

# **Sustainability That Sells: Building Trust With Chicken Consumers**



“Trust me,  
I’d never lie  
to you.”

# Consumer Trust: The Holy Grail



# Sustainability Builds Trust



Shows shared values



Demonstrates responsibility



Creates shared purpose

# Greenwashing Turns Off Consumers

47% of U.S. consumers say they'd stop buying if a brand greenwashed

Source: ERM Shelton, Global Eco Pulse® 2024

**"It doesn't specify what the conscious choice is."**

**"I doubt any claim at 100%."**

**"No company is 100% green."**

**"Way too much going on. Why not just say compostable?"**

**"Too ambiguous."**

**"It's not clear to me what this means. I don't believe them."**

# Greenwashing Invites Litigation



New York State v. JBS USA  
(February 2024)

“Net Zero by 2040”

**Sustainable**

**Eco-Friendly**



Environmental Working  
Group v. Tyson Foods  
(September 2024)

“Net Zero by 2050”

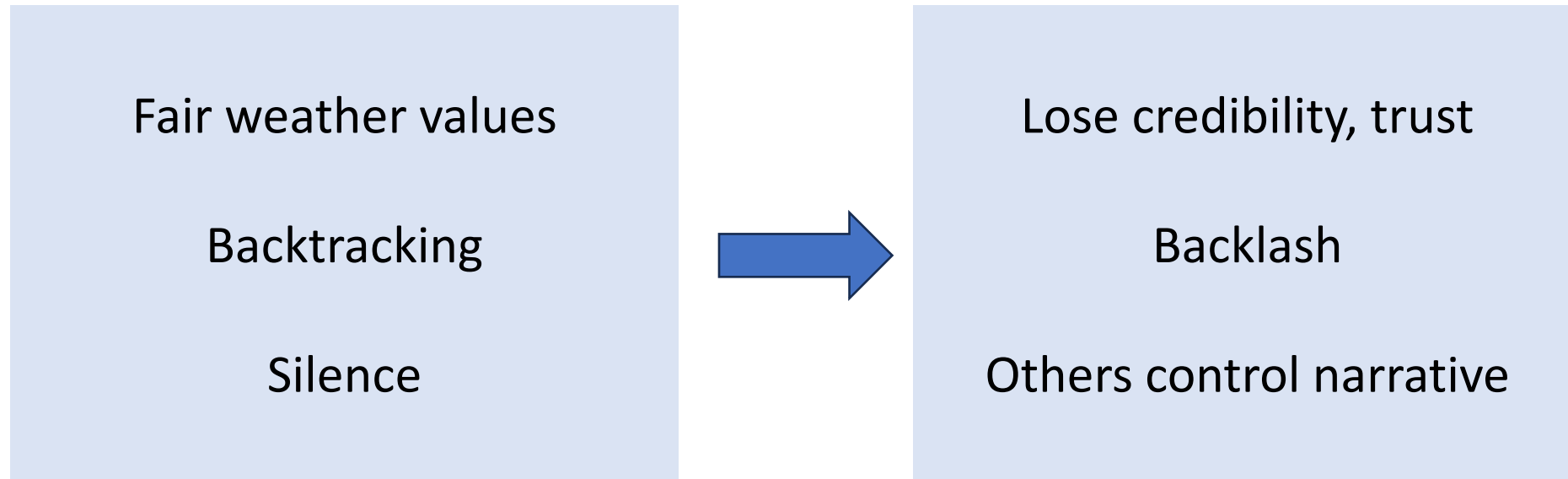
**Environmentally-Friendly**

**Green**



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# Greenhushing Is Risky Too



# Sustainability Marketing Is Different

## General Branding

Drive awareness & sales

Product-driven (taste, quality, price)

Emotional appeal, immediate reward

Low-Medium: some claims need none

Energetic, polished, persuasive

On-pack, paid media, social, influencers

Primary Goal

Core Message

Audience Motivation

Proof Required

Tone & Style

Channels

## Sustainability Marketing

Build trust through transparency & impact

Values-driven (animal welfare, env't, ethics)

Moral alignment, personal & societal well-being

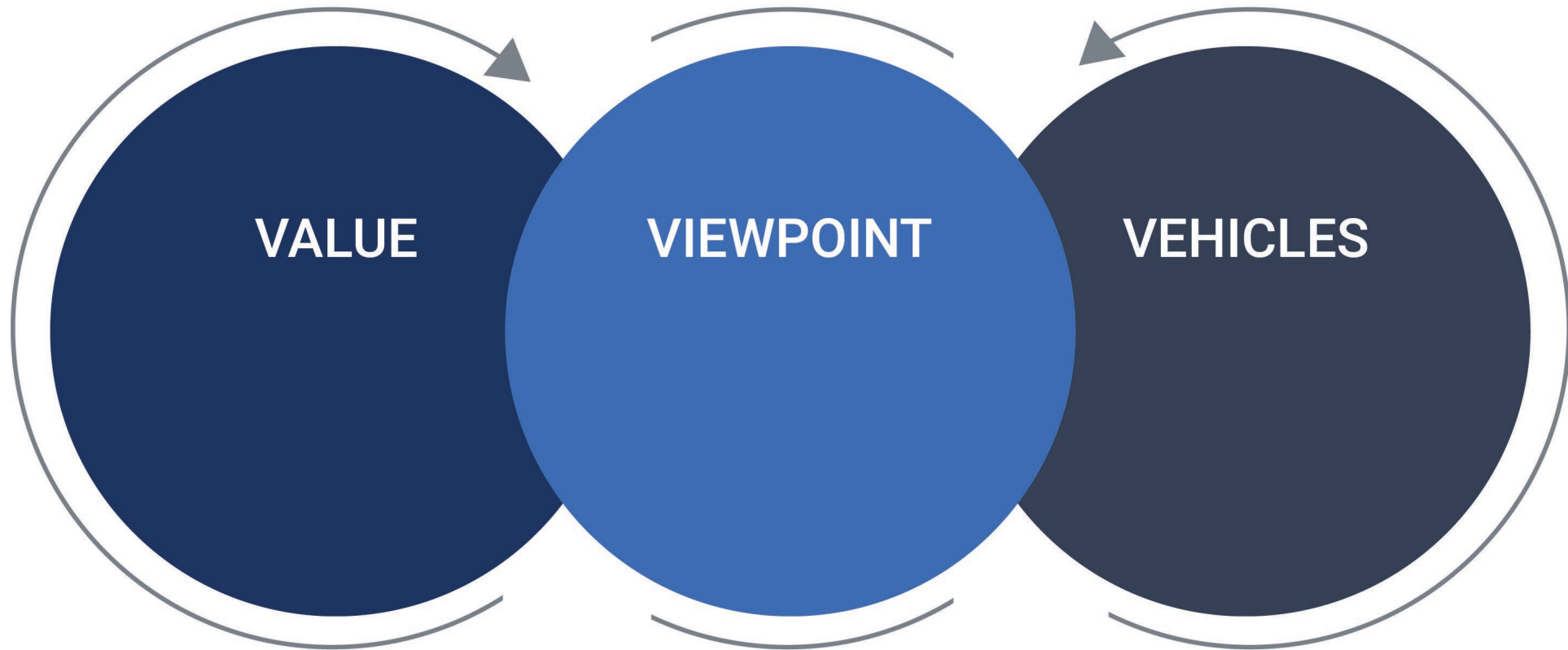
High: certifications, traceability, outcomes

Sincere, transparent, grounded, clear

On-pack, earned media, storytelling, reports



# Your Marketer Roadmap



Himmelfarb Sustainability Consulting 3Vs Framework™

What Do  
You Mean?



# Value: Why Your Company Cares

Sustainability Personality	Approach / Objectives
Box Checker	<u>Minimalist &amp; reactive:</u> Meet basic expectations, compliance & keep up with Joneses
Brand & Reputation Driven	<u>Storytelling:</u> Differentiate company and its brand with key audiences
Immediate Return Driven	<u>Efficiency &amp; cost savings:</u> Improve financial performance, bottom line
Risk Reduction Driven	<u>Resilience:</u> Identify, assess & mitigate risks
Impact & Purpose Focused	<u>Values &amp; vision integration:</u> Express company's values & make a difference in world
Innovation Driven	<u>Transformation:</u> Innovate new business models, solutions & processes

# Viewpoint: Your Company's Positioning

## Hallmarks of Compelling Positioning

Authentic
Unique
Clear
Sharable

## Considerations

Business relevant	Forward-looking
Legacy tie-in	Context-based
End goal/commitment	

# Good Viewpoints

**Authentic**

**Unique**

**Clear**

**Sharable**



We think our chicken can change the world. Our goal is to leave agriculture better than we found it, to see it reinvented in our lifetime.



The 100% Rule – we are 100% committed to moving the bar higher. Our standards are simply the best.



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# Good Viewpoints

**Authentic**

**Unique**

**Clear**

**Sharable**



We're a carbon neutral food company on a purposeful journey to Raise the Good in Food. We're on a journey to become the most sustainable protein company – not just in Canada – but on earth.



Traceable, Sustainable and Humane. Farmer Focus is a promise. We work with local family farmers who care as much about doing things right as we do.



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# Vehicles: Talking to Consumers

What Do  
You Mean?





# Be Clear & Truthful

Nearly 49% of all consumers—and 87% of highly conscious consumers—abandon products due to unclear sustainability claims.

Source: Conscious Consumer Spending Index, 2024 via MediaPost



"You shouldn't compromise on what you feed your family. That's why we've refused to compromise on our standards for over a century."





# Emphasize Immediate Personal Benefits



Learn what  
certified humane  
is and how it is  
beneficial for you



Healthy soil  
makes our  
products  
more  
nutritious



We grow  
organic  
because it  
tastes better



Our pesticide-  
free products  
are safer for  
you and your  
family



Our locally-  
sourced  
products are  
fresher



We love our local  
streams and  
rivers as much as  
you do, so we  
control all farm  
runoff

# Demonstrate Credibility With Proof Points

- Identify priorities (context)
- Communicate performance
- Use ecolabels & certifications strategically



Requires humane treatment from birth to slaughter; covers space, feed, etc.



Multi-tier rating (Step 1–5+) on animal welfare standards



Highest standards for pasture access and independent farms only



No antibiotics, organic feed, outdoor access required (minimums vary)



Feed is non-GMO: doesn't imply animal welfare or environmental impact

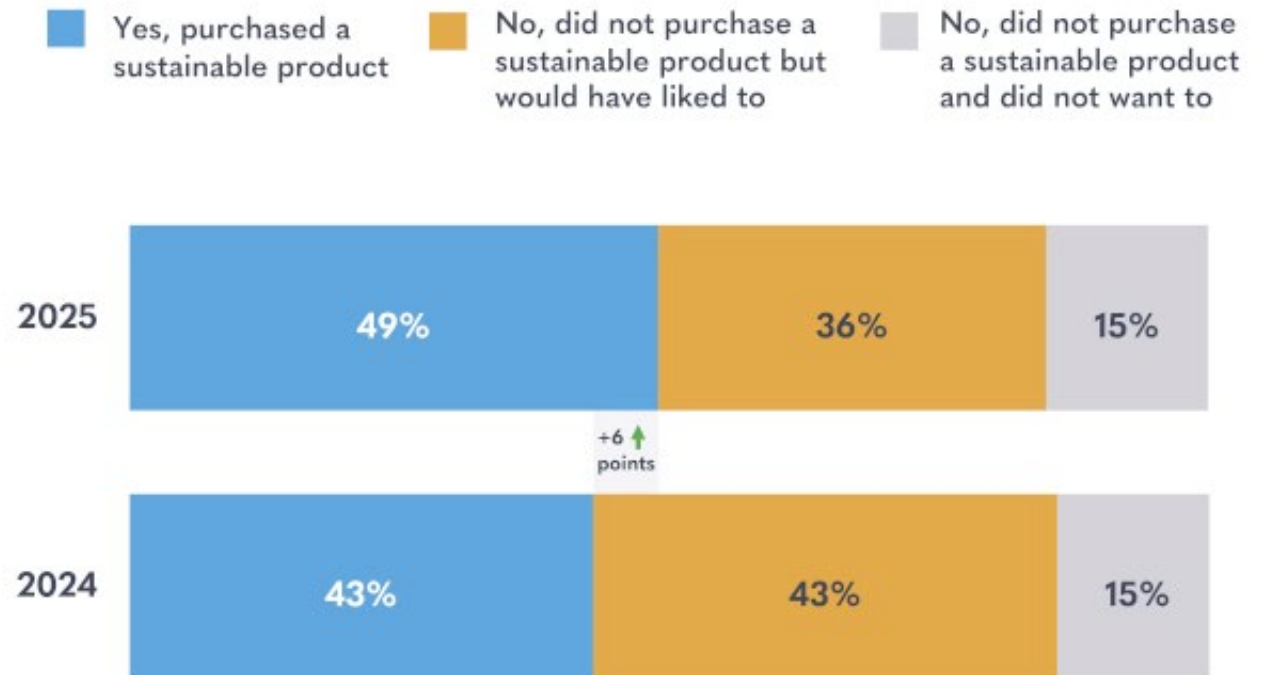


Includes soil health, biodiversity, animal welfare—still emerging

# Acknowledge the Journey

- Don't wait for perfection
- Acknowledge challenges
- Evolving marketing as strategy evolves

## Demand for Sustainable Products Remains Strong among US Consumers



**IN CHICKENS,  
WE TRUST!**



Thank you &  
Questions