
Sustainability:

What are brands doing to help save our planet?



Table of Contents

Evergi™ Conversations:

Social listening data from Twitter and Instagram posts utilizing keywords related to wellness. Posts are tagged by product type and subtype, medical conditions, ingredients, need states, and associated keywords.

Evergi™ Consumers:

Survey fielded semi-annually online with 5,000 US consumers age 21+. The first wave was fielded December 2020. This is a general population survey, census balanced on age, gender, and geography.

Page 3.	<u>Introduction</u>
Page 4.	<u>Carbon Footprint</u>
Page 5.	<u>Food Waste</u>
Page 6.	<u>Plastic Waste</u>
Page 6.	<u>Conclusion</u>

Introduction



Global climate change is affecting us all. Melting ice caps, increased natural disasters, and changing average temperatures have consumers concerned about the impacts of global warming on their lives.

According to the Evergi Consumer Survey, **61% of US consumers are concerned about global warming.** As a result, these consumers are changing their behaviors: they act more sustainably and are more likely to seek out eco-friendly products to combat the effects of climate change.

Luckily, many brands are innovating and taking steps to meet consumers where they are in their sustainability journey.

Carbon Footprint

Some of the biggest offenders in climate change are greenhouse gases, especially carbon dioxide. [Global food production generates 17.3 billion metric tons of carbon dioxide per year, according to researchers at the University of Illinois.](#)

The non-profit [Carbon Neutral](#) is giving brands the resources they need to reduce and offset their carbon emissions. Currently, Carbon Neutral partners with 340 certified brands, including 51 food and beverage companies. It has offset 842,276 tonnes of carbon emissions through reforestation and renewable energy developments. Brands become certified and earn their carbon neutral badge by measuring, targeting, and reducing their climate impact. Through certification, brands help consumers feel good about the products they purchase, which is increasingly important – **58% of consumers believe companies should support causes.**

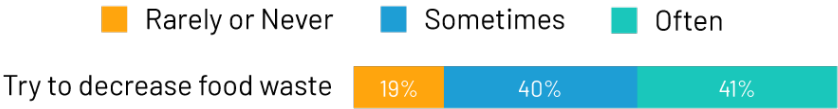


Moonshot	Nuun	Alter Eco
Moonshot offers climate-friendly crackers in various flavors. It uses climate-friendly ingredients and works with regenerative farms. It was Carbon Neutral certified in 2020 and offsets 36 tonnes of CO2 emissions annually. Moonshot also has plans to reduce emissions through sustainable packaging initiatives.	Nuun creates functional beverages to hydrate efficiently without the need of single-use plastic bottles. Certified by Carbon Neutral in 2019, Nuun has offset 14,438 tonnes of CO2 emissions, and is actively working with its manufacturer and suppliers to reduce their carbon output.	Alter Eco provides “the cleanest greenest chocolate” that regenerates ecosystems, empowers farmers, and reverses climate change. Certified in 2019, Alter Eco has offset 4,004 tonnes of CO2 emissions and is taking steps toward zero-waste packaging and reducing emissions from cocoa growth.

Food Waste

The FDA reports that over one-third of all available food goes uneaten or wasted. When food goes uneaten, labor, land, water, and energy all go to waste. Even more serious are the greenhouse gases emitted as food rots away in landfills. According to the EPA, food is the largest category within landfills and aids in the production of 14.1% of all methane emissions in the United States.

According to the Evergi Consumer survey, US consumers want to decrease their food waste: 41% indicate they often take steps to reduce food waste, while 40% say they take those steps occasionally.



What are brands doing to combat food waste? They’re implementing upcycling.

Upcycled foods use ingredients that otherwise would not be consumed by humans to create a product that has a positive impact on the environment. Upcycled products are the “first consumer product-based solution,” which makes production highly scalable and economically sustainable, according to Upcycled, a trade association that helps promote and certifies upcycled products.

Consumers are starting to see upcycled products on the market across several categories.



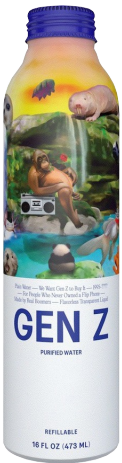
Pulp Pantry	Superfrau	Kvaroy Arctic
Pulp chips are produced with sustainability in mind. Pulp Pantry takes fresh vegetable juice pulp and turns it into chips to meet consumer snacking needs. Each pound of pulp detoured from a landfill saves 38 gallons of water from going to waste.	Superfrau provides a functional beverage to promote gut health, boost energy, and increase electrolytes. It purchases discarded whey from dairy farms and adds fruit flavor and fizz to make this upcycled beverage.	Kvaroy Arctic is a seafood company that produces salmon-based products. However, the company noticed they had leftover cuts that were not considered premium. This led it to upcycle that product into salmon hot dogs and burgers! These sustainable hot dogs are a great solution to food waste.

Plastic Waste

While plastic is regarded as one of the most useful man-made materials, its production and disposal create greenhouse gases and hazardous waste. Another issue is plastics are not always recycled—one-fourth of global plastic waste is never collected.

This uncollected plastic ends up in landfills and our oceans, where it breaks down into microplastics. Microplastics are harmful to both humans and the environment. Animals may ingest them, which then pollutes the entire food chain all the way up to humans—researchers recently found microplastics in human blood samples and in human lungs.

Some brands are making changes to provide plastic-free alternatives to some of the largest offenders in single-use.



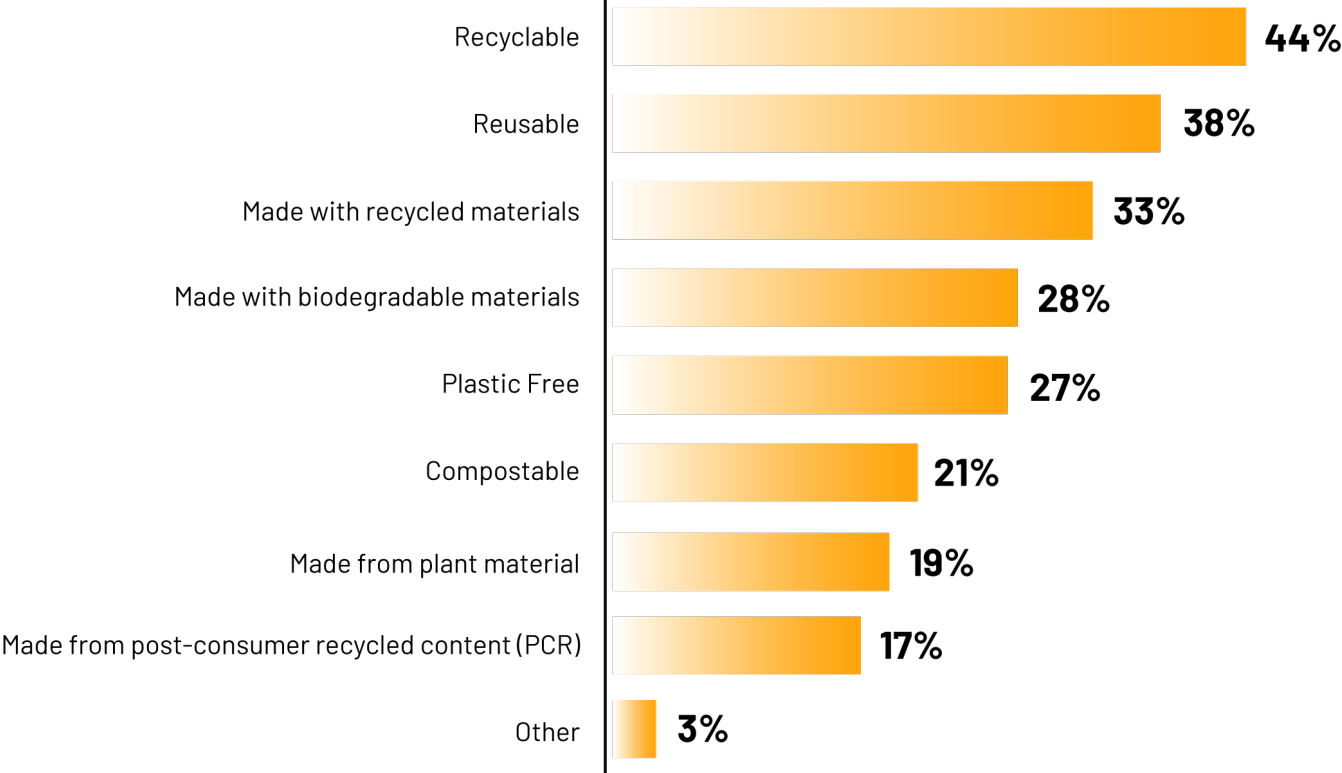
Gen Z Water	Incredible Eats	Quinn
Gen Z Water is a water company that uses aluminum bottles and is marketed directly at Gen Z consumers. These bottles are 100% recyclable, including their cap (unlike traditional water bottles) and are often back on the shelf in as few as 60 days after being recycled.	Incredible Eats produced edible cutlery. These products eliminate the need for plastic silverware and can be disposed of either in compost or simply by taking a bite!	Quinn Snacks produces a variety of savory snacks, including pretzels and popcorn. It is actively involved in the EPA-sponsored Boulder Packaging Project to transition its packaging to compostable and/or recyclable options.

Plastic Waste (Cont.)

When searching for these sustainable products, consumers are drawn to well-known key terms. **The top 3 package attributes consumers look for are “recyclable”, “reusable”, and “made with recyclable material.”**

Many brands are implementing recyclable packaging and other sustainable practices to reduce their plastic use. This is in line with consumer needs: **18% of US consumers indicate they are actively attempting to reduce their use of single-use plastics.** Another **19% often purchase sustainably packaged products.**

Top 3 Package Attributes Consumers Look For



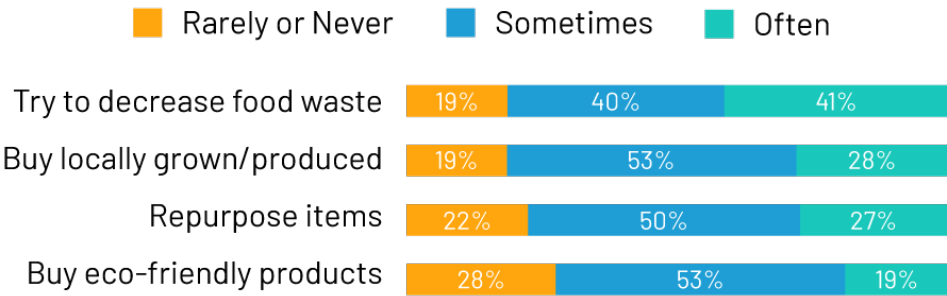
Conclusion

Consumers are vocal about the environmental issues that impact them, and often discuss their views and sustainability solutions online. In February 2022, Brightfield saw sustainability’s popularity as an online discussion topic (share of voice) remain above 2% of tracked conversations.

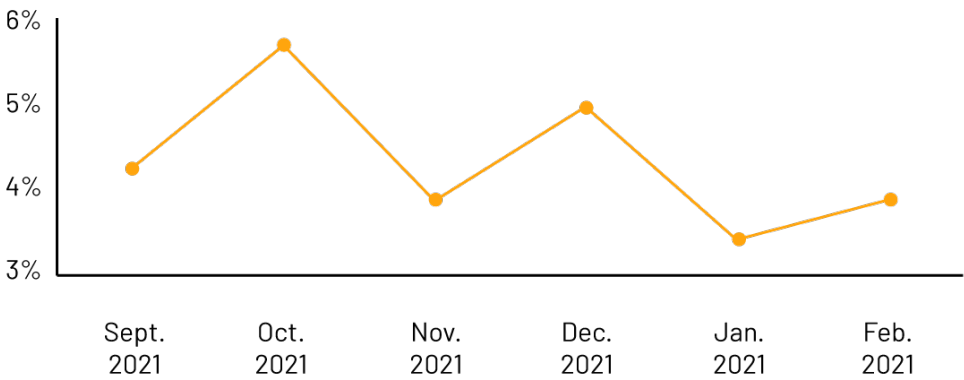
Consumers also are taking concrete climate action: **19% of US consumers often buy eco-friendly items, 41% try to decrease their food waste, and 37% try to repurpose items.**

Now the question remains: **Which brands will continue to step up and meet consumer demand?**

ENVIRONMENTAL BEHAVIORS



OVERALL POSTS BY SUSTAINABILITY



Brightfield Group is the leading research firm for emerging categories including CBD, cannabis, and wellness. By integrating multi-source data with AI and research expertise into our cross-comparable data lake, we uncover robust insights as new markets develop. Since 2015, we have helped Marketing, Innovation, and Insights leaders drive customer-centric strategies on their next big idea.

Learn more at evergi.com

