

Post Event Report

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2023 Recommendations

Welcoming an audience of 400 key sustainable decision makers within the Food and Drink (F&D) industry, Sustainable Foods hosted a two-day event filled with insights, thought leadership and real outcomes on the vital steps required to transition and transform our food system.

Sustainable Foods addressed the key issues, challenges and opportunities facing the F&D supply chain. A speaker faculty featuring senior executives, government officials, multinationals and innovators addressed a global audience with the following key takeaways.

1. Collaboration:

A resounding call from across the stakeholders underlining the importance of collaborated efforts to transform the F&D supply chain. Key players from the government, industry and finance highlighted the need to establish a resilient F&D industry through collaboration. Noteworthy opportunities within farming, waste and emissions were all in discussion.

2. Technological Innovation:

A consistent theme throughout Sustainable Foods underscored the pivotal role of innovation in propelling the sustainability conversation. Insights were shared on leveraging carbon emission data for AI, exploring the frontier of alternative proteins, and integrating digital solutions into agriculture. Sustainable Foods highlighted the role of technology in transforming traditional food manufacturing processes, steering the industry towards a more sustainable and environmentally friendly approach.

3. Data Standardisation:

The imperative need for data standardisation emerged as a key focus of the conference. The importance of uniform metrics for measuring impact across the entire supply chain cannot be overstated. Emphasis on implementing sustainability metrics that provide meaningful insights are vital for both businesses and consumers. A call to introduce a global standard on data to harmonise practices and unite stakeholders was persistent throughout the two-days.

4. Famer Support:

The conference marked a significant shift towards sustainable and regenerative farming practices, emphasising the need to remove the burden of sustainability away from farmers. The F&D sector and government institutions are required

to support farmers through comprehensive programs that incentivise farmers to follow a transition towards sustainable agriculture.

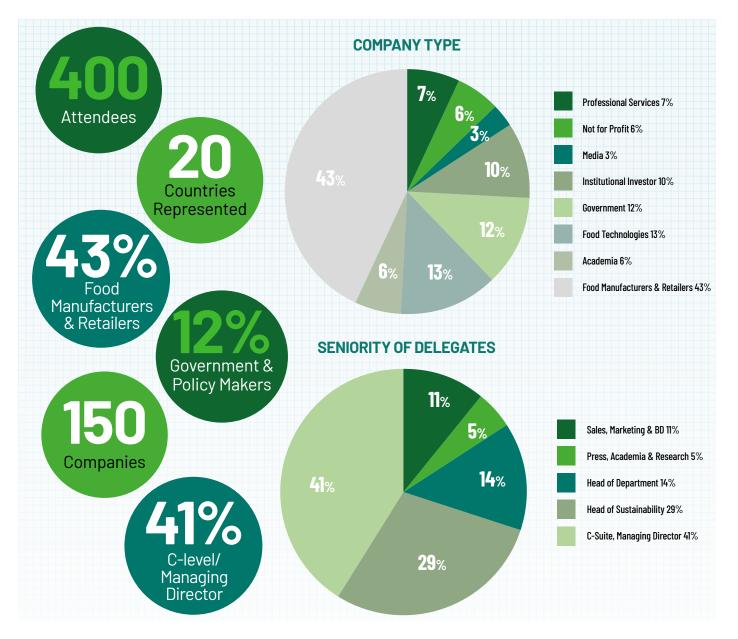
5. The Economics of Biodiversity:

What we don't notice, we don't tend to value. Society often disregards nature, often compensating individuals and corporations for destructive practices. The need to introduce sustainable approaches such as land-sparing and land-sharing are options to tackle the loss of biodiversity within F&D.



Who Attended?

Sustainable Foods 2023 World Congress and Exhibition 6-7 November, QE II Conference Centre, London



Who Attended?

Sustainable Foods 2023 World Congress and Exhibition 6-7 November, OE II Conference Centre, London



Speakers





Adele Jones Executive Sustainable Food Trust



Partner

Ventures

Wonderlust



Alex Cullen Commercial & Marketing



Alex Kalis Milltrust International LLP



Benjamin Thomas John Lewis Partnership



Camila Garcia Quijano Kellanova



Camilla Riddiford Senior Arla Foods



Daina Spedding BGF



David Moore Group Head of The Compleat Food Group



Donal Denvir Great Britain Bord Bia



Dr David Bryngelsson Founder & CEO CarbonCloud



Dr Emma Keller Head of Nestlé UK&I



Duncan Williamson Lead - Food Forum For The Future



Hannah Cornick Head of Sustainability & Danone UK&I



Hannah Pearse Morro – A Xampla Brand



OBE

WRAP

Harriet Lamb



Helen Browning OBE Chief Executive Soil Association



Henry Dimbleby Speaker & Non-Executive



Ivan Farneti **Managing Partner Five Seasons** Ventures



Jacob Thundil Cocofina & Sozye



Jo Raven **FAIRR Initiative**



Juliane **Caillouette-**Noble The Sustainable Restaurant



UK Policy

Good Food

Linus Pardoe Marija Rompani **Director of** Sustainability & Institute Europe Partnership



Marika McCauley Sine **Global Vice** President & Chief Mars Petcare



Mark Grant Cluster Lead Food & **Drink Wales** Sustainability



Martin Baker Head of ESG The Food Service Centre



Matthew Isaacs CFO **My Emissions**

Speakers





Matthew Price UK&I and Nothern Europe Uber Eats



Mattie Yeta



Nina Prichard Head of McDonald's UK

Celestial-One

COO & Co-

Founder



Prof lan Noble Mondelēz



Rebecca Sudworth Food Standards Agency



Reniera 0'Donnell Food Initiative The Ellen MacArthur Foundation



Robin Clark Senior Global JUST EAT



Rob Malin CEO & Co-When in Rome



Ruben Brunsveld EMEA The RSP0



Safia Qureshi Founder & CEO Clubzero



Saif Hameed Altruistia



Sally Randall Director General for Food DEFRA



Sara Warden Czapp



Sara Simmonds The Impact Innovator



Simon Devaney PepsiCo



Sofía Condés **FAIRR** Initiative



Sophie Luck JamJar Investments



Stewart Dodd River Cottage



Susan Thomas Snowstorn Consulting



Toby Clark Mintel



ReLondon







Working Together Across Government & Industry for a Sustainable Food System

A welcome speech from DEFRA, where Sally Randall focused on the need to establish greater collaborative efforts to establish a resilient and sustainable food system. Sally highlighted the need for adaptability in the food sector and the introduction of the Environmental Improvement Plan. DEFRA are making a concerted effort for a green transition in agriculture manifested through the introduction of sustainable government schemes tailored to farmers. The government is phasing out subsidies to farmers and expanding schemes aimed at replacing them with payments that are incentivised towards sustainability practices. Additionally, DEFRA has invested £2million into its Food Waste Prevention Program.

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"Nobody wants to see good food go to waste. It harms the environment, it's bad for business, and it's bad for household budgets."

Speaker:



Sally Randall, Director General for Food, DEFRA





The Sustainability Transition within Food and Drink

A panel dedicated to what measures are required for the F&D industry to meet its sustainability transformation. Harriet Lamb expressed concerns about veering from climate targets and emphasised the urgency of aligning efforts with the 1.5-degree goal. Targeted and measured approaches need to be set to meet our climate objectives. Helen Browning emphasised the importance of supporting farmers, from the whole food supply chain and government. Helen emphasised the need for government and regulators to play a more active role in supporting farming practices. Nina Prichard stressed the importance of collaboration and educating consumers regarding climate change. Finally, Adele Jones looked at the need for a universal sustainable accounting system, introducing the Global Farm Metric, with the goal of uniting stakeholders on a singular sustainability metric.



We've got to be ready to make those big transformative leaps, putting nature at the table."

Harriet Lamb, CEO of WRAP

Speakers:



Harriet Lamb CBE CEO, WRAP



Helen Browning OBE CEO, Soil Association



Nina Prichard Head of Sustainability & Ethical Sourcing UK, McDonald's



Adele Jones Executive Director, Sustainable Food Trust



Jawad Allawi Managing Partner, Sustainable Foods





What I've learned from 50m tC02e of data

Saif Hameed, the Founder & CEO of Altruistiq, presented valuable insights during his talk at Sustainable Foods London, focusing on the crucial role of data in emissions factors. Hameed advocated for a bottom-up approach to calculate emissions, emphasizing the importance of obtaining data directly from suppliers to establish a comprehensive and accurate source of information. Hameed highlighted that businesses, including industry giants like Nestle, Unilever, and P&G, must bear the financial responsibility for sustainability initiatives. This shift presents a unique opportunity for suppliers to streamline and effortlessly share their environmental emissions data across various businesses they support. The ongoing and collaborative nature of this transformation is essential for driving positive change in the sustainability landscape, signalling a notable shift that is already underway.



Increased CO2e accuracy + precise cost of reduction **2** CO2e = \$\$.

Speaker:



Saif Hameed Founder & CEO, Altruistig





How Regenerative Agriculture is Transforming Sustainability Practices

During the panel speakers collectively emphasised fostering 'radical interdependence' in business practices, highlighting the crucial role of stakeholder involvement in building healthy, sustainability committed companies. Marika Sine outlined Mars Petcare's shift towards a science-based sustainability approaching and the launch of their net-zero roadmap. Marija Rompani discussed the environmental impact of food production and its role in environmental degradation. Marija showcased Waitrose's support in assisting farmers towards regenerative practices, and the launch of the largest bio-methane plant in the UK. Dr Emma Keller focused on Nestlé's mantra of "do more good than harm", underscoring the importance of a collective initiative to share the risks of climate change. "A good business and doing good goes hand in hand." 66

If nature collapses, our businesses collapse, because we won't be able to get a hold of the ingredients that make the very products that we sell." **Dr Emma Keller, Head of Sustainability, Nestlé UK&I**

Speakers:



Camila Garcia Quijano Europe Sustainability Director and Co-Chair, Kellanova and B Lab France



Marika McCauley Sine Global Vice President, Sustainability & Chief Sustainability Officer, Mars Petcare



Marija Rompani Director of Sustainability & Ethics, John Lewis Partnership (John Lewis and Waitrose)



Dr Emma Keller Head of Sustainability, Nestlé UK&I

Moderator:



Alex Cullen, Commercial & Marketing Director, The Soil Association





Measuring Impact across the F&D Supply Chain

A high-level panel looking at the steps needed to measure and create impact across the supply chain. Dr David Bryngelsson focused on the need to measure scope 3 emissions and the challenges afoot for the industry. Robin Clark advocated for immediate sustainability action, from businesses and consumers. The number one mechanism to drive the sustainability agenda is for individuals to eat less meat. Professor Ian Noble looked at the triple focus of people, profit, and planet. "A positive change is not only necessary but achievable".



If we want to fix it, we have to recognize that we're all going to have to change. We're talking about transforming to a future that doesn't exist." **Prof. Ian Noble, VP of R&D, Mondelēz**

Speakers:



Dr David Bryngelsson Founder & CEO, CarbonCloud



Robin Clark Senior Director, Just Eat



Prof lan Noble Vice President R&D, Mondelēz International



Ruben Brunsveld Deputy Director EMEA, RSP0

Moderator:



nsveld Juliane Caillouetteector Noble Managing Director, The Sustainable Restaurant Association





Love Food & Hate Waste

How can businesses and individuals create a zero-waste world? Wayne Hubbard focused on education, advocating the need to view food as a resource and campaigns that promote sustainable behaviour. The need to implement a circular approach to food waste is necessary. Safia Qureshi redirected the conversation from recycling towards upstream solutions. The recycling system is flawed, and she advocates for greater infrastructure spend within packaging and waste minimisation. Saasha Celestial-One focused on the consumer role in reducing waste. Approximately 7 billion meals go to waste annually and the conversation is not a priority for legislators.

Speakers:



Safia Qureshi Founder & CEO, CLUBZERØ



Saasha Celestial-One COO & Co-Founder, Olio



Wayne Hubbard, CEO, ReLondon



Jawad Allawi Managing Partner, Sustainable Foods



Why are we here? We're here to avoid catastrophic climate change." **Wayne** Hubbard, CEO, ReLondon





How to Embed Sustainability into your Brand

This session showcased a compelling case study featuring Matthew Isaacs, the CEO of My Emissions, and Martin Baker, the Head of ESG at The Food Service Centre. The discussion delved into how The Food Service Centre plays a pivotal role in assisting retailers and manufacturers in quantifying their emissions impact. An emphasis was placed on the ability to share this crucial data with customers through packaging, aiming to empower consumers with knowledge about the sustainability of the supply chain involved in creating their products.

Speakers:



Matthew Isaacs CEO, My Emissions



Martin Baker Head of ESG, The Food Service Centre



"I would challenge everyone in the room to think about what can be done. This is a big agenda, and a massive risk, for everyone in the room." **Martin Baker, Head of ESG, The Food Service Centre**





Sustainable Food Chains Matter

A conversation looking at aligning director pay with sustainability improvements. Simon Devaney underscored the need for alignment of profitability with mainstream sustainability. Simon expressed the need for assistance in governance and policy, stressing the importance of relaying sustainability issues to the consumer audience. Saif Hameed shed light on consumer behaviour, mentioning consumers are generally unwilling to pay a premium for sustainable options. Nevertheless, when presented with a choice between a sustainable product and another of a lower quality, both priced the same, consumers are more likely to opt for sustainable alternatives. Saif advocated for greater help from government in scaling innovation, showcasing the USA as a leader.



You have to try and include as many stakeholders as possible." David Moore, The Compleat Food Group

Speakers:



David Moore Group Head of ESG, The Compleat Food Group



Simon Devaney UK Sustainability Director, PepsiCo



Saif Hameed Founder & CEO, Altruistiq



Susan Thomas Founder & Director, Snowstorm Consulting





Sustainable Dairy Farming

Is it Possible? Camilla Riddiford promoted Arla's approach to sustainable dairy farming. Operating as a cooperative, Arla uses a science and data-led strategy to collaborate with their farmers. As a cooperative, Arla offers financial incentives for farmers, rewarding their sustainability performances.

Speakers:



Camilla Riddiford Senior Sustainability Manager, Arla Foods



When it comes to farmers transitioning for sustainability, we recognize the work that you're doing and we're going to reward you for it. How do we spread that risk across the supply chain?" Camilla Riddiford, Senior Sustainability Manager, Arla Foods





The Big Food Redesign Challenge

A fireside chat between Reniera O'Donnell and Benjamin Thomas discussed the innovative way that the Ellen MacArthur Foundation and the John Lewis Partnership came together to help tackle the most pressing issues in the food space. The two companies held a competition where food brands could present ideas for how to incorporate circular design into food. The most compelling ideas would be developed and launched on shelves at Waitrose. They talked about how it is was a leap of faith and a change from doing business as usual, because these new products would be judged based on how effectively they contributed to a circular economy, not simply on how much cost efficiency they could deliver at retail. "We want circular design for food to be normalised [for our suppliers]."

Speakers:



Reniera O'Donnell Food Initiative Lead, The Ellen MacArthur Foundation



Benjamin Thomas Senior Environment Manger, John Lewis Partnership



We want circular design for food to be normalized [for our suppliers]. The idea that you can design for nature to thrive should be baked into your action plans" Reniera O'Donnell, **Food Initiative** Lead, The Ellen **MacArthur** Foundation





Investing in a Sustainable Food Transition

This panel was full of practical, actionable advice for start-ups who are looking to raise capital from investors in the current climate. It also gave a landscape overview of how capital allocation will be part of the transition to a more sustainable food system. A key insight focused on how environmental impact is essential, but critically businesses must be financially sustainable to be investable. If you are looking to exit your food brand, and likely sell to a multinational, you must align your brand's sustainability practices or suffer from a discounted sale. "If you are a F&D startup and your carbon emissions are not as good or better than the strategic buyer who's considering you, you will have to negotiate to sustain that EBITDA multiple, minus the carbon discount."

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If you are a CPG start-up and vour carbon emissions are not as aood or better than the strategic buver who's considering you, you will have to neaotiate to sustain that EBITDA multiple, minus the carbon discount." Ivan Farneti, Managing Partner, Five Seasons Ventures

Speakers:



Sophie Luck Investor, JamJar Investments



Daina Spedding Investor, BGF



Ivan Farneti Managing Partner, Five Seasons Ventures



Sofía Condés Head of Investor Outreach, FAIRR Initiative





How to Get Ourselves and our Planet into Shape

This powerful address from Henry Dimbleby gave an overview of today's agricultural and food production system. Taken from his insightful book, Ravenous, it reveals that our modern relationship with food on supermarket shelves came out of technological developments that were as recent as the 1940s. Human ingenuity meant that we avoided the threat of starvation, which was a real possibility for the world at the time. These developments mean that we have moved in the opposite direction, with a food system built on plenty, with low-cost production methods and high-volume waste. Inherent in this are two core problems: the first is that junk food creates a low-nutrition feedback cycle with unsustainably high consumption rates and dire health risks. The second is that nature is essentially rendered invisible in our food production system, resulting in companies who are incentivized to destroy nature which ultimately drives loss of biodiversity.



You have to identify the dominant feedback loops that are going wrong." Henry Dimbleby, Founder, Non-Exec Director, Leon and DEFRA

Speakers:



Henry Dimbleby Founder, Non-Exec Director, Leon and DEFRA





The Food & Drink Sustainability Transition in Wales

In this keynote, Mark Grant outlines the Welsh government's support for sustainability within its food and drink ecosystem. Wales is one of the first countries in the world to write sustainability into its constitution. Mark mentioned several key initiatives, including the launch of Beyond Recycling in 2021. It is a government-funded initiative that addresses the supply chain, including ethical sourcing and fair pay. The key takeaway is that sustainability has shifted from a priority that previously felt optional, into a mission-critical priority for organisations who now have the resources and support to move the discussion forward. "Our vision is to make Welsh food and drink the most sustainable in the world and shout about it."

Speakers:



Mark Grant Sustainability Cluster Lead, Food & Drink Wales Sustainability Cluster



Our vision is, we want to make Welsh food and drink the most sustainable in the world and shout about it" Mark Grant, Sustainability Cluster Lead, Food & Drink Wales Sustainability Cluster





Feeding the Future: Enhancing Alternative & Animal Proteins"

A panel diving into the latest innovations in F&D ingredients, particularly focusing on the evolving landscape of alternative proteins. Alex Kalis provided a comprehensive overview of the investment landscape in the alternative protein market. Linus Pardoe discuss how alternative proteins initially showed tremendous growth as a category, however, in recent years, consumer preferences for plant-based meat have slowed down. Consumers are looking for items that have fewer preservatives and artificial ingredients than the first wave of alt-proteins that came on the market. "The plantbased sector needs to get a grip on nutrients and salt."



Salt is a really important issue that the plant-based sector needs to get a grip on. Additionally the plant-based sector needs to upsell and market its benefits more clearly." Linus Pardoe, UK Policy Manager, The Good Food Institute Europe

Speakers:



Alexander Kalis Managing Partner, Milltrust International LLP



Linus Pardoe UK Policy Manager, The Good Food Institute Europe



Al Overton Managing Director, Wonderland Ventures

Moderator:



Duncan Williamson Global Strategic Lead - Food Systems, Forum For The Future





What's Next? Sustainability in the Drinks Industry

A fireside chat featuring Rob Malin focused on two key challenges for improving sustainability in the alcoholic drinks industry. The first challenge is about packaging, which the company When In Rome attempts to change. They have succeeded in reducing 30% of the carbon emissions from wine by switching from single-use bottles to paper packaging. The second challenge, which is much more challenging, is around decreasing the carbon footprint of the growing process for wines. This is something that is a work in progress that their founder hopes to continue to improve. "Can alcoholic drinks ever be sustainable? Yes but there's a lot of work to be done."



Can alcoholic drinks ever be sustainable? Yes but there's a lot of work to be done." **Rob Malin, CEO** & Co-Founder, When in Rome Wine.

Speakers:



Rob Malin CEO & Co-Founder, When in Rome Wine





How to Develop a Just & Regenerative Aquaculture System

Martin Koehring provided an overview of the current aquaculture landscape and likened the industry to traditional agricultural systems. The sector is marred by a lack of stakeholder incentives, awareness, and unsustainable practices, such as fish feed. Martin outlined a transition wave characterised by new governance models, institutional investment, heightened consumer concerns as well as emerging regulations.

Speakers:



Martin Koehring Global Director of Impact, Forum for the Future



Aquaculture provides huge opportunities as well as risks. Horizon 1 is about these unsustainable patterns that mirror agriculture. Horizon 2 is about waves of change through impact investors and the stewardship approach. Horizon 3 is the just and regenerative system where we want to be."

Martin Koehring, Global Director of Impact, Forum for the Future





The Impact of Climate Change on Nutrition, Diet & Health Outcomes

An engaging exchange between dietary choices and their environmental implication. A variety of key themes emerged from the conversation. The first relates to the extensive costs to the UK for undernutrition and overnutrition. Secondly, consumer behaviour needs to shift. Individuals either consume too much or are unable to access nutrition. Currently only 1% of the population have a balanced diet. Less meat and more plant based diets need to be consumed.

Long-term change will require educating future generations on diet, nutrition, and sustainability. Hannah Pearse referred to this as "futureproofing future generations". Ultimately, impact needs to happen on two fronts: the first is the regulation that determines the production of food at scale, and the second is changing consumption patterns to align with a healthier and more sustainable way of eating.

Speakers:



Hannah Cornick Head of Sustainability and Social Innovation, Danone UK&I



Jo Raven Director of Thematic Research, FAIRR Initiative



Hannah Pearse Nutrition Development Manager, Morro – A Xampla Brand



Moderator:

Jawad Allawi Managing Partner, Sustainable Foods



You can have a healthy, unsustainable diet and vou can have an unhealthy, sustainable diet, so vou have to think about them both in parallel." Hannah Pearse, Nutrition **Development** Manager, Morro – A **Xampla Brand**





Consumer Trends & Insights

What's on the Plate? This panel brought up interesting topics around the partnership of government and business, the cost of food, and what kind of transparency is expected by consumers today. The panel highlighted that consumers today are looking for ways to reduce food waste and manage the rising costs of inflation in their grocery budgets. They also want companies to show a sustainability commitment but can be sceptical about said claims and how true they are. Consumers want to be engaged in the conversation around sustainability and sourcing, but they also want to enjoy the products they consume. If companies can make it guilt-free and enjoyable for consumers to select an option that also has a positive environmental impact, there is a massive opportunity. This might require brands to do things differently, but it can be done.



Rather than companies thinking about what products they produce, they need to be thinking about what solutions they provide for consumer need states." **Donal Denvir, General Manager, Bord Bia**

Speakers:



Rebecca Sudworth Director of Policy, Food Standards Agency



Toby Clark VP of Insights, Mintel



Donal Denvir General Manager, **Bord Bia**



Jacob Thundil Founder, Cocofina & Sozye

Moderator:



Sara Warden Commodities Reporter, Czapp

Testimonials



A fantastic two day event covering a broad range of topics and giving any food or ESG professional desperately needed insight into this most critical of topics. 5 stars! James Simpson, Managing Director, FSC Group

It's been absolutely fantastic being here at Sustainable Foods London. It is such an interesting and engaged audience. I have been talking to people doing completely different things, who are approaching problems from private sector, investment community and from the government. I think the energy created today has the potential do some real good for the system.

Henry Dimbleby, Co-Founder, Leon, Food Campaigner, Author and Non-Exec Director, DEFRA.

So good to be here at Sustainable Foods London it's such a good opportunity to connect with colleagues I already know, colleagues haven't seen a long time and of course, new people. An inspiring set of talks and we're getting right to the heart of the issues. It just saves me hundreds of hours of having to Google and look online for different bits of information.

Dr Emma Keller, Head of Sustainability, Nestlé UK&I

It's been so great seeing so many different actors from across the supply chain and in the food system all coming together around this problem that we're trying to solve and also just discussing some of our shared challenges. **Camilla Riddiford, Senior Sustainability Manager, Arla Foods** A really interesting line up of speakers and lots of really interesting topics. There's so much positivity in the room about what's possible so that's been really encouraging. Hannah Cornick, Head of Sustainability & Social Innovation, Danone UK&I

I thoroughly enjoyed attending the Sustainable Foods London conference in London over the past few days. Jane Mackie, Founder, Rora Dairy

Genuinely one of the best conferences I have attended this year. Expertly run with a highly relevant agenda. Great to see leading figures on the speaking roster from companies that can make a real impact to push the regenerative agriculture agenda and sustainable supply chains forward. **Rob Burleigh, CEO, Burleigh Dodds Science Publishing Limited**

Very happy to participate, & as a delegate I thought the day was excellent. I was very disappointed I couldn't attend day 2. Simon Devaney, UK Sustainability Director, PepsiCo

Sustainable Foods London brought together a breadth of players from across the industry to discuss the challenges faced to our food system and how collectively we can tackle them.

Rachel Luke, RSPO

See you next year!

