

REACHEAT

Every year, many of us make New Year's resolutions to eat better. These days, eating healthier isn't just a matter of personal wellbeing - we also have the health of the planet in mind. As food trends move increasingly in the direction of environmental consciousness, people are looking for options which align with these values. Consumers are hungry for information, and food chain players who can service this demand with clear insights will be best placed to succeed.

WHAT IS THE CHALLENGE FOR FARMERS?

01

As consumers become better educated around the environmental impact of the modern food chain, eating habits will increasingly prioritise carbon-conscious choices and products that reflect these values.

The agricultural suppliers best suited to this new economy will be those that can accurately demonstrate their contribution to carbon-neutral farming and environmentally friendly practices.



“WE CAN'T TACKLE THE CLIMATE AND NATURE EMERGENCY WITHOUT FIXING OUR BROKEN FOOD SYSTEMS. WE NEED TRANSFORMATIONAL CHANGE TO A SUSTAINABLE FOOD AND FARMING SYSTEM, WHICH IS BETTER FOR US, BETTER FOR NATURE AND BETTER FOR THE PLANET.”

SIMON BILLING, DIRECTOR OF THE EATING BETTER ALLIANCE

**SIMON BILLING
DIRECTOR OF THE EATING BETTER ALLIANCE**

With both sustenance and sustainability on the menu for current and future generations of consumers, getting ahead on transparency and traceability will allow the agricultural industry to remain agile to this demand. What's more, prioritising sustainable farming practices isn't only in the interest of the consumer.

Preserving our planet and its resources means agriculture can continue to thrive, protecting our ecosystem against the challenges of climate change.

Before REACH EAT, the lack of readily available information made it difficult and expensive for farmers to participate in sustainability initiatives.

REACH EAT is here to change that. With our transparent, affordable, and easily digestible calculations, REACH EAT offers a wealth of accessible scientific data to help farmers understand and reduce their climate impact.

What's more, our connected business allows us to directly join farmers with both suppliers and brands who share their goals, expanding their network and increasing the rate of positive change across the food chain.

"WE ARE, AFTER ALL, THE GREATEST PROBLEM SOLVERS TO HAVE EVER EXISTED ON EARTH. IF WORKING APART, WE ARE A FORCE POWERFUL ENOUGH TO DESTABILIZE OUR PLANET. SURELY WORKING TOGETHER, WE ARE POWERFUL ENOUGH TO SAVE IT."

DAVID ATTENBOROUGH

'AS CEOs OF LEADING UK FOOD RETAILERS, WE RECOGNISE THAT A FUTURE WITHOUT NATURE IS A FUTURE WITHOUT FOOD. BY 2030 WE COLLECTIVELY NEED TO HALT THE LOSS OF NATURE.'

**CEOs of Co-op, M&S,
Sainsbury's, Tesco and
Waitrose**

03 WHY DO FARMERS NEED REACH EAT?

REACH EAT offers farmers a comprehensive assessment of the environmental impact of their agriculture, providing sustainable solutions based on our data findings. We also connect farmers with brands and suppliers who share their goals, working towards increased sustainability across the supply chain.

KEY BENEFITS



- Get connected with buyers who share your values.
- Empower and educate your stakeholders, allowing them to make more environmentally friendly choices.
- Assess and improve the environmental impact of your food production processes.
- Increase transparency around compliance and traceability of food products and their origins.
- Improve corporate image and increase customer retention for producers and suppliers.