

FROM MARKETING TO MOVEMENT BUILDING: THE ROLE OF OUR INDUSTRY IN DRIVING CLIMATE-FRIENDLY EATING HABITS



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PERCEPTION IS A KEY BARRIER

Climate-smart food culture is niche instead of the norm.

All too often, **people believe sustainable food culture is not for them:** elitist, flavorless, expensive, or too difficult.



10 Best Practices

for Food and Climate Communications

SPEAK TO HUMAN TRUTHS

Address our innate desires to feel in control, a part of a community, and purposeful.

BEND CULTURE

Build on existing trends to ease transitions and generate momentum.

REFRAME

Highlight the positives and paint a picture of a delicious world people want to live in.

REPEAT

Be consistent, clear, and concise.

DEMOCRATIZE

Speak to diverse audiences with accessible language and relevant content.

CONNECT THE DOTS

Clarify how food choice can impact the environment.

EMPOWER

Invite people in as stakeholders, able to make a difference without being perfect.

DEPOLITICIZE

Focus on shared values and avoid common keywords that may trigger political identities.

BE INCLUSIVE

Take into account the diversity of ways people experience the climate crisis

BE HONEST

There is no need to avoid the obvious; the climate crisis is scary. But every bit we do is meaningful.

To learn more about our work or explore collaborations, please reach out to sophie@foodforclimateleague.org!

www.FoodforClimateLeague.org

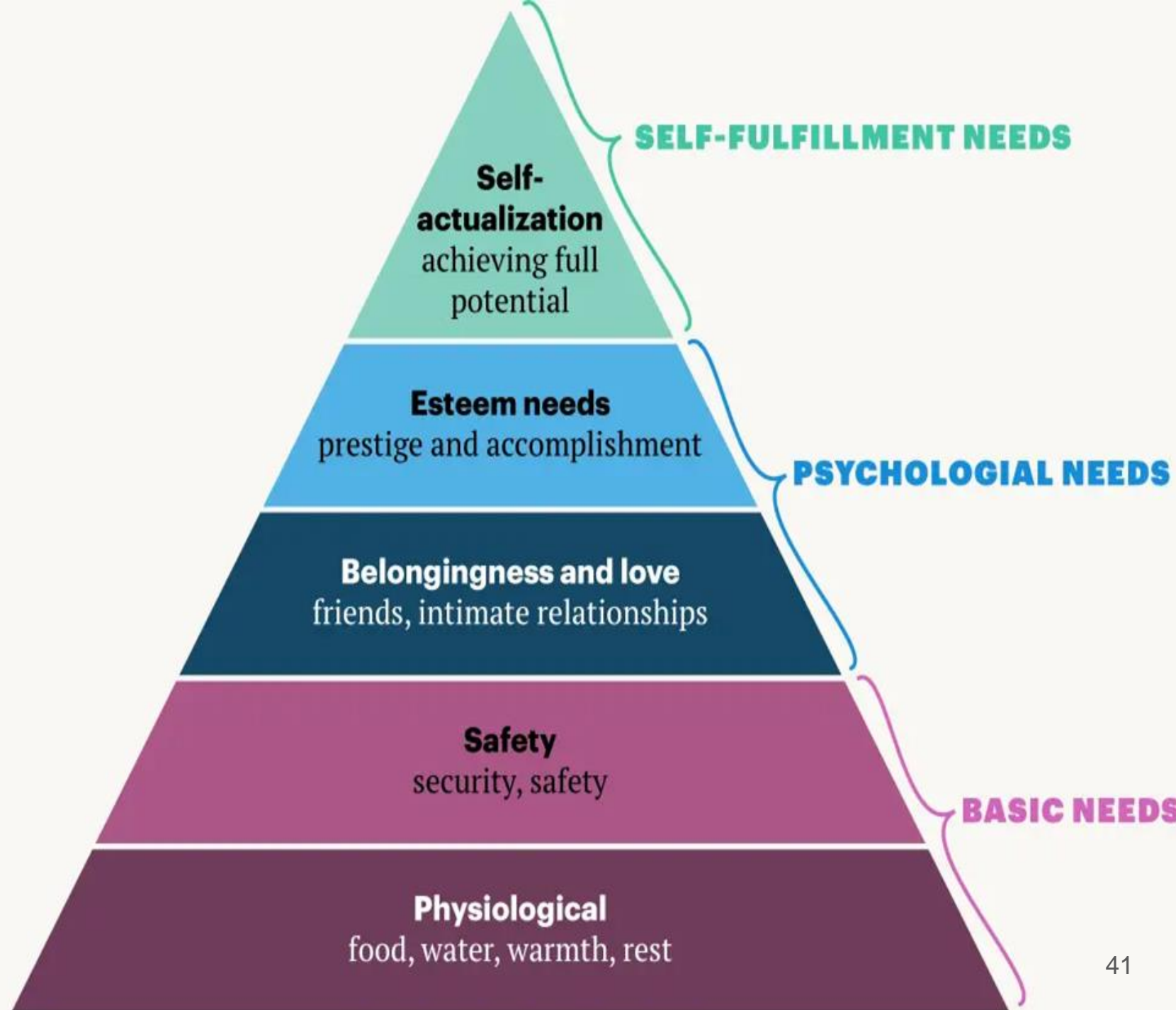
A women-owned non-profit organization working to make climate-smart eating the norm. Experts in narrative strategies, behavioral science, and human-centered design programs.

Speak to human truths.

Behavioral scientists, psychologists, neuroscientists and many religious leaders agree that people are motivated by three coexisting desires for **CONTROL**, **COMMUNITY**, and **PURPOSE**.

"Find common messages that resonate personally with people. Simplify this complex issue to something people can apply to themselves."

—Lana Vanderlee, Ph.D., Postdoctoral Fellow, University of Waterloo



FOUNDED IN SKAGIT VALLEY, WA

CASCADIAN FARM
ORGANIC

MADE WITH

CLIMATE SMART KERNZA® GRAINS

WHICH CAN HELP IMPROVE

SOIL HEALTH WATER HEALTH

WHOLE GRAIN WHEAT AND KERNZA® FLAKES WITH HONEY OAT CLUSTERS CEREAL

serving suggestion enlarged to show detail



NET WT 13.3 OZ (377g)



KERNZA® THE PLANT THAT HELPS THE PLANET.



BENEFITS OF KERNZA® PERENNIAL GRAINS





BUNNY OF APPROVAL

Annie's™

made with organic pasta

SUPER!

MAC

Shells & White Cheddar

15g PROTEIN*

6g FIBER*

ENLARGED TO SHOW DETAIL

* PER SERVING. CONTAINS 6g OF TOTAL FAT PER SERVING. SEE NUTRITION INFORMATION FOR FAT AND SODIUM CONTENT.

WHEAT AND PEA PASTA & CHEESE

NET WT 6 OZ (170g)

BUNNY OF APPROVAL

Annie's™

made with organic pasta

SUPER!

MAC

Shells & Real Aged Cheddar

15g PROTEIN*

6g FIBER*

ENLARGED TO SHOW DETAIL

* PER SERVING. CONTAINS 6g OF TOTAL FAT PER SERVING. SEE NUTRITION INFORMATION FOR FAT AND SODIUM CONTENT.

WHEAT AND PEA PASTA & CHEESE

NET WT 6 OZ (170g)



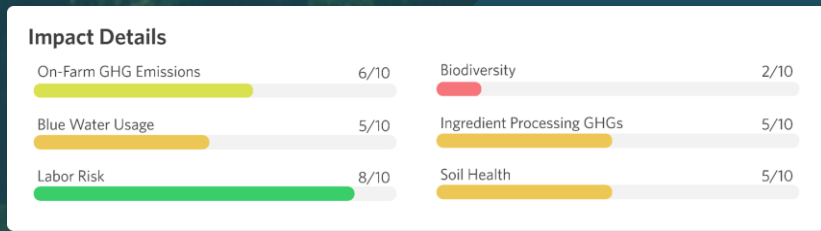
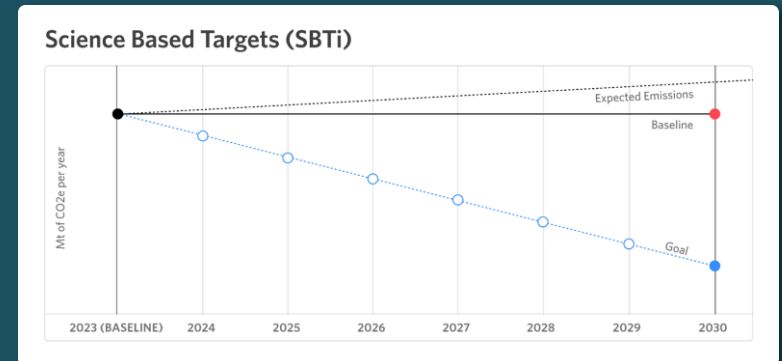
Organic yellow peas

Photo credit:
Tanner Houselog
Cold Spring Organics

HowGood

SUSTAINABILITY INTELLIGENCE PLATFORM

Carbon Footprint
Annual
265.9
kg CO₂e



Impact Labeling: Direct, Clear, and Simple = Results

HowGood's data and partnership ecosystem can communicate the sustainability and nutritional values of every product in the world.

SUSTAINABILITY ATTRIBUTES



Climate Friendly



Water Smart



Minimally Processed



Clean Label



Fair Labor



Low Synthetic Inputs

IMPACT LABELS



Carbon Footprint



Blue Water Footprint

SUSTAINABILITY RATINGS



COMPARATIVE CLAIMS

“ Our ice cream’s carbon footprint is 2.2x lower than other plant-based ice creams. ”

“ Our ice cream uses 92% less water than other plant-based ice creams. ”

ALLERGY, LIFESTYLE & NUTRITION



No Gluten



Low Sugar



Vegan



High Protein



Kosher



Source of Fiber

COMPLEX HEALTH TAGS & SCORES



Cholesterol Management

NUTRI-SCORE



Weight Management



Health Score

Impact Labeling Requires Granularity: HowGood's Impact Data Network



Impact of Sustainability Labeling: Sales Results in Retail

RETAILER MANUFACTURER FOOD SERVICE

Anonymized and aggregated average sales increase for products achieving each rating during HowGood trials

