



WELCOME!

THE WEBINAR WILL BEGIN SHORTLY

DAIRY WEST PRESENTS

From Insights to Action: Embracing Sustainable Nutrition In Your Practice

FEBRUARY 20, 2025



Today's Speakers



KRIS SOLLID, RDN
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International Food & Information
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Speaker Disclosures

KRIS SOLLID, RDN

Employee

- International Food Information Council (IFIC), a 501(c)(3) organization supported by companies that span the food supply chain, and is governed by a Board of Trustees, the majority of whom are from public academic institutions, along with an Assembly that includes government liaisons.

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- I intentionally do not hold food sector stocks or Exchange-Traded Funds (ETFs).
- I have instructed my financial advisor to exclude food sector stocks and ETFs from my future investment portfolio.

Honorarium

- I am being provided an honorarium from Dairy West for this webinar.

Speaker Disclosures

HEATHER LIEBER, MS, RDN, CD

Honorarium

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Learning Objectives

- Understand consumer perceptions and preferences for sustainable foods
- Identify high-quality, evidence-based resources for use in professional development and patient education focused on sustainability and nutrition
- Apply key learnings to advance sustainability in professional practice

Housekeeping



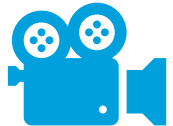
Awarded 1.0 CPEU in accordance with the Commission on Dietetic Registration's CPEU Prior Approval Program



Click on the Q&A icon to submit questions



Announcements will be shown in the chat



Webinar recording and slide handouts will be emailed

Let's Dive In!

Setting the Stage

Nutrition experts can champion sustainable diets but face challenges integrating sustainability into their practice



Barriers to incorporating sustainability into practice persist



Sustainability practices often represent competing priorities



Sustainability can feel overwhelming

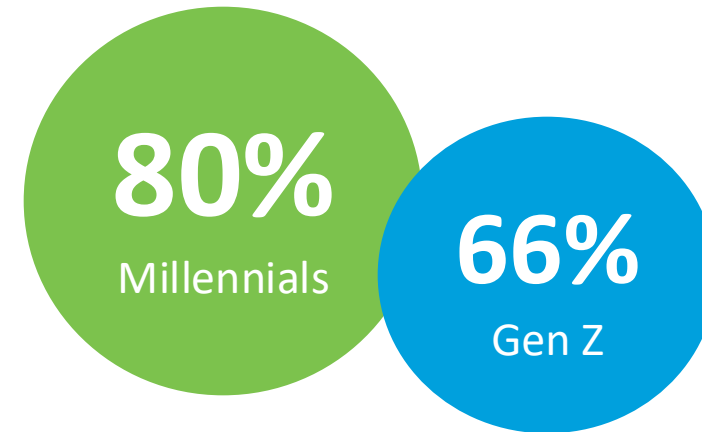


Lack of tools and educational resources



Lack of consumer demand or awareness

At the same time, sustainability is increasingly influencing purchase behavior



Millennial and Gen Z consumers who indicated that sustainability is a key factor influencing their purchasing decisions

Considerations for Driving Adoption of Healthy, Sustainable Diets

Kris Sollid, RD

Providing an affordable, accessible and nutritious food supply is more important than ever

1.3

billion

people do not have regular access to nutritious and sufficient food

820

million

people go to bed hungry every night

670

million

adults have obesity

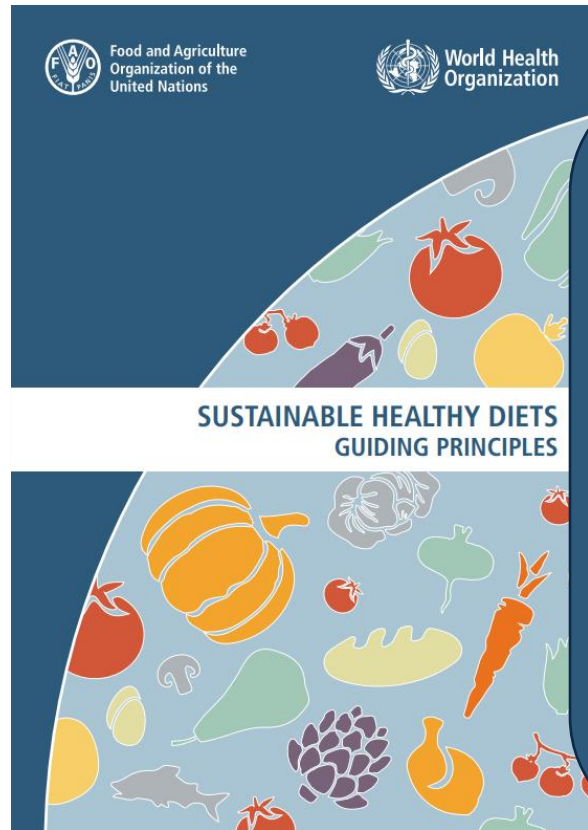
4

million

deaths globally due to overweight and obesity-related NCDs

No global consensus for the definition of a healthy, sustainable diet exists

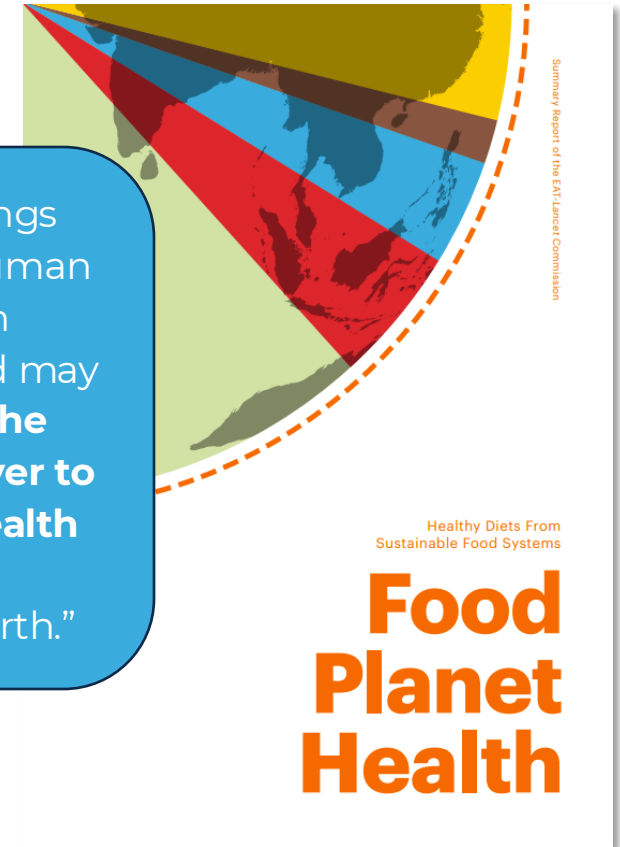
Currently, less than half (37/83) of countries with global dietary guidelines include environmental sustainability



“Sustainable diets are those diets with **low environmental impacts which contribute to food and nutrition security and to healthy life for present and future generations.**

Sustainable diets are protective and **respectful of biodiversity and ecosystems, culturally acceptable, accessible, economically fair and affordable; nutritionally adequate, safe and healthy;** while optimizing natural and human resources”

“Although many things can contribute to human and planetary health simultaneously, food may be unique. **Food is the single strongest lever to optimize human health and environmental sustainability** on Earth.”



Potential Conundrums

- **Are current food systems set up to handle intakes needed to meet recommendations?**
 - 8 oz of fatty fish/week
 - 5 fruits/vegetables/day
- **Would following more “planet-friendly” diets contribute to nutrient shortfalls?**
 - Vitamin B12, calcium, iron, zinc considerations
- **How would food labeling criteria for sustainability be established?**
 - Currently, the FDA and USDA do not mandate climate labels on food products
 - Evidence on sustainability labeling on food products (e.g., eco-labels) and consumer selection
 - “Eco-labels could be a useful policy tool or voluntary approach to shift consumers towards more sustain-able food choices”

• Beal T, Ortenzi F, Fanzo J. Estimated micronutrient shortfalls of the EAT-Lancet planetary health diet. *Lancet Planet Health*. 2023. doi:10.1016/S2542-5196(23)00131-6

• Cook B et al. Consumer Interaction with Sustainability Labelling on Food Products: A Narrative Literature Review. *Nutrients*. 2023. <https://doi.org/10.3390/nu15173837>

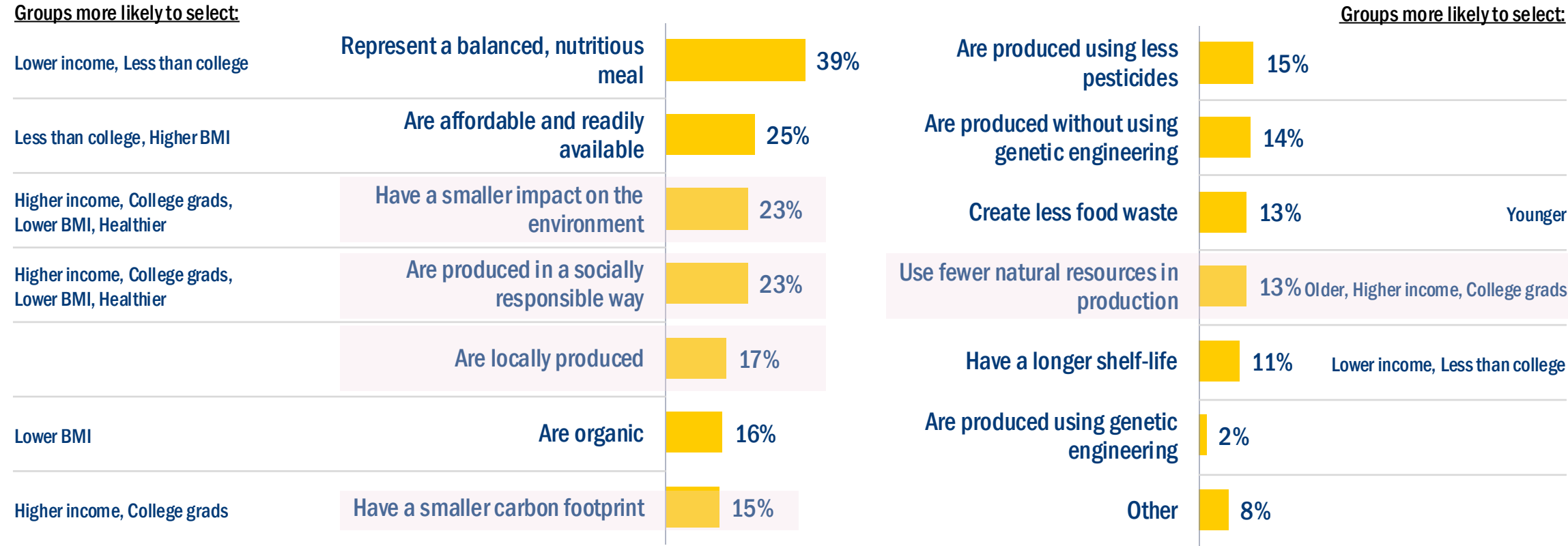
• Potter C et al. The Effects of Environmental Sustainability Labels on Selection, Purchase, and Consumption of Food and Drink Products: A Systematic Review. *Environ Behav*. 2021. doi:10.1177/0013916521995473

• Taillie LS et al. The impact of an eco-score label on US consumers' perceptions of environmental sustainability and intentions to purchase food: A randomized experiment. *PLoS One*. 2024. doi:10.1371/journal.pone.0306123

How do consumers think about healthy, sustainable diets?

4 in 10 believe that a sustainable diet means that the foods they eat represent a balanced, nutritious meal

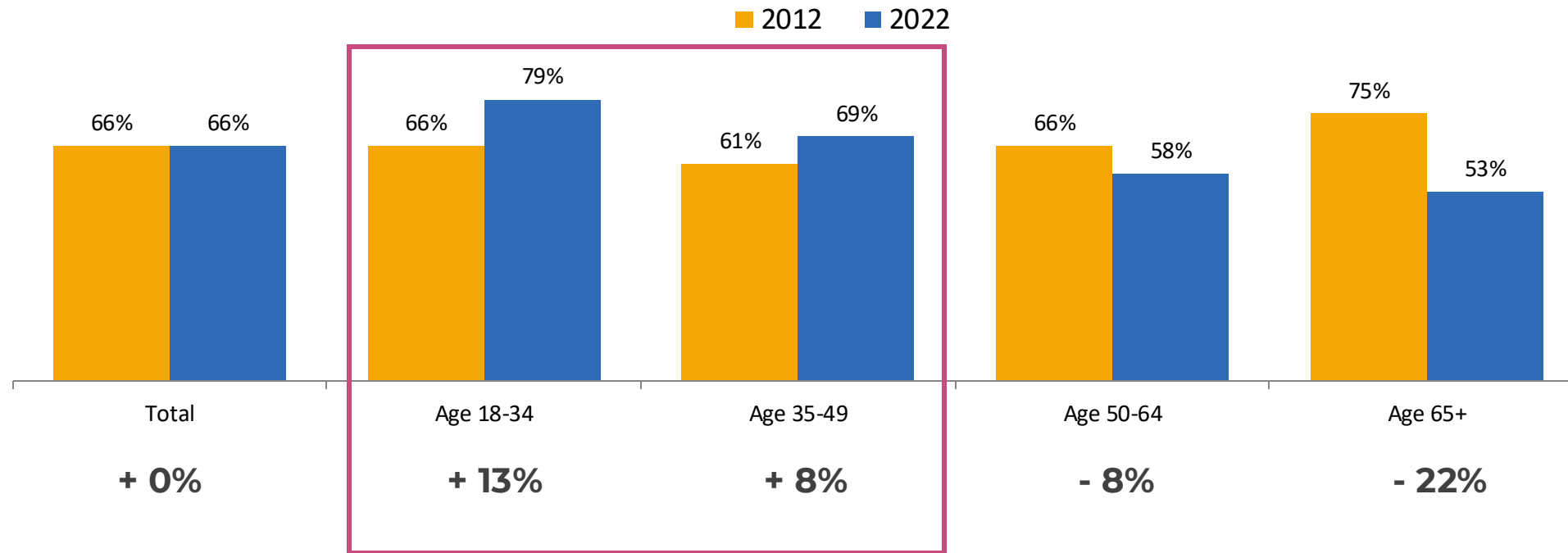
A sustainable diet means that the foods you eat...
(Please select up to 3.)



2015 n=1,007

Younger consumers are much more likely to consider sustainability, while older consumers are significantly less likely to consider it

Has Given Thought to Whether Foods and Beverages are Produced in a Sustainable Way: 2012 vs. 2022

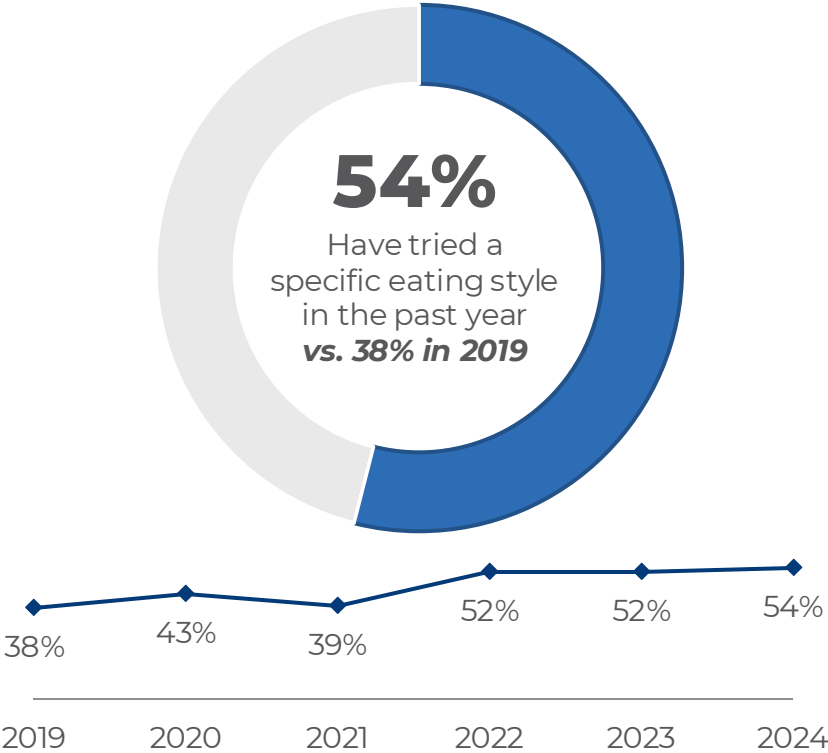


[TREND vs. 2012] Q23 Over the past year, how much thought have you given to the following issues? (n=1,005) ; Q9 Do you agree or disagree with the following statement?: My generation has greater concern about the environmental impact of food choices than other generations. (n=1,005)

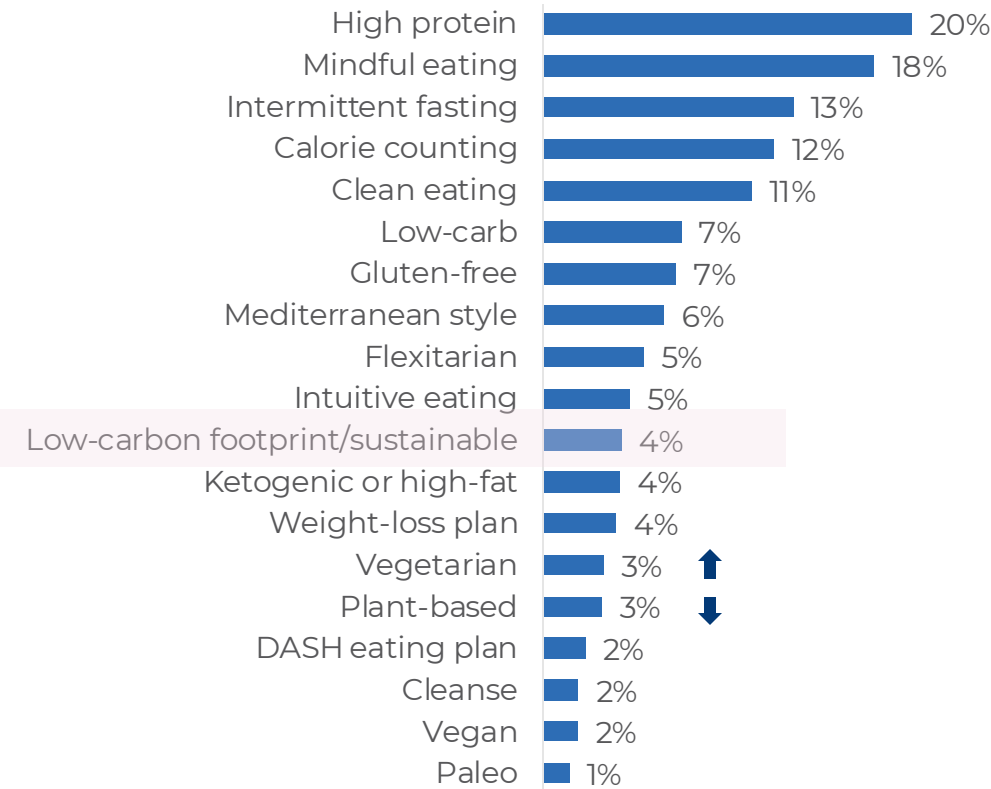
More than half of Americans followed a specific eating pattern or diet in the past year

And why they do is highly individualized...

Followed A Specific Eating Pattern or Diet in the Past Year



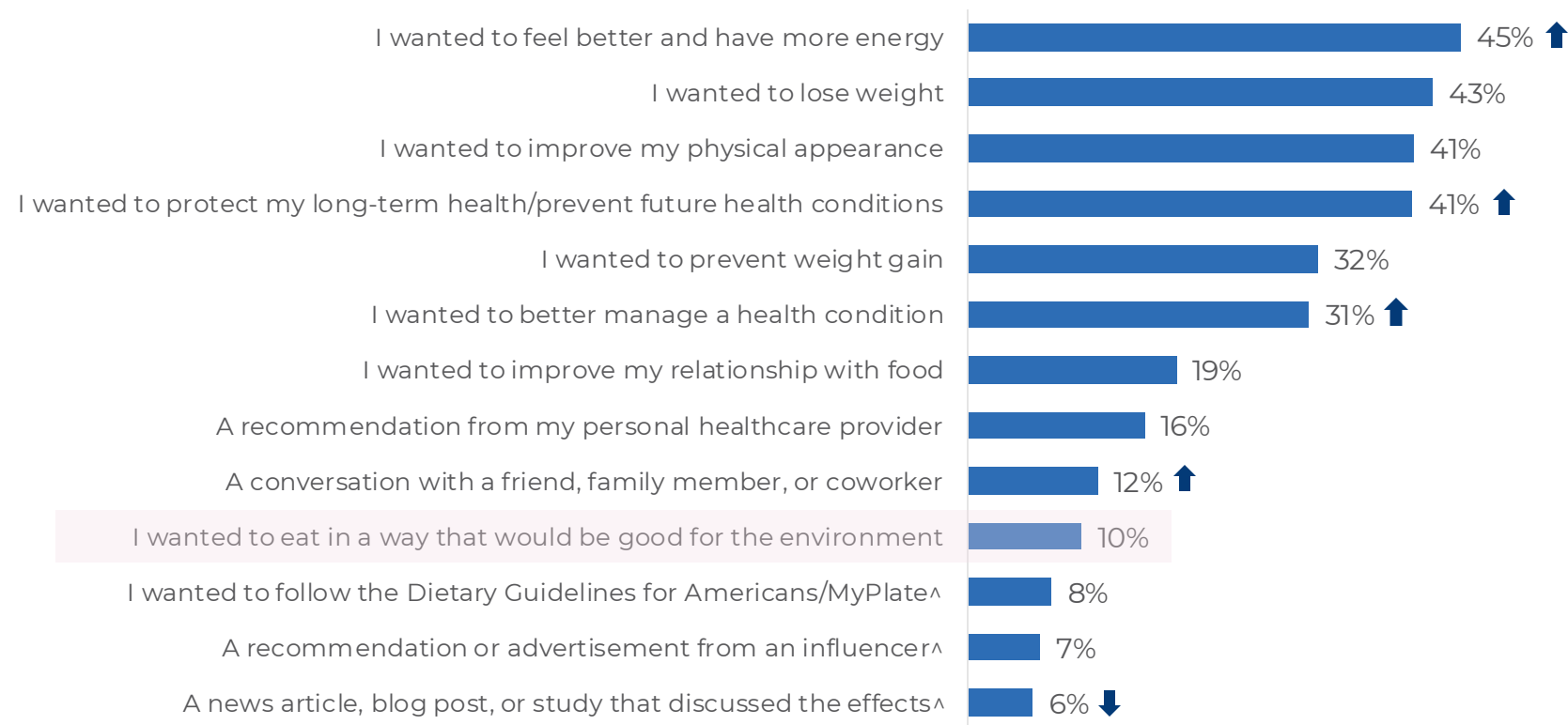
Type of Eating Pattern or Diet Followed



[TREND] E4 Have you followed any specific eating pattern or diet at any time in the past year? (Select all that apply) (n=3,000)
Note: "other" and "none of the above" are not shown. *Revised in 2024

Environment considerations is a motivator for following a specific eating pattern or diet

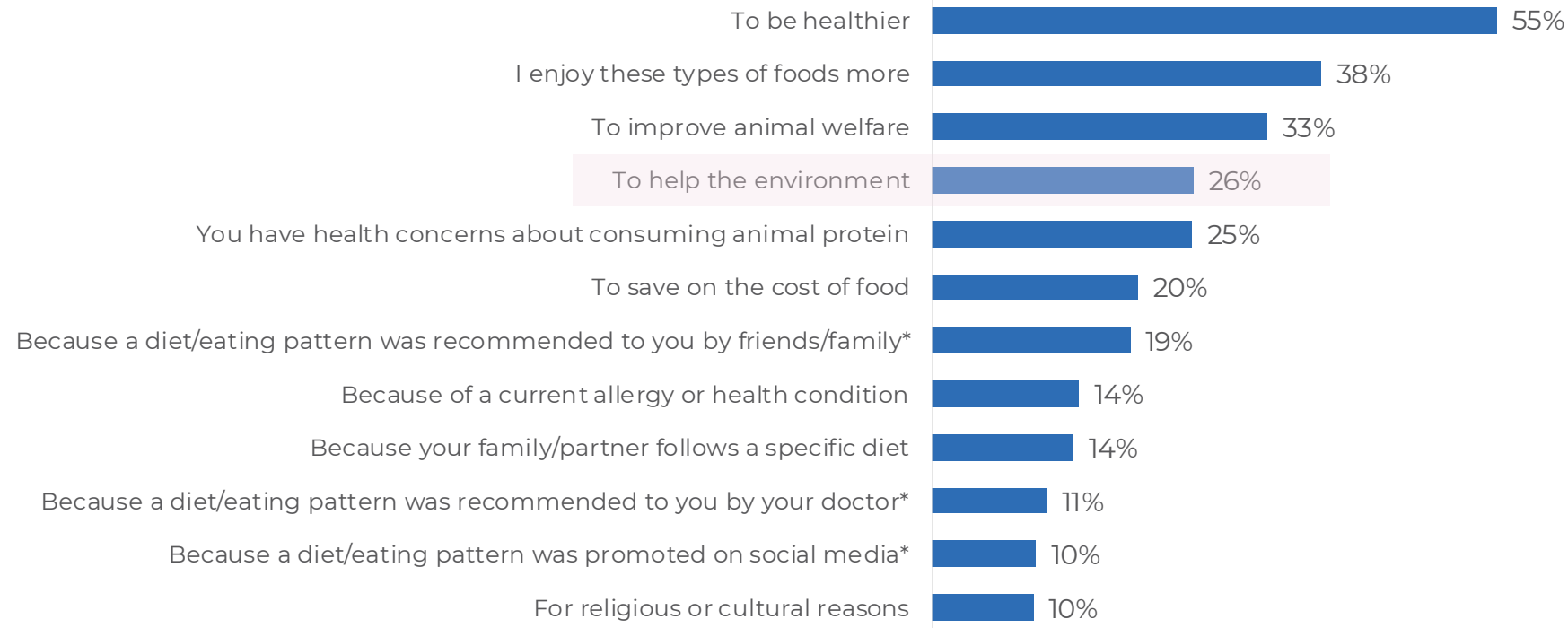
Motivations for Following a Specific Eating Pattern or Diet
(Of Those Following a Specific Eating Pattern or Diet)



[TREND] E5 Which of the following motivated you to make an effort to adopt a new eating pattern/diet? (Select all that apply) FILTER: Tried a diet (n=1,612)
Note: "other" is not shown ^Text is abridged

1 in 4 follow a vegan, vegetarian, or plant-based eating pattern to help the environment

Motivations for Following a Vegan, Vegetarian, or Plant-Based Eating Pattern

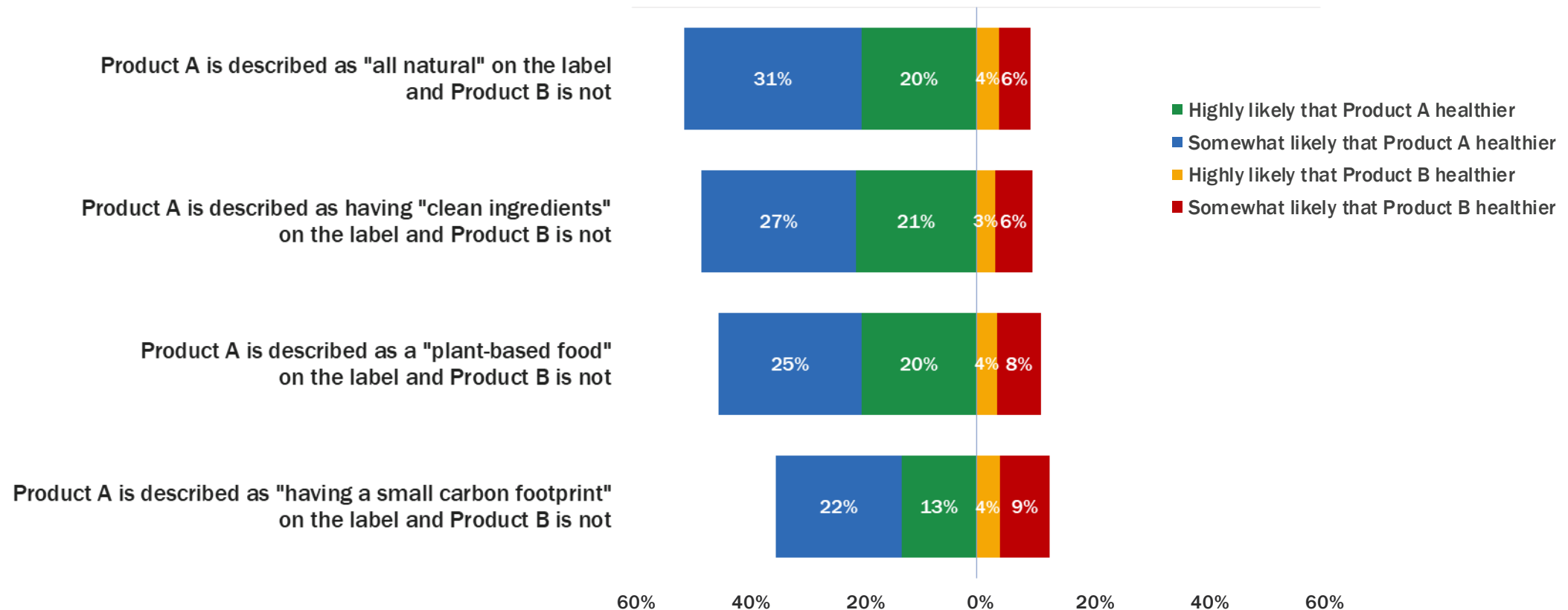


[TREND] E6 You indicated that you followed a plant-based/vegan/vegetarian diet/eating pattern over the past year. What was your reasoning for following this type of diet/eating pattern? (Select all that apply) FILTER: Followed a plant based, vegetarian, or vegan diet (n=178). Note: "other" and "None of the above" are not shown *New/Revised in 2024

International Food Information Council. 2024 Food and Health Survey. <https://foodinsight.org/2024-food-health-survey/>

The healthfulness of two nutritionally identical products is perceived differently depending on how the products are labeled

If Two Products Have the Same Nutrition Facts Panel, Which Is Healthier?



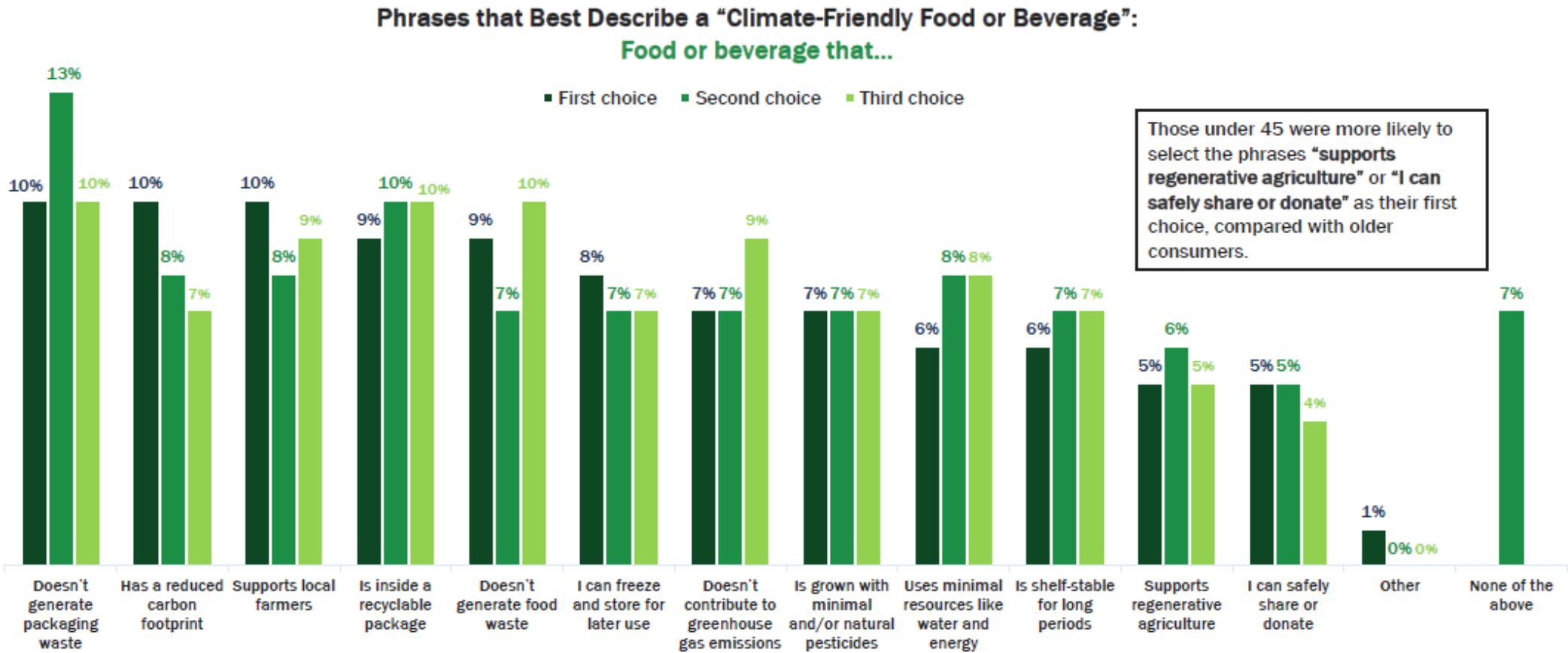
[TREND] Q22 Imagine you came across two food products that had the exact same Nutrition Facts panel. Would any of the following details lead you to believe that one of the products was more likely to be healthier? (n=1,005)

International Food Information Council. 2022 Food and Health Survey. <https://foodinsight.org/2022-food-and-health-survey/>

What does a sustainable food or beverage mean?

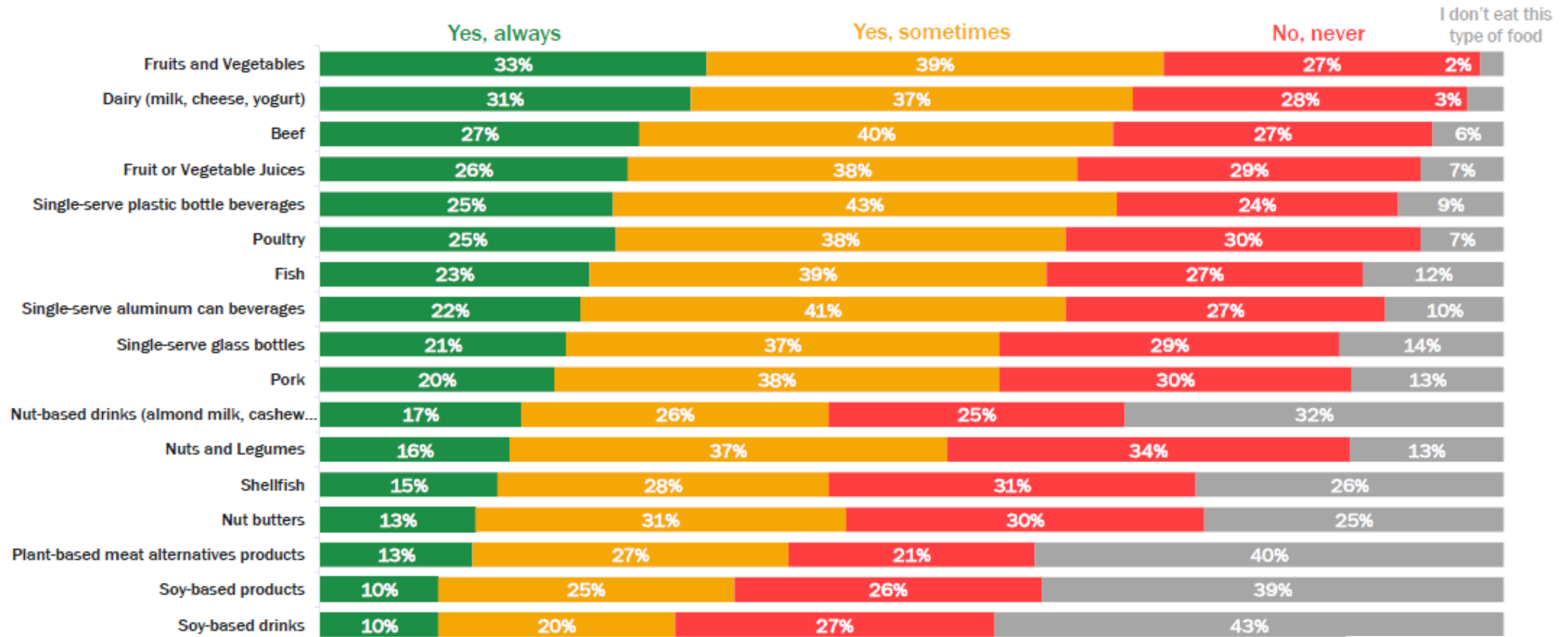
There are mixed perceptions on what a “climate-friendly” food or beverage means

Not generating packaging waste is most commonly ranked in the top two



Q15. Having thought about the phrase during this survey “Climate-Friendly Food or Beverage,” consider what it means to you. Rank order your top 3 that you believe best fit how you would describe this phrase. Food or beverage that... n =1,000

Consumers most commonly always consider the climate friendliness of fruits, vegetables, dairy and beef

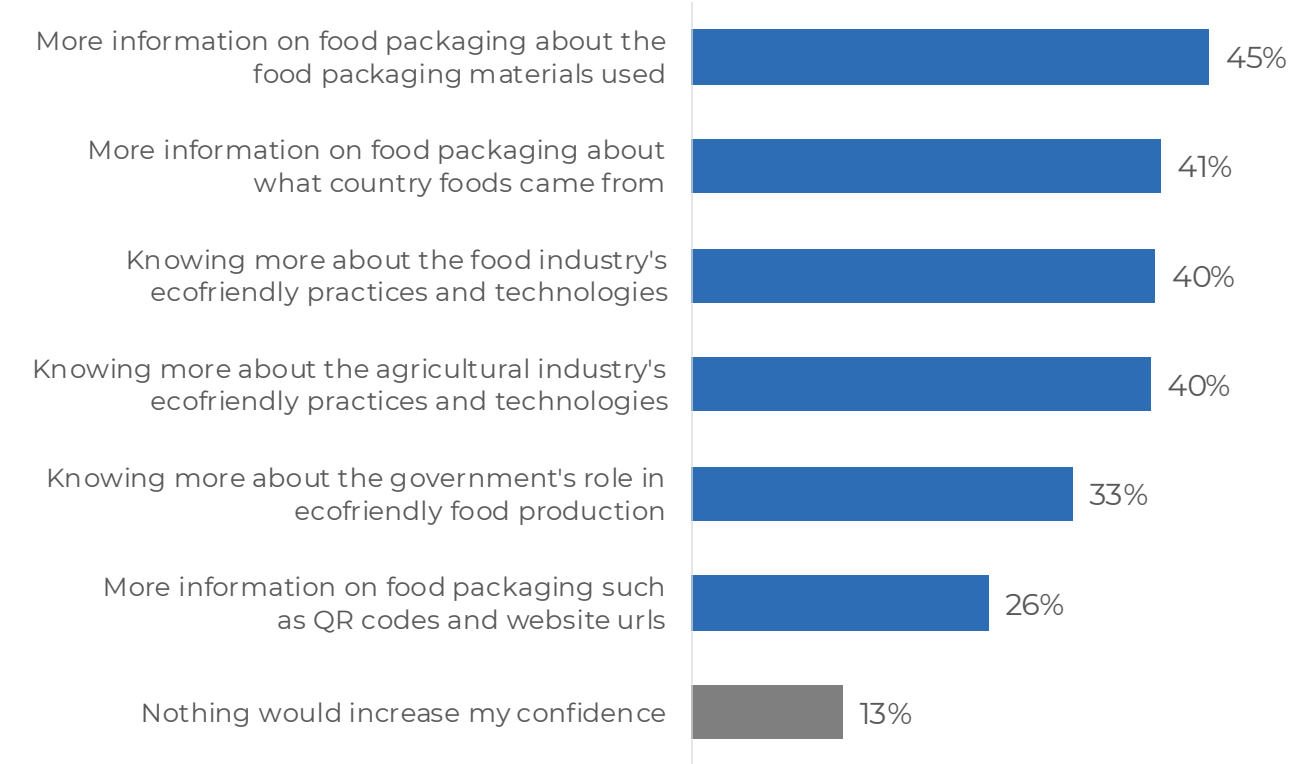


Q5. Do you consider the climate-friendliness of any of these foods/beverages when deciding which foods or beverages to purchase? Select the response that best fits your shopping and/or eating habits. n =1,000

International Food Information Council. Consumer Survey: Climate Change Perceptions and Purchase Impacts. October 2023. <https://foodinsight.org/consumer-survey-climate-change-perceptions-and-purchase-impacts/>

4 in 10 say knowing more about agriculture's ecofriendly practices and technologies would increase their confidence

Factors That Increase Confidence in Progress Made on the Eco-Friendliness of Food
(Of Those Who Consider It Very/Somewhat Important)



T3 What would increase your confidence that progress is being made in these areas? Select all that apply FILTER: Very important or somewhat important that the food produced in an environmentally sustainable way/in a way that minimizes its carbon footprint/climate impact (n=2,457). Note: "other" is not shown.

**Are people willing to pay more for
more eco-friendly food?**

People are most likely to purchase products that balance cost and eco-friendliness

2 in 10 would choose the costliest, most eco-friendly product, up significantly from 2023 Food & Health Survey.



Imagine you must choose between three versions of the same food or beverage at the grocery store.

All three have a “traffic light” symbol on the packaging indicating the product’s level of environmental impact:

- **A green light** indicates it is **very eco-friendly**
- **A yellow/amber** light indicates it is **somewhat eco-friendly**
- **A red light** indicates it is **not very eco-friendly**
- **Product A costs \$3** and it has a **red light**
- **Product B costs \$5** and it has a **yellow light**
- **Product C costs \$7** and it has a **green light**

Likelihood to Purchase Based on Cost and Eco-Friendliness

(Eco-Friendliness Noted by “Traffic Light” Symbol)

Product A costs \$3 and has a red light



33%

Product B costs \$5 and has a yellow light



47%

Product C costs \$7 and as a green light



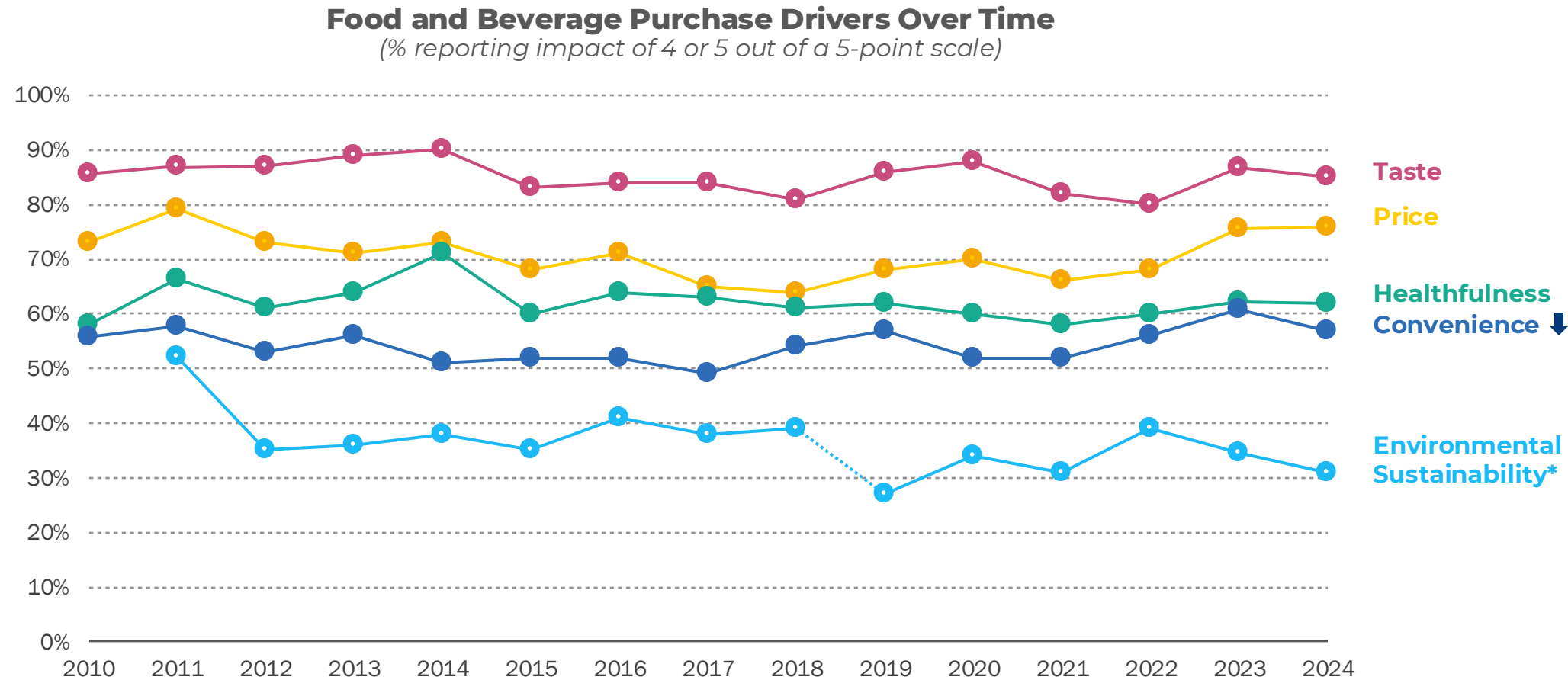
21% ↑

[TREND] T5 Imagine you are at the store to purchase a food or beverage you like. There are three versions of the same product. All three have a “traffic light” symbol on the packaging indicating the product’s level of environmental impact: Product A costs \$3 and it has a red light. Product B costs \$5 and it has a yellow light. Product C costs \$7 and it has a green light. Which would you be most likely to purchase? (n=3,000)

How does sustainability stack up against other food purchasing influences?

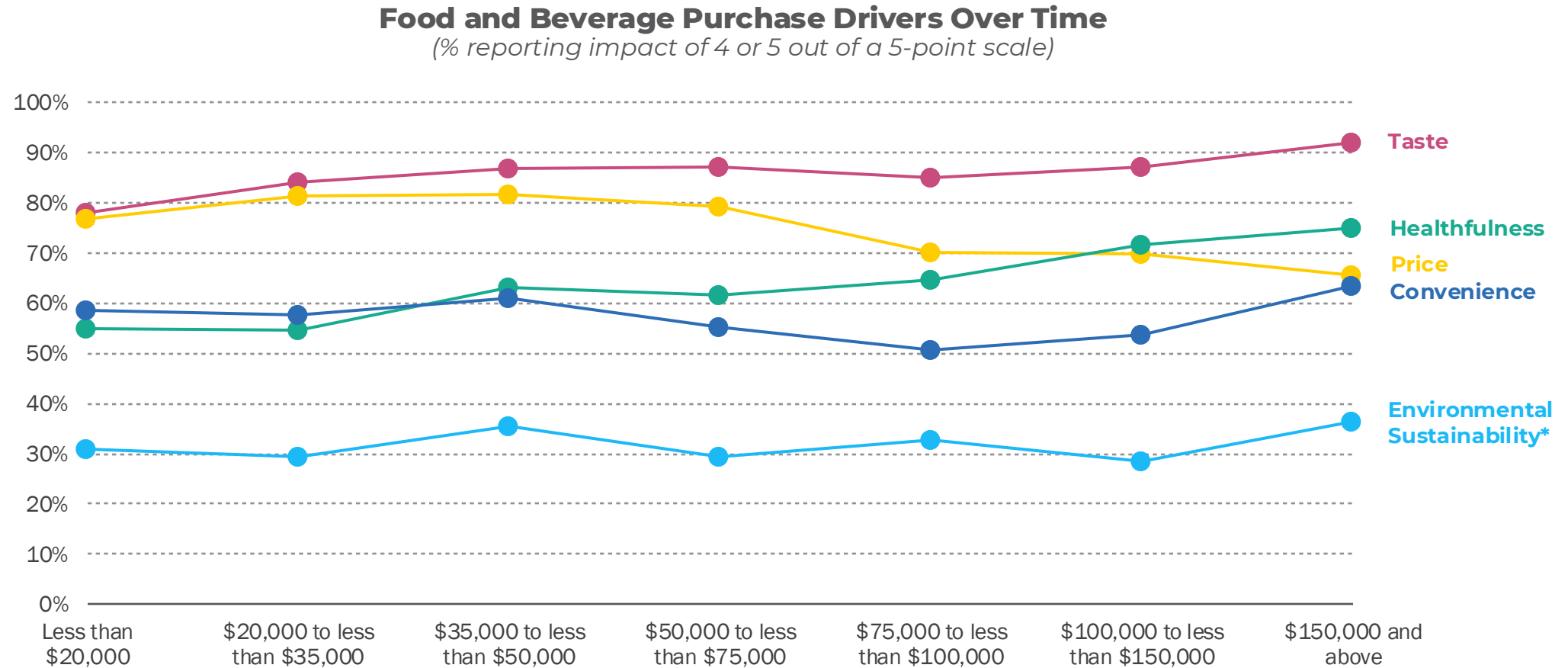
Sustainability is one piece of the puzzle

But all pieces must be addressed!



[TREND] G5 How much of an impact do the following have on your decision to buy foods and beverages? (n=3,000). Note: Prior to 2019, “Environmental Sustainability” was phrased as “Sustainability”

Knowing your audience is important too.



[TREND] G5 How much of an impact do the following have on your decision to buy foods and beverages? (n=3,000). Note: Prior to 2019, "Environmental Sustainability" was phrased as "Sustainability"

International Food Information Council. 2024 Food and Health Survey. <https://foodinsight.org/2024-food-health-survey/>

Key Takeaways

- Food and food production directly impact our personal and planetary health, yet **no global consensus for the definition of a healthy, sustainable diet exists** among experts.
- American consumers also have a **diverse view on what a sustainable diet is.**
- Interested **consumers look for indicators of sustainability on food packaging**, however a single, standardized, mandatory sustainability label does not exist in the U.S.
- Sustainability is a more influential factor in food decision-making for *some* Americans (e.g., women, higher income/education, younger), thus **professional dietary guidance must remain "patient-centered."**

**INTEGRATING
SUSTAINABILITY INTO YOUR
PRACTICE**

THE CONSUMER PERSPECTIVE

eco-friendly packaging, certifications, claims

ECO-FRIENDLY PACKAGING

- recyclable, compostable, uses less plastic



- chicken breast in recyclable tray:

\$6.66 PER LB

- chicken breast in styrofoam tray:

\$3.49 PER LB

NAVIGATING PRODUCT CERTIFICATIONS AND CLAIMS

- all natural
- free from
- clean
- local
- biodegradeable
- carbon neutral/relating to carbon footprint

THIRD-PARTY SUSTAINABILITY CERTIFICATIONS

- Marine Stewardship Council (MSC) Certification
- Rainforest Alliance Certification
- Fairtrade Certification
- Certified B Corporation



PRODUCT CLAIMS

Ethically
Sourced

BITES

Gluten-Free
Plant-Based
Non-GMO
Sustainably Made

\$1.89

\$1.07 Per O

Reg Price: **\$1.99**

thru **02-19-25**

You Save 10¢



69153552501

1140557

s0.3

12- 1.76OZ

A S

30B.002.C05.004



CL

Clean
Label



from happy
cows never
treated with
rBGH*

**4
pack**



g'day

ETHICAL
EGGS

HAPPY
HENS

ALL NATURAL

PRODUCT CLAIMS



PREMIUM QUALITY, MINIMALLY PROCESSED
WITH GARLIC PARMESAN FLAVOR

THE HEALTHCARE PROFESSIONAL'S ROLE

THE HEALTHCARE PROFESSIONAL'S ROLE

- We are **equipped with the critical thinking and research skills** to base recommendations on vetted, evidence-based guidelines and reports
- We are perfectly positioned to have a positive impact on the environment through our **trusted recommendations regarding food**

RECOMMENDATIONS TO GIVE IN PRACTICE

#1 rule before formulating recommendations...

**GET TO KNOW
YOUR AUDIENCE!!!**

Whether it's an individual or a group, get to know their available resources, barriers, beliefs, and priorities.

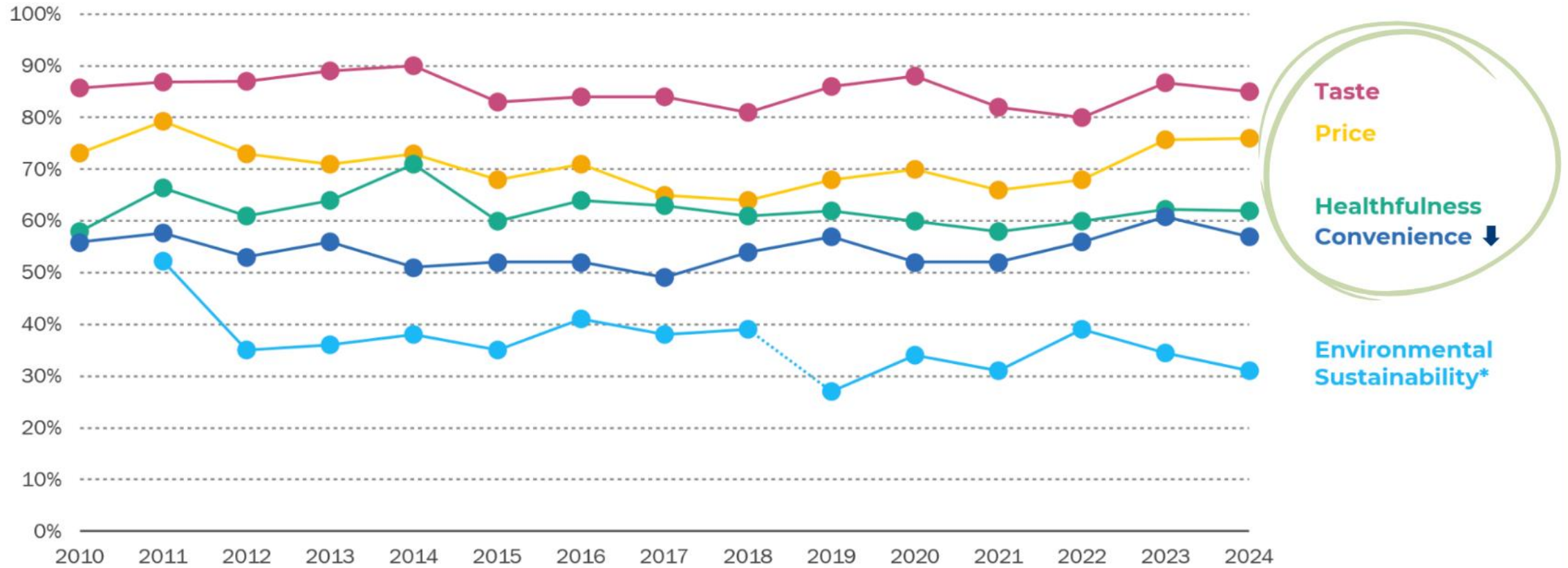
ADDRESS CURRENT UNDERSTANDING

- What foods do they currently consider healthy?
- Do they currently consider environmental sustainability when making food decisions?
- What are their barriers to good nutrition?
 - Time? Money? Knowledge? Cooking skill? Accessibility? Taste preferences?

LEVERAGING PURCHASE DRIVERS

Food and Beverage Purchase Drivers Over Time

(% reporting impact of 4 or 5 out of a 5-point scale)



[TREND] G5 How much of an impact do the following have on your decision to buy foods and beverages? (n=3,000)

Note: Prior to 2019, "Environmental Sustainability" was phrased as "Sustainability"

LEVERAGING PURCHASE DRIVERS TO PROMOTE ENVIRONMENTAL SUSTAINABILITY

#1 - TASTE

#2 - PRICE

FOOD WASTE REDUCTION

#3 - HEALTHFULNESS

#4 - CONVENIENCE

PURCHASE DRIVER: CONVENIENCE

- Nutrition only counts if you eat it!
- Recommendations must be convenient enough to fit consumers'...
 - time availability
 - cooking skill
 - available kitchen equipment
- An environmentally sustainable eating pattern is no longer sustainable if food is not eaten and wasted instead.

PURCHASE DRIVER: CONVENIENCE

- Guide clients to food choices that are convenient and sources of key nutrients
- Calcium, potassium, dietary fiber, and vitamin D are considered dietary components of concern for the general U.S.

1 cup of 1% milk:

- 23% Daily Value of calcium
- 15% Daily Value of vitamin D



Sources:

Food sources of select nutrients. Dietaryguidelines.gov. <https://www.dietaryguidelines.gov/resources/2020-2025-dietary-guidelines-online-materials/food-sources-select-nutrients>

Food sources of calcium. Dietaryguidelines.gov. <https://www.dietaryguidelines.gov/food-sources-calcium>

Food sources of vitamin D. Dietaryguidelines.gov. <https://www.dietaryguidelines.gov/resources/2020-2025-dietary-guidelines-online-materials/food-sources-select-nutrients/food-sources-vitamin-d>

PURCHASE DRIVER: CONVENIENCE

A client buys the following per dietitian recommendation:

- raw chicken breasts
- spinach
- dry brown rice
- berries

They had a busy week, ate out instead of cooking, and had to throw away the spoiled ingredients. They're left with dry brown rice that they don't know how to cook.

PURCHASE DRIVER: CONVENIENCE

A more convenient solution...

The client worked with their dietitian to find easier to prepare options that aligned with their nutrition goals:

- lower sodium frozen meals with lean protein and whole grains
- bags of frozen vegetables to steam in microwave
- canned fruit in 100% juice, juice drained

PURCHASE DRIVER: HEALTHFULNESS

- nutrition education and counseling!
- consumers will be more likely to adopt an environmentally sustainable diet if it is also advantageous for their health

PURCHASE DRIVER: HEALTHFULNESS

At first, a client following a vegan diet and conscious of environmental sustainability was unsure that including animal foods in their diet was good for the planet or for their health.

PURCHASE DRIVER: HEALTHFULNESS

Their dietitian educated them on:

- the inclusion of animal products in the EAT-Lancet planetary health diet
(up to 500 g (19.6 oz) of dairy per day)
- the essential nutrients and nutrients of concern provided by pairing plant and animal foods, such dairy

...and now they happily have introduced dairy and seafood into their diet.

PURCHASE DRIVER: PRICE

For a client when finances are *not* a barrier to good nutrition:

- Look for recyclable, eco-friendly packaging options
- Educate on third-party sustainability certifications
- Focus on purchasing nutritious, convenient items that will reduce food waste
 - pre-cut produce
 - pre-marinated fresh meat/poultry/seafood
 - pre-cooked frozen or shelf-stable grains

PURCHASE DRIVER: PRICE

For a client when finances are a barrier to good nutrition:

- Educate that local, in-season products are sometimes less expensive
- Focus on less expensive nutritious products that will reduce food waste
 - frozen/canned
 - convenience items

PURCHASE DRIVER: PRICE

**FOOD WASTE
REDUCTION**

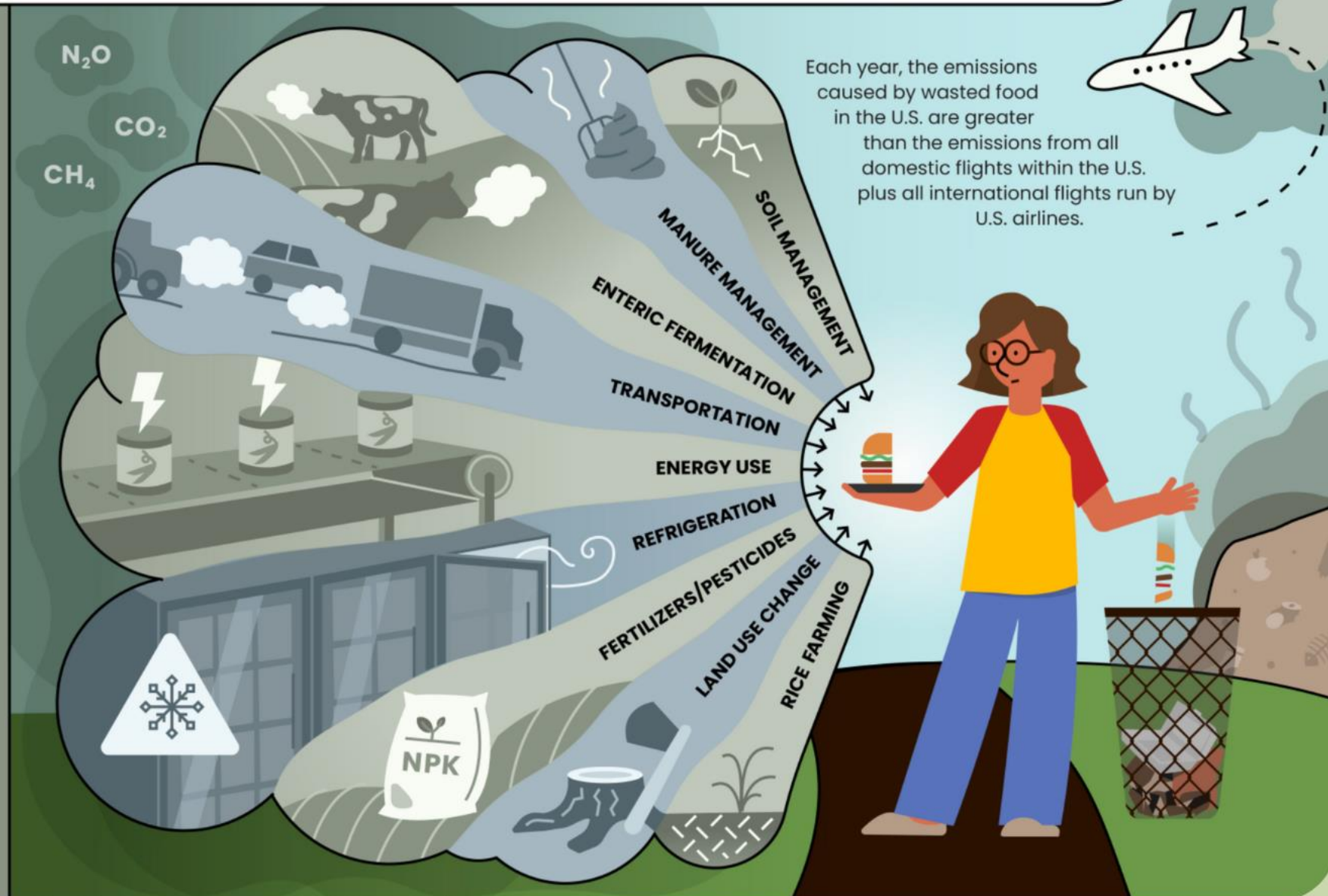


How Wasted Food Fuels Climate Change

Up to
40%
of food
is wasted

Wasting food wastes more than food

The food supply chain is complex and generates significant greenhouse gas emissions. When food is wasted, the resources used to grow, harvest, process, transport, store, and cook that food are wasted too. Instead of fueling people, it fuels climate change.



REDUCE TRANSPORT RESOURCES

- Shop local when possible!
- Encourage attendance of farmers markets
- Look for state code on dairy products
 - whereismymilkfrom.com
 - 49 - Utah
 - 16 - Idaho
- Ask retailer fresh department managers what is local and in-season



FOOD STORAGE & PRESERVATION SOLUTIONS

- Choose extended shelf-life options
 - shelf-stable ultra-pasteurized dairy
 - dehydrated produce or dairy
 - vacuum packed meat, poultry, and seafood
 - frozen produce, meat, poultry and seafood
 - canned (all categories)
- Maintain appropriate temperature

FOOD STORAGE & PRESERVATION SOLUTIONS

- Choose sturdy over delicate options
 - broccoli crowns vs. spring mix
 - whole melon vs. raspberries
- Purchase appropriate package sizes
 - even if the larger package is less \$ per ounce, money is lost if excess is thrown away

VERSATILITY AND CREATIVITY WITH INGREDIENTS

Plain Greek yogurt

- sweet: maple syrup + fruit + vanilla
- savory: garlic + lemon + herbs
- smoothies
- baking
- as standalone condiment



Spinach

- salad
- saute into eggs
- wilt into soups and stews
- freeze - use for smoothies



PURCHASE DRIVER: TASTE

- Discuss and use examples from client's specific taste preferences
- Include recipe, ingredient, or specific brand recommendations in practice
- Recommend favorite restaurants, food blogs, or cookbooks
- Talk about and encourage enjoyment of food that aligns with both nutrition recommendations and a sustainable eating pattern

HOW TO BUILD A SUSTAINABLE PLATE?

Make it convenient, nutritious, affordable, and delicious!

- highlight affordable and convenient options
- enhance taste and enjoyment through cultural foodways
- address nutrient density with both plant and animal foods for healthfulness

**STRENGTHEN YOUR
SUSTAINABILITY
SKILLSET**

ADVANCE YOUR SUSTAINABILITY KNOWLEDGE

- Seek out continuing education sessions or programs on sustainability (you did this!)
- Visit or talk with a local farm to learn more about agriculture in general
- Reach out to organizations to learn more about specific food groups relationship with environmental sustainability
- Learn about organizations in your area furthering the mission of environmental sustainability, explore opportunities for partnership

BECOME FAMILIAR WITH SUSTAINABLE FOOD SYSTEM REPORTS & ORGS

- FAO (Food and Agriculture Organization)
- WWF (World Wildlife Fund)
- IPCC (Intergovernmental Panel on Climate Change)
- WRI (World Resources Institute)
- The EAT-Lancet Commission on Food, Planet, and Health

FIND OPPORTUNITIES TO OFFER CLIENT & COMMUNITY EDUCATION

- Advocate for a wider diversity of sustainable foods in your food service operations
- Reduce or recover food waste in community and workplace settings
- Start or partner with a community garden or composting program
- Write or speak about nutrient dense, environmentally sustainable diets through whatever channels you communicate

KEY TAKEAWAYS

- From the consumer perspective, identifying a sustainable and nutritious diet can be confusing.
- Recommendations to consumers should be individualized to the particular audience, address their current understanding, and leverage purchase drivers of **convenience**, **healthfulness**, **price**, and **taste** to promote **more sustainable choices**.
- Strengthening your sustainability skillset is possible, it's up to you, and it *can* have an impact!

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**SUBMIT YOUR
QUESTIONS TO
KRIS & HEATHER!**



THANK YOU!

The background is a solid blue color. On the left side, there are several diagonal lines of varying lengths and thicknesses, creating a sense of motion or a stylized sunburst. In the bottom right corner, there is a faint, light blue circular graphic that resembles a clock face or a compass rose, with small dots around its perimeter and a larger, stylized arrow or hand pointing towards the bottom right.