

# HEALTHIER AND MORE SUSTAINABLE DIETS: LEARNING SERIES 2022

## KEY LEARNINGS



Healthier  
Lives

# 01

## INTRODUCTION

The **CGF Collaboration for Healthier Lives (CHL) Coalition of Action** empowers people to lead healthier and more sustainable lives while creating shared value for business and communities.

Now more than ever, healthier, and sustainable diets are at the forefront of business, with public agendas becoming an urgent priority for communities across the globe.

Part of the CHL's key objectives is to make the healthier and more sustainable choice, become the easy and preferred choice by championing taste, accessibility, and affordability.

Maintaining a balance between access to healthy, nutritious food for people around the world and preserving the environment is essential.

All forty CHL member companies are working together – as leading manufacturers and retailers – to empower people to adopt healthier and more sustainable habits by launching interventions, and encouraging consumers to make better choices.



## Why is this important / Diet and sustainability

### Food: The Facts



**50%** of the Earth's habitable land is already used for agriculture  
(UN FAO, 2019)



Agriculture is the primary driver of deforestation, habitat loss and biodiversity loss  
(IPBES, 2019)



The global food system is the single biggest contributor to climate change, responsible for around a third of all greenhouse gas emissions.  
(IPCC, 2019)



Humanity could require **80%** more food by 2100  
(Dependbusch & Klason, 2019)



The number of people suffering from hunger and malnutrition has been increasing in step with the global population since 2014.  
(UN, 2020)

# 02

## WORKSTREAM

### CHL'S HEALTHIER AND MORE SUSTAINABLE DIETS WORKSTREAM

Our vision is for a world where the food that supports a healthier and more sustainable diet is made the easy and preferred consumer choice, by championing three key attributes:



Taste



Availability



Affordability

To help us achieve this vision, we have created a Healthier & More Sustainable Diets working group with clearly defined objectives:

1. Build the foundation of the CGF action on Healthier & More Sustainable Diets, including a review of existing work in this space, a framework for action and guiding principles to support this work;
2. Enable the Coalition to launch and evaluate interventions that drive sustained behaviour change by building a clear framework that also includes a sustainability angle;
3. Share best practices and learnings on Healthier & More Sustainable Diets across the CGF membership by collaborating with partners to deliver the evidence for action to drive positive impact at scale faster.



Members of the working group have agreed to support:

**More Plants on the Plate:** Interventions to encourage greater consumption of wholegrains/foods, legumes, nuts and a variety of fruits and vegetables (in line with **FAO guidance**). Includes dairy & meat alternatives.

**Empowering Consumer Choice:** The role of environmental labelling. Interventions to steer consumers towards more sustainable food products.

**Better for You and the Planet - Dairy & Meat:** Interventions to further educate consumers on healthier, more sustainable dairy and meat options and encourage their consumption.

**'Right-Size' Consumption:** Interventions to guide consumers towards portion sizes that limit overconsumption, aiming to improve sustainability and health outcomes.

**Zero Food Waste:** Interventions to reduce food waste across the entire food value chain / life cycle.

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Companies currently not engaged in the Coalition can **contact us** to learn more.

Our partner Bain & Co., helped us to compile the attached **Healthier and Sustainable Diets (HSD)** fact base to highlight some key trends and summarise approaches to Healthier and Sustainable Diets.

# 03

## LEARNING SERIES

### HEALTHIER AND SUSTAINABLE DIETS (HSD) LEARNING SERIES 2022

Last year over 600 participants tuned into our series of interactive webinars. We welcomed a diverse group of 18 speakers from the public, private and academic sectors to:

- share learnings to catalyse global change
- understand and unlock opportunities and challenges.



#### SESSION ONE

How to Empower Consumer Choice & The Role of Environmental Labelling for Food

PAGE 5

#### SESSION TWO

Regenerative Agriculture

PAGE 6

#### SESSION THREE

Empowering Consumer Choice

PAGE 7

#### SESSION FOUR

Health and Food Waste

PAGE 8

#### SESSION FIVE

Understanding Sustainable Product Trends

PAGE 9

#### SESSION SIX

Communicating Food Sustainability to Consumers

PAGE 10

#### SESSION SEVEN

Future Foods

PAGE 11

## SESSION ONE



Watch the re-run here

(opens in web browser)



# HOW TO EMPOWER CONSUMER CHOICE & THE ROLE OF ENVIRONMENTAL LABELLING FOR FOOD

The HSD Webinar series kicked-off with a session on environmental labelling and the role and contribution of retail and manufacturing organisations.

As we face planetary boundaries (biodiversity, energy, pollution and waste, scarcity of resources), the Agrofood Industry is both a cause of the problem and a major sector to bring solutions. 57% of consumers want sustainability information to be compulsory on food labels (88% according to a **Eurobarometer** poll carried out in 2020).

France has been working hard over the past few months to find the best conditions to deploy a food environmental scoring. **Institut du Commerce's**

members, together with the CGF, have supported and contributed to a **common vision**: to empower consumer choice and be key partners for global-local harmonisation when possible. We welcomed the following speakers to share their insights: Agnes Martin, Health & Diet Advocacy Director, **Danone**, Vincent Colomb, Food Product Ecodesign & Life Cycle Analysis Expert, **ADEME** (French Agency for Ecological Transition), Camille Perrin, Senior Food Policy Officer, **BEUC** (European, Consumer Organisation).

## KEY TAKEAWAYS

79% of consumers seek our products that are healthier and better for the environment.

An official environmental labelling scheme is strongly welcomed by consumers.

The guiding objectives of an environmental labelling framework include:

1. Providing a clear and transparent picture of the environmental impact of a product.
2. Empowering consumers to make informed and more sustainable food choices.
3. Incentivise food eco-design to encourage and value sustainable product practices.



“Consumers are looking to act for the environment, but need guidance.”

Agnes Martin, Health & Diet Advocacy Director, Danone



“Consumers want more information on the sustainability of food products.”

Camille Perrin, Senior Food Policy Officer, BEUC



“The question is not if there will be eco-labelling schemes, but whether public bodies with stakeholders are able to build one official and a harmonised scheme (like Nutriscore).”

Vincent Colomb, Food Product Ecodesign & Life Cycle Analysis Expert, ADEME

## SESSION TWO



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# REGENERATIVE AGRICULTURE

This session invited representatives from two CGF member companies Chris Adamo, Vice President, Government Affairs, Policy & Partnership - **Danone** North America and Tom Rabaey, Senior Principal Scientist, Technology & Agriculture, **General Mills** to talk about their company's strategy and involvement in regenerative agriculture within their own supply chains. We were also joined by Perrine Bouhana, Director of **GlobeScan**, to present a global study of consumer trends towards buying healthier and sustainable products.

## KEY TAKEAWAYS

Regenerative agriculture is a holistic, principle-based approach to farming and ranching that seeks to strengthen ecosystems and community resilience. (systems change, attempting to go beyond "doing good.")

Consumers are most concerned about the use of pesticides and single use plastic waste in the food system; they are least concerned about the transportation of food.

Affordability and availability are the main barriers to buying sustainable food.

National governments and food/beverage companies are seen as the two main influences of positive change in most markets.



"As a food company, one of the most important ways we deliver societal impact is through the farming model we choose."

Chris Adamo, Vice President, Government Affairs, Policy & Partnership, Danone North America



"Collaboration with key stakeholders is essential to educate your consumers about the journey of their food - from farm to plate."

Perrine Bouhana, Director, GlobeScan



"Our goal is to reduce greenhouse gas emissions by 30% across our entire value chain over the next 10 years to achieve Net Zero by 2050."

Tom Rabaey, Senior Principal Scientist, Technology & Agriculture, General Mills

## SESSION THREE



Watch the  
re-run here

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# EMPOWERING CONSUMER CHOICE

Arienne de Jong, Lead of the Health and Flavor Team at **Albert Heijn** (Netherlands largest supermarket chain) spoke to CHL about driving and empowering consumers to make better and healthier choices. The company's strategy aims to improve nutrition and better eating habits through health, sustainability, and connections. [Read their strategy here.](#)



"We wish to make better eating healthier, delicious and more sustainable – preferably all at the same time."

Arienne de Jong, Lead of the Health and Flavor Team, Albert Heijn



## KEY TAKEAWAYS

Albert Heijn collaborated on a study to place nutrition education messaging on the supermarket trolleys

**64%**

OF RESPONDENTS

indicated that over the past 12 months they have become interested in learning more about the influence of food on their health.

**45%**

OF CUSTOMERS

are familiar with NutriScore, and 1 out of 4 of these customers takes the logo into account when shopping.

**75%**

OF CUSTOMERS

noticed the messaging, coupled with an increase in the amount of vegetables purchased.

## SESSION FOUR



### Watch the re-run here

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# HEALTH AND FOOD WASTE

This session focused on how we can help consumers be informed, inspired, and take action in moving towards healthier and more sustainable diets, while reducing food waste.

As consumer consciousness of food waste has risen dramatically, a focus on technology, collaboration, measurement and the consumers themselves is required. The session began with Sharon Bligh and Ignacio Gavilan, Directors for the Healthier Lives and Food Waste coalitions at **The Consumer Goods Forum**. The panellists were Pablo Montoya Dávila, Sustainability Director, **Grupo Éxito**, and Santiago García Ochoa,

Environment and Circular Solutions Specialist, **Nutresa**. They presented their initiatives in Latin American to support people on the journey of combating food waste and nudging customers towards healthier baskets. We also heard from María Teresa García Plata, General Director, **BAMX** (Food Bank of Mexico), on the role that food banks play in working towards food solidarity and reducing food waste.



## KEY TAKEAWAYS

Healthy diets were unaffordable for around 3 billion people globally in 2019.

The number of people who were unable to afford healthy foods increased in Africa, Latin America, and the Caribbean between 2017 and 2019.

Combating food waste requires the participation of various stakeholders from retailers, manufacturers, food banks and benchmarking groups to achieve food solidarity.

Food banks are an essential lifeline to millions; helping address the four dimensions of food security availability, access, utilisation, and stability over time in addition to being a vital resource in reducing food waste.



“With **Carulla Fresh System**, our customers are educated on how to store fruits and vegetables in their homes by understanding the ripening process - thus making them last longer and reducing food waste at home.”

**Pablo Montoya Dávila**, Sustainability Director, Grupo Éxito



“By partnering with food banks, the private sector can reach vulnerable populations and facilitate community engagement.”

**María Teresa García Plata**, General Director, BAMX (Food Bank of Mexico)



“Through our **Sésamo project**, food loss was reduced by 26.7 tons in 2021, providing the market with products that contribute to healthy lifestyles.”

**Santiago García Ochoa**, Environment and Circular Solutions Specialist, Nutresa



## SESSION FIVE



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# UNDERSTANDING SUSTAINABLE PRODUCT TRENDS

This session explored the latest insights on consumer behaviours and future outlooks on healthier and more sustainable diets, with an emphasis on what has been **seen in Turkey**, through our Collaboration for Healthier Lives initiative.

Speakers Didem Sekerel Erdogan, General Manager Africa & Middle East, Advanced Analytics Leader, **Nielsen IQ** Turkey, Eda Ocak, Partner & Strategy Director, **Think Neuro**, Sertan Kirli Customer Insights & Engagement Group Manager, **Migros Ticaret**, and Nur Serenli, Consumer Insights Director, Nielsen IQ Turkey, discussed the 14 major sustainable product trends emerging in Turkey and how the “**Growing Healthy with Migros**” campaign includes both health & sustainability information, inspiration and acceleration of action.

## KEY TAKEAWAYS

- Consumers are less price sensitive towards locally sourced products, compared to organic/natural products.
- 2 out of 5 shoppers do not associate food retailers with sustainability activities.
- When thinking about what sustainability represents, only 6% consumers chose ‘caring for the needs of the future generation.’



“Cooperation between retailers and local producers is important for the consumers to associate the brand with sustainability. Thus, at Migros we collaborate with local producers especially the female cooperatives in Turkey.”

Sertan Kirli, Customer Insights & Engagement Group Manager, Migros Ticaret



“Consumers tend to place higher importance on the ingredients rather than packaging when deciding the quality.”

Nur Serenli, Consumer Insights Director, Nielsen IQ Turkey



“The relationship between ‘Sustainable Products’ and Food Retailers is not strong in the minds of consumers.”

Eda Ocak, Partner & Strategy Director, Think Neuro



“Pricing is an important barrier when accessing sustainable products.”

Didem Sekerel Erdogan, General Manager Africa & Middle East, Advanced Analytics Leader, Nielsen IQ Turkey

## SESSION SIX



Watch the re-run here

(opens in web browser)



# COMMUNICATING FOOD SUSTAINABILITY TO CONSUMERS

In the 6th edition of the Healthier and Sustainable Diets Learning Series, we spoke with Joshua Bishop, Conservation Economist at **World Wildlife Fund (WWF) for Nature Australia**. This session focused on the findings of a **report** from researchers at WWF and the University of Sydney, prepared on behalf of **UNEP** and the **One Planet Network**. The report is supported by 12 case studies prepared by GlobeScan, profiling efforts by food companies and labels to communicate food sustainability to consumers. Bishop highlighted the complexities of environmental economics and how to communicate this to consumers.



“Sustainability information is more influential when it comes as part of an integrated consumer communication campaign.”

Joshua Bishop, Conservation Economist at World Wildlife Fund (WWF) for Nature Australia.



## KEY TAKEAWAYS

Béné et al. (2020) analysed statistical correlations between 12 drivers of food systems change and 20 indicators of sustainability in 97 countries finding that sustainability is one of the many drivers of food choices and consumers often respond positively to food sustainability information.

Use of behavioural methods and incentives can increase uptake of healthier and more sustainable choices.

Companies should invest more in incentives, nudges and other non-coercive measures to encourage plant-rich and whole food choices.

## SESSION SEVEN



Watch the re-run here

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# FUTURE FOODS

In our final session of the series we looked to the future. Titled ‘Future Foods’ we tackled the changes in the global food system and upcoming trends.

Sophie Egan, Director of Strategy at the **Food for Climate League**, introduced outcomes from the research on climate friendly foods narratives. Dorothy Shaver, Director, Global Food Sustainability at **Unilever**, presented Unilever’s global Future Food’s ambition and what needs to happen to move the food system towards a more

healthier and sustainable future. Paul Newnham, Director of the **SDG2 Advocacy Hub** and Coordinator of the **Chef’s Manifesto**, discussed how changes to the approach of preparation and sourcing of ingredients will affect chefs, and what will change in menus of the future.

## KEY TAKEAWAYS

Food for Climate League and Datassential conducted a survey of over thousand people from all over the US too assess their food attitudes and interests, as well as their perceptions and emotional reactions to climate change.

Despite showing interest in tackling environmental issues, consumers are not yet connecting the dots between food and climate.

People are interested in purchasing foods that boost their health, are local and reduce waste. This presents an opportunity to reframe the narrative of sustainable eating.

Brands need to continue to lead with purpose by engaging with sustainability credentials and regenerative agriculture to make sustainable diets accessible and enjoyable.

Consumers need to be part of the conversation in driving real change around accessing more sustainable foods.



“Food is the strongest lever to optimise human health and environmental sustainability.”

Dorothy Shaver, Director, Global Food Sustainability, Unilever



“People’s perception of climate-smart eating is one of the key barriers to wider adoption of sustainable practices by the FMCG industry.”

Sophie Egan, Director of Strategy, Food for Climate League



“We wish to double the global consumption of beans by 2028 through our ‘Beans Is How’ campaign.”

Paul Newnham, Director, SDG2 Advocacy Hub and Coordinator, Chef’s Manifesto

# 04

## ABOUT CHL

## ABOUT COLLABORATION FOR HEALTHIER LIVES COALITION OF ACTION

The Consumer Goods Forum (CGF)'s CEO-led Coalition of Action on Collaboration for Healthier Lives (CHL) is about making it easier for people around the world to adopt healthier lives for themselves and their families. It's about making healthier decisions easier and habitual for people in every community around the world.

CHL is a global movement led by manufacturers, retailers, public health authorities and local communities, that implements local movements in communities worldwide. CHL initiatives run across 11 countries and over 206 organisations. As a collective, members of the CGF and their partners are exploring, experimenting, innovating, and evolving business models to support positive change, while sharing data and knowledge across industry, at scale. Health is not a competitive advantage; it's a basic necessity which no company can solve alone. Collaboration is needed at scale and across sectors for the consumer goods industry to play its necessary role in the health and wellbeing of people.



In 2023, the CHL has updated their global strategy to target three areas:

- 1. Better Options:** Improving the accessibility of healthier & more sustainable products for consumers.
- 2. Better Choices:** Influencing consumer behaviour to encourage and enable healthier, more sustainable habits.
- 3. Better Communities:** Empowering our employees' health & well-being.

Through multi-stakeholder collaboration the CHL aims to tackle the target areas through CEO commitment and round-table B2B collaboration, in-store, online and digital activation to test, learn and prove impact, creating blueprints for scale up, community forums (Global & Regional) and alliances to exchange learnings for broader adoption as well as collaboration sessions with stakeholders and experts to understand and unlock opportunities and challenges.

To learn more, visit [www.tcgfhealthierlives.com](http://www.tcgfhealthierlives.com).

# 05

## ABOUT CGF

### ABOUT THE CONSUMER GOODS FORUM

The Consumer Goods Forum (“CGF”) is a global, parity-based industry network that is driven by its members to encourage the global adoption of practices and standards that serves the consumer goods industry worldwide.

It brings together the CEOs and senior management of some 400 retailers, manufacturers, service providers, and other stakeholders across 70 countries, and it reflects the diversity of the industry in geography, size, product category and format. Its member companies have combined sales of EUR 4.6 trillion and directly employ nearly 10 million people, with a further 90 million related jobs estimated along the value chain. It is governed by its Board of Directors, which comprises more than 55 manufacturer and retailer CEOs.

For more information, please visit: [theconsumergoodsforum.com](https://theconsumergoodsforum.com)



### WITH THANKS

The CGF would like to thank the members of the Healthier and More Sustainable Diets working group for their support: Ahold Delhaize, Danone, General Mills, Migros, PepsiCo, Sainsbury and Unilever. The group will now work with all of these learnings to drive collective action and help people live healthier and more sustainable lives.



[theconsumergoodsforum.com](http://theconsumergoodsforum.com)

