

SUSTAINABILITY and LABEL APPEAL for Consumers

Top 5 substances consumers are conscious about **limiting/reducing in their diet**:



34%

34% of consumers are looking for packaging claims they believe are “better for” **the planet**.

(source: The Power of Meat, 2021)

72%

72% of consumers are looking for packaging claims they believe are “better for” **them and their family**.

(source: The Power of Meat, 2021)



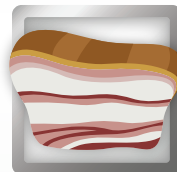
Sugar

49%



Salt

38%



Fat

33%



Artificial Ingredients

31%

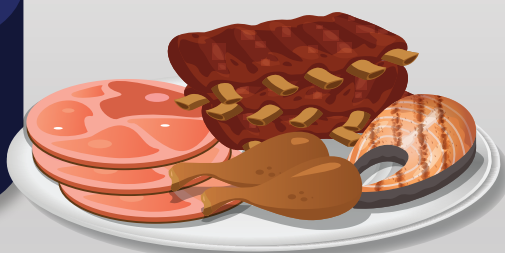


Sweeteners

30%



Over 40% of consumers perceive products made with **only natural ingredients, free of additives/preservatives or unprocessed** as “clean eating” food options.



In 2020, **47% of product launches** included at least one of the following claims:



No Additives or Preservatives



Natural



Organic



Non-GMO