

FAST FACTS

Sustainable Nutrition in a Global Pandemic

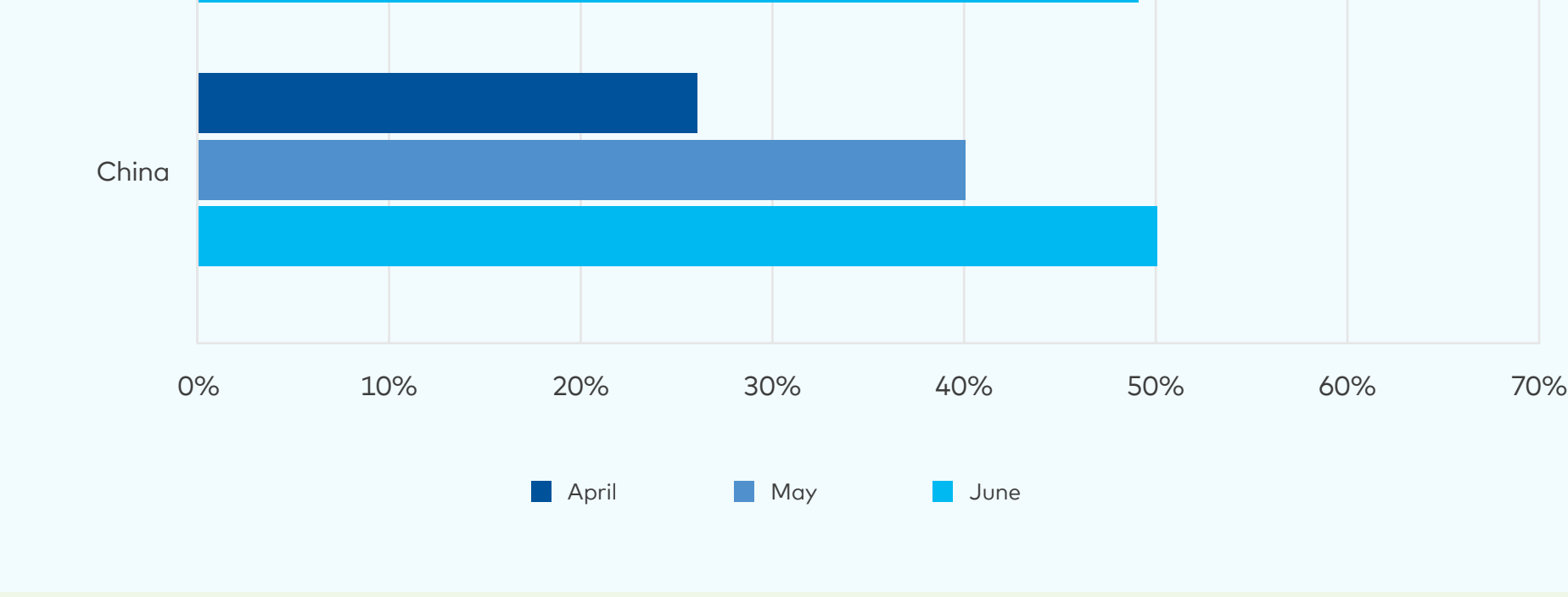
Sustainability has experienced rapid growth over the last few decades as consumer awareness improves. With COVID-19, our definition and interest in sustainability has expanded to encompass environment, community and nutrition. Consumers are taking action, actively seeking sustainable initiatives and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

This is the fourth in a series of five Fast Facts focused on diving into key consumption and purchase shifts brought on by COVID-19.



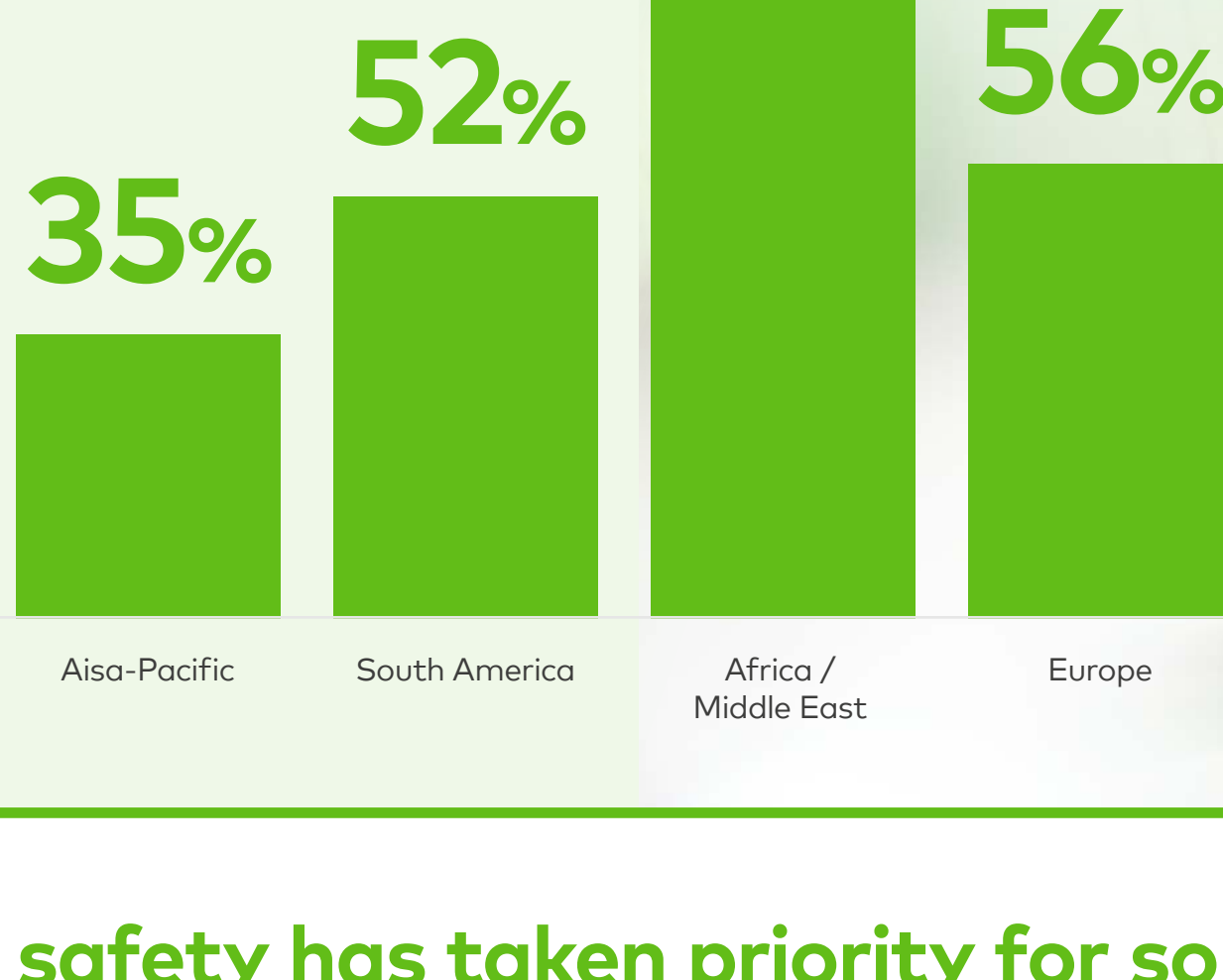
COVID-19 has amplified the already growing sustainability concerns held by consumers prior to the pandemic.

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}



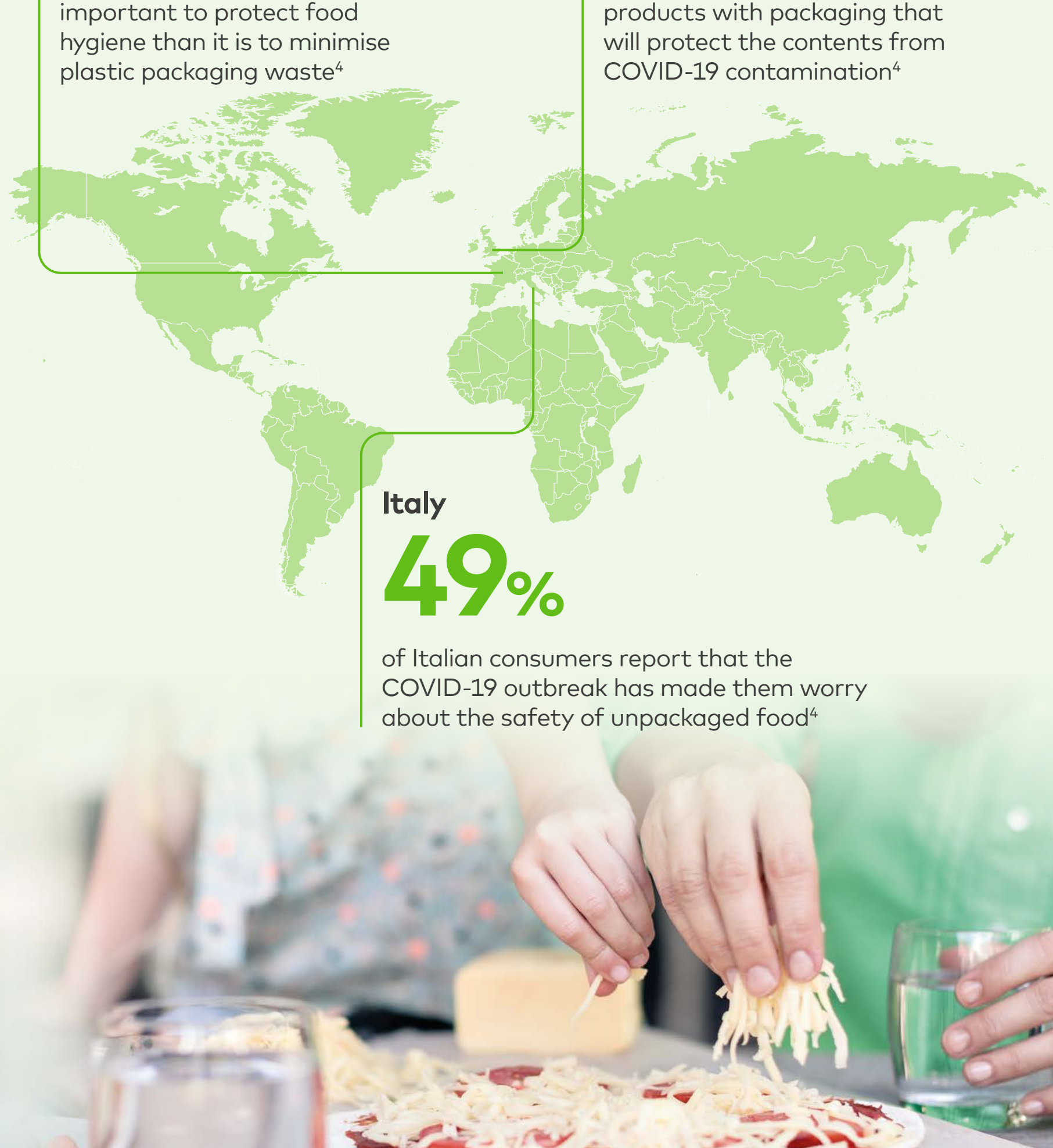
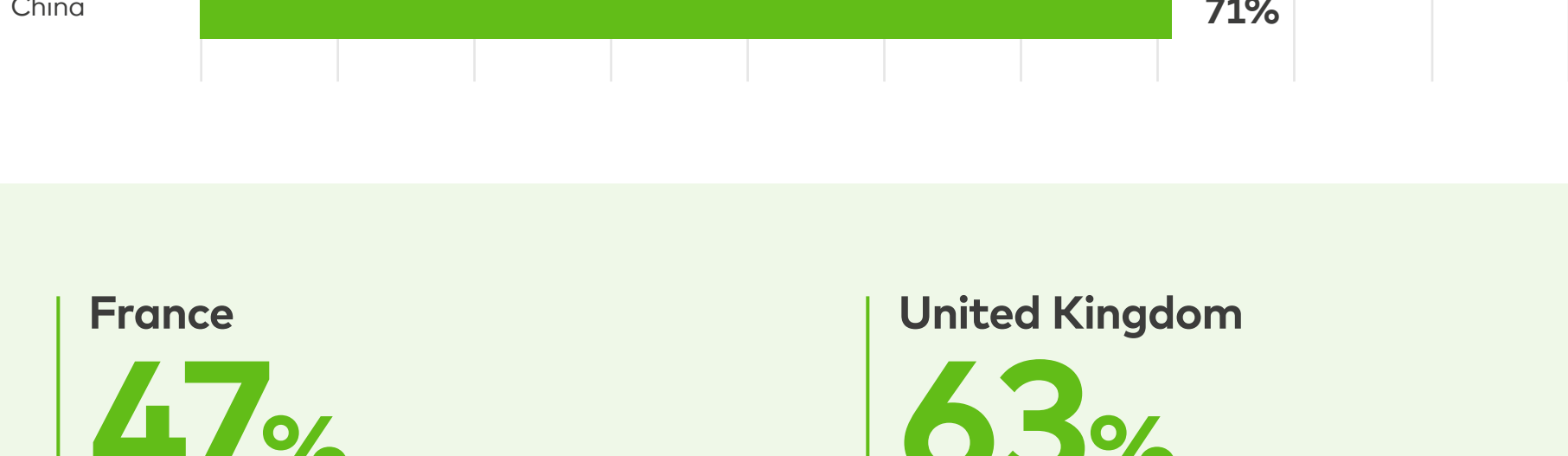
Attitudes towards packaging have been re-evaluated as hygiene and safety become top of mind.

Percentage of consumers who want safety assurance on the handling of food and drink products as a result of COVID-19³



Food safety has taken priority for some consumers when considering packaging.

Percentage of consumers that believe packaging keeps food safe during the COVID-19 crisis²



COVID-19 has expanded consumer interest to more areas of sustainability.

1. Consumers are making conscious attempts to reduce food waste



2. COVID-19 drove attention to supporting communities



3. Impact of sustainability to product quality and nutrition is further highlighted



Consumers want to know more about how companies are being sustainable.



Consumers are interested in sustainable dairy.



Opportunities

COVID-19 has highlighted the fragile nature of our earth, accelerating the already growing consumer awareness of sustainability around the world. While attitudes towards packaging have been re-evaluated, as hygiene and safety become top of mind, consumers are finding new ways of leading more sustainable lifestyles as a result of COVID-19.

Consumers are interested in sustainable dairy and want to see what manufacturers are doing. Brands should respond to consumer decision making that is increasingly based on the multiple facets of sustainability, including environmental, community and nutrition. On-package sustainability claims, as well as the use of technology such as blockchain and QR codes, can help consumers feel better about the decisions they make.

