

# transparency & SUSTAINABILITY

Consumers today increasingly recognize the importance of sustainability, but they often find it to be complex and overwhelming. And while consumers want to make steps towards leading a more sustainable lifestyle, they are often misled by conflicting information and even question the trust they put in developers.

- Here are a few considerations:**
- With many food and beverage developers taking concrete steps towards sustainability, it is important to be clear and transparent about sustainability initiatives to promote trust.
  - Consumers expect brands to lead the way so that they can make small everyday efforts towards sustainability.
  - It is important for developers to link sustainability to other benefits like quality, flavor or taste to motivate purchase and drive loyalty.

**38% of consumers** don't trust companies to be honest about their environmental impact.

2022 SUSTAINABILITY BAROMETER



**Food and beverage companies are compelled to do the right thing**, but they are also being nudged and held accountable by their consumers, who increasingly understand the notion of **“greenwashing”** – announcing measures but not providing verification of achievements.

## EDUCATION AND CLARIFICATION IS KEY

Transparency on how ingredients are sourced, produced and used in products bound for human consumption is of importance for consumers. In addition, creating awareness around labels and other sustainable processes is key to simplifying purchase choices for consumers.



- **55% of consumers globally say:** “There are too many environmental labels, so I don't know what to look out for”

## DON'T FORGET FLAVOR

Consumers aren't strongly motivated by individual sustainability claims and often respond to a more holistic approach connected to core benefits. Link sustainability with other benefits, such as quality, flavor or taste to motivate purchase and drive loyalty to brands. **Taste matters!**



**Consumers today think more critically about the food they put into their bodies**

*“A lot of big food companies are faceless in that way, and they don't give you any information. It shouldn't be the standard because you're literally putting it in your body and consuming it. So I think it's really important to know what's in it, where it came from, and as much information as possible.” – Nick S., US*

## PRODUCTS OF NOTE



**YUMI STRAWBERRY & RHUBARB BARS** are made with nine super food veggies and its package is made from 100% recycled fibers made of at least 35% post-consumer content. The product is labeled as Certified Organic by California Certified Organic Farmers, Clean Label Project Purity Award and Certified Clean.



**ALOHA KONA BAR** supports sustainable agriculture in Hawai'i while giving back to the next generation of environmental stewards. The bar features responsibly-sourced ingredients including 100% Kona Coffee and 100% Hawai'i-grown macadamia nuts, and the first commercial launch of Ponova™ oil in a food product. Their website educates consumers on their sustainability initiatives.

## LOOKING FOR MORE ON SUSTAINABILITY?

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**SOURCES:**  
 2022 Sustainability Barometer | Mintel GNPD  
 Innova | Prepared Foods  
 McCormick Proprietary Survey | Bakery & Snacks  
 Mintel