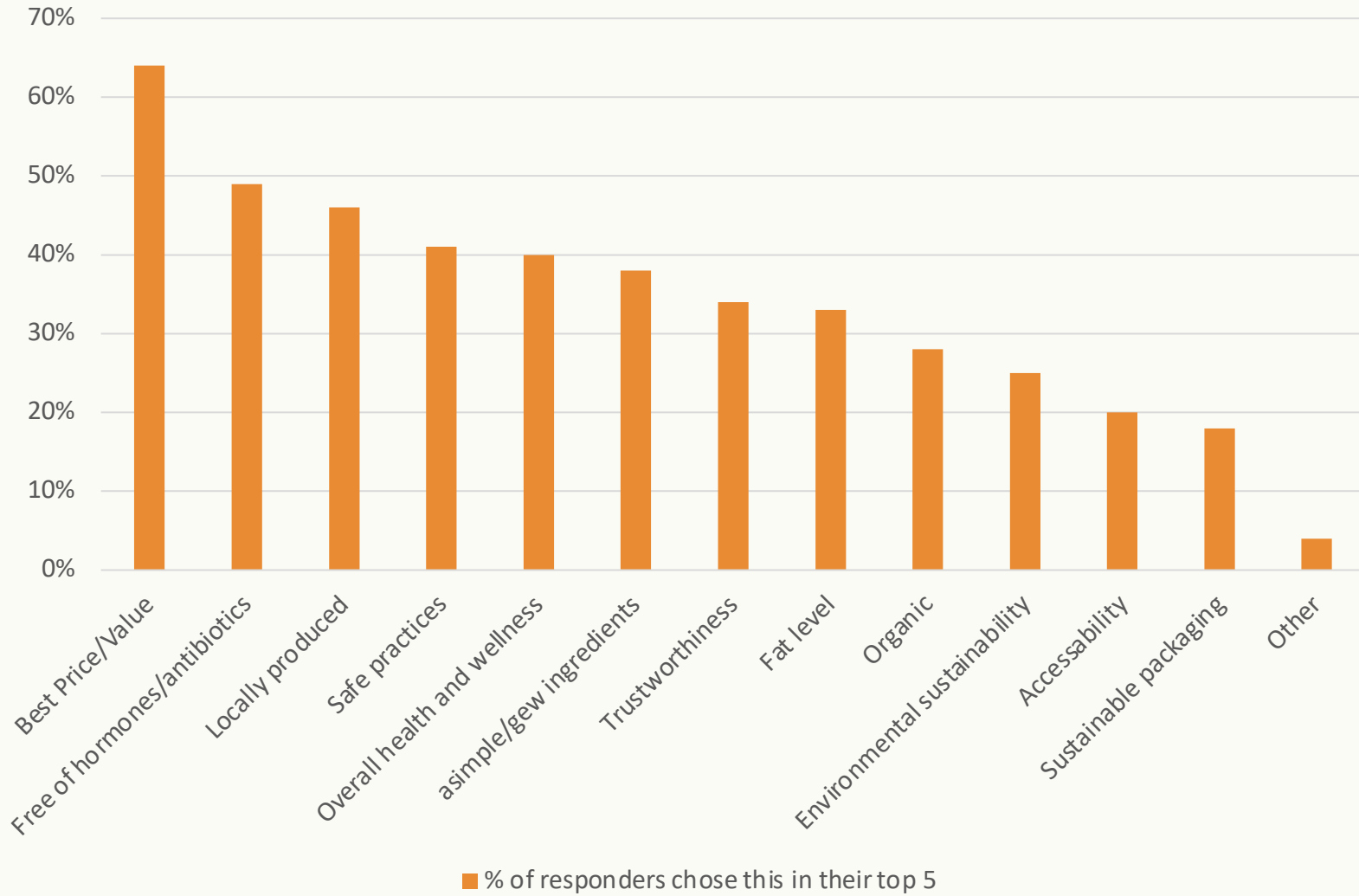
## Overall health & wellness



Child health, growth and development has the highest impact on purchase.



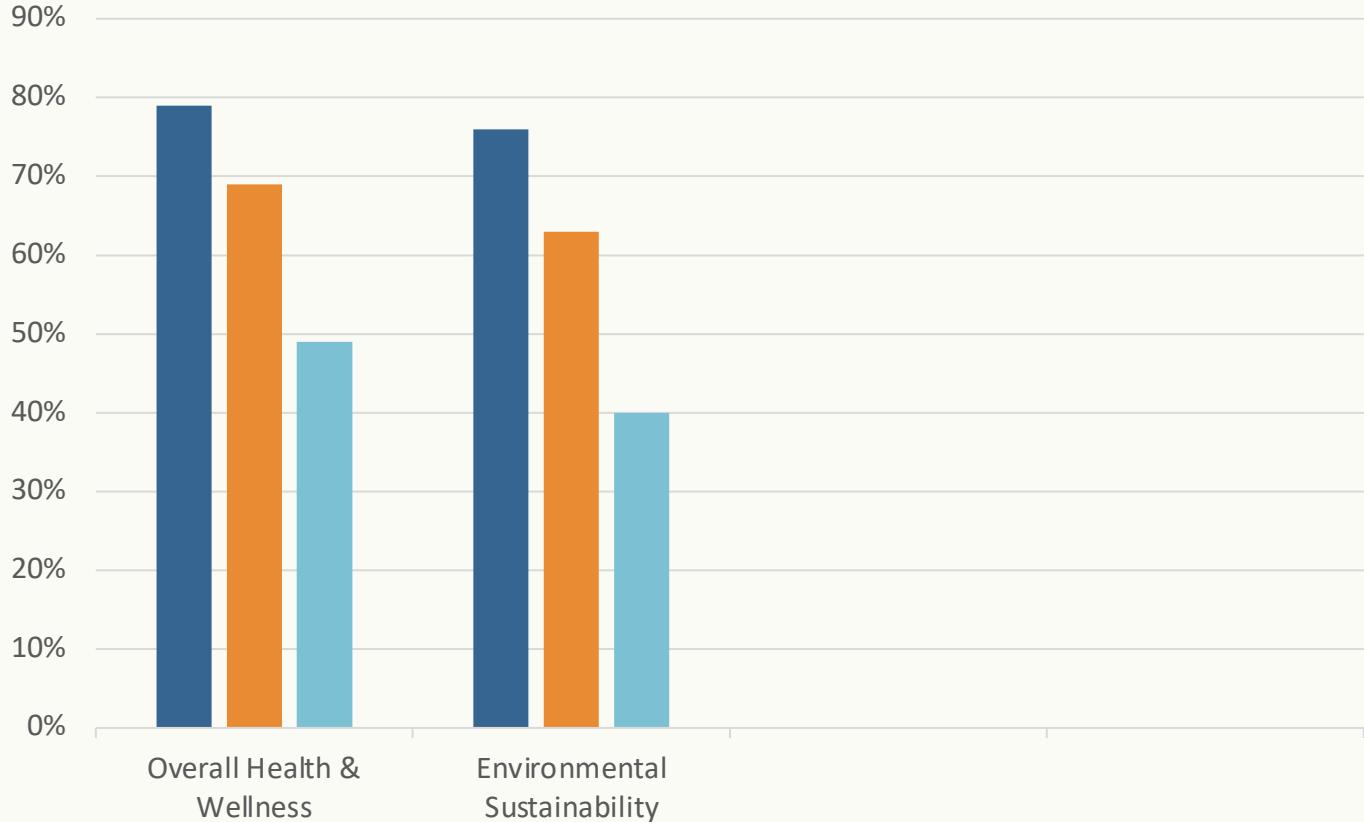
# Attribute Importance



# Specific Attributes

Those who selected “overall health & wellness” and “environmental sustainability” were probed further.

Here’s what we learned.



# Greatest impact on purchase?

- Child health, growth and development.
  - Signaling that the 30% of consumers responding as a GenZ household with kids have a great impact on dairy sales.
- Humane treatment of animals.
  - Oregon consumers are more sensitive and aware of environmental issues and place a large focus on the care and treatment of animals.

# Nutrition Has Influence

- Nutrition is as important as ever.
- Connecting specific nutrition to your consumer will resonate.
- We all have work to do in increasing nutritional literacy.

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DAIRY  
COUNCIL**  
EST. 1988



# Lack of Knowledge: Farm Practices

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Though dairy use is currently high, not much is known about Oregon dairy farms.

But there is good news...

We can still win!

Over 60% of opened ended questions concluded this.



# Antibiotics and Hormones in Dairy

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Nearly half of all consumers attributed “free of antibiotics and hormones” as the most important.

There is work to do to educate and inform consumers about farming practices, with specific regard to the use of these treatments.

# Improve Knowledge of Dairy Farming

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## Promotion

Educate consumers on unique benefits of Oregon dairy products such as quality, freshness, sustainability practices, local sourcing and other points of differentiation.

## Build Trust

Prioritize transparency and open communication to bridge the gap between consumers and farmers. Share info about farming practices, animal welfare standards, environmental stewardship, and quality control.

## Connection

Engage in partnerships with local businesses, community events, and/or farmer's markets to showcase the connection between consumers and dairy farmers. Highlight the economic impact of supporting local farmers.

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# What does all this mean for your brand?

**3 key takeaways for your future  
marketing efforts.**

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For customers who already like the current items they purchase and/or have brand loyalty, understanding the foundation of this loyalty is the key to creating disruption.

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Reinforce the ins-and-outs of how dairy is made. It is important to consumers that their dairy products are produced ethically, humanely and contribute to overall health and wellness.

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Locally produced dairy is important to many consumers. Highlight the impact and benefits of buying local to promote the consumption of more Oregon dairy products. Make the consumer feel like they're making a difference in stimulating the local economy.





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# Questions?

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