

Global Foodscapes

Forecasts from our Global Food and Nutrition Affairs Team

foodminds

Welcome to Global Foodscapes, news and insights you can use from FoodMinds' global food and nutrition affairs team. Today's issue features results from new research on how U.S. and U.K. consumer perceptions of healthy, sustainable foods have changed since the COVID-19 pandemic. FoodMinds' recently fielded a Global Sustainable Nutrition Survey in partnership with [Hanover](#), our U.K. agency research partner, and [SMS Research Advisors](#) to understand changes to the landscape since the previous survey was conducted in 2018. Survey findings can help food, beverage and nutrition stakeholders plan and prioritize future actions and communications based on what matters most to consumers.

Is there a particular topic you'd like to see covered in a future Foodscapes? Let us know [here!](#)

**– Sarah Levy, FoodMinds' Global
Director of Food & Nutrition Affairs**





Three Things You Should Know About...



U.S. and U.K. consumers' perceptions of healthy, sustainable foods

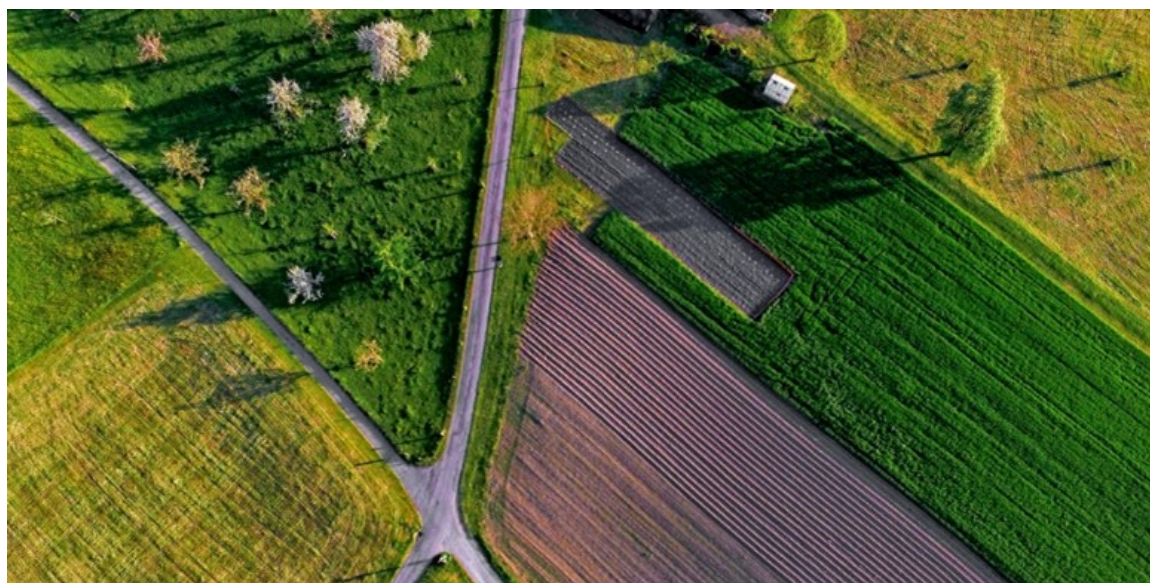
1. 57% of U.S. and 50% of U.K. consumers cited “nutritious” as the top phrase associated with healthy, sustainable foods. According to FoodMinds' recent Global Sustainable Nutrition Survey, food companies may be missing an opportunity with U.S. consumers by focusing on environmental sustainability alone. To engage with a broader range of consumers on healthy, sustainable foods, companies **should ensure that health and nutrition metrics are a core component of their sustainability value proposition, in addition to environmental and social equity impacts.**

2. 47% of U.S. consumers do not believe that the healthy, sustainable foods they purchase meet the requirements for using any on-pack food production certifications. With over 120 different eco-labels currently in use globally for food and drink products, and a variety of sustainability certifications ranging from USDA organic, to Certified Animal Welfare Approved, and many others, the exponential

growth in front-of-pack labeling (FOPL) continues to create challenges for consumers who seek to navigate and understand different health and sustainability claims on foods and beverages. To address the lack of standardization, the European Union is pursuing harmonized FOPL and a sustainable labeling framework as part of its [Farm to Fork Strategy](#), making this a critically important space to watch. Given persistent, widespread consumer confusion, there is **opportunity for companies to provide transparent, credible information that explains what their product certifications and claims mean** to help consumers build consumer confidence and trust.

3. 50% of U.K consumers and 38% of U.S. consumers cited eliminating food waste in the production chain as an action that companies can take to improve the health and sustainability of their foods. This presents a key opportunity for companies to communicate about their initiatives to reduce food waste and can be approached in a nuanced way across geographies. According to FoodMinds' survey data, a larger percentage of consumers in the U.K. linked reduced food waste to reductions in greenhouse gas (GHG) emissions and helping to address climate change, compared to U.S. consumers, who more often linked reduced food waste to fewer wasted resources, increased efficiencies, and reduced hunger among vulnerable populations. Food manufacturers can also get involved with public-private partnerships to reduce food waste, such as the USDA and EPA [U.S. Food Loss and Waste 2030 Champions](#) initiative.

Interested in learning more? FoodMinds' global food and nutrition affairs team helps clients navigate and participate in the evolving landscape and prepare for the future. Reply to this email or reach out to [Sarah Levy](#) to start the conversation.



Global Food Views



How can food, beverage and nutrition stakeholders engage a

larger number of U.S. and U.K. consumers interested in purchasing healthy, sustainable foods?

“The drive to get people eating more healthy, sustainable foods is in danger of stalling where it matters most – at the point of purchase. Consumers are both confused by, and skeptical of, on-pack claims about the health and sustainability of the foods that they are considering buying. Only one-third of U.K. consumers, for instance, say they currently trust the sustainability claims made on food packaging. And 34% of shoppers say that they find the topic of healthy, sustainable foods “confusing.”

It’s a real missed opportunity, given that almost half (47%) of consumers say they look for seals, symbols or labelling on packaging to indicate health and environmental credentials, while 38% use store signage as their main indicator. With 85% of shoppers waiting until the point of purchase to be educated about what is healthy and sustainable, there’s a real opportunity for forward-thinking suppliers and retailers to step up in this space and create trust with shoppers about labelling.

While in the U.S., consumers most associate healthy, sustainable foods with being nutritious, U.K. consumers most associate them with environmentally-friendly production, locally grown foods and minimal chemicals. Proving those messages in a shopper-friendly manner will come top of any list of ways to build trust with shoppers who recognize the importance of eating better, but who are tired of being confused at the very point at which they want clarity.”

- Hanover Communications Food & Drink Team, a FoodMinds partner agency

Food for Thought



Reflections and perspectives from the FoodMinds team on emerging food systems topics.



[Global Foodscapes FNA Forecast - January 2022](#)

“Healthy” foods and diets will be defined by more than just nutritional composition. Keep an eye on first movers already trying to expand nutrient profiling systems (e.g., Nutri-Score in France), and prepare for this approach to spread to other policies and locales.

[Nutrition Influencer Insights: Q&A with upwaRD Winner Kylie Sakaida, MS, RD, LDN](#)

“I’m very passionate about sharing realistic nutrition and health information. I hope to show people that you don’t need to eat a 100% organic, perfect diet free of all processed foods in order to have a balanced diet.”



Global food and nutrition affairs is FoodMinds’ point of difference. Learn more here.

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