

Analyze and Communicate your Sustainability Impacts!

The Benefits of Sustainability Strategy

The food industry is under increasing pressure from an array of stakeholders, from consumers to regulators, to measure, communicate, and reduce their environmental impacts.

Firms that develop and manage concrete sustainability strategies see numerous benefits beyond mitigating reputational risks.

We recognize that sustainability strategy is often a two-tiered approach, with the need for measurement and analysis systems alongside frameworks for communicating progress and wins responsibly... that's why Clean and The Food Connector have joined forces to offer our menu of sustainability services to the industry.

Here at The Food Connector and Clean Agency, we have decades of experience helping clients navigate the complexities of sustainability in the food and beverage industry.

Our Partnership

With Clean Agency's 20+ years of experience in conducting sustainability assessments for industry leaders like Frito-Lay, alongside The Food Connector's 15+ years of experience with advertising, website design and more—our partnership provides the ingredients to help you analyze, understand and communicate your impacts to a wide range of stakeholders.

What Do US Consumers Think?

72%

of Americans surveyed (a study of 1,700) "expressed an urgent need to adopt sustainable eating."

50%

of Americans consider adopting sustainable foods as "more of a priority than saving money."

66%

of Americans claimed "they are willing to pay more to eat more sustainably."

66%

of Americans claimed to have a "positive perception of sustainable food."

Highlights from Sodexo & Harris 2023 International Sustainable Food Barometer Study

Clean Agency



Analyze impacts



Design consciously



Communicate wins



Generate leads



Sell more products



Build brands

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Clean Agency Can Help ...



SUSTAINABILITY STRATEGY

20 years of experience designing and implementing strategies that enhance resilience and competitiveness through energy and waste reductions.



PRODUCT LABELING & RECYCLING COMMUNICATION

Understand how to correctly label your product and communicate recycling options to consumers, with Clean's expertise in current NGO tracking and government regulations.



SUSTAINABLE PROCUREMENT & SUPPLY CHAIN STRATEGY

Determine your corporations impact within the supply chain and work to develop purchasing policies to reduce environmental impacts.



LIFE CYCLE ASSESSMENTS

Conduct LCAs for products with customized tools. Our LCA tools calculate impacts like carbon (CO₂) and water of your product to determine hotspots and opportunities for reductions. We also offer third party verification services.



SUSTAINABLE PACKAGING DESIGN & EVALUATION

Experienced in evaluating packaging systems for environmental impacts, designing custom tools for clients, and piloting reuse, composting, and recycling projects.

Interested in performing a sustainability assessment or planning your long-term strategy?

Give us a call!

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The Food Connector Can Help ...



EVALUATE & PRIORITIZE

Audit performance strengths, vulnerabilities and practices; analyze social engagement; identify alignments and gaps between company messages and stakeholder beliefs.



SET GOALS

Commit to ambitious and attainable targets aligned with existing programs and popular third party frameworks (ex. UN SDGs).



ENGAGE INFLUENCERS

Identify and prioritize issues and recommend strategies for gaining influencer support and involvement.



ARTICULATE MESSAGING & COMMUNICATIONS STRATEGY

Craft messaging and develop strategic programs to share goals, achievements, challenges and best practices.



IMPLEMENT MARKETING OUTREACH

Share platform with partners in the supply chain, customers and consumers, demonstrating value upstream and down.

Let us conduct a topline audit of your sustainability presence to identify risks and opportunities.

Send us a message!

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Sustainability. Simplified.