

Beyond the Check List: DEI in Action

Exploring ways of maintaining or reengaging and reigniting our passion for fostering diversity, equity, and inclusion in our industry.



By Informa Markets



Co-located with



This moment is about you.

This moment is about reflection.

Reconnect to the defining moment for you; feel it.

We invite BIPOC founders and allies into this exercise.

Imagine how your actions can have an impact.

Our goal today is not education or celebration.

The goal is action.

The goal is energizing, reengaging, or reigniting our will to change the industry.





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Questions to Consider

Are your DEI commitments as strong as when you first made them?

What fuels your passion for creating a more diverse, equitable, and inclusive industry?

What parts of the industry can you impact in your role?

How may your business be impacted if you don't invest in DEI?

What are the barriers to progress?

What does DEI mean to you? (Not the definition)



Market Context

Every other person in the United States will be a person of color by 2060 - this is going to change every aspect of our social landscape - our neighborhoods, our schools, our taste preference, our culture.

The demographics shift is happening NOW - ALL population growth is coming from multicultural groups.

Lack of action and investment = lost future market share

Retailers, distributors, and brokers are key facilitators to industry access for BIPOC founders - the status quo of how the industry operates is hurting diversity on the shelf, conservatism, bias in personal preferences and understanding.

Big CPG is already responding to multicultural preference to increase margins - supporting BIPOC founders is an important strategy for the future of the industry. Global flavor brands and products are serving a consumer need that will only deepen and grow.

Thank You to NielsenIQ for providing the data and expertise that helped to shape these insights.

Resources Every Entrepreneur Needs

Emotional support system (friends/family)

Startup capital

Financing (inventory & growth)

Mentorship

Industry network/connections

Operational & financial literacy

Sales training



Where are the gaps?

Investment: Financial Constraints

Trade: Financial Constraints

Short Term Profitability Focus

Manufacturing – Access Constraints

Community Access

Peer to Peer Support



What does DEI mean to you?

(Not the definition)

Think of a specific experience of progress, a specific accomplishment that had an impact (of any size). Think of the specific individual or business that was impacted.

What does DEI mean if you think about the experience of that individual? What did it mean to them in that experience? How did it impact them?

Can you see beyond the problem or challenge in this specific situation? Can you visualize the impact and the potential that this accomplishment created?

What could you cultivate and amplify this potential?



Closing Prompts

"DEI Pledge Renewal": If you were to renew your commitment to DEI today, what specific, measurable actions or pledges would you make? How can you hold yourself accountable to these commitments, and who can you collaborate with to ensure collective progress?

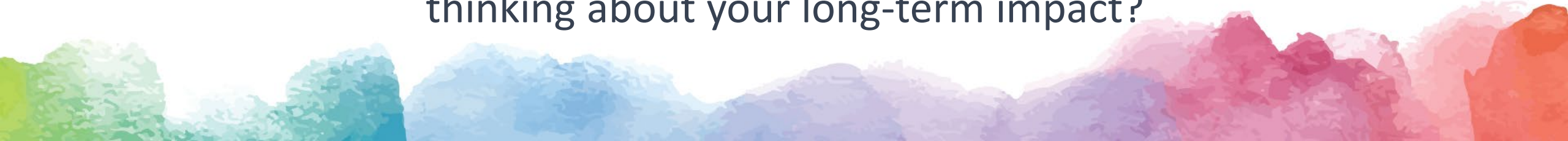
"Reimagine Your DEI Toolbox": If your DEI efforts were a toolbox, what tools are you currently using, and what tools have you yet to explore or develop? How can you expand and diversify your toolkit to address the evolving challenges and opportunities within our industry?



Closing Prompts

"Industry as Ecosystem or Machine?": Do you see the natural products industry as an ecosystem or a machine? How does your perception influence the way you approach DEI initiatives? Can you challenge the status quo by envisioning a radically different paradigm for our industry's growth and sustainability?

"The DEI Time Capsule": Imagine sealing your vision for a more diverse, equitable, and inclusive industry in a time capsule to be opened 20 years from now. What would you include, and what message would you leave for future generations? How can this exercise inspire unconventional thinking about your long-term impact?



Closing Prompts

"DEI Through a Kaleidoscope": If you were to view DEI efforts through a kaleidoscope, what diverse patterns and perspectives would emerge? How can you embrace the beauty of complexity and diversity within your approach to driving change, even if it disrupts conventional norms?

"The DEI Quantum Leap": What if you could make a quantum leap in DEI progress within the natural products industry? What bold, unconventional leap would you take, and how might it challenge existing paradigms and limitations? How can you disrupt the inertia of the status quo and drive transformative change?

