

FAST FACTS

Sustainable Nutrition

in a Global Pandemic

the last few decades as consumer awareness improves. With COVID-19, our definition and interest in sustainability has expanded to encompass environment, community and nutrition. Consumers are taking action, actively seeking sustainable initiatives and claims on their products.

This is the fourth in a series of five Fast Facts

Sustainability has experienced rapid growth over

focused on diving into key consumption and purchase shifts brought on by COVID-19.





Accelerated





Sustainable **Nutrition**



prior to the pandemic. Percentage of consumers who say that they have become more attentive to sustainability claims made by brands as a result of COVID-19^{1, 2}

Global



of food and drink products as a result of COVD-193 81% 56%

Percentage of consumers who want safety assurance on the handling

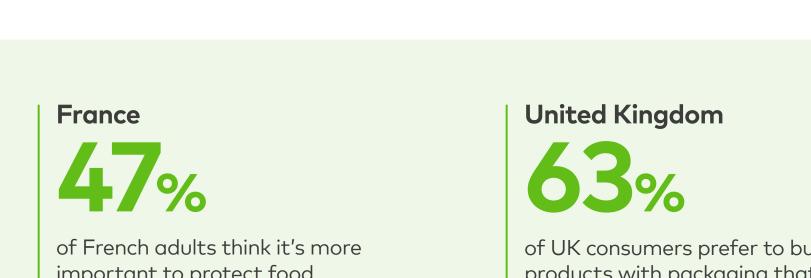


during the COVID-19 crisis²

68%

Indonesia 74% China 71%

Australia





month as a result than reducing avoid waste after of COVID-19² packaging waste⁵ the pandemic⁵

2. COVID-19 drove attention to supporting communities

80%

of Chinese internet

users aged 18-49 agree

reducing product waste

is more important

of Canadian consumers

would like to see

retailers and brands

help provide products to

hospitals and other key

workers who are helping

address Coronavirus²



72%

of German

consumers look out for Non-GMO claims when

buying food, drinks or

supplements⁷

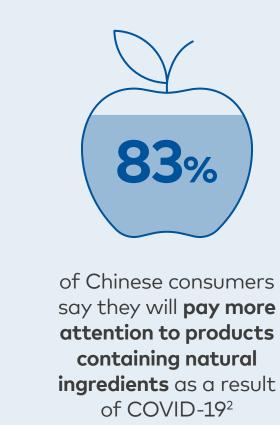
56%

of Mexican consumers

have made attempts to

reduce food waste more

frequently in the last



Consumers want to know more about

how companies are being sustainable.

of alobal consumers research the

of Chinese consumers would like

brands/products and retailers to provide more information about

environmental pledges using

of Mexican consumers would

to provide more information about environmental pledges

using QR Codes⁷

like brands/products and retailers

Blockchain technology⁷



ingredients as a result

of COVID-19²

Crimam Cheese

59%

of Filipino consumers

resolve to plan meals

ahead to make use of all

ingredients and

of Vietnamese consumers

would like to see retailers

and brands donate to

community-funded

safety net programs (like

programs for furloughed

foodservice workers) in response to COVID-19²





of Indonesian consumers would like

78% to know more information about initiatives on environmental pollution from brands/products and retailers⁷ Consumers are interested in 60% 63%

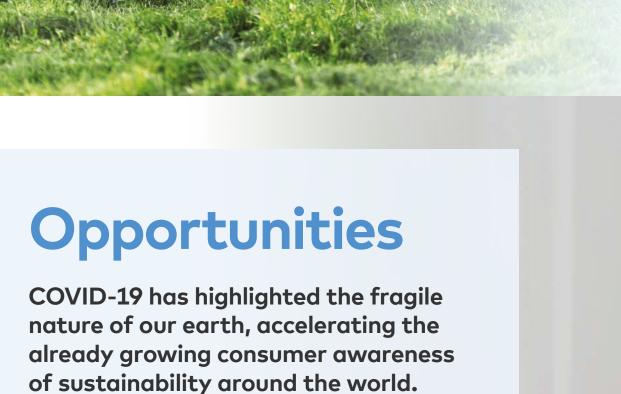


58%

of American consumers

would like to see Non GMO

claims on dairy products⁷



While attitudes towards packaging

have been re-evaluated, as hygiene

consumers are finding new ways of

leading more sustainable lifestyles as

and safety become top of mind,

73%

of Mexican consumers

would like to see claims

of initiatives around

of farmers on dairy

products⁷

products⁷

74%

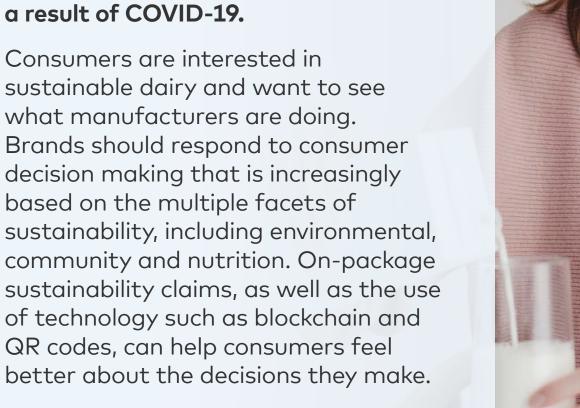
the ethical treatment

of South Korea consumers

would like to see claims of a reduced or non-existent

carbon footprint on dairy





FMCG Gurus: How has COVID-19 Changed Sources: Consumer Behaviour FMCG Gurus COVID-19 Surveys (April, May, July) FMCG Gurus: How has COVID-19 Changed Consumer Behaviour (July) Mintel: COVID-19: how to tackle hygiene concerns in food and drink Want to learn more about our sustainability priorities?

FMCG GURUS Sustainability Surveys Q4 2020 FMCG GURUS: Top Trend 4: Good for Me, Good for the Earth Explored

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Food waste reduction finds new momentum in 2020 Mintel: People first then planet: sustainability post-COVID-19



