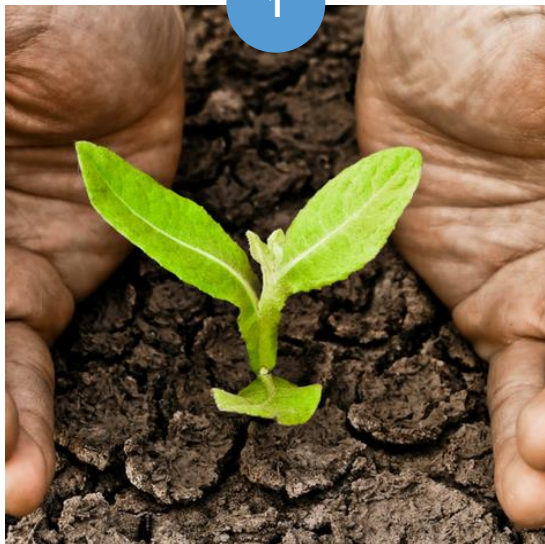


The Environment and the Canadian Food Consumer

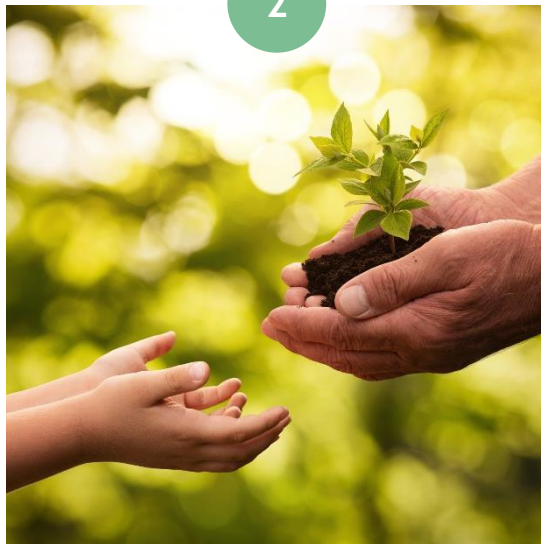
Topics for today's discussion

1



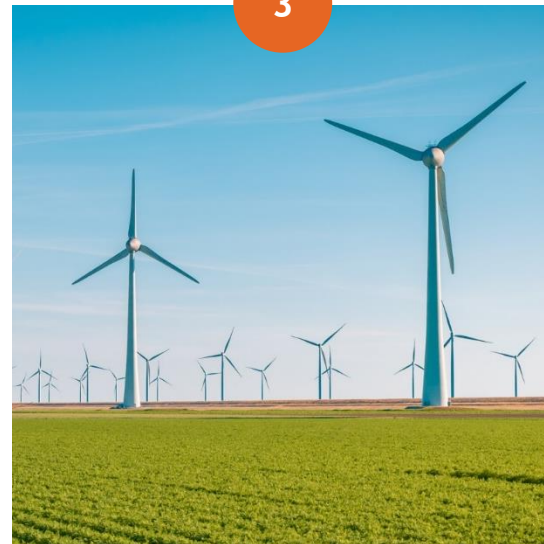
THE CHALLENGE

2



CANADIANS' VIEWS

3



SOLUTIONS

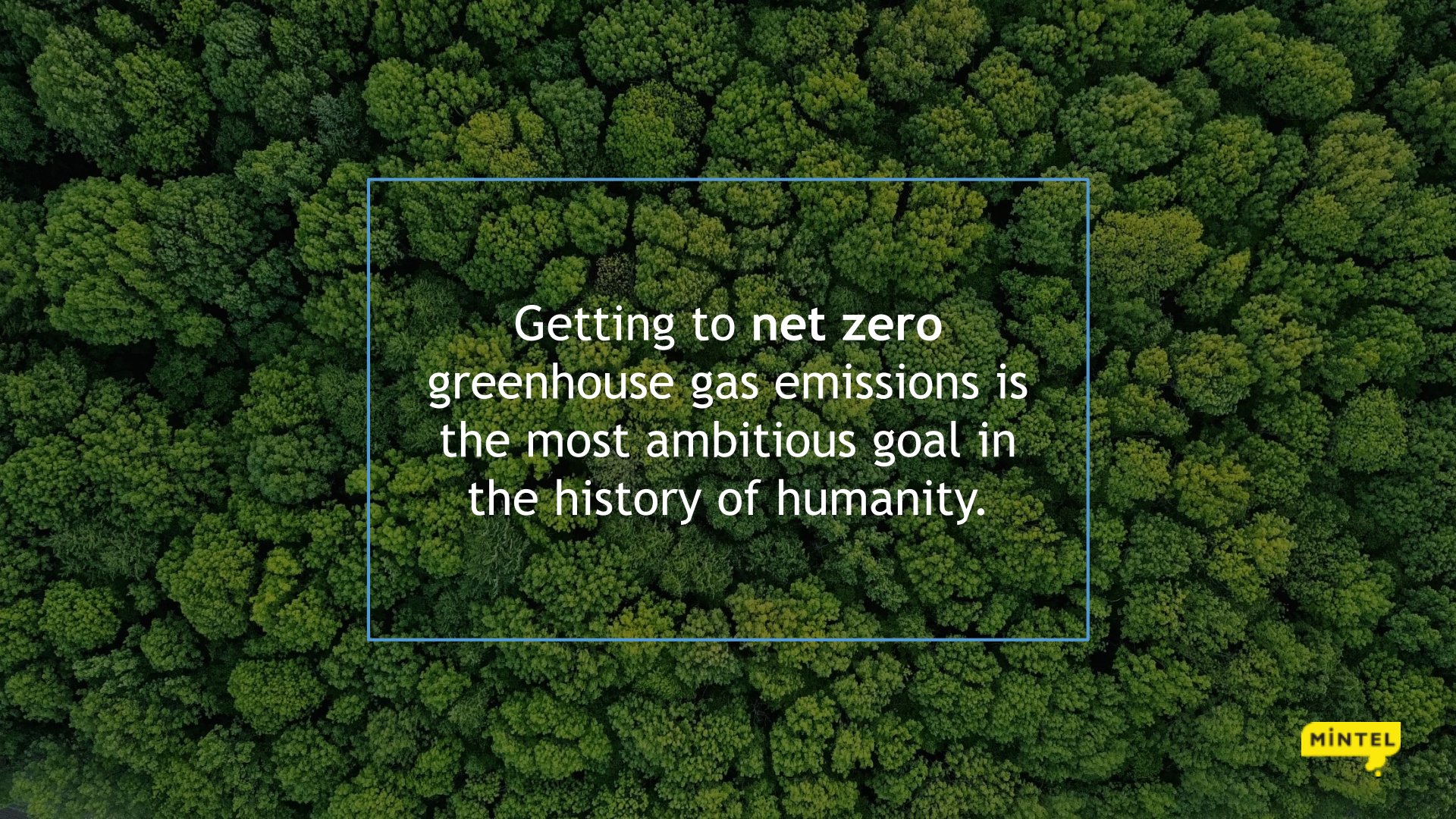
Main Mintel sources for this presentation

**Sustainability in Food - Canada,
February 2020 Report**


Global COVID-19 Tracker - Canada

A close-up photograph showing a pair of weathered, brown hands gently holding a small, vibrant green seedling with two leaves. The seedling is growing out of dark, rich, and heavily cracked soil, suggesting a dry or arid environment. The hands are positioned on either side of the plant, with fingers slightly curled as if supporting it. The overall image conveys a sense of care, growth, and the challenges of agriculture in dry conditions.

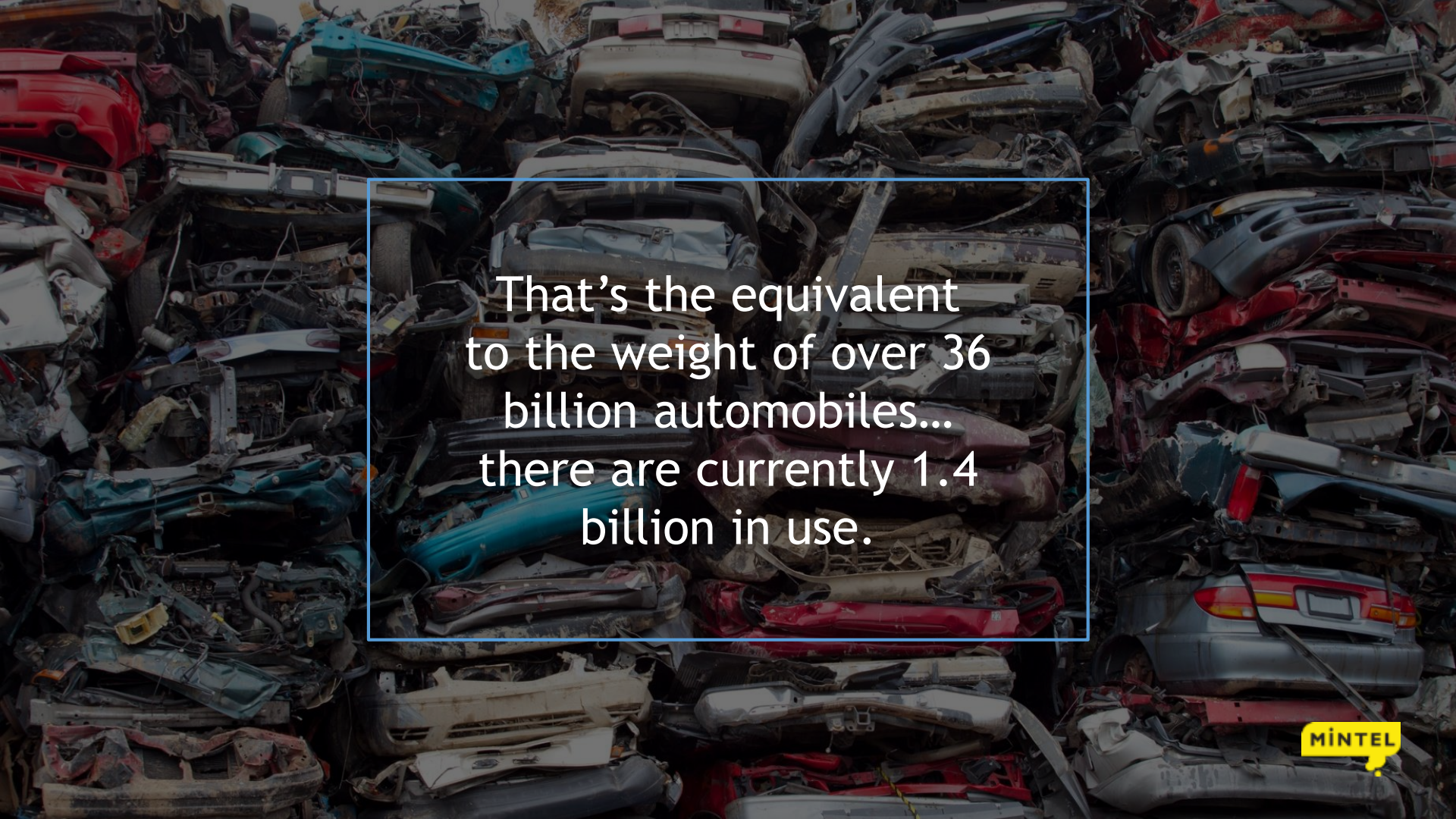
THE CHALLENGE



Getting to net zero
greenhouse gas emissions is
the most ambitious goal in
the history of humanity.

The background of the slide is a photograph of an industrial facility, likely a refinery or chemical plant, with several tall smokestacks and complex piping. Thick, dark black smoke is billowing from the stacks, filling much of the upper half of the frame. The sky is a mix of orange, yellow, and grey, suggesting a sunset or sunrise. A large, semi-transparent blue rectangular box is centered over the image, containing white text.

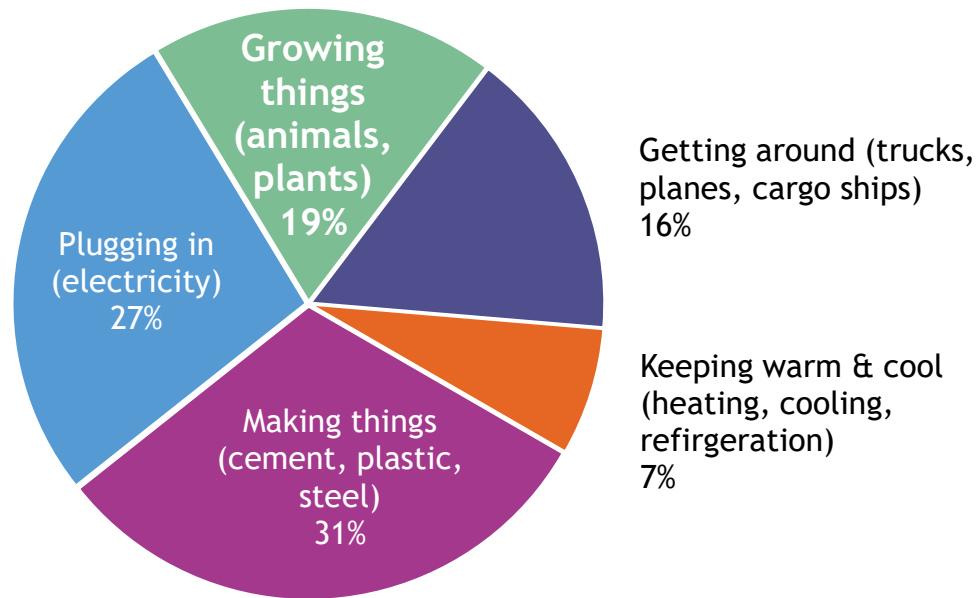
**50 billion tonnes
of greenhouse gas are
added to the atmosphere
each year.**



That's the equivalent
to the weight of over 36
billion automobiles...
there are currently 1.4
billion in use.



How much greenhouse gas is emitted by what we do?



Breaking down “growing things” and foods’ role in contributing to greenhouse gas emissions

Meat Production

Bovine flatulence and manure accounts for 2 billion tonnes of annual GHG emissions

Growing Crops

Synthetic fertilizer account for 1.3 billion tonnes of annual GHG emissions in 2010 - estimate to rise up to 1.7 billion in 2050-ish

Chopping Down Trees

Amazon: cattle

Indonesia: palm trees

Nigeria: charcoal

Food Waste

Food waste rot accounts for 3.3 billion tonnes of annual GHG emissions

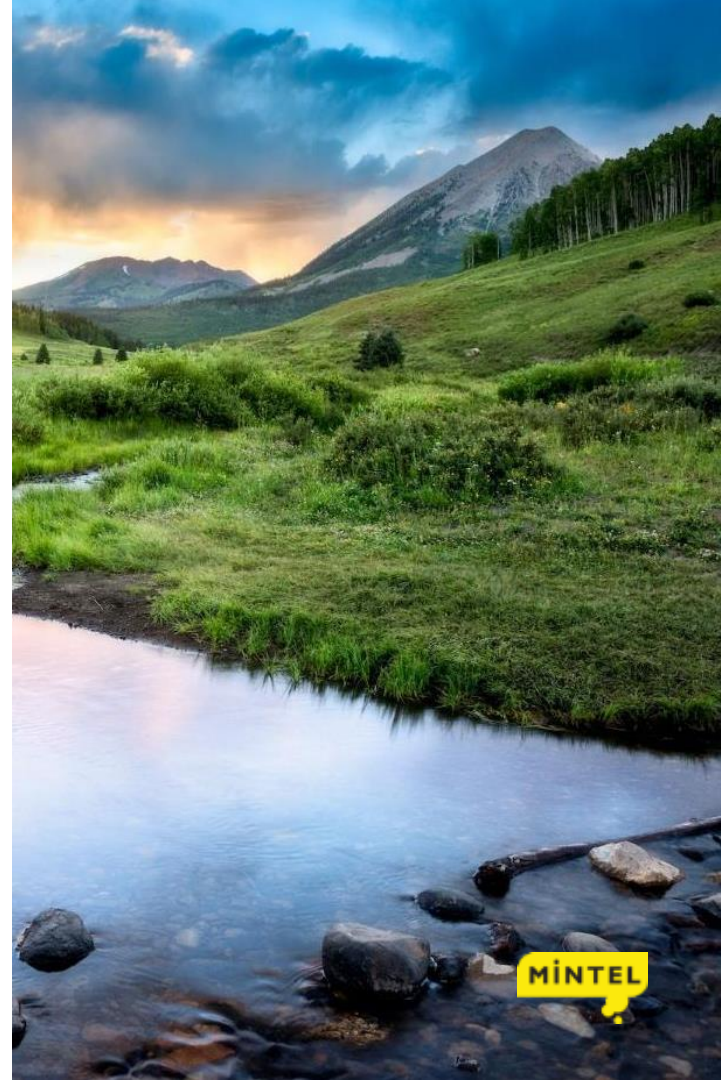
CANADIANS' VIEWS

Through COVID-19, Canadians continue to care about the environment

“Since the COVID-19 outbreak, how have your priorities changed for the following?”

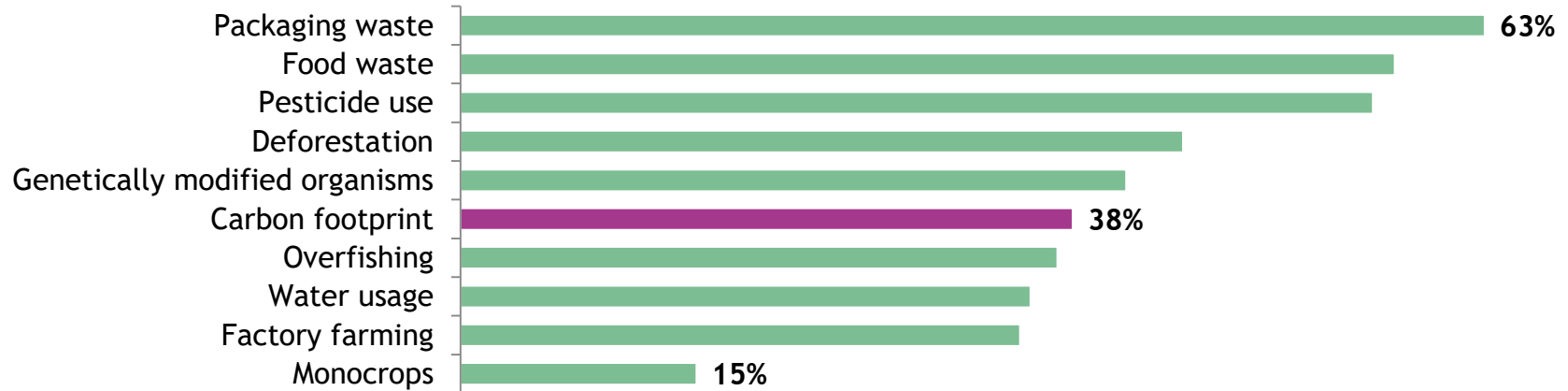
“Caring for the environment”		
Higher priority	The Same	Less
22%	72%	6%

Source: Mintel's Global COVID-19 Tracker - Canada, July 31, 2020



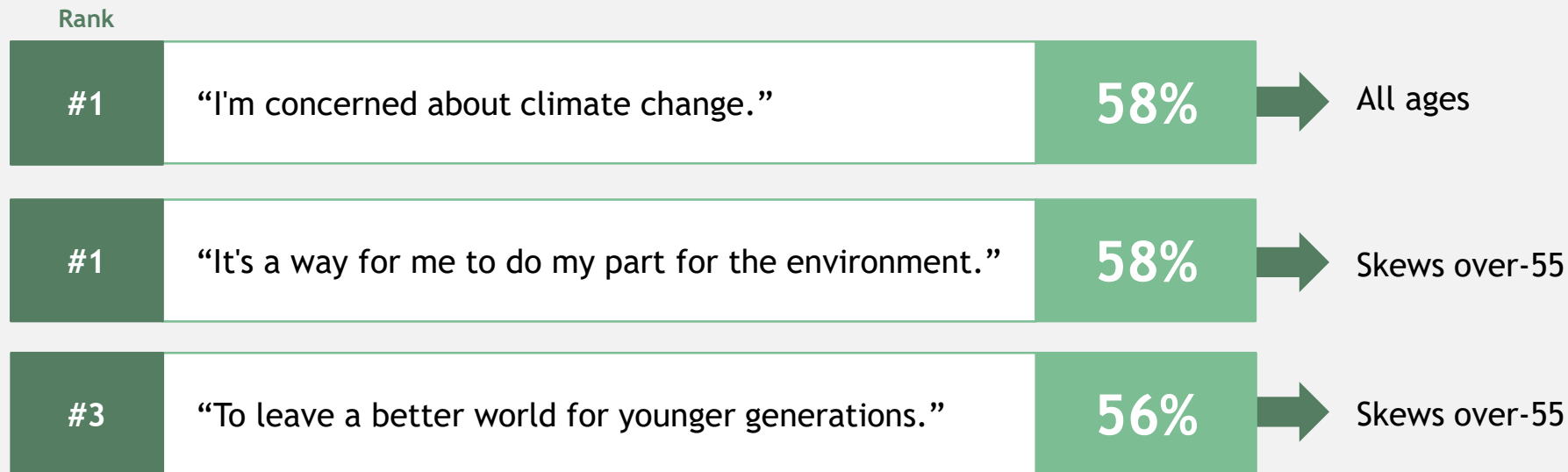
“Carbon footprint” is in the middle of the pack when it comes to the environmental issues of concern in the foods and drinks Canadians purchase

“What environmental issues are you concerned with in the food and drinks you buy in stores?”



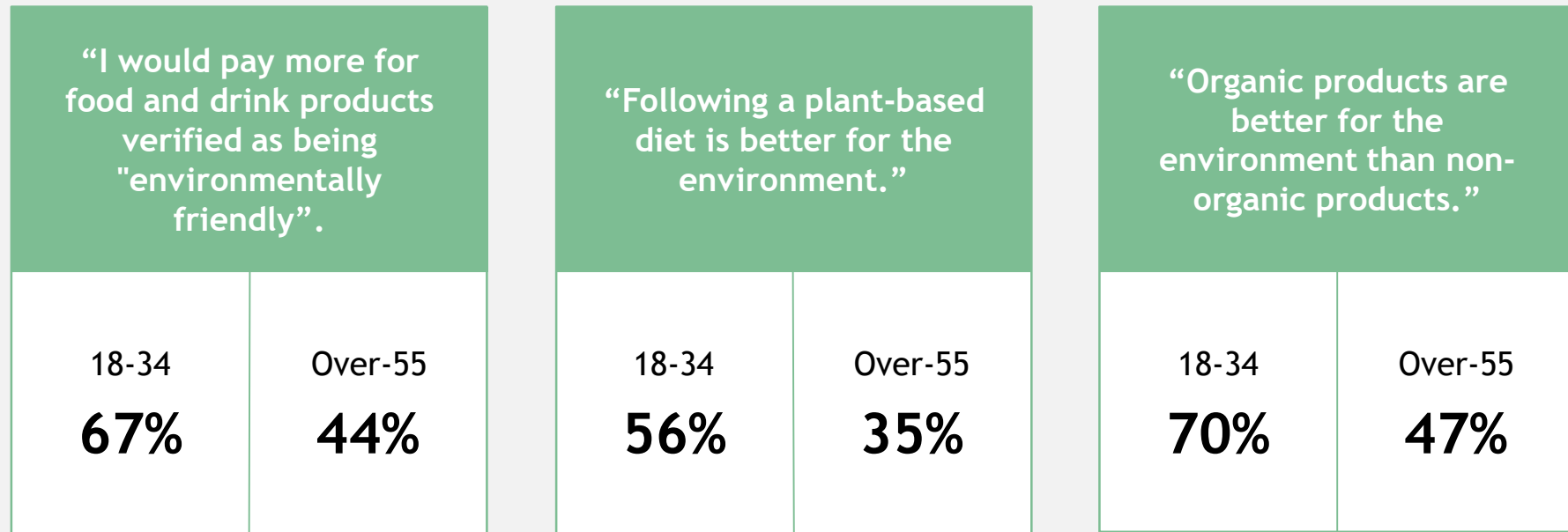
Climate change is the top reason environmental issues matter when buying food and drink

“Which of the following are reasons why environmental issues matter to you when shopping for food and drinks?”



Young adults are more likely to pay more and change their diets

“Do you agree or disagree with the following statements?” (% agree)



Canadians have a trust issue when it comes to companies and the environment

Companies are often **untruthful** about the actual impact of their environmental claims

83%

Food and beverage companies are **not doing enough** for the environment

82%

It's **difficult to know** which products are better or worse for the environment

80%

SOLUTIONS

Turning scraps into meals

IKEA is publishing a cookbook based entirely on using **kitchen scraps** to promote 'circularity'.

71%

Currently trying to reduce their food waste to support the environment.



Eat Just gets approval for its cultured meat in Singapore

“A new space race for the future of food is underway.”

- Good Food Institute Executive Director,
Bruce Friedrich

37%

Agree: “I would be willing to eat meat produced in a lab if it looked and tasted the same as meat from an animal.”



Broader view of sustainability spotlights soil health

After a limited-edition launch last year, Annie's Homegrown continues to raise awareness about **soil health and regenerative agriculture** through select products.

Annie's parent company, General Mills, announced it will advance regenerative agriculture practices to include 1 million acres of farmland by 2030.



Vertical farming in urban areas




Detailed "sustainability facts" can model nutritional labelling

Label includes:

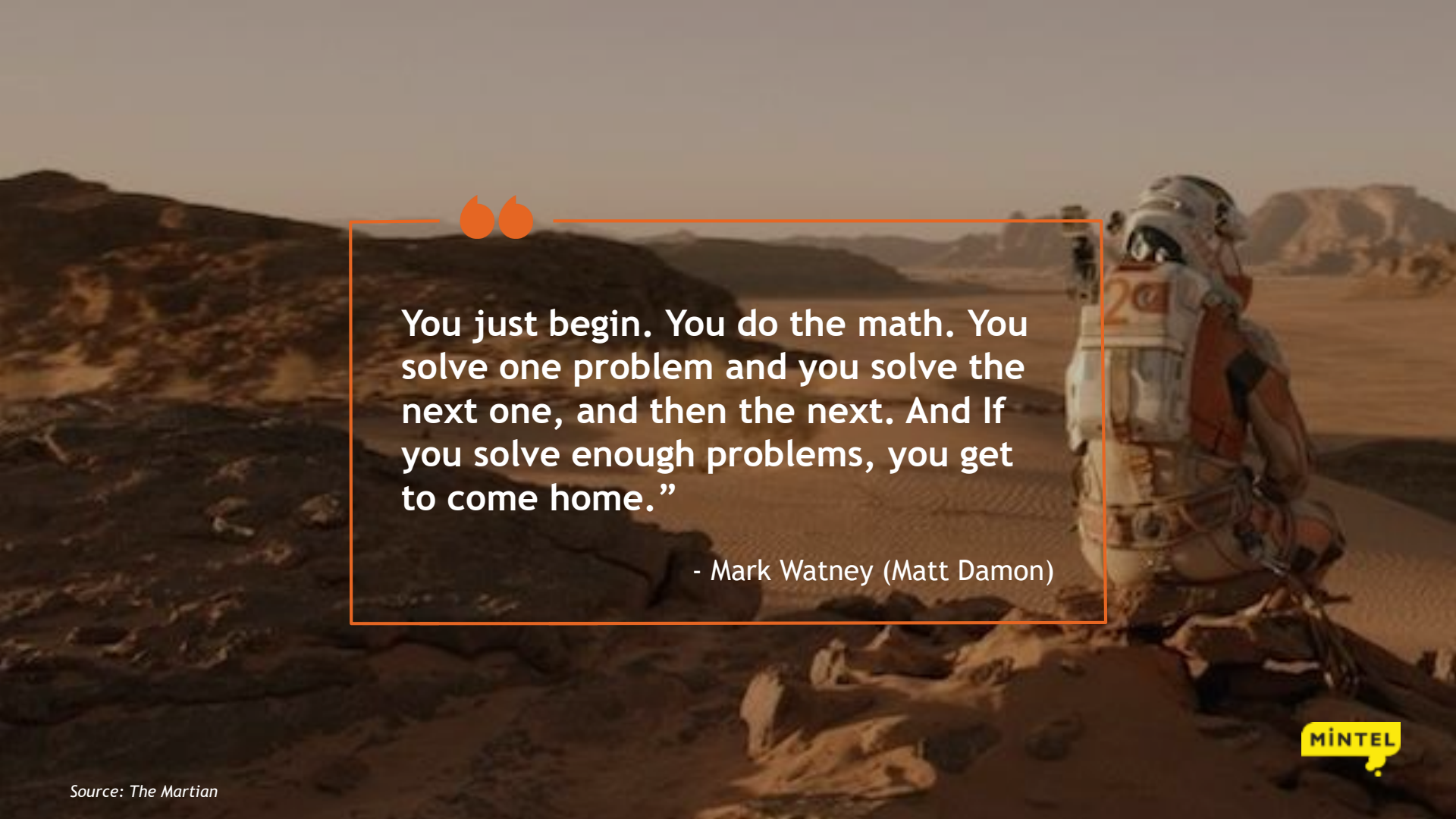
- Carbon emissions at different stages of product cycle
- State where made
- Packaging details
- Labour ethics

QR code uncovers more details





50 billion tonnes
of greenhouse gas are
added to the atmosphere
each year.



“You just begin. You do the math. You solve one problem and you solve the next one, and then the next. And if you solve enough problems, you get to come home.”

- Mark Watney (Matt Damon)

Thank you!



Joel Gregoire

Associate Director,
Food and Drink (Canada)

**The world's leading market
intelligence agency**

Our expert analysis of the highest quality data and
market research will help you grow your business.



**Experts in what
consumers want
and why**

