

Bite-size foodservice insights
that will leave you craving more

Eat UP



Consumers are taking a more holistic approach to sustainability, connecting their personal health to the health of the planet. In fact, 64% of global consumers believe what is good for the planet is also good for themselves. Read on to learn more.

1 Transparency

Food selection is becoming more involved, with consumers wanting to understand the path each item takes to get to their table. Things like where it comes from, how it's made, ingredient sourcing, environmental impact, packaging, etc. are top of mind.



66%
Of global consumers agree or strongly agree that environmental issues have impacted their selection of food products



Tip
Operators should leverage technologies such as QR codes as brand storytelling opportunities to fill this gap for their patrons

2 COVID-19 impacts on sustainability concerns

The pandemic has fueled growing concerns around the environment and sustainability, and heightened the connection consumers are making between planet health and personal health. While the pandemic created a temporary need for more disposable products and single-use plastics to avoid cross contamination and protect personal and family health, this didn't change consumers' long-term view on sustainability and environmental health.

46%
Of global consumers say that COVID-19 has made them more concerned for the environment and sustainability



3 Regenerative agriculture

Consumers are becoming more aware of soil erosion and the toll modern agricultural practices are taking on the health of the planet. This awareness has drawn growing interest in regenerative agriculture, a holistic land management practice that focuses on rebuilding soil health and providing solutions related to climate change, food security, crop diversity, water quality, and pollution.



64%
Of U.S. Consumers are concerned about climate change and 20% are influenced to purchase food brands that share regenerative agriculture/soil health messaging

Learn the many ways Cargill Protein is putting our climate change commitment into action at [Cargill.com/Sustainability](https://www.cargill.com/Sustainability) and contact your sales representative to learn more about how your brand can partner with us.

Source: .2021 GLOBAL SUSTAINABILITY REPORT, HEALTH FOCUS INTERNATIONAL

We're here to help!

Just call your Cargill or Key Impact representative or email Cargill_Foodservice@cargill.com.

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