

# Sustainability in Food - Canada - February 2020

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## This report looks at the following areas:

- Waste leads environmental considerations around food and drink
- Concern over climate change extends across demographics
- Over half of Canadians are willing to pay a premium for products verified as being better for the environment
- Regional differences exist when it comes to views on the environment
- Younger Canadians' views around the environment and meat signal a challenge for the industry
- Canadians expect companies to lead on the environment, yet this does not mean they trust them on the issue
- Demand for sustainable systems opens opportunity for innovation

This Report explores what environmental issues are relatively important, what motivations drive Canadians' concern over the environment, general attitudes Canadians have toward businesses' role in supporting a healthy environment (among other topics), what Canadians are willing to do or are doing to support the environment and which food and drink categories are or most concern to Canadians when it comes to addressing their environmental worries. Additionally, this Report offers a review of new innovations to provide a glimpse at how efforts to combat waste and climate change may evolve as the industry looks to feed a growing population in a sustainable manner.



"A week seemingly doesn't pass when there isn't a dire warning about the precarious situation the planet is in and if standard practices aren't changed how the environment will worsen. Though this is not in debate, how consumers are responding and will respond, is. With respect to food and drink, this Report examines the views Canadians hold towards the environment."

**- Joel Gregoire, Associate Director - Food & Drink**

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### MARKET FACTORS

- Global population growth drives the need for sustainable food production

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- **Canadians are skeptical of 'greenwashing'**
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- **Buying local is the eating habit Canadians are most apt to change to support the environment**

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