

# 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 FOOD BRANDS?

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As consciousness around environmentally friendly eating grows, customer appetites are moving in the direction of sustainability as their preferred ingredient of choice. With more and more customers looking for environmental metrics on the shelves, carbon emissions are set to become the new calorie, with retailers and consumers alike dem-

anding transparency and visibility on the products they buy. Setting the standard early and pioneering this communication in a genuine way will offer brands the opportunity to cut through the marketplace noise, establishing long-standing loyalty and trust with present and future consumers.



**“FOOD PRODUCTION IS ONE OF THE BIGGEST THREATS TO OUR PLANET AND WE WILL ONLY TACKLE THE CLIMATE AND NATURE EMERGENCY IF FOOD RETAILERS PLAY THEIR PART”.**

**TANYA STEELE**  
**WWF'S CHIEF EXECUTIVE**

**“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**

Before REACH EAT, the lack of readily available information made it difficult and expensive for food brands 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 food brands understand and reduce their climate impact. What's more, our connected business allows us to directly join brands with both suppliers and consumers who share their goals, expanding their network and increasing the rate of positive change across the food chain.

**'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 FOOD BRANDS NEED REACH EAT?

Working with science-backed insights, REACH EAT provides the necessary information for brands to communicate the overall sustainability of their products - from consumer-facing product labels to marketing communications, PR strategies and more. Our calculations will educate and empower consumers, allowing them to

easily compare the environmental impact of different food products in the same way they might check nutritional information. Offering transparency around compliance and traceability of products and their origins fosters trust and loyalty amongst consumers, ensuring your brand remains front of mind and competitively positioned in the market.

### KEY BENEFITS



- Reduce the environmental impact of procurement and logistics of raw food materials.
- Encourage knowledge and awareness around food sustainability metrics, motivating both businesses and individuals to make more environmentally friendly choices.
- Assess and improve the environmental impact of food production processes.
- Get connected with buyers (restaurants and supermarkets) and suppliers who share your values.
- Improve corporate image and increase customer retention for food brands, producers, and suppliers.