

sourcing, production & SUSTAINABILITY

As companies create flavorful foods and beverages for consumers, they increasingly consider various aspects of environmental, social and economic sustainability from natural and organic and Fair Trade options, to the use of water and energy and equitable and fair labor throughout sourcing and production. When it comes to sourcing and production, based on the choice of ingredients, flavor and flavor combinations can be impacted.

Here are a few considerations:

- 68% of manufacturing leaders say they are implementing company-wide sustainability strategies, (an almost 30% increase from 2019) and consumers expect brands to continue leading the way.
- Consumers don't just want to see a label on pack, they're interested in the backstory of the product, ingredients, and flavor from sourcing to production.



78% of global consumers

wish companies would do more to make food that is sustainable.



Sustainability is most salient when it comes to products consumers are consuming (food and beverages) or applying topically (beauty and personal care). This is driven by the belief that something better/safer for the planet is better/safer for the body.

THE SOURCING & PRODUCTION PATH

Food developers are taking more responsibility throughout the sourcing and the production process, from farm to plate. This includes sourcing ingredients that are produced in sustainable ways to examining the use of resources like energy and water. Many developers even take into consideration how the consumer will use the product by exploring options that help them cut down on their own resources. Sustainable initiatives like using upcycled ingredients and regenerative agriculture are of interest for consumers.



FLAVORS OF INTEREST

We took a look at the top Global Flavors by numbers of releases with ethical & environmental claims in the past 3 years. Below are a few of the flavors that rose to the top.

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|------------|---------------------|-------------|
| Strawberry | Orange/Sweet Orange | Cocoa/Cacao |
| Vanilla | Lemon | Tomato |
| Hazelnut | Apple | Fruit |



Consumers believe it's time to raise the bar when it comes to food sustainability

"You can't have healthy people without a healthy planet, and vice versa. So we're seeing increased interest from consumers about what's under the lid and on the label." - Kate Cawley, Future Food Movement founder

PRODUCTS OF NOTE



THE MUSHROOM COMPANY MARSALA FLAVORED SAUCY MUSHROOMS are gluten-free and follow the company's mission of actively upcycling ingredients to reduce waste and benefit the planet.

41% of consumers said they likely or definitely would buy this product.



FORAGER PROJECT STRAWBERRY FLAVORED DRINKABLE CASHEW YOGURT ALTERNATIVE is organic and vegan and is sold in a BPA-free recyclable pack. Logos and certifications include USDA Organic, CCOF (California Certified Organic Farmers) Non-GMO & More, Certified Vegan and Kosher.

LOOKING FOR MORE ON SUSTAINABILITY?

check out our 2023 trend report below



Want to hear about McCormick Flavor Solutions sustainability efforts?

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SOURCES:
 Manufacturing Leadership Council
 McCormick Consumer & Market Insight
 McCormick Proprietary Survey
 Mintel
 Mintel GNPD