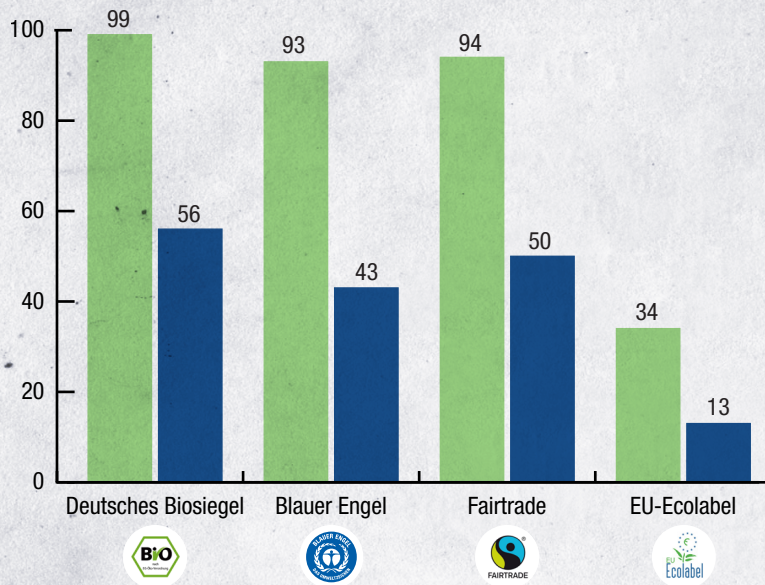


Comparison of label awareness



- I am aware of the label or seal
(Based on 2,073 people surveyed)
- The label or seal has an influence on my purchasing decisions (often, very often, always)
(Based on only those people surveyed who were aware of the relevant label)

Figures in percent