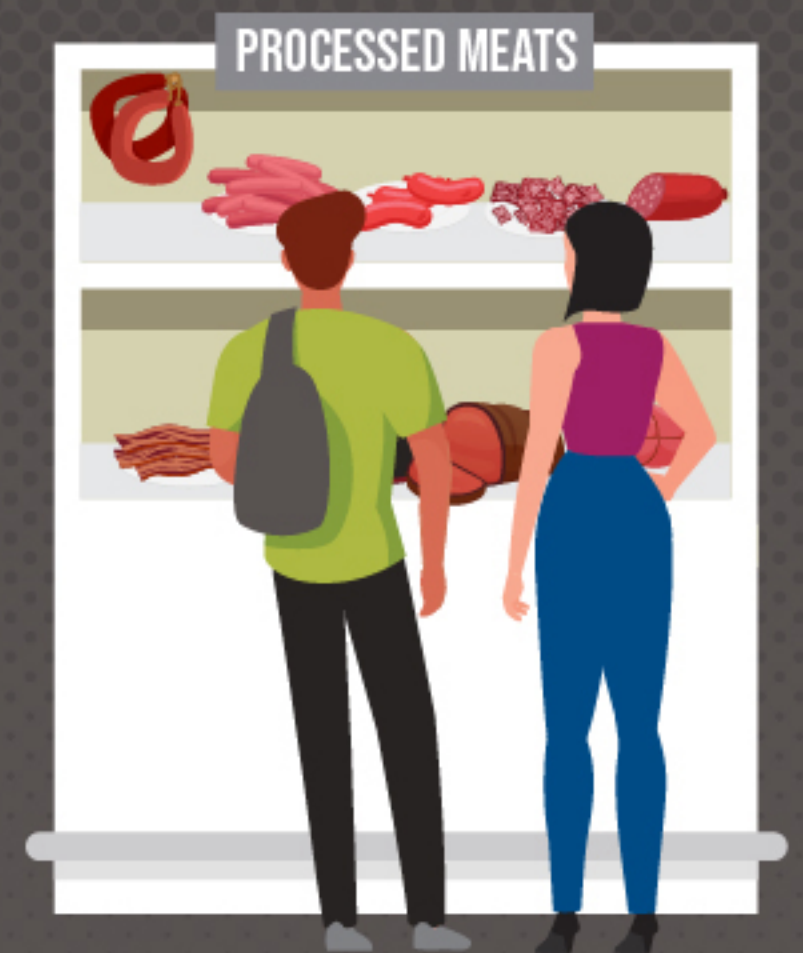


Americans Prefer "Prepared" to "Processed."



Words matter.

Even though the words are synonyms, nearly 8 in 10 Americans (78%) say that they would be more likely to purchase "prepared meats" than "processed meats."



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PREPARED**

SouthPaw Insights. (2019). *Americans' Perceptions of Prepared and Processed Foods & Meats.*
Prepared for North American Meat Institute.



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