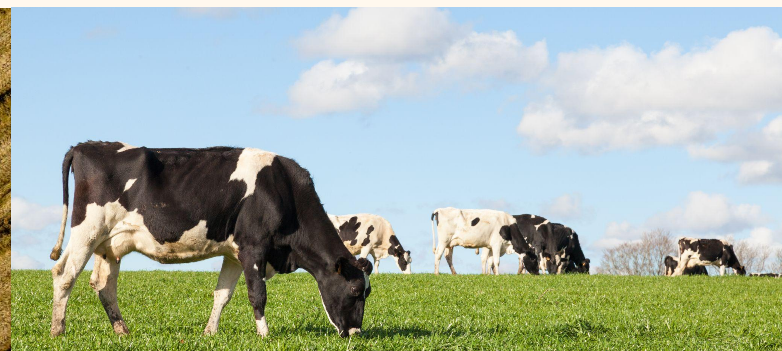
Snackable Truths: The Future of Sustainable Growth



Trust is now the currency of health — and the food system is getting *priced in*.

Consumers aren't just asking for *more* information; they're demanding **proof + clarity** to back up corporate claims.

This is not a siloed issue. It's a **system issue** that shows up everywhere (inputs → farms → CPG → retail → restaurants) in consumer-facing communications and social media.

52%[1]

of U.S. consumers reported feeling less trustful of brands and retailers than they had in the past. This erosion of trust is linked to broader societal uncertainty, economic pressures (such as tariffs and inflation), and skepticism about the motivations of brands and retailers.

58%[2]

of U.S. consumers feel overwhelmed by the amount of information about ingredients to avoid, which includes chemicals and pesticides.

54%[3]

of U.S. consumers trust the nutrition claim information that brands disclose, and lawsuits over misleading claims (such as environmental promises) have contributed to a cycle of distrust.

[1] Mintel, June 2025
[2] Mintel, August 2024
[3] Mintel, Conservative and Liberal Values 2025

Regenerative ag bridges trust.

Regen is a potentially continuous storyline from production to retail that can credibly ladder to *health*, *value*, and *planet*.

How food is produced is becoming part of "**health**," not just sustainability.

Regenerative agriculture as a **high-impact, cross–value chain entry point.**

Winning consumers means talking their language:

My Health – fewer ingredient anxiety triggers, more confidence in how food is produced.

My Wealth – Affordability, long-term resilience, food supply confidence.

My World – soil, water, biodiversity, climate outcomes.

41% **of growth in CPG from 2013–2024 came from sustainable products.**

Source: NYU Stern Center for Sustainable Business, 'Effective Sustainability Communications,' 2023

Sustainability claims that ladder to relevant category claims are the most appealing, e.g., taste for food, skin moisturization for skincare.

Consumers care most about their local farms and farmers and the long-term health of our food systems.

Regenerative agriculture claims are compelling when focused on local farmers and their farms.

Regen ag is high-Interest, low-clarity.

The real gap may be **benefit understanding**: soil and climate vs. nutrition and health vs. farmer economics.

Consumers expect regenerative agriculture to be **authentic, transparent, and yield environmentally beneficial, high-quality products**. Brands that educate consumers on regenerative practices and demonstrate impact are more likely to gain loyalty and trust.

72%[1]

of U.S. consumers agree that regenerative agriculture claims could be explained better.

59%[2]

agree that the U.S. should explore regenerative agriculture.

[1] Mintel, 2025
[2] Mintel, 2024

Without shared definitions and proof, "Regen" risks becoming the *next credibility crisis*.

DEFINITION CONSENSUS

There's no single standardized definition of regenerative agriculture, which creates inconsistent claims and consumer confusion.

Though frameworks exist, (Field to Market), they are not yet universally adopted.[3]

MARKETING & GREENWASHING

Regen is often communicated through **single practices** (ex: no-till) without clear context on tradeoffs or the full system.

Major food and input companies (e.g., Tyson, ADM, Cargill, Bayer, Syngenta) are promoting or funding no-till under regenerative or "climate-smart" banners, often without equal emphasis on input reduction.[4]

[3] Congreves, K.A. Regenerative agriculture—a definition and philosophy
[4] Mintel, 2025.

What's it all mean? What do we do? Actions build trust.

01 Regen needs a single definition for trust.

Regen is high-interest, but is structurally vulnerable because there's no consistent definition or proof standard. That creates room for BAU claims and consumers will treat it like greenwashing.

Brands could align on shared language + claim guardrails before scaling external messaging.

Create a Regen Playbook that is adopted across the business
- Do's and Don'ts
- Shared language

02 Consumers want regen but don't understand it.

Most people don't know what regen means or what benefit they're supposed to expect (soil health? climate? nutrition? farmer economics?) Confusion is the enemy of trust.

Brands could translate Regen into plain-English outcomes tied to "my health, my wealth, my world."

Simplify regen into something digestible and repeatable by consumers.

03 Proof gains trust.

Consumers expect brands to be transparent, explain benefits of practices and back it up with receipts. Most regen efforts live in pilots, commitments, or vague language; without an easy way to understand the what, why, and who is affected.

Brands could create a simple proof receipt that clarifies impact and can scale across channels.

Choose a product or label to go all-in on with proof receipts for every phase of the value chain.

04 Messengers matter.

Brands are often the most informed but the least believed. Farmers, dietitians/clinicians, employees, and trusted community voices are better positioned to translate complexity into something credible in consumer-friendly formats.

Train influencers through site visits, hands-on learning to regain consumer trust.

Identify the most preferred and credible messenger for social engagement.