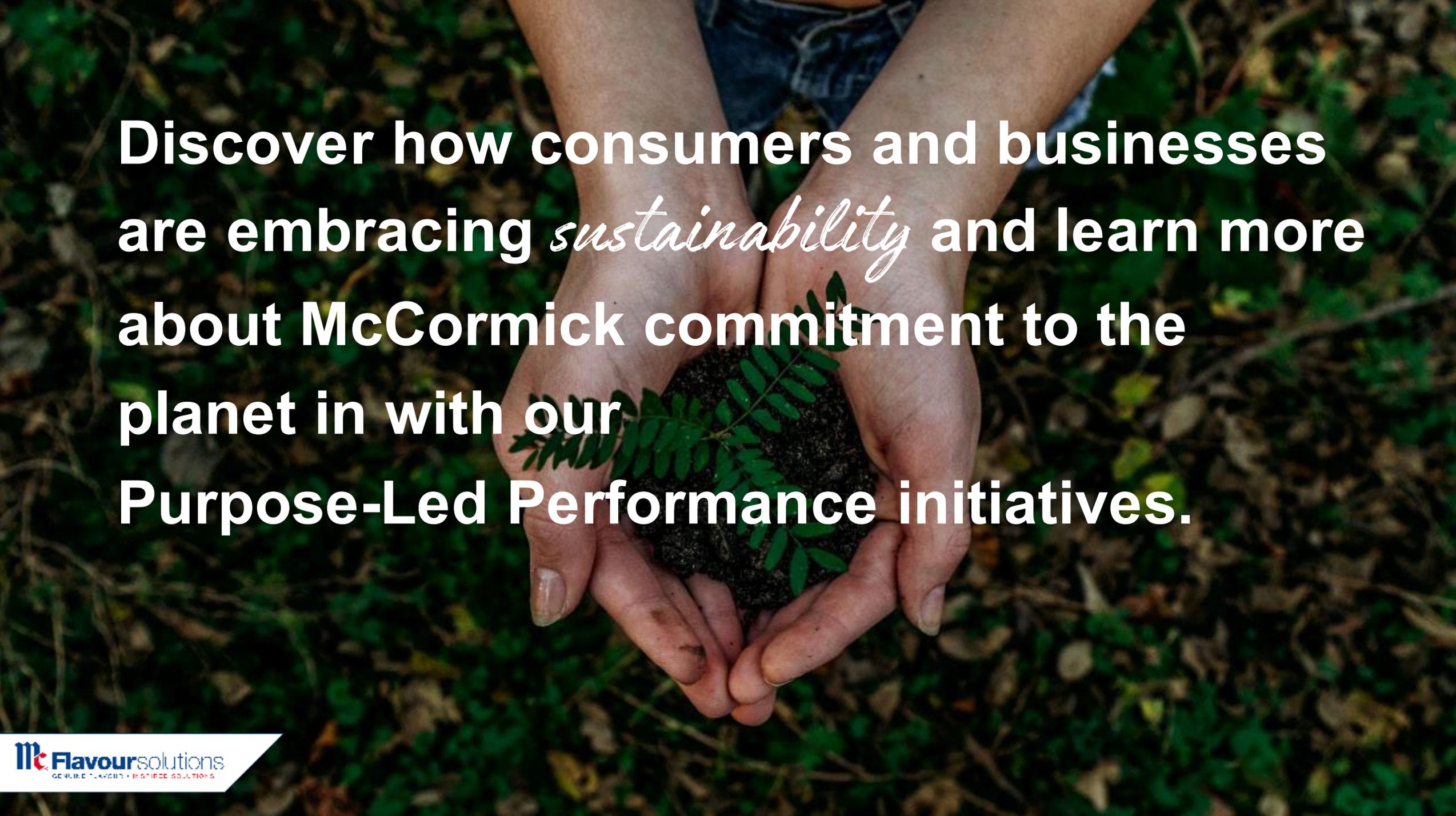


Asia Pacific

The OMMMM of MMMMM

Food for People and Planet

Issue 16 | May 2022

A top-down view of a person's hands holding a small green plant with soil. The background is a blurred forest floor with green leaves and brown twigs. The text is overlaid on the image in white, with the word 'sustainability' in a cursive font.

Discover how consumers and businesses are embracing *sustainability* and learn more about McCormick commitment to the planet in with our Purpose-Led Performance initiatives.

Step into the green scene...

As a climate crisis looms over our head, we see consumers becoming more eco-conscious and taking concrete steps to incorporate environmentally friendly practices into their lifestyle.

In this issue, we will explore how consumers and businesses are adapting to the climate crisis, through making sustainable choices. From sourcing to packaging, we will be addressing the latest trends we see across the supply chain such as highlighting how businesses are remodelling the way they source and produce their innovations.

We will be highlighting sustainable initiatives from the McCormick Purpose-Led Performance outlines, focusing on three main arms: People, Communities, and the Planet.

Without further ado, let's dive right into the OMMMMM of MMMMM!





Table of Contents

I. The Foodture

Sustainability trends shaping 2022

II. Eatsighting

Innovations paving the way

III. Flavouracle

McCormick Purpose-Led Performance



I. The Foodture

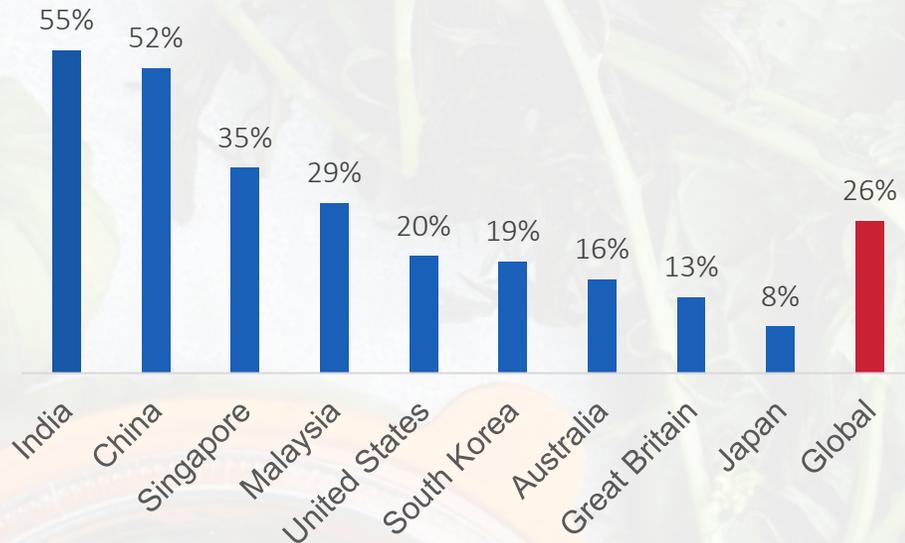
Sustainability trends shaping 2022

Discover rising trends influencing consumers' food and flavour decisions

Top global consumers trends in *sustainability* in 2022

In Asia Pacific, we see a growing anxiety over the state of planet, where more consumers have familiarised themselves with the United Nations Sustainable Development Goals (UN SDGs).

Familiarity of UN SDGs



Source: World Economic Forum



Re-Imagined Plant-Based Food



Green Inside and Out



Reducing through Upcycling



Local Heroes



Empowering You

Re-imagined Plant-Based Food



37%

of Vietnamese say they would be interested to try plant-based food that look and taste like meat or fish

Consumers are interested in increasing their consumption of plant-based food

Instead of drastically changing their diets and completely giving up products that they are used to consuming, we will see consumers making gradual small changes to include more plant-based alternatives into their diets.

49%

of Chinese consumers are interested in trying plant-based dairy beverage option



Plantag, Pistachio Plant-Based Milk China

Is packed with at least 10g of pistachio and 200mg of Omega-3 per bottle, making it a nutritious yet delicious dairy alternative.



Nescafé Gold, Coconut Latté Australia

Is made using a blend of Arabica, Robusta and oat. Coconut cream which makes a delicious alternative to dairy is added to give the drink a smooth and creamy taste.

Green both Inside and Out

Consumers are more information-seeking and eco-aware. They want brands to be more transparent in their claims to empower them to make environmentally responsible choices.



61%

of Chinese consumers say being transparent about the product and its production will improve their brand impression



67%

of South Korean adults want brands to show their impact on the environment on food/drink labels



Master Kong China

Is testing new bottle packaging using laser printing technology to include necessary information on bottle, removing labels



Suntory Japan

Launched Mata-aeru (Let's meet again) bottles to package their popular green tea drink in Japan. These bottles are 100% recycled or plant-based material bottle.



Missy M Sweets Australia

Packaging is made from FSC certified paper with a bioplastic lining paper that is made from plants. The company claims to be carbon neutral and a supporter of the 1% For Rainforest Rescue Programme.

Local Heroes

Driven by a sense of community and compassion, consumers are emphasising the need to support local economies, and are opting to purchase essential products from local businesses.



Farmy - Malaysia

Is an enterprise which has set up a vertical farm in Encorp Strand Mall. In total, they have 5 growing racks that reach up to 18 feet. At full capacity, they can produce 1.5 tonnes of leafy vegetable every month.



Media has helped to raise awareness for local farmers and the struggle they face.

Minari, depict the tale of a South Korean family struggling to grow plants from their homeland in parched fields of Arkansas

77% of consumers in Malaysia try to act in a way that is not harmful to the environment

Locally grown and harvested in season – Australia

Australian Organic Food Co. 100% Australian Organic Bolognese Pasta Sauce is made using locally grown produce that are sustainably farmed, and freshly harvested in season during their prime conditions.



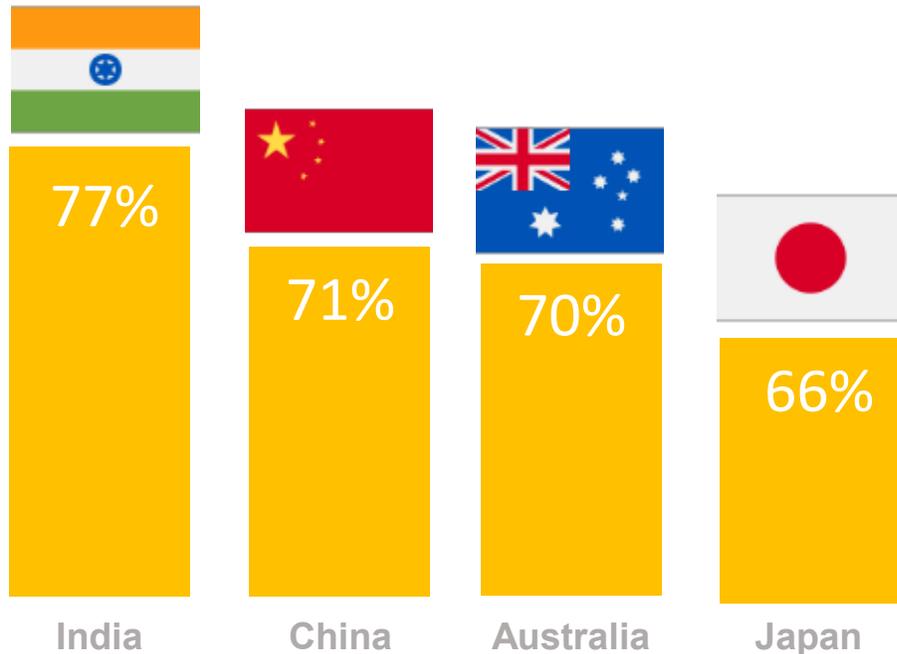
Ingredients from local soil – India

Third Eye Distillery Stranger & Sons Indian Spirited Gin is distilled in Goa with Indian botanicals including juniper, nutmeg, mace, coriander, liquorice, angelica, Indian citrus peel, black pepper and cassia bark.



Reducing through Upcycling

Food wastage accounts for 8 to 10% of global carbon emission. Approximately 17% (931M tonnes) of global food production was wasted in 2021 - 61% from household, 26% from food service industry and 13% from retail industry.



Agree that 'food made with leftovers has high/moderate positive impact on environment'



Seaweed

Commonly treated as waste in the West is highly valued in the East as a natural flavour enhancer. From 2016-2021, 73% of product launches featuring seaweed was manufactured in Asia Pacific.



Spent Grains

Upcycling spent grains from brewing industry into grain-based food, add nutrition to products ranging from pizzas to crackers. Spent grains are high in fibre, protein and have fewer carbohydrates.



Durain Husks

Researchers in Singapore-based Nanyang Technological University have managed to use left-over durain husks to create a soft germ killing gel that can be used to manufacture hydrogel bandage.

Empowering You

Consumers are increasingly looking to companies for climate-friendly consumption choices and guidance on how to make environmentally-friendly purchase decisions.



25%

of Australian consumers are interested in buying food/drinks which they can track online from source to shelf



Australasian Recycling Label Program - Australia

Is an on-pack labelling scheme that helps consumer recycle correctly. Using a combination of illustrations and messaging, clear and actionable instructions help lower consumers' learning curve.

My Carbon Footprint - Singapore

Is a mobile application that allows consumers to track their carbon emission across various categories including Food, Commute and Utility.

Refresh Go Green - Australia

Is a mobile application which aims to inspire consumers to make small daily changes to their lifestyle and leave a positive lasting impact on their own and Mother Earth's health.





II. Eatsighting

Innovations paving the way

Explore how businesses in Asia Pacific are going green

Top global trends in *corporate sustainability* in 2022



53%
of consumers in China value brands committed in lowering their carbon emissions



80%
of companies worldwide report on sustainability in some form

Source: Mintel



Sustainable Packaging



Trust in Me



Regenerative Farming



Technologically Altered Offerings



Helping You, Helping Us

Sustainable Packaging

Adopting sustainable packaging has become the norm and is no longer a differentiating factor for brands but rather an expectation of consumers.



Scoops Wholefood
Singapore, Australia

Packaging is biodegradable or made using recyclable materials which can be re-used in stores.



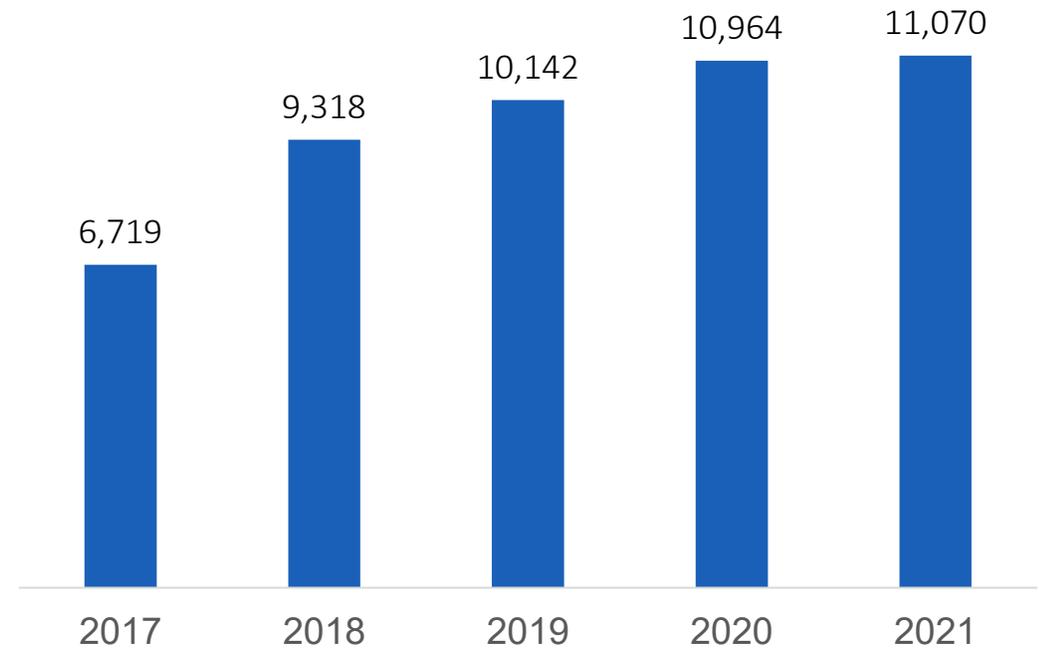
Kiehl's
Global

More than 80% of packaging utilises post-consumer recycled materials and 73% of packaging do not utilise secondary packaging.

64%

From 2017 – 2021, there has been an increase in new product launches in Asia Pacific with 'Environmentally Friendly' packaging claim

New Product Launches (NPL) APAC: Food and Drinks with 'Environmentally Friendly Package' claim



Source: Mintel, Kiehl's, Scoops Wholefoods

Trust in Me

With a third of global carbon emission contributed by the Food and Beverage industry, consumers are starting to hold manufactures responsible for their actions.



73%

of South Korean consumers believes that companies have a responsibility in protecting the environment.



Reeftip Drinks Co.

Australia

10% of profits generated from sale of their Australian Spiced Rum is used to plant new corals at the Great Barrier Reef.



Aldi

Australia

Stores are powered 100% by renewable electricity, relying solely on renewable energy sources.



Amazon

Global

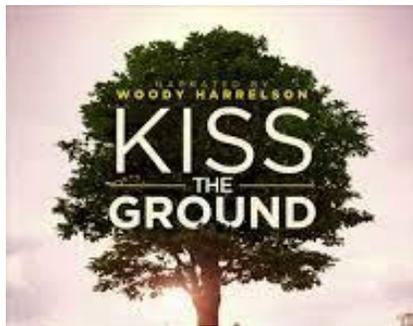
Amazon Renewed was launched to sell pre-owned refurbished products. Before they are sold, products are inspected and tested. All renewed products come with an Amazon Renewed Guaranteed.

Regenerative Farming

Surging fertiliser costs as a result of trade wars has accelerated the adoption of green alternatives like regenerative agriculture.



In 60 years, the world's topsoil would be eliminated unless current farming practices change



Media has been a cornerstone in raising awareness of our climate crisis

Kiss the Ground is a Netflix documentary that is helping to spread the message of the importance of soil health



Harmless Harvest

Thailand

A maker of coconut-based products, has launched a Regenerative Coconut Agriculture Project (ReCAP) that provides training curriculum on farm management.



Aranya Agricultural Alternatives

India

Utilises the forests' self-regulating ecosystem to achieve food and nutrition security and run community-based projects focused on farm management.

Technologically Altered Offering

62%

of Chinese consumers said that 'protect water' (eg. lakes and oceans) is an important environmental factor when choosing food and drinks

Dehydrating and **concentrated** food reduces carbon footprint as they are lighter to transport, reduces food wastage through extended shelf-life, and reduce water usage during manufacturing.



Zhi Wei Wu China

Freeze-Dried Grapefruit Jasmine Tea is made made with quality tea extract and processed with a vacuum freeze frying technology. It can be instantly dissolved in seconds in iced, room temperature or sparkling water.

47%

of consumers in Singapore would buy genetically modified food (GMO) if it was shown to be the environmentally responsible option

Biotechnology has made breakthroughs in the protein industry, enabling nutritionally equal animal-derived proteins to be grown in labs.



Magic Valley Australia

is the first Australian food tech cultivating lamb meat grown directly from cells without the use of animal-based products.



Turtle Tree Labs Singapore

is exploring the use of stem cells to create lab-grown breastmilk.

Helping you, Helping us

We observe a growing number of consumers who sees interest in brands that teach them about environmentally friendly habits.

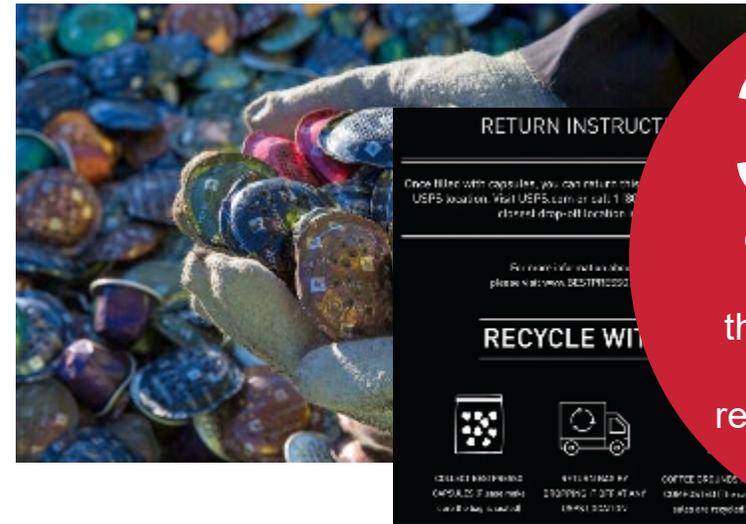
Businesses can utilise **technological solutions** to provide greater transparency.



McDonald's
Australia

By scanning a unique QR code printed on the food packaging, consumers would be able greeted by a 3D augmented experience where they can learn more about the ingredients found in their meals.

Brands should provide **clear on-pack information** that highlights environmental impact of the product.



Nespresso
Global

Incentivises consumers to recycle their capsules through distribution of recycling bags with clear instructions to consumers.

36%
of consumers in India strongly agrees that there is little information available on how to reduce packaging waste.



III. Flavouracle

McCormick Purpose Led-Performance

Learn about our sustainability efforts

GLOBAL PURPOSE-LED PERFORMANCE APPROACH

Purpose

‘To Stand Together for The Future of Flavour’, we envision a world united by flavour – where healthy, sustainable and delicious go hand in hand. We are focused on the needs of all our stakeholders, growing long-term value for our businesses and positively impacting the world

Principle

Our approach to sustainability and PLP is rooted in our long history of delivering industry leading financial performance while doing what’s right of people, the communities where we live, work and source and the planet we all share.



Our Efforts (APAC)



Sustainable Packaging

Efforts have begun in China to develop mono-material film that is recyclable to replace multilayer plastics (which is used in 13% of our products). This would help us to achieve our goal of establishing a 100% circular plastics packaging (reused, recycled or repurposed) by 2025.



Clean Energy

Our new state-of-the-art facility in Melbourne, Australia was designed and built to a 5-Star Green Star Rating under the Green Star sustainability rating system developed by the Green Building Council of Australia. This facility will feature a 600kW rooftop solar system and electric car charging stations.



Waste Management

We have partnered with local waste suppliers in Thailand to transform unused pepper, flour, and water into organic fertiliser for local farmers. This initiative will not only support their livelihood but increase their agricultural resilience.



Sustainable Sourcing

AVT McCormick is the only spice company in India that has used the Biodiversity Monitoring Tool to set seasonal targets on key biodiversity aspect and assess annual improvements in biodiversity management.

Our Efforts (APAC)



Grown for Good focuses on promoting community resilience, social and ethical practices for workers in our suppliers' factories, and building resilient production systems through regenerative agriculture, biodiversity and ecosystems services and water conservation.



Partnered with IDH, The Sustainable Trade Initiative to engage 1,500 farmers in Vietnam on good agricultural practices and sustainability certification.



Worked with AVT McCormick to support a pilot watershed project in Tamil Nadu aimed to mitigate impact of water scarcity.



McCormick China has embarked on a project to develop sustainable ecosystem to protect Sichuan Green Pepper.

Recognition



Terra Carta Seal

Leader in creating genuinely sustainable market



2022 DiversityInc Top 50 Companies for Diversity



Corporate Knights 2022 Global 100 Sustainability Index

14th Most Sustainable Corporation Globally
1st in Food Products



United Nations
Global Compact

2021 UN Global Compact LEAD recognition

Most sustainable food company



Barron's 2021 100 Most Sustainable Companies

56th Most Sustainable Corporation Globally
1st in Food Products



Our Commitment to People:
2025 Goals



Our Commitment to Communities: 2025 Goals



Our Commitment to Planet:
2025 and Beyond Goals

Discover McCormick Sustainable Approaches

[Learn More](#)





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