

## Awareness Citations

93% of U.S. consumers surveyed believe some foods have health benefits that go beyond good nutrition because they contain ingredients that may help prevent or cure disease.

*Functional Food Attitudinal Research Study. International Food Information Council, 8/02.*

79% of U.S. consumers are generally aware of omega-3s

*Global Omega-3 Markets 2005. Datamonitor, 5/05.*

33% of U.S. consumers are aware of the specific health benefits of omega-3s.

*American Dietetic Association: Nutrition & You Trends, 10/02.*

75% of new U.S. mothers agreed that infant formulas supplemented with DHA and arachidonic acid (ARA) aid mental and visual development in infants.

*PRNewswire: Bright Beginnings Mothers survey, 11/03.*

50% of German consumers are aware of heart benefits associated with omega-3s.

*2003 HealthFocus Trend Survey, HealthFocus, 2003.*