



# From Labels to Loyalty: Understanding What Resonates with Consumers



By Informa Markets



# From Labels to Loyalty: Understanding What Resonates With Consumers



**Amanda Hartt**  
New Hope Network



**Sherry Frey**  
NielsenIQ



**Michael Recco**  
CCOF



**Pat Sheridan**  
INFRA



**Errol Schweizer**  
Errol Schweizer LLC



# Labels to Loyalty

**How and where to message your sustainability efforts**

# Nielsen IQ and New Hope Network marketplace sustainability messaging insights

- Elements of tension and confusion in the marketplace (Sherry Frey VP of Total Wellness at Nielsen IQ)
- The importance of collaborative, multi-pronged story telling to communicate your sustainability goals (Amanda Hartt, Senior Manager of Data & Insights at New Hope Network)
- Sustainability is a journey: a panel will help illustrate the best practices and strategies that should be in your toolkit (CCOF, INFRA, Nielsen IQ)

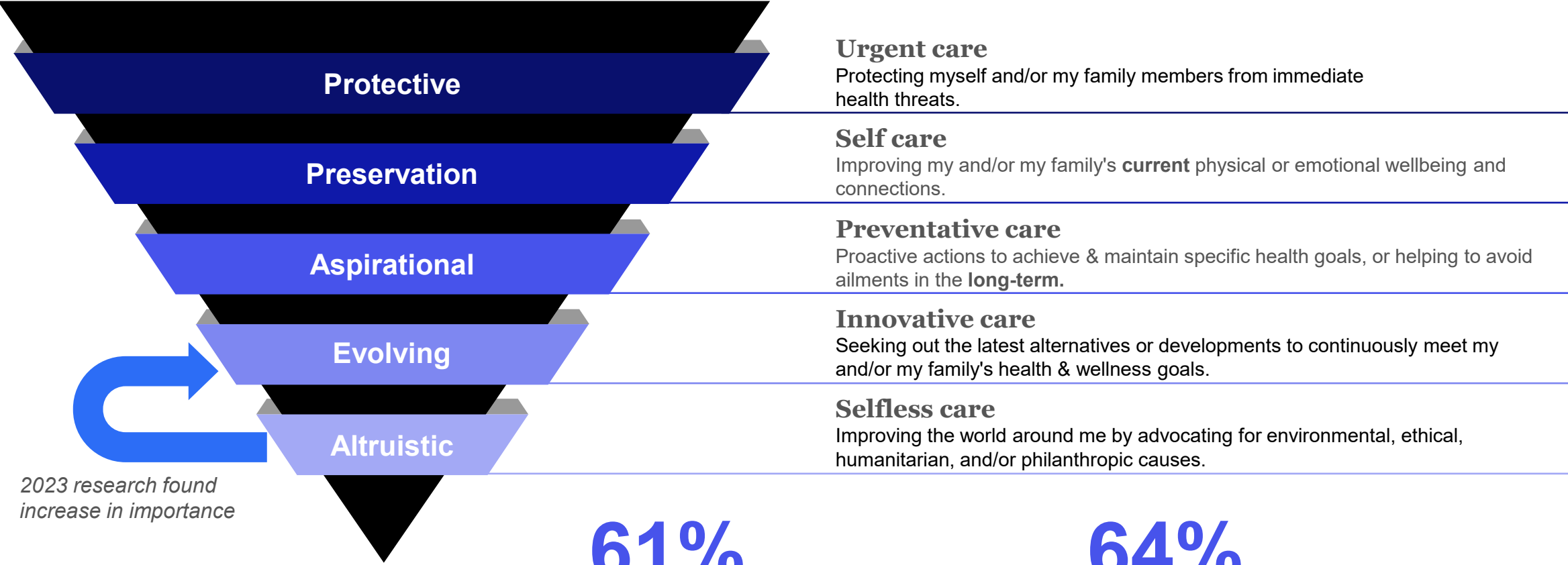


# Expo East Labels and Certifications

**Sherry Frey**  
VP of Total Wellness

September 2023

# Consumer view of wellness *includes* the planet and the wellness of others



2023 research found increase in importance

**61%**

Agree *environmental issues* are having an *adverse impact* on their current and future health

**64%**

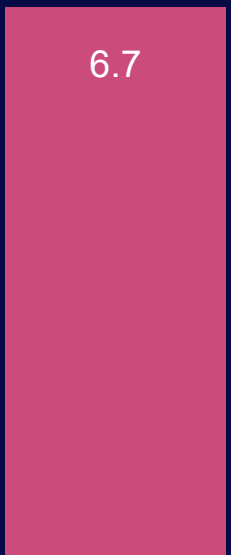
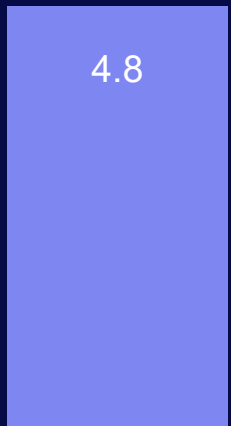
*Will pay more* for products supporting communities and vulnerable groups

# The Business Case

## Retail sales growth rate

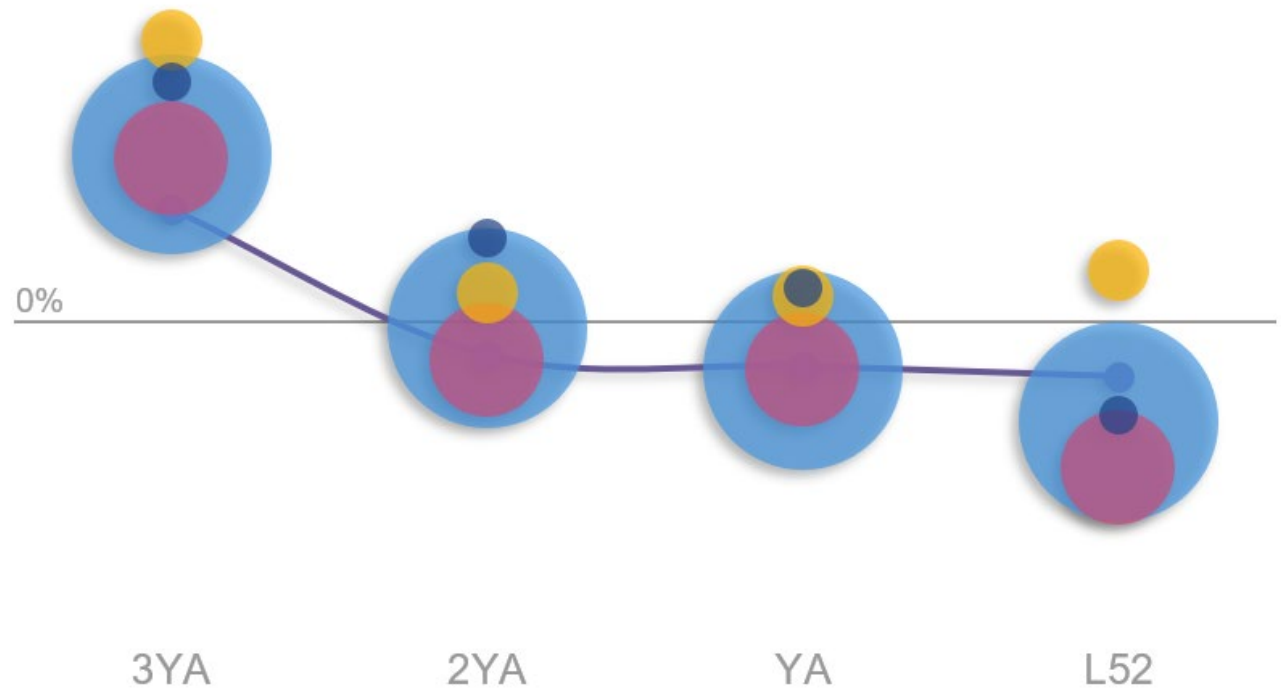
CAGR Latest 52 weeks vs 4 years ago

**+184bps**



## Retail unit growth rate last four years

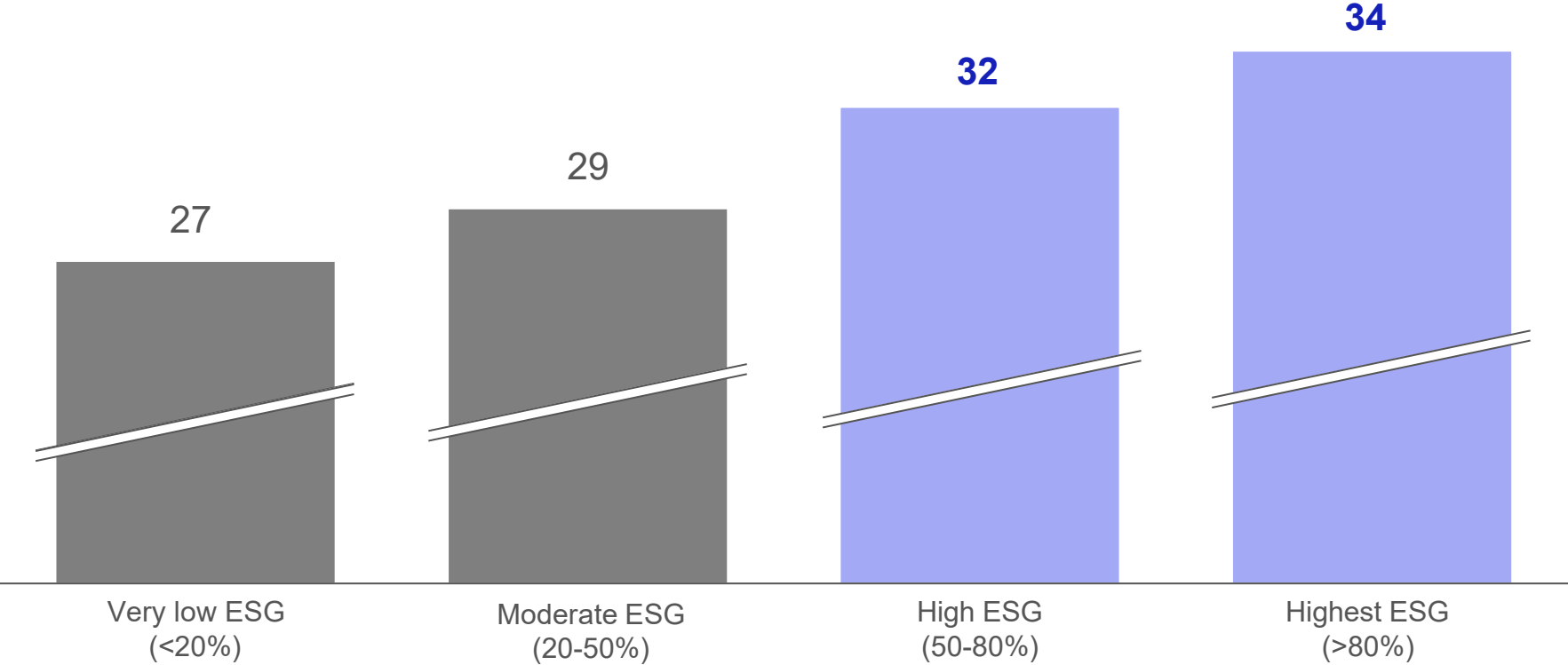
- Total Store
- Environmental Sustainability
- Sustainable Packaging
- Animal Welfare
- Social Responsibility



Source: NielsenIQ Retail Measurement Services, NIQ Product Insight, powered by Label Insight, Total Store; Total US xAOC; 52 weeks W/E 07/15/23

# Products (branded and private label) with a higher degree of sustainability-related claims enjoy higher loyalty

Brand repeat rate<sup>1</sup> by sustainability-brand groups, % of households buying 3+ times



**Brands with >50% of sales from products with sustainability-related claims achieve repeat rates of up to 34%**

% of a brand sales coming from products with sustainability-related claims

*"Sustainability" includes environmental, social, packaging, animal welfare claims, organic and plant-based*

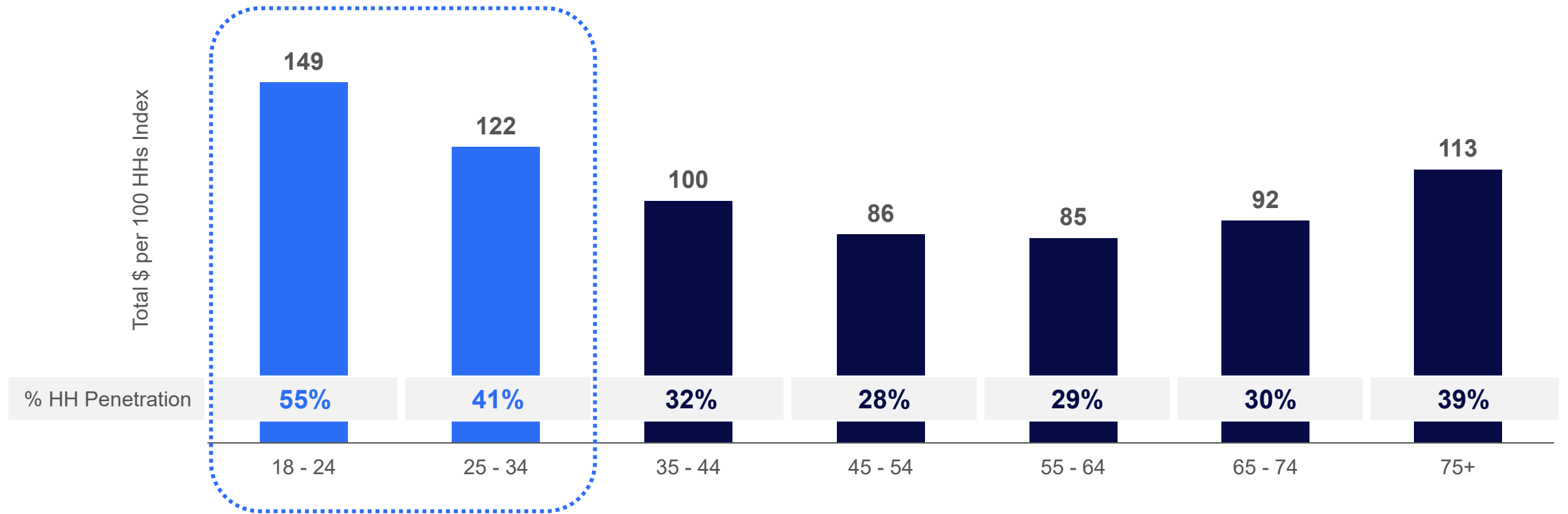
+2% differential CAGR for products with 40%+ prevalence over those without claims, +5% for products with 10-40% prevalence); Brands with a higher % of sales from products with claims enjoy greater loyalty (higher repeat rates)



# Future looks strong for sustainability based on young consumers

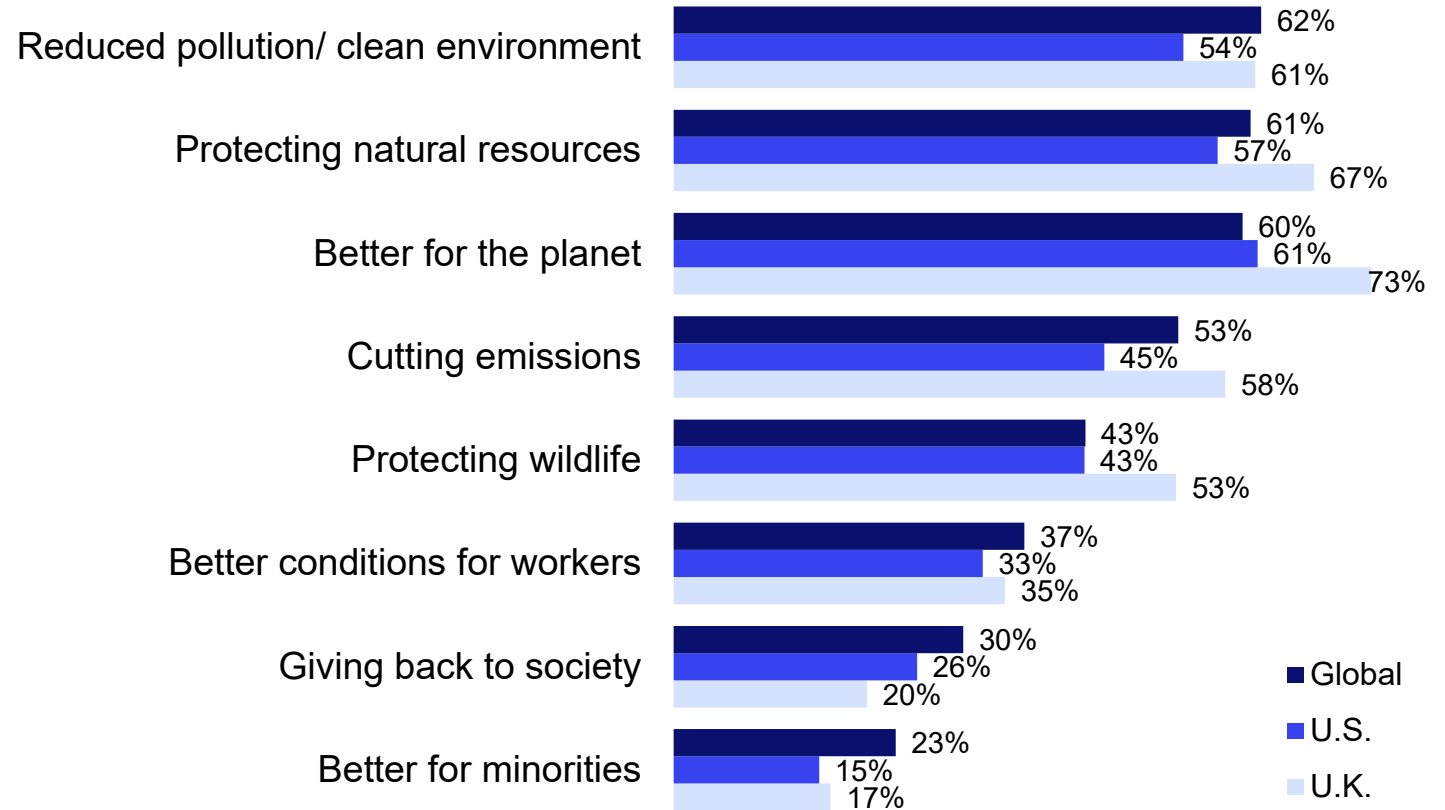
*Number of environmentally-conscious 18 to 34-year-olds is greater than all other age groups*

## All *Environmental* attribute purchases by low-usage households



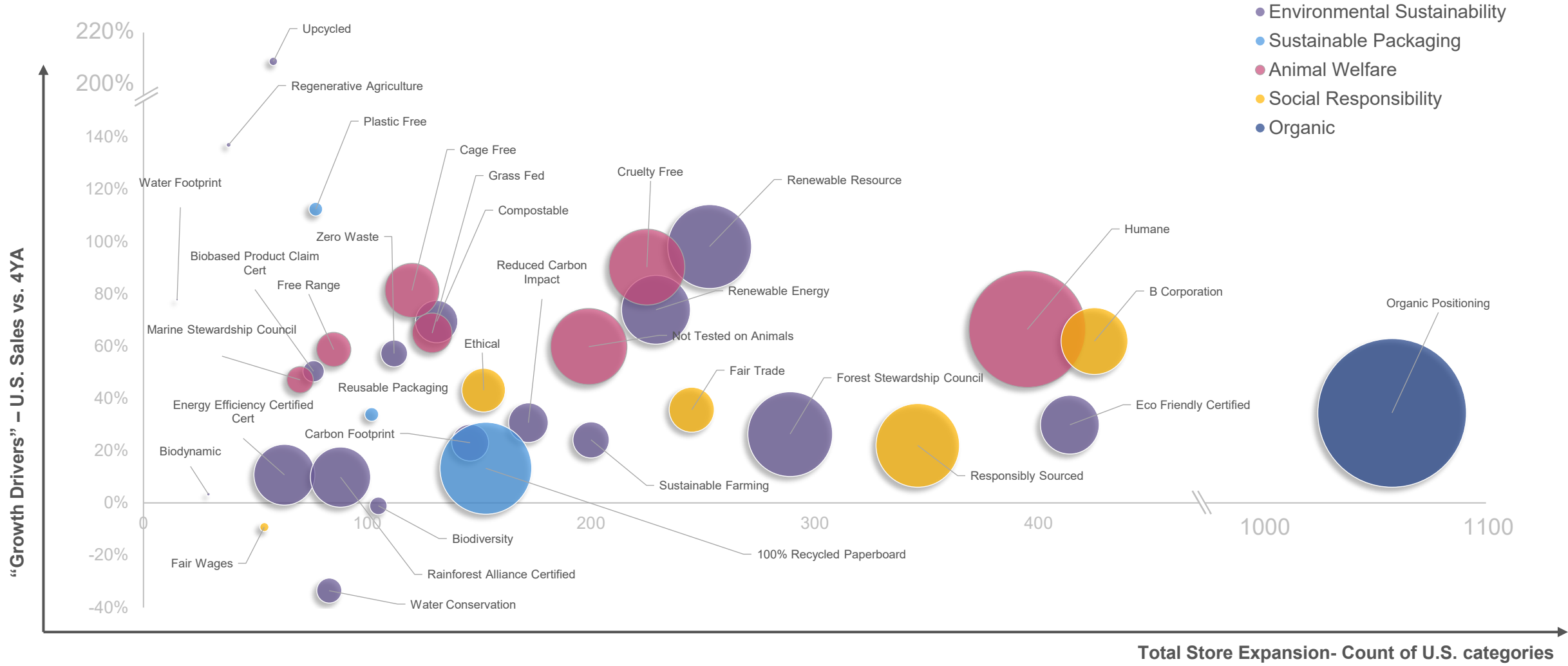
Source: NielsenIQ Spectra Homescan Panel; Consumer Profile by Demographics; Total US; \$ per 100 HHs Index –May 2022 YTD Sales and 2021 Census

Sustainability means *different things to people* around the world



Source: NielsenIQ 2023 Sustainability Report - Ranked on Global. Q, When people talk about sustainability, it might mean different things to different people. In this list, what does it mean for you?

# Explosion of claims across the store enabling consumer action



Bubble size denotes total sales in L52 week All attributes represent claims STATED on package unless indicated by an \* symbol  
 Source: NielsenIQ Retail Measurement Services, NielsenIQ Product Insight, powered by Label Insight, Total Store; Total US xAOC; 52 weeks W/E 05/20/23 vs 4YA

*Does not represent all available sustainable attributes*

Consumer engagement with sustainability varies



34%  
**Skeptics**

*Low awareness and priority*



*Low association to any aspect*



14%  
**Idealists**

*Passionate but struggle to put into practice*



*Better conditions for farmers  
Giving back to society  
Support of minorities*



22%  
**Minimalists**

*Basic awareness of sustainability but no strong motivation*



*Reduced pollution*



11%  
**Healthy 'me' & 'planet'**

*Embrace importance with a focus on health and take some action*



*Almost all aspects from planet to people*



19%  
**Evangelists**

*"Walk the talk"*



*All aspects from planet to people*

Index highest for natural channel

**Say**  
How important is sustainability?

**Do**  
What actions do they take?

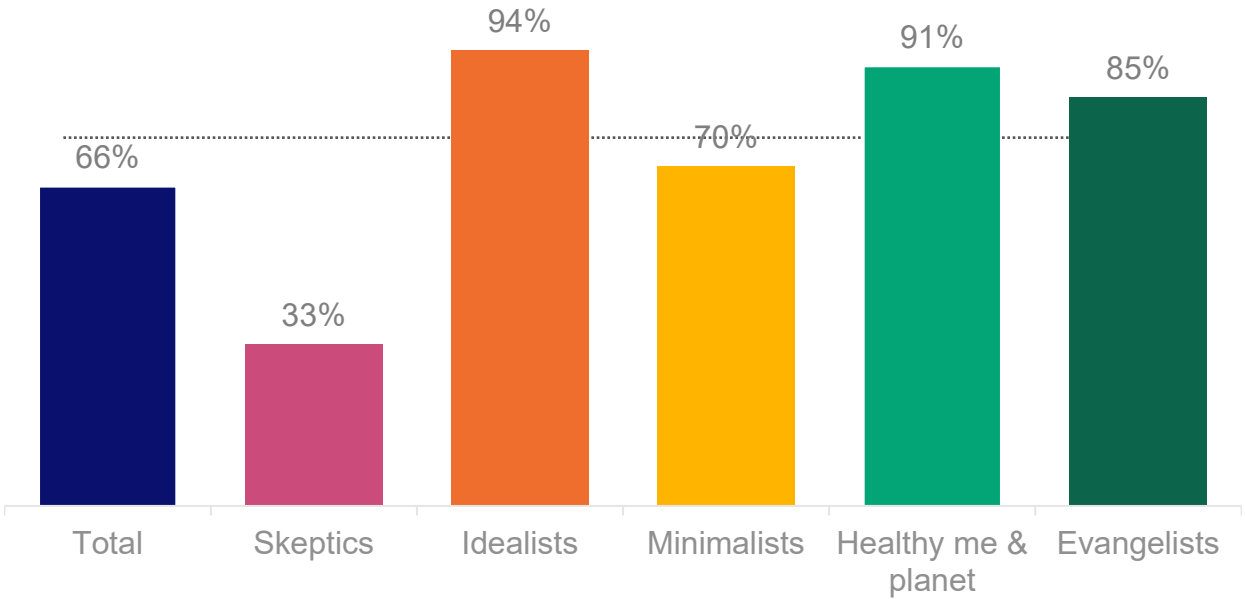
**Meaning**  
What sustainability means to them

# As demand for transparency increases, getting claims right and providing access to verification will be critical to Evangelists, Healthy Me & Planet and Idealists



*Greenwashing alienates core consumer groups from brands*

% who will stop purchasing a brand if found guilty of greenwashing

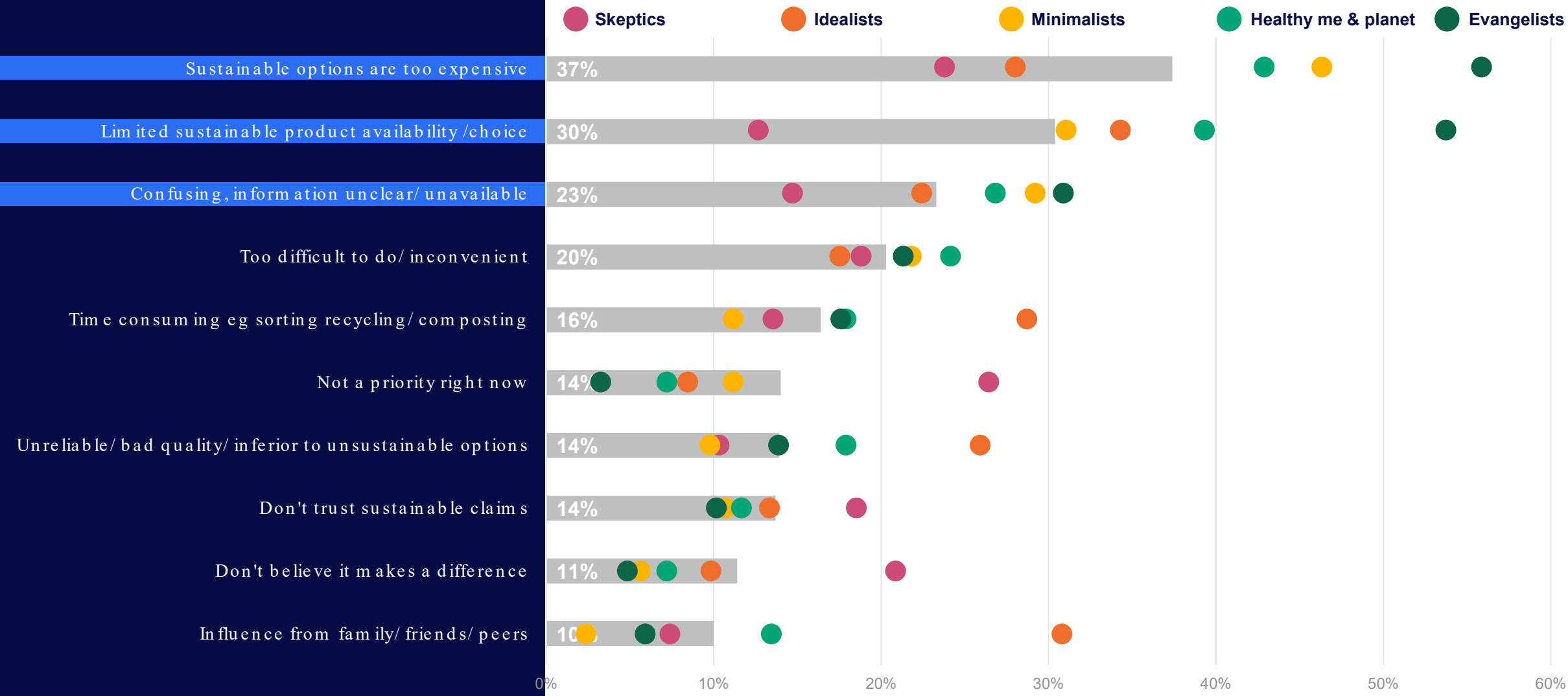


**“We are entering a new era of transparency** where companies will need to recalibrate their pack and brand communications and ensure that any claims made are accurate, transparent and can be validated, or else face both the financial and consumer repercussions.”

*Nicole Corbett, Vice President of Global Thought Leadership*

Source: NIQ 2023 Sustainability Report - How unlikely or likely are you to take following actions, when choosing a particular grocery brand?

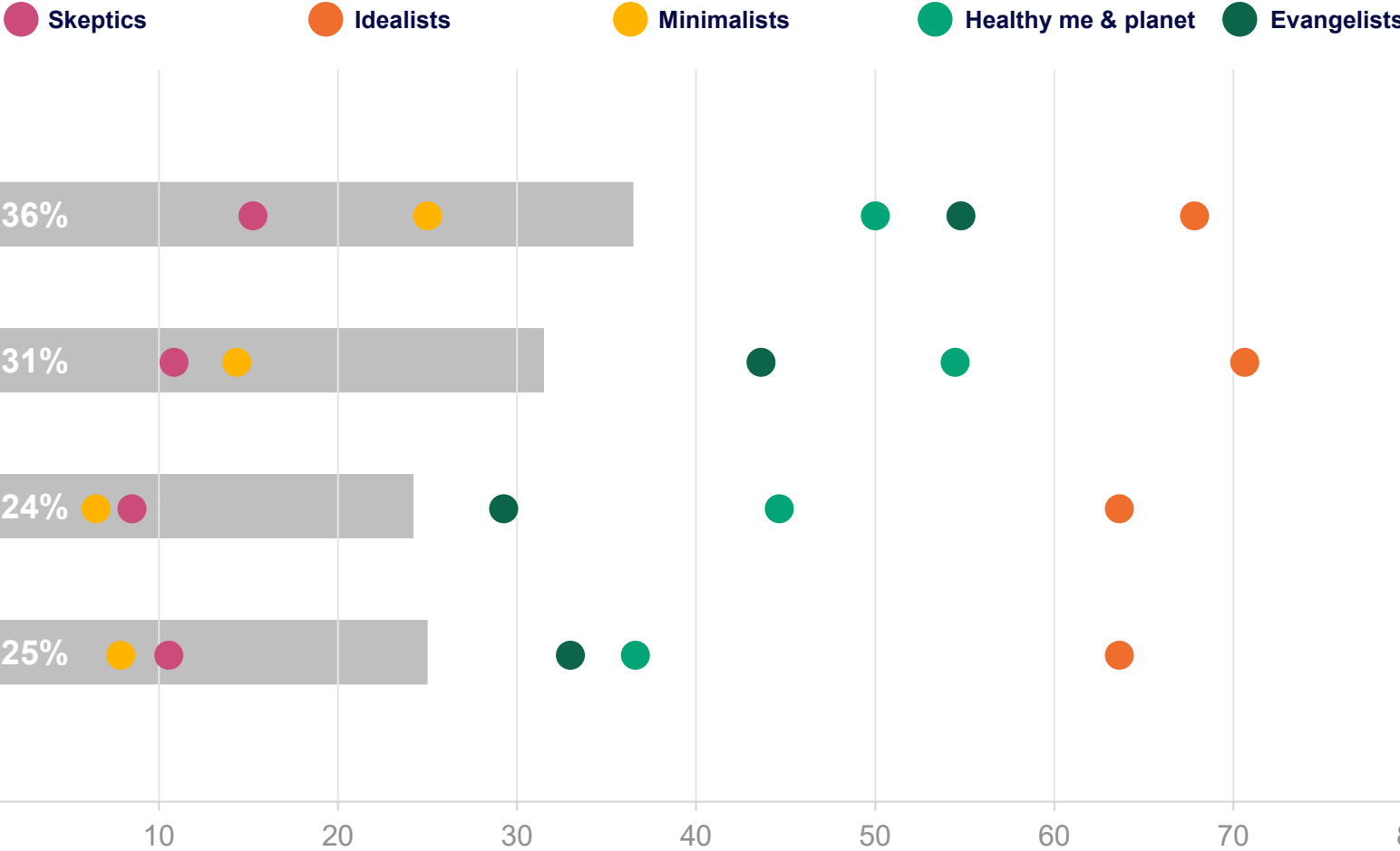
# Cost, access and lack of clarity are biggest barriers overall but understanding specific hurdles can trigger opportunity



Source: NIQ 2023 Sustainability Report – Q: What are the barriers that stop you from living a more sustainable life

# Consumers are very likely to choose *Retailers* taking the following actions

## Retailers can drive store choice via incentives for more price sensitive and greater assortment for more engaged groups



Source: NIQ 2023 Sustainability Report - How unlikely or likely are you to take following actions, when choosing a particular retailer?

# Today I will share some of our key learnings

- Adopt a multi-channel messaging strategy to meet consumers on their journey from product discovery to purchase.
- Use social media as a platform to share your sustainability efforts
- Sustainability is a journey. Share where you are in your journey, not just where you want to be or hope to be.



# Insights are drawn from

- New Hope's Sustainability Marketing Report: How to amplify your brand's commitment
- Synthesized from:
  - a nationally-representative survey of 1,000 consumers aged 18 and over, collected December 2022
  - Segmented by generation, and natural channel shopper
  - Qualitative interviews from marketing, PR, branding experts in the natural products industry



Get the full report at  
[store.newhope.com/products/sustainability-marketing](https://store.newhope.com/products/sustainability-marketing)

A close-up photograph of several large, vibrant green leaves, likely from a plant like a peace lily. The leaves are layered and curved, creating a sense of depth and movement. The lighting is soft, highlighting the texture and veins of the leaves. The background is dark, making the green leaves stand out prominently.

**Adopt a multi-channel messaging strategy to meet consumers on their journey from product discovery to purchase.**

# Grocery stores, social media, and WOM are top information sources



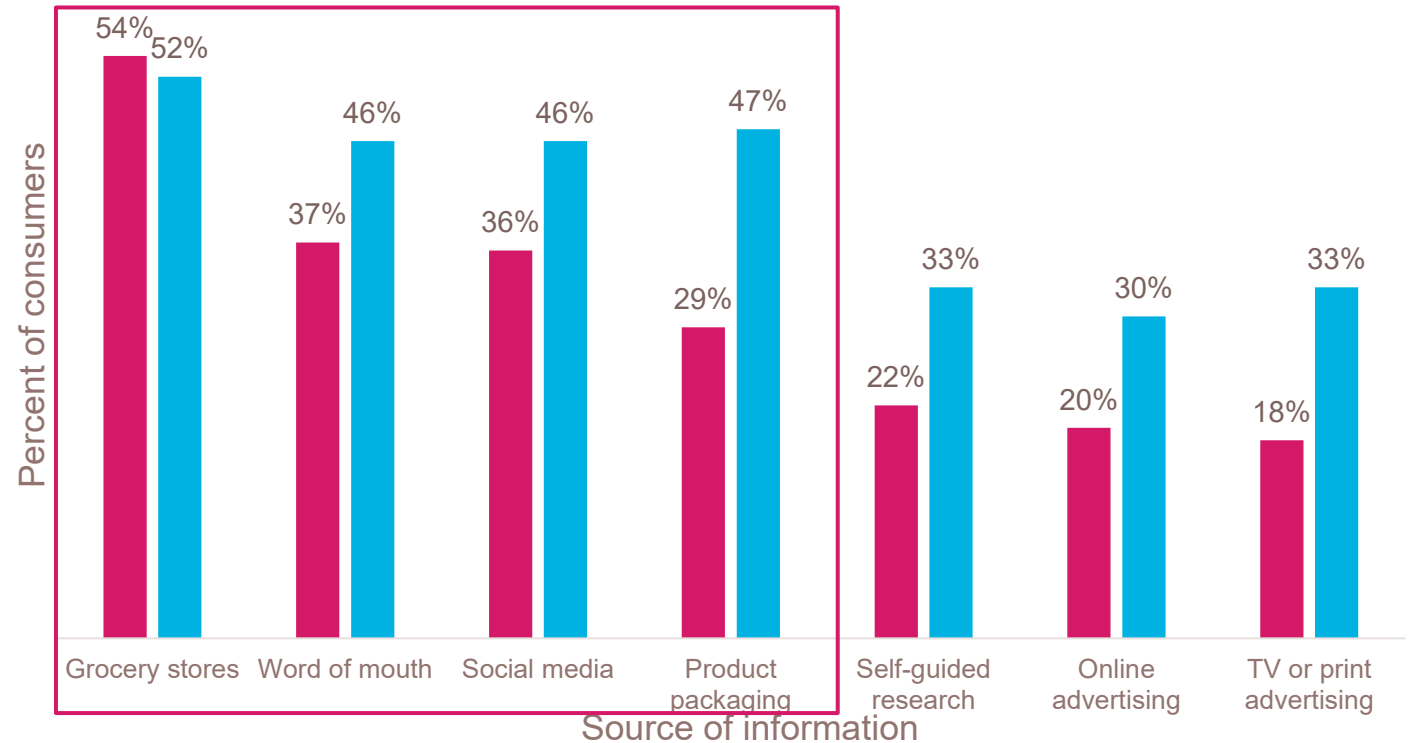
Sources of information to learn about brands



# Packaging plays a much stronger role in decision-making



Sources of information that led to purchase



■ Total Consumers ■ Natural Channel Shoppers



Source: *New Hope Network NEXT Data & Insights*, powered by the Suzy survey platform; N=1,000 collected week of December 16, 2022  
Question: Among consumers who bought new brands for the first time in the last twelve months; how did they learn about these brands/products?





Social media is  
playing a crucial  
role in new  
product  
discovery AND  
purchase

*As younger generations shop,  
social media is becoming more  
relevant to product discovery  
and as a reliable resource when  
purchasing new brands for the  
first time*

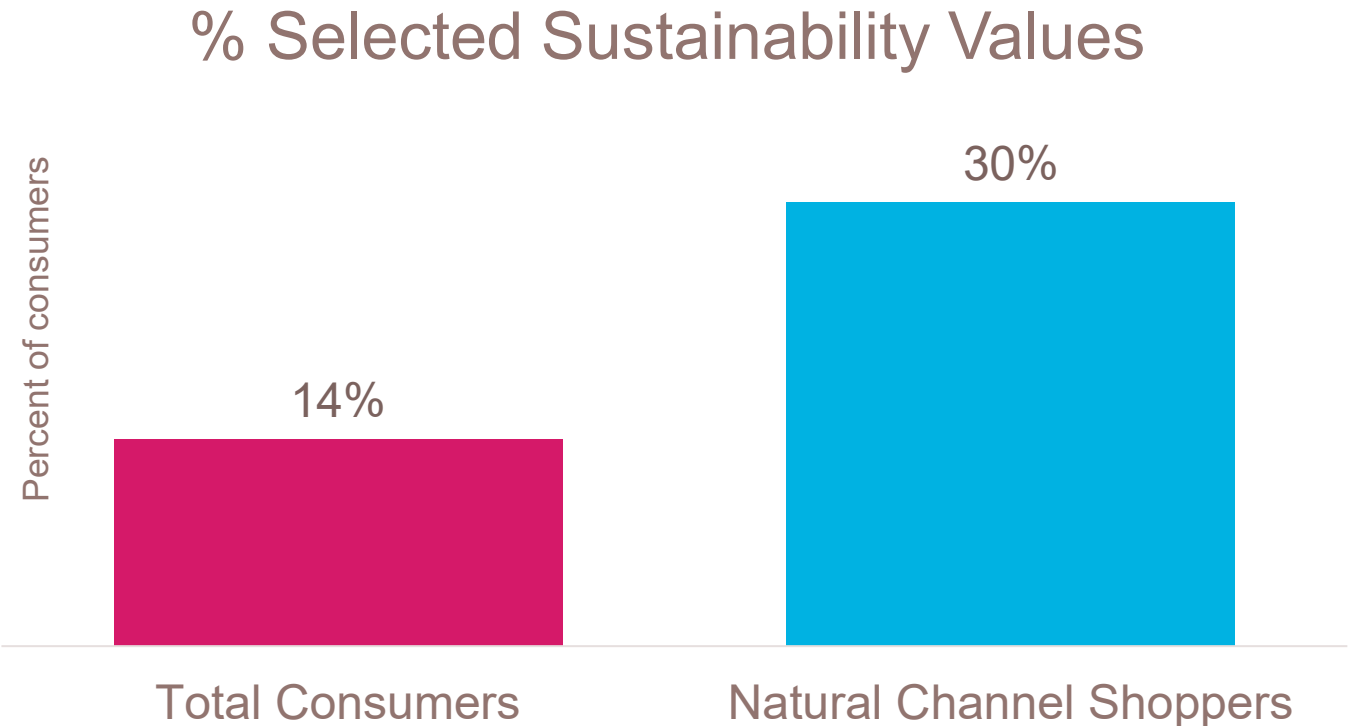
A close-up photograph of several large, vibrant green leaves, likely from a tropical plant like a peace lily. The leaves are layered, with some in sharp focus and others blurred in the background, creating a sense of depth. The lighting is soft, highlighting the texture and veins of the leaves.

**Use social media as a platform to share your sustainability efforts**

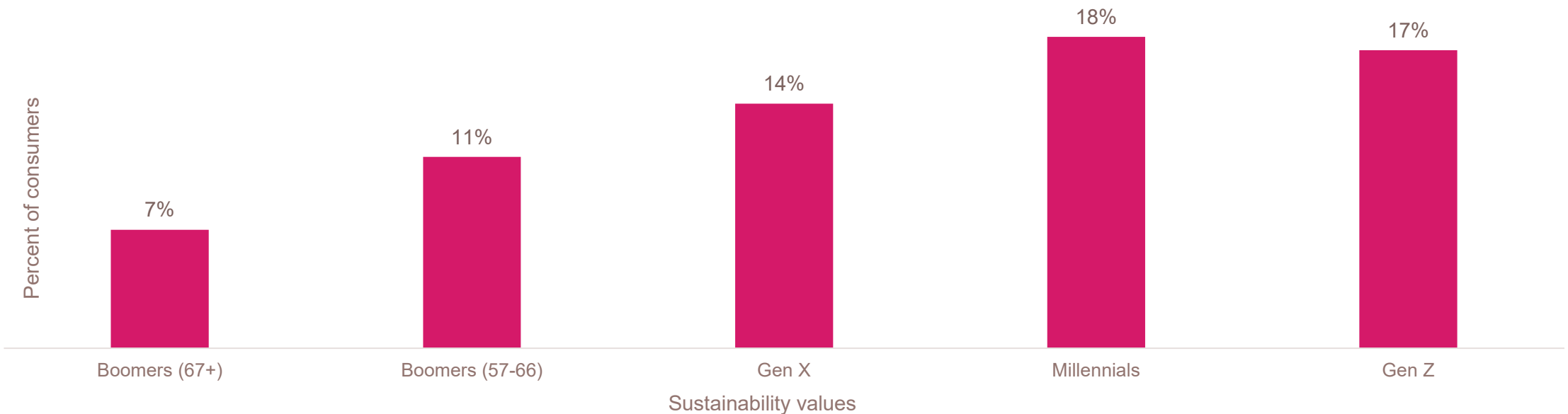
# While sustainability can impact product trial, it isn't a primary purchase driver

Reasons consumers bought new brands for the first time

Rank Order	1	Price
	2	Availability
	3	Taste
	4	Ingredients
	5	Nutrition
	6	Health Claims
	7	Brand Familiarity
	8	<b>Sustainability Values</b>



# Sustainability is more important to younger shoppers

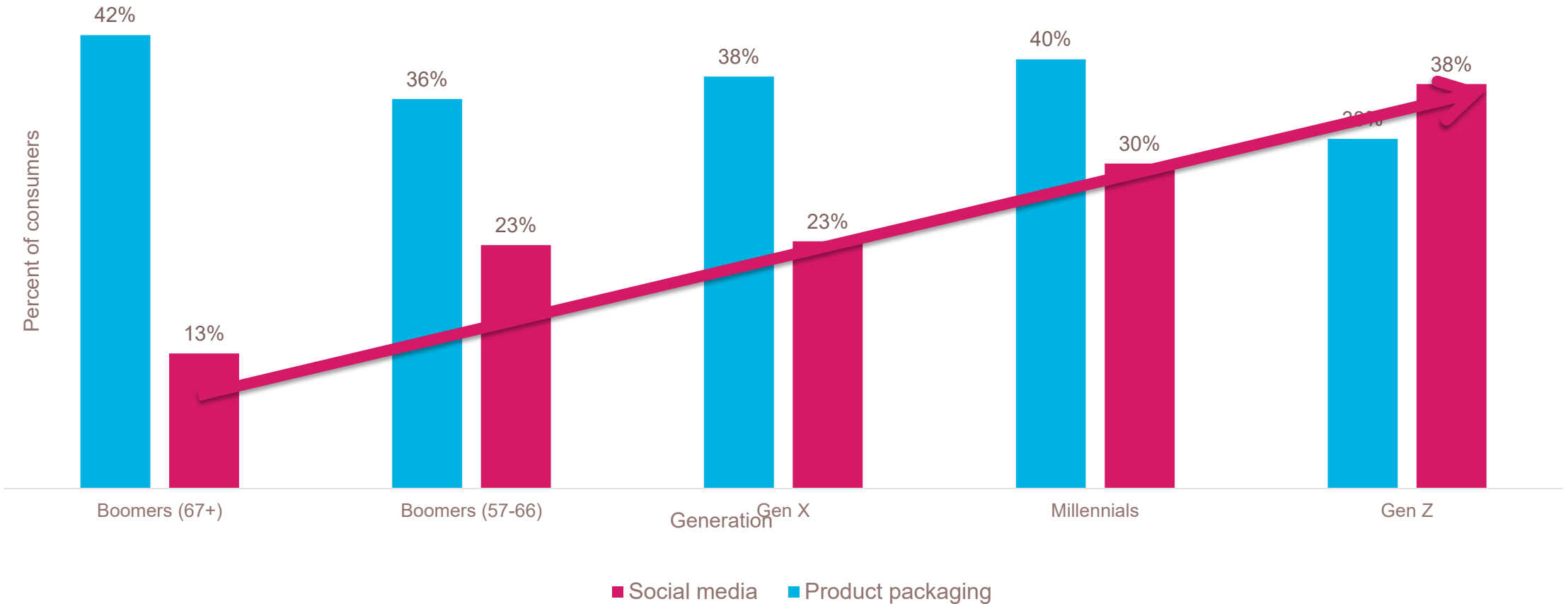


Source: *New Hope Network NEXT Data & Insights*, powered by the Suzy survey platform; N=1,000 collected week of December 16, 2022  
Question: Among consumers who bought new brands for the first time in the last 12 months; what are the reasons they bought these brands?






# Social media as a source of sustainability information increases with each younger generation



Source: *New Hope Network NEXT Data & Insights*, powered by the Suzy survey platform; N=1,000 collected week of December 16, 2022  
Question: Among consumers who bought new brands for the first time in the last 12 months; how did they learn that the new brands were also sustainable?

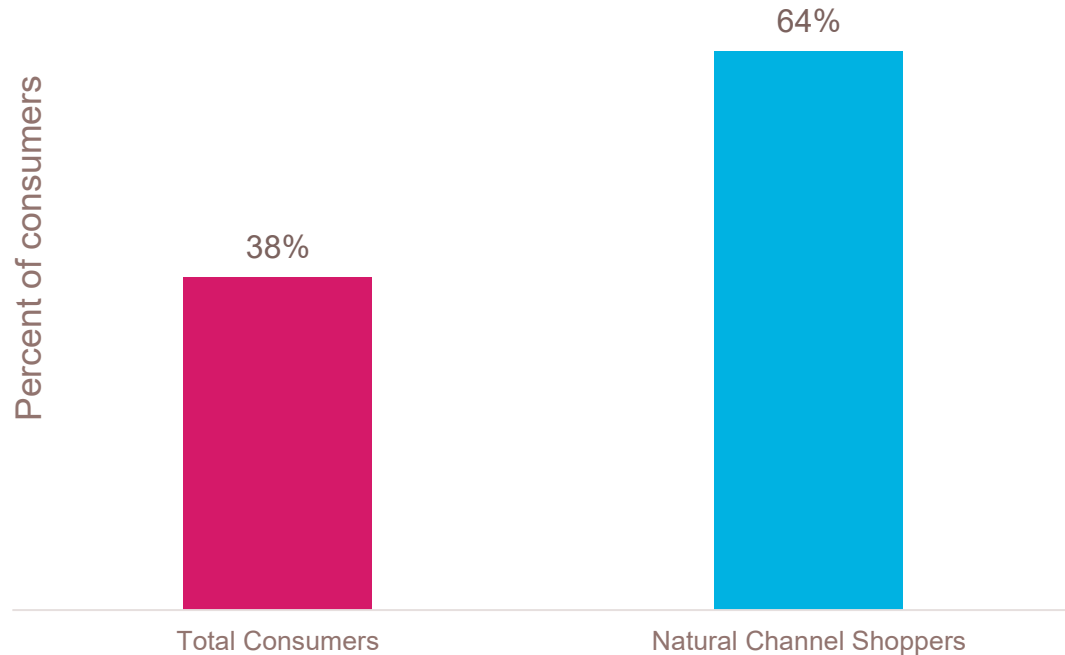


A close-up photograph of several large, vibrant green leaves, likely from a tropical plant. The leaves are layered and curved, creating a sense of depth and movement. The lighting is soft, highlighting the texture and veins of the leaves. The background is dark, making the green leaves stand out prominently.

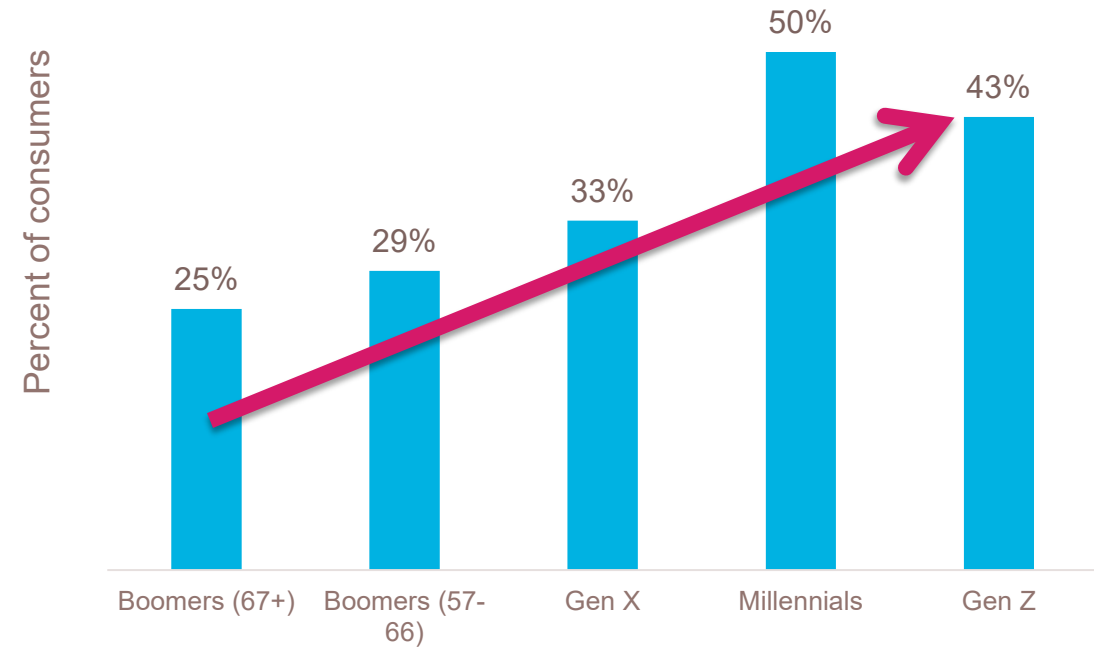
**Sustainability is a journey. Share where you are in your journey, not just where you want to be or hope to be.**

# We know sustainability is important to certain segments and it is growing in importance

## Natural vs. Total Consumer



## Generation



Willing to pay more for sustainable products: Top 2 box agree/strongly agree

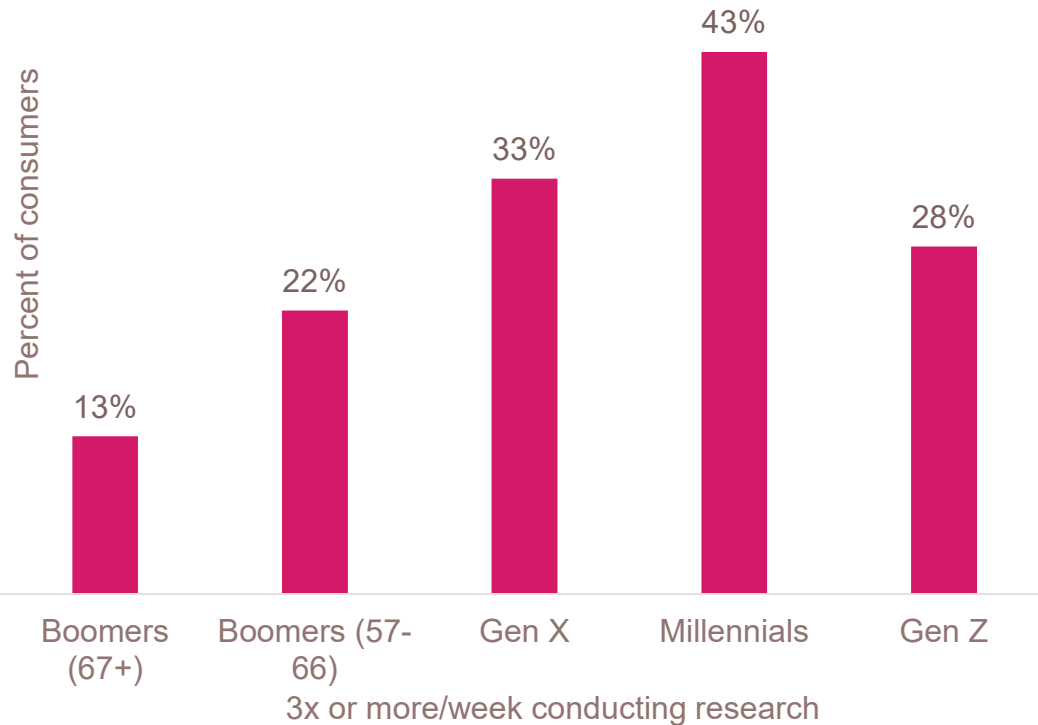


Source: *New Hope Network NEXT Data & Insights*, powered by the Suzy survey platform; N=1,000 collected week of December 16, 2022  
Question: How well does this statement describe you? "I am willing to pay more for products that demonstrate sustainability practices."

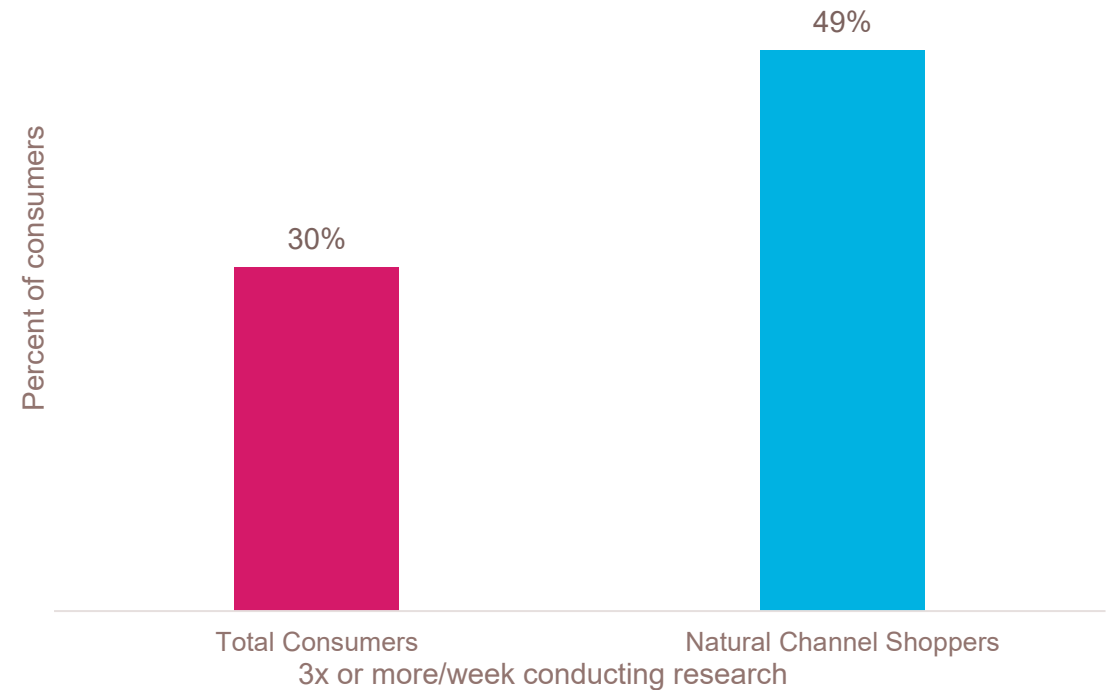


# Ensure your sustainability messaging is accurate as consumers are curious and take steps to learn more

Younger generations are doing more research



50% of natural shoppers do more research



Source: *New Hope Network NEXT Data & Insights*, powered by the Suzy survey platform; N=1,000 collected week of December 16, 2022  
Question: In a typical week, how often do you take extra steps to learn more about something you saw in social media communications (e.g., ads, posts, videos) from smaller or younger grocery brands/products?



# The importance of retail partnerships are likely playing a role in generating trust among consumers

Natural channel shoppers trust certifications and claims more



# Opportunity to message benefits of organic on climate

Qualities that consumers attribute to organic and regenerative agriculture



Source: *New Hope Network NEXT Data & Insights*, powered by the Suzy survey platform; N=1,000 collected week of May 24, 2023  
 Question: "Please identify the statements most associated with how you think about organic and regeneratively produced products."





**Thank You!**

# From Labels to Loyalty: Understanding What Resonates With Consumers



**Amanda Hartt**  
New Hope Network



**Sherry Frey**  
NielsenIQ



**Michael Recco**  
CCOF



**Pat Sheridan**  
INFRA



**Errol Schweizer**  
Errol Schweizer LLC



# INFRA B2C Certification Marketing Examples



# NIXIE CONSUMER CAMPAIGN - MAY 2023 ORGANIC, NON-GMO



<p><b>Farmer's Market Organic Pumpkin</b></p> <p><b>\$2<sup>99</sup></b></p> <p>15 oz</p> 	<p><b>Peter Rabbit Organics Organic Baby Food Pouch (selected varieties)</b></p> <p><b>\$1<sup>69</sup></b></p> <p>4-4.4 oz</p> 	<p><b>Pukka Organic Tea (selected varieties)</b></p> <p><b>\$3<sup>99</sup></b></p> <p>20 ct</p> 
<p><b>Choice Organic Teas Organic Tea (selected varieties)</b></p> <p><b>2/\$6</b></p> <p>16 ct</p> 	<p><b>Celestial Seasonings Tea (selected varieties)</b></p> <p><b>\$3<sup>29</sup></b></p> <p>18-20 ct</p> 	<p><b>R.W. Knudsen Organic Just Tart Cherry Juice</b></p> <p><b>\$7<sup>29</sup></b></p> <p>32 oz</p> 
<p><b>Lakewood Organic Pure Cranberry Juice</b></p> <p><b>\$8<sup>99</sup></b></p> <p>32 oz</p> 	<p><b>Essentia Alkaline Water</b></p> <p><b>\$1<sup>79</sup></b></p> <p>1 lt</p> 	<p><b>Nixie Sparkling Water Organic Sparkling Water (selected varieties)</b></p> <p><b>\$4<sup>99</sup></b></p> <p>8 ct</p> 
<p><b>nutpods Dairy-Free Creamer (selected varieties)</b></p> <p><b>\$2<sup>79</sup></b></p> <p>11.2 oz</p> 	 <p><b>LIME GINGER CUCURBER MINT AGUA FRESCA</b></p> <ul style="list-style-type: none"> <li>• 2 CANS OF LIME GINGER NIXIE</li> <li>• 4-5 SPRIGS OF MINT</li> <li>• 3 CUCUMBERS, BLENDED</li> <li>• 1 CUP OF WATER</li> <li>• ICE</li> <li>• MIX IT UP!</li> </ul> <p>Ingredients include: Citric Acid, Malic Acid, Sugar-Free Sweetener, Citrus Oil</p>	
<p><b>C2O Coconut Water (selected varieties)</b></p> <p><b>\$3<sup>49</sup></b></p> <p>33.8 oz</p> 	<p><small>Prices &amp; varieties may vary by location. Some items or varieties may not be available at all stores or on the same days in the month of May.</small></p>	

USDA Organic and non-GMO Project logos on display stopper (floatie) and in the recipe featured in our INFRA flyer



EO + EVERYONE CONSUMER CAMPAIGN APRIL 2023  
EWG, B-CORP

In-Store Endcap

INFRA Flyer Secondary Ad

Shelf Signs

**100%  
RECYCLED  
BOTTLE**

Our bottles are made from post-consumer recycled plastic. This means instead of sourcing new plastic for our bottles, we use plastic from water bottles, straws, and other consumer products.



**everyone**  
THE EVERYONE



We're EWG verified. That means the ingredients used in Everyone products meet the EWG's strictest standards for health, safety, and include no harmful chemicals.



**everyone**  
THE EVERYONE



**Botanical body care that's good for you and the planet.**

**Beekeeper's Naturals B.Immune Throat Spray**  
\$9.79  
1.06 oz

**Terry Naturally CuraMed 750 mg**  
\$23.99  
30 sgel

**Natural Vitality Calm Gummies**  
\$21.99  
120 ct

**Nordic Naturals Ultimate Omega Lemon**  
\$36.99  
120 sgel

**Wiley's Finest Wild Alaskan Fish Oil 1000mg**  
\$35.99  
60 sgel

**Bluebonnet Nutrition Liquid Calcium Magnesium Citrate**  
\$13.99  
16 oz

**Boiron Sinus Calm**  
\$9.99  
60 tab

**everyone**  
3in1 soap  
control by lotion  
hand soap

Certified B Corporation  
100% RECYCLED BOTTLE  
CrueltyFree

**EO + everyone**  
ESSENTIAL OILS FOR EVERY BODY  
www.eoproducts.com

Prices & varieties may vary by location. Some items or varieties may not be available at all stores or on the same days in the month of April.

# SEPTEMBER 2022 – ORGANIC MONTH

Proud member of **infra** **INDEPENDENT CHOICE** September 2022

"Happily we bask in this warm September sun, which illuminates all creatures."  
-Henry David Thoreau

**Mary's Gone Crackers Organic Crackers**  
(selected varieties)

**\$3.99**  
5.5-6.5 oz

**Eden Organic Beans**  
(selected varieties)

**\$2.59**  
15 oz

**CADIA Organic Broth**  
(selected varieties)

**\$1.99**  
32 oz

**Muir Glen Organic Tomatoes**  
(selected varieties)

**5/\$5**  
14.5 oz

**Cascadian Farm Organic Potatoes**  
(selected varieties)

**2/\$6**  
16 oz

**Annie's Organic Mac & Cheese**  
(selected varieties)

**2/\$5**  
6 oz

**Organic Valley Organic Raw Cheese**  
(selected varieties)

**\$4.99**  
8 oz

**Food For Life Organic Ezekiel 4:9® Bread**  
(selected varieties)

**\$5.49**  
24 oz

**Hilary's Organic Veggie Burger**

**\$2.79**  
6.4 oz

**Harmless Harvest Organic Coconut Water**

**\$4.29**  
16 oz

**KeVita Organic Sparkling Probiotic Drink**  
(selected varieties)

**2/\$5**  
15.2 oz

Prices & varieties may vary by location. Some items or varieties may not be available at all stores or on the same days in the month of September.

**Gaia Herbs Ashwagandha Root**

**\$15.99**  
60 ct

**MegaFood Blood Builder**

**\$12.49**  
60 ct

**Natural Factors Men's & Women's Whole Earth & Sea™ Multivitamin & Mineral**  
(selected varieties)

**\$27.99**  
60 tab

**DERMA E Anti-Wrinkle Renewal Cream**

**\$15.49**  
4 oz

**Himalaya Toothpaste**  
(selected varieties)

**\$4.49**  
5.29 oz

**Why Choose Organic?**

**It's Just Cooler** - Organic farms emit less global warming potential than other farming systems.

**All Natural, Always** - Organic food is grown without synthetic fertilizers and pesticides.

**Happy Animals** - Organic means animals are raised in conditions that accommodate their natural behaviors, with 100% organic feed, and without antibiotics or hormones.

**GMOs? No Way!** - Organic certification means no genetically engineered or modified ingredients.

Sources: [USDA.gov](https://www.usda.gov), [rodaleinstitute.org](https://www.rodaleinstitute.org)

**Better Life All-Purpose Cleaner**  
(selected varieties)

**\$3.79**  
32 oz

**Mrs. Meyer's Clean Day Liquid Dish Soap**  
(selected varieties)

**\$3.29**  
16 oz

Prices & varieties may vary by location. Some items or varieties may not be available at all stores or on the same days in the month of September.

Supporting Organic month with USDA organic education and a seal on all organic items within the flyer

# NON-GMO OCTOBER 2022

## Non-GMO Social Video

infra

How can I tell if something is non-GMO?

Look for the official Non-GMO Project seal!

Non-GMO Project verification requires testing of ingredients, not finished products, to ensure purity.

Did you know the USDA Organic seal also means non-GMO?

USDA Organic is a comprehensive certification that includes non-GMO.

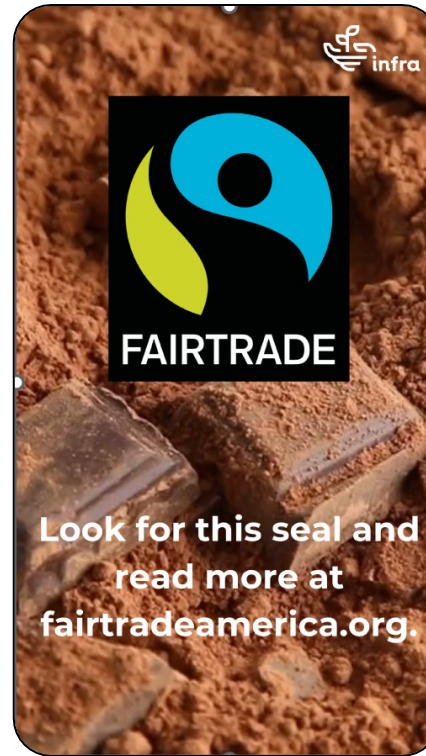
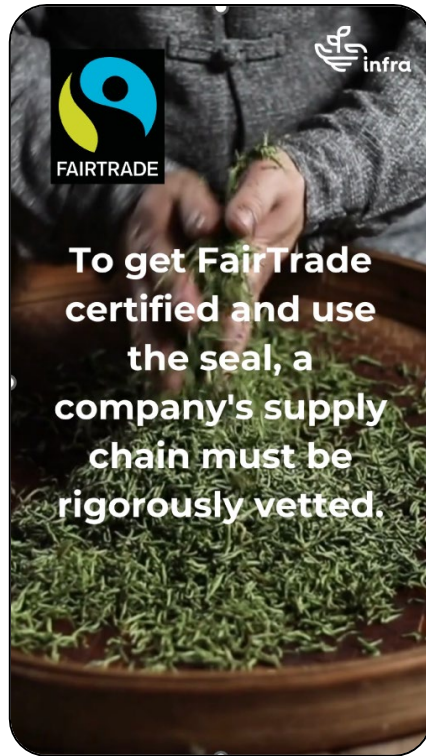
## INFRA Flyer Secondary Ad

<p>Dr. Bronner's Organic Chocolate Bar</p> <p><b>2/\$7</b></p> <p>2.93 oz</p>	<p>Endangered Species Chocolate Bar (selected varieties)</p> <p><b>2/\$5</b></p> <p>3 oz</p>	<p>Lily's Chocolate Bar (selected varieties)</p> <p><b>\$3.29</b></p> <p>2.8-3 oz</p>
<p>Four Sigmatic Organic Ground Mushroom Coffee (selected varieties)</p> <p><b>\$11.49</b></p> <p>12 oz</p>	<p><b>Licking the spoon is better with the Butterfly.</b></p> <p>Choosing Non-GMO Project Verified products means protecting our diverse seed and food supply. Every time you shop you can help be the change that builds a better food system.</p> <p>Celebrate Non-GMO Month with a free t-shirt while supplies last! Coupon code: Butterfly</p>	
<p>Celestial Seasonings Tea (selected varieties)</p> <p><b>\$2.99</b></p> <p>20 ct</p>	<p>The Mountain Valley Spring Water</p> <p><b>2/\$4</b></p> <p>1lt</p>	<p>Nixie Sparkling Water Organic Sparkling Water (selected varieties)</p> <p><b>\$4.49</b></p> <p>8 ct</p>

Prices & varieties may vary by location. Some items or varieties may not be available at all stores or on the same days in the month of October.

# FAIRTRADE OCTOBER 2022

## Fairtrade Social Video



## INFRA Flyer Secondary Ad

**What is Fairtrade?**

Fairtrade is a way of shopping and doing business differently. It is a way of co-creating a world that prioritizes people and the planet.

When you choose Fairtrade, you are putting more bargaining power back into the hands of farmers and investing in a global system built to make fair trade the norm.

**Look for the mark**

**Jarrow Formulas**  
Jarrow-Dophilus Digestive Probiotic EPS 5 Billion  
**\$21<sup>99</sup>**  
60 vcap

**Vital Proteins**  
Collagen Peptides  
**\$36<sup>99</sup>**  
20 oz

**Ancient Nutrition**  
Multi Collagen Protein (selected varieties)  
**\$23<sup>99</sup>**  
244-253 g

**Nature's Way**  
Umcka® Cold + Flu Elderberry Soothing Syrup  
**\$15<sup>99</sup>**  
4 oz

**Garden of Life**  
myKind Organics Organic Elderberry Gummies  
**\$26<sup>99</sup>**  
120 ct

**Terry Naturally**  
CuraMed 750mg  
**\$28<sup>99</sup>**  
30 sgel

**MegaFood**  
Women Over 55 One Daily Multivitamin  
**\$25<sup>99</sup>**  
60 ct

Prices & varieties may vary by location. Some items or varieties may not be available at all stores or on the same days in the month of October.

# SEPTEMBER 2023 – ORGANIC MONTH



**September 2023**

*"Life starts all over again when it gets crisp in the fall."*  
- F. Scott Fitzgerald

 <p><b>Just Ice Tea</b> Organic Ice Tea (selected varieties)</p> <p><b>2/\$4</b></p> <p>16 oz</p> 	 <p><b>Bragg</b> Organic Apple Cider Vinegar</p> <p><b>\$4.99</b></p> <p>32 oz</p> 	
<p><b>KeVita</b> Organic Sparkling Probiotic Drink (selected varieties)</p> <p><b>\$2.79</b></p> <p>15.2 oz</p> 	<p><b>Harmless Harvest</b> Organic Coconut Water (selected varieties)</p> <p><b>\$3.79</b></p> <p>16 oz</p> 	<p><b>Mary's Gone Crackers</b> Organic Crackers (selected varieties)</p> <p><b>\$4.49</b></p> <p>5-6.5 oz</p> 
<p><b>Late July</b> Organic Tortilla Chips</p> <p><b>2/\$7</b></p> <p>7.4-10.1 oz</p> 	<p><b>Food For Life</b> Organic Ezekiel 4:9® Bread (selected varieties)</p> <p><b>\$5.29</b></p> <p>24 oz</p> 	<p><b>Cascadian Farm</b> Organic Potatoes (selected varieties)</p> <p><b>2/\$8</b></p> <p>16 oz</p> 
<p><b>The Ginger People</b> Organic Pickled Sushi Ginger</p> <p><b>\$4.29</b></p> <p>6.7 oz</p> 	<p><b>San-J</b> Organic Tamari Soy Sauce (selected varieties)</p> <p><b>\$4.29</b></p> <p>10 oz</p> 	<p><b>Muir Glen</b> Organic Tomatoes (selected varieties)</p> <p><b>2/\$3</b></p> <p>14.5 oz</p> 

Prices & varieties may vary by location. Some items or varieties may not be available at all stores or on the same days in the month of September.

<p><b>Larabar</b> Fruit &amp; Nut Bar (selected varieties)</p> <p><b>5/\$5</b></p> <p>1.6-1.7 oz</p> 	<p><b>KIND</b> Nut Bar (selected varieties)</p> <p><b>\$1.59</b></p> <p>1.4 oz</p> 	<p><b>Cliff Bar</b> Energy Bar (selected varieties)</p> <p><b>\$1.29</b></p> <p>2.4 oz</p> 
<p><b>St. Dalfour</b> French Fruit Spread (selected varieties)</p> <p><b>\$3.79</b></p> <p>10 oz</p> 	<p><b>Panda</b> Licorice (selected varieties)</p> <p><b>\$2.79</b></p> <p>7 oz</p> 	<p><b>UNREAL</b> Chocolate Bar</p> <p><b>\$4.29</b></p> <p>3.4-4.2 oz</p> 
<p><b>Tony's Chocolonely</b> Chocolate Bar (selected varieties)</p> <p><b>\$3.79</b></p> <p>6.35 oz</p> 	<p><b>Chocolove</b> Chocolate Bar (selected varieties)</p> <p><b>\$2.29</b></p> <p>3.2 oz</p> 	<p><b>Endangered Species</b> Chocolate Bar (selected varieties)</p> <p><b>\$2.79</b></p> <p>3 oz</p> 
<p><b>Why choose organic?</b></p>  <p><b>It's Just Cooler.</b> Organic farms emit less global warming potential than other farming systems.</p> <p><b>All Natural, Always.</b> Organic food is grown without synthetic fertilizers or pesticides.</p> <p><b>GMOS? No Way!</b> Organic certification means no genetically engineered or modified ingredients.</p> <p><small>Sources: USDA.gov, rodaleinstitute.org</small></p> 		
<p><small>Prices &amp; varieties may vary by location. Some items or varieties may not be available at all stores or on the same days in the month of September.</small></p>		

Supporting Organic month with USDA organic education and a seal on all organic items within the flyer