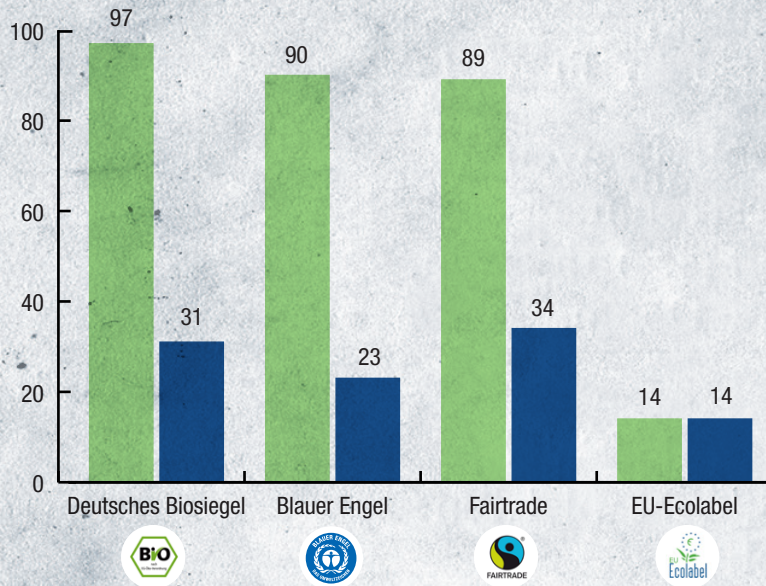


Comparison of label awareness



I am aware of the label or seal
(Based on 2,021 people surveyed)



The label or seal has an influence on my purchasing decisions (Based on only those people surveyed who were aware of the relevant label)

Figures in percent