

SUSTAINABILITY IS ON THE MENU!

MAPLE LEAF
Think FOODSERVICE

85% of consumers indicated they are likely to choose a sustainable restaurant over a non-sustainable restaurant (Technomic 2019)

80% of consumers said sustainability is an important factor when deciding what food to order from restaurants (Food Business News, Feb 2021)

58% of Canadians say they are more likely to buy Canadian made food (Farm Credit Canada, Feb 2021)

49% increase in Sustainable menu claims since 2016 (Dataessential 2020)

47% of consumers have ditched businesses that didn't align with their values (Business Insider)

Sustainability-linked consumer products now grow nearly **6X** faster than other brands (Business World, March 2021)

Over the past year, plant-based foods grew on menus by **118%** (Dataessential 2020, Menu Trends)

Consumer interest in sustainability is still growing
FoodBusinessNews



Panera Bread Becomes First National Chain to Use Climate-Friendly Label



CHIPOTLE TIES EXECUTIVE PAY TO DIVERSITY AND SUSTAINABILITY GOALS

Starting this year, 10% of executive compensation plans will be linked to progress toward the chain's larger vision around diversity and the environment.
By Heather Lolley on Mar. 04, 2021



More Canadians are looking to buy Canadian since pandemic, FCC survey shows
FOOD.CANADA

February 18, 2021
Canadians are more likely to look for Canadian food in the wake of the COVID-19 pandemic according to a new survey by Farm Credit Canada (FCC).

"The events of the past year have shown us that in times of crisis, the Canadian agriculture industry continues to provide safe and reliable food," said Barry Seaman, FCC's director of industry relations. "Canadians have indicated an increasing appreciation for the agriculture and food industry's ability to deliver, even under difficult circumstances."

In the survey conducted between January 8 and 11, 2021, there is evidence of an emerging shift in what Canadians are doing and thinking about when it comes to buying their groceries.

When asked if their behaviour has changed since the start of the pandemic, an out of 10 people in 10 said that they are more likely to buy Canadian made or grown food. 30 per cent are more likely to look for Canadian made or grown food when they buy groceries and 10 per cent are more likely to think about their food in general.

Chipotle launches sustainability impact tracker



Popeyes® Announces New Quality & Sustainability Commitments



NEW CUTLERY WILL ELIMINATE 40 MILLION PIECES OF PLASTIC CUTLERY ANNUALLY
SUSTAIN



McDonald's sets 2025 goal for further reduction in packaging toxins

Burger giant commits to removing all added fluorinated compounds

Wendy's Canada Introduces Greenhouse-Grown Lettuce in Full Canadian Menu

