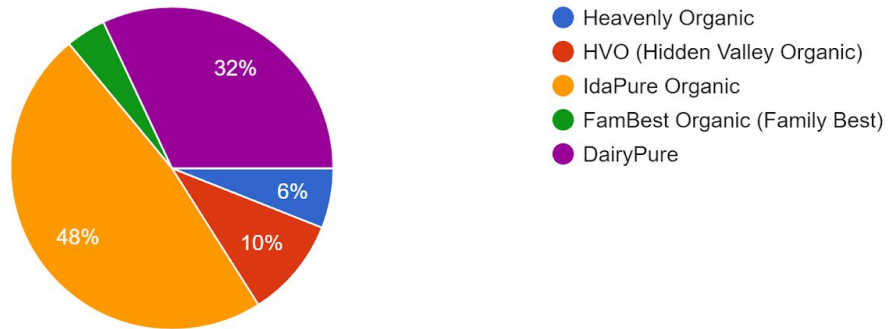


Organic Dairy Products Consumer Panel Results

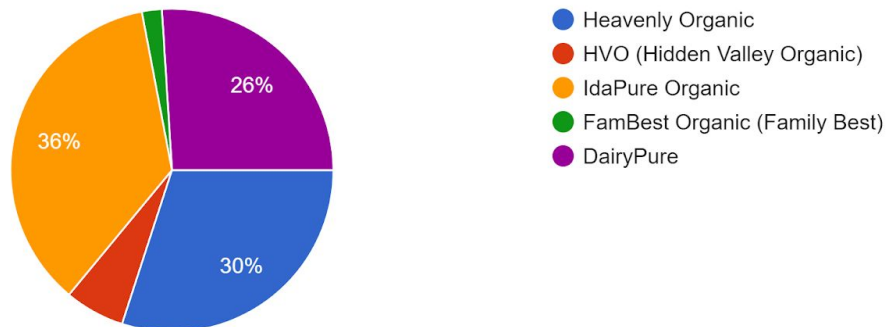
Which of the following names would you say most closely represents the name of a local dairy brand?

50 responses



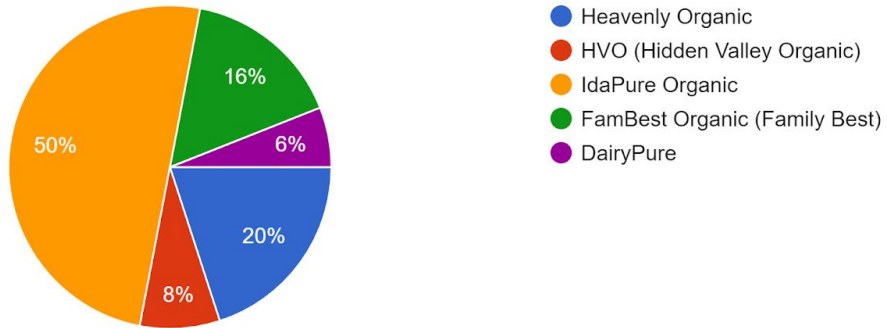
Which of the following names are you most likely to remember 5 days from now?

50 responses



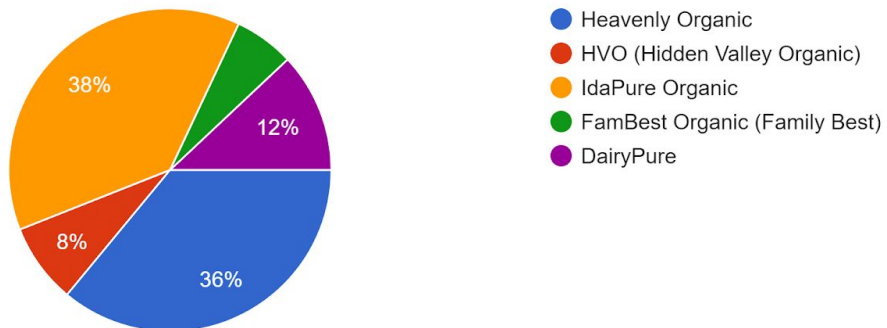
Which of the following names would you say is the most unique?

50 responses



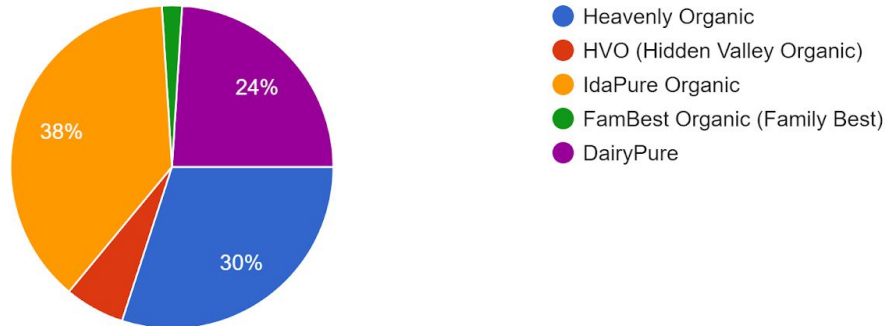
Which of the following names most closely represents 'Natural'?

50 responses



Of all of the names below, which is your favorite

50 responses



Describe in 5 Words or Less what you think of when you hear the name....

'Heavenly Organic'.	'HVO'.	'IdaPure'.	'FamBest'.	'DairyPure'.
No such thing	Knock off	Sourced cleanly from Idaho	Family farm	True dairy products w/out byproducts
	High vehicle occupancy lane	Idaho grown organic foods	Dont love this name	Dairy with no hormones
pretty fluffy but nice	not sure what it means	Idaho Pure Something food related	seems like a Walmart brand name	I think of a very generic brand name
Over the top, religious,	Pure, best kept secret, delicious, ranch	Potatoes, Idaho	A disease	The milk brand
Something organic that tastes good	Nothing comes to mind	Something made pure in Idaho	No specific product type comes to mind	Dairy with no additives
Supreme, exalted above else, organic	Heavenly Organic	Idaho based, clean, unaltered	Nothing. It's my least favorite.	Dairy components that are unaltered or free from chemicals etc
Pure foods	Tv station	Organic or natural Idaho products	Family best	Organic or natural dairy
something healthy to drink	green fields with many cows	a water co in idaho	run for the hills	homogenized milk
Sounds smooth haha	Sounds too close to HIV	Hard to say	Family centered	

Tastes Good	HBO (I like Hidden Valley but not HVO)	From Idaho		100% dairy
Sounds pandering	An acronym for construction devices	A local brand	Something trying to be "hip"	Similar to other brands
Great organic food that tastes really good	Sounds like a disease	I like the play on Idaho, but I don't think of dairy	Not catchy	Organic
Organic just means "containing carbon", so anything with that in the name is going to make me think "pseudoscience"	Organization that I don't know	Idahoan pseudoscience	Generic (due to my frequent exposure to Western Family)	Pseudoscience
Something good	Most won't understand the acronym	Something pure from Idaho	What's best for the family	Organic milk
Delicious, rich, fresh, healthier.	Hydrogenated vegetable oil?	From Idaho and pasteurized.	Irish YouTube guy says fam.	Mainstream milk products.
Organic and delicious natural products	Sounds like organic ranch	Idaho pure organic products	Best for families	Organic and natural dairy products
Big box organics	similar to HBO	Something local and pure	Some sort of media filtering	Organic milk
Naked lady in a field	I think of HBO the tv channel	Idaho where I'm from	Wassup fam	Plain old milk
Celestial healthy things	GMOs or something	I don't know. Something weird.	The best for your family	Milk from a healthy cow
	Sounds like a disease			
Natural food/drink	Not Food or drink	I don't like this	Family owned and operated	Clean of toxic food
Sweet, I like it	Won't remember what it means	Local, fresh, organic, clean, Idaho	No	Overused
Healthy delicious food	Some kind of biohazard	Potato company	Generation Z yeet crap	Good milk
best quality of organic food	HBO	Idaho pure	They have the best family	There are no additives
To pushy name	A disease	Pure water	Someone doesn't	Sour cream

			know how to spell	
Organic chocolate	Don't know what it is	Womens products	Looks like a username	Organic dairy products
Yummy organic food	Home vacation office?	Organic Idaho	Family's best	Organic dairy products
Good, wholesome, Products as close to heaven sent as possible	Confused and unsure Fresh valley organic	Pure from idaho Local pure	Family is best Family orientated product	Pure dairy products Pure organic dairy products
Organic food	Army machinery	Water	Black slang	Wholesome milk products
Heavenly? A little cheesy.	Disease HIV	Idaho non-chemical clean	Almost thought farm best	Milk, no antibiotics
High end organic products	Nothing comes to mind	Organic products from Idaho	A knock-off brand	Organic dairy products
Delicious 😊	Ranch	Water	Eggs	Milk
Liar, nothing is Heavenly, dont fudge on name.	DairyPure, sounds cleaner, more pure, above the rest.	Ida is old, sick, old fasion. old news.....	cutrate, doesnt sound good, cheap	Clean, pure, best.
Healthy natural amazing	No clue		Family?? Not sure	
ukn	not good	from idaho	great foods	great dairy
Blessed and safe	HIV not a good name	Its pure	What is best for the family	Organic milk and dairy products
Delicious organic	Weird steroid name	Pure idaho milk	Best milk for the family	Organic healthy milk
Laundry. Food. Butter. Baby food	A possible illness	Potatoes	I keep reading farmbest	Butter milk hormone free
Sounds natural	No idea what that means	Overachiever for idaho pure	Sounds like a lab	Pure dairy
Expensive, small batch	Not much!	Idaho, local	Best friends, youth, modern	Old school dairy, low quality
Knock off brand	HIV	Idaho pure	Family beast	All organic milk
Very generic play on words	High powered Vacuum?	Natural Idaho product	Not a fan	Clean natural milk
Holy cows	An acronym for body function	Ida is a girls name	A cool family.	A brand of milk.
Those are some	A disease.	Idaho.	Hipsters.	Supermarket milk

blessed cows.				
Bedding clothing	Health craze acronym phrase non-gmo	Family roots tradition hard work	Wouldn't grab my attention	Clean cows
a little silly	Something medical	Idaho, clean, honest	It means nothing	No additives
N/A	Comunicable disease	Pure idaho food and drinks.	N/A	Healthy hormone free cows
Peaceful, something I would feed to my family	A new STD? Reminds me of HIV	Ew, hard to say, not cute	Fambeast, informal, hard to say	Cows, milk, dairy farm
Taste good	AIDS	Pure Idaho grown	Good for families	Hormone free dairy

OTHER NAME SUGGESTIONS:

Supreme Organic, Peak Organic, absolute organic, Apex Pure Organic-APO.
Dairy Queen Organics
Organic Milk House
Idamoo Organic
Peaceful Meadow Organic
Idaho Organic Dairy
I love heavenly organic
Oceans Organic
Moorganic
Idorganic
Fresh organic
White Gold
Milk
Dairy Fairy, Missy MooMoos
Udderganics
TruldahoMoo

Drop the HVO-just
Hidden Valley Organic

Idafresh