



# **SUSTAINABILITY – THE CANADIAN & US CONSUMER**



PREPARED BY Food Distribution Guy  
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Sustainability has become mainstream in today's world. Many consumers believe brands bear as much responsibility for positive change as governments. The desire for consumers to help the environment was found to be the primary reason consumers purchase sustainable products:

- 30% wish to improve the environment.
- 23% wish to reduce production waste.
- 22% wish to reduce their carbon footprint.[1]

*“Brands that deliver on pursuit of purpose, that drive a culture of sustainable innovation, are the front runners in consumers’ eyes – and they are watching.”[2]*

Cristianne Close – Global Markets Leader, WWF International.

**This special report titled:**

*“Formulating Sustainable Attributes into Food and Beverage Products!”* summarizes Innova Market Insights findings as part of their virtual event through Food Business News. Innova Market Insights is a global market research firm headquartered in the Netherlands. The findings of this study were the views of Canadian and US consumers.

## SUSTAINABILITY

- The efficient use of resources
- Managing for the triple-bottom-line (people/planet/profit or society/economy/environment)
- Being able to meet today's needs as well as those of the future
- The societal goal...for humans to safely coexist on Earth over a long period of time
- Waste not! [3]

## KEY TAKEAWAYS

1. **The Planet Comes First:** Sustainability will continue to center on the rising importance of measuring environmental impact and making clear, understandable, and trusted claims that stand up to scrutiny.
2. **The Big Environmental Issues:** Canadian & US consumers care most about animal cruelty, human welfare, and, pollution-friendly products. Products are increasingly addressing these, yet room exists for more innovation and clarity.
3. **Redefining Communication:** Many suppliers still target one specific issue that is most relevant to their own products, while new schemes are emerging to give overall scores and ratings to help consumers compare and measure

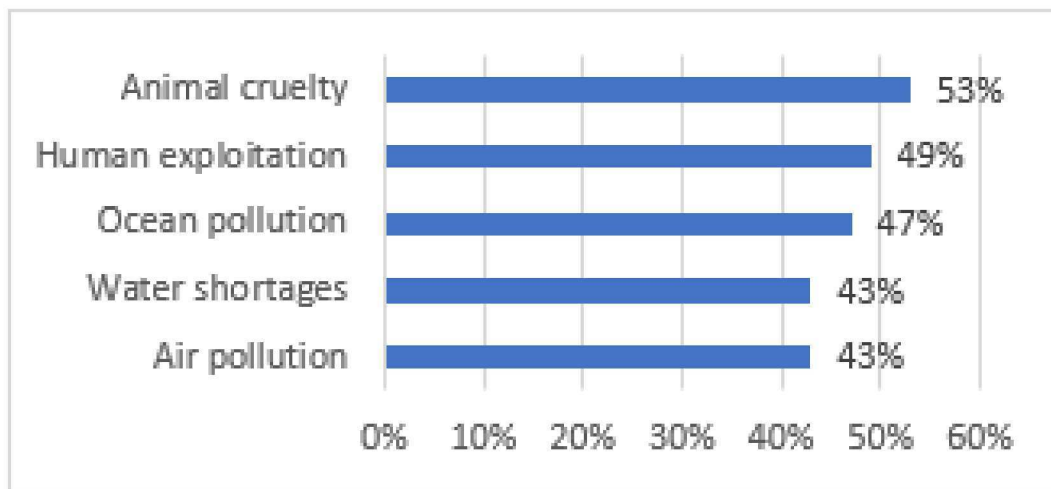
## SUMMARY

- A Shared planet is a Top trend for 2022. Trust and transparency are key to building a product life story that stands up to scrutiny.
- Five macro drivers shaping food and beverage trends:
  - Megatrend
    - Uncertainty and volatility.
    - Sustainable future.
    - Pursuit of health and happiness.
  - Consumer Trend
    - Flexible lives.
    - Feel-good consumer.
- Building a more sustainable future: Food manufacturing causes 33% of all human-caused greenhouse gas emissions.

## THE BIG ENVIRONMENTAL ISSUES

- Commitment to the environment is priority among Canadian and US consumers:
  - 55% - I am engaged in activities to help the environment.
- Canadian and US consumers care more about animal and human welfare than other regions.
- In Europe, the top 2 issues are Plastic waste and Ocean pollution. Asia: Food Waste # 1. Latin America: Water shortages & Deforestation.

## Top Issues of Concern in Specific Regions Canada & US



- Majority of Canadian and US consumers are willing to spend more on products devoted to solving human exploitation, and animal cruelty



### **Truly Grass Fed Hand Cut Natural Aged Cheddar Cheese Slice** *"Their Commitment to Animal Welfare"*

- 95% of cows are grass-fed.
  - 250 days a year outdoors
  - Antibiotic-free
  - Animal Welfare Friendly, approved by A Greener World
  - 1% for the plant
- Water-conscious products increasing, while ocean health is still a whitespace.
  - +32% Compounded Annual Growth Rate in F&B launches with claims on reduced water usage.
  - 53% are committed to spending more on products devoted to solving ocean pollution.



### **Arizona Wilderness Brewing Co**

*This Beer Saves Water*

- Made with local drought-resistant hops and malt.

- Carbon emission claims continue to grow fast. +30% increase in new food and beverage product launches carrying carbon claims.



### **Tin Whistle Brewing Co Pink Boots Hazy Pale Ale**

- Carbon neutral brewery.

- Consumers are invested in environmental labeling...but can be confused.
- 41% of Canadian and US consumers say: "I pay attention to the environmental labels on the packaging".
- 52% of consumers say "When I notice a label, I try to understand what it means".
- 42% of them say "There are too many environmental labels, so I don't know what to look out for".

## WHAT'S NEXT?

- Cost barrier: Willingness to commit rises with level of income.
- Are you (Canadian and US) willing to pay extra for food and beverage products that are devoted to solving global environmental issues:
  - High income consumer: 58%
  - Middle income consumer: 50%
  - Low-income consumer: 43%.
- What prevents consumers from making more environmentally minded choices:
  - # 1: It is more expensive.
  - # 2: Lack of communication/knowledge.
  - # 3: Lack of product ranges offering sustainable choice.

## REFERENCES

- [1] Consumers Demand Sustainable Products and Shopping Formats, [www.forbes.com](http://www.forbes.com), March 2022
- [2] The Global Eco-Wakening: How Consumers are Driving Sustainability, [www.weforum.org](http://www.weforum.org), March 2021
- [3] Joe Colyn, Business Partner, [www.JPG Resources.com](http://www.JPGResources.com), 2022

# FOOD DISTRIBUTION GUY PROFILE

## Richard Baker, President



We are our principles “One-Stop” resource to the Canadian grocery sector. Our mandate is to ensure our clients’ success is sustainable in the long-term. Possessing an excellent understanding of this sector, and the competitive landscape, Food Distribution Guy specializes in assisting our clients for successful entry into the Canadian market, and, increasing sales volume.

Richard Baker is CEO and Founder of Food Distribution Guy. He is an award-winning marketer, television personality ([BNN Bloomberg](#)), and, food judge whose extensive background stems from the packaged goods sector in brand development, marketing, and business development roles.

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