

Asia Pacific

**The OMMMM of MMMMM**

**Food for People and Planet**

Issue 16 | May 2022

A close-up photograph of a person's hands, wearing denim shorts, gently cupping a small green plant with dark soil. The background is a blurred forest floor with green leaves and brown twigs. The text is overlaid on the image in white, with the word 'sustainability' in a cursive font.

**Discover how consumers and businesses  
are embracing *sustainability* and learn more  
about McCormick commitment to the  
planet in with our  
Purpose-Led Performance initiatives.**

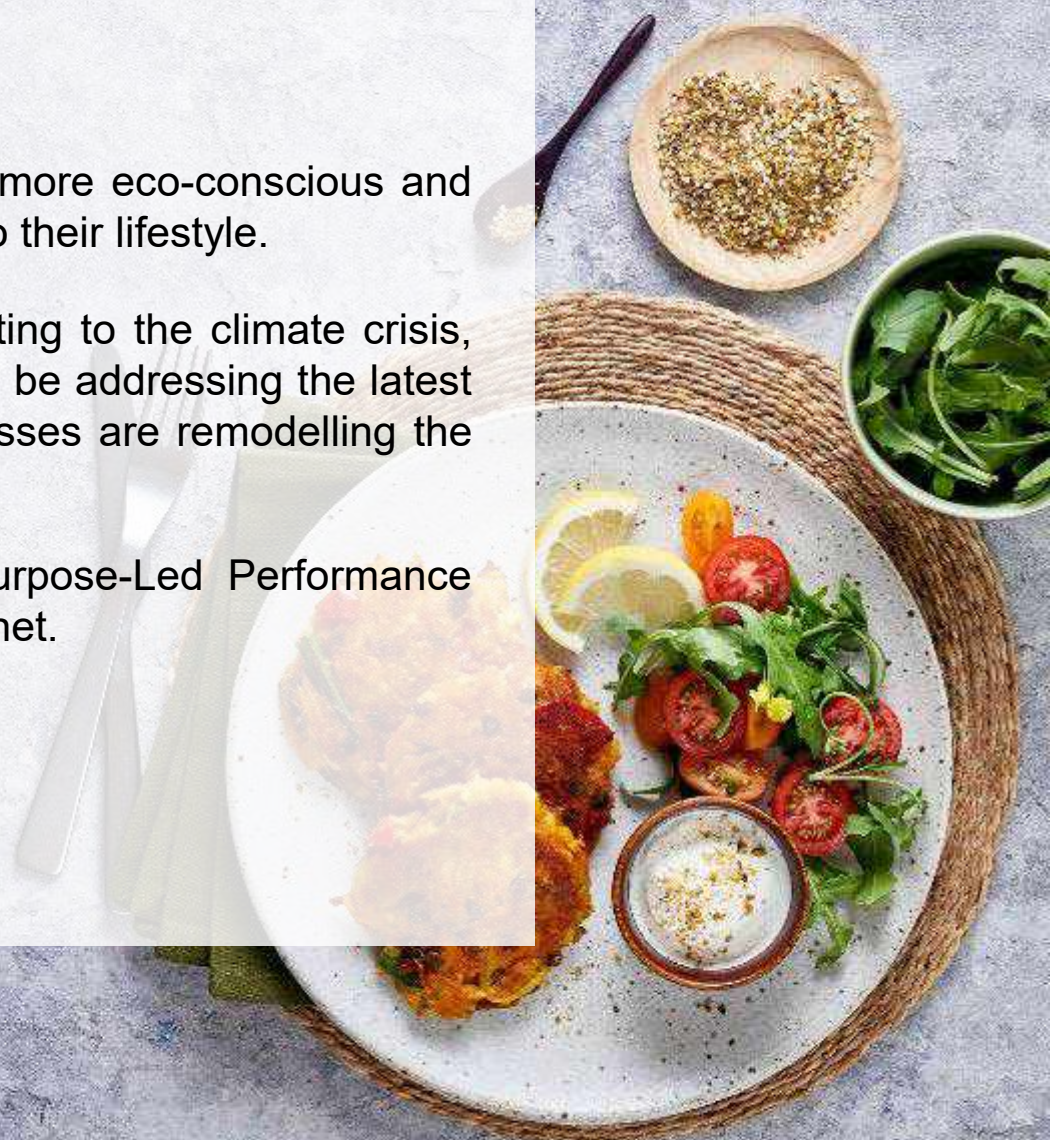
# Step into the green scene...

As a climate crisis looms over our head, we see consumers becoming more eco-conscious and taking concrete steps to incorporate environmentally friendly practices into their lifestyle.

In this issue, we will explore how consumers and businesses are adapting to the climate crisis, through making sustainable choices. From sourcing to packaging, we will be addressing the latest trends we see across the supply chain such as highlighting how businesses are remodelling the way they source and produce their innovations.

We will be highlighting sustainable initiatives from the McCormick Purpose-Led Performance outlines, focusing on three main arms: People, Communities, and the Planet.

Without further ado, let's dive right into the OMMMMM of MMMMM!





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# I. The Foodture

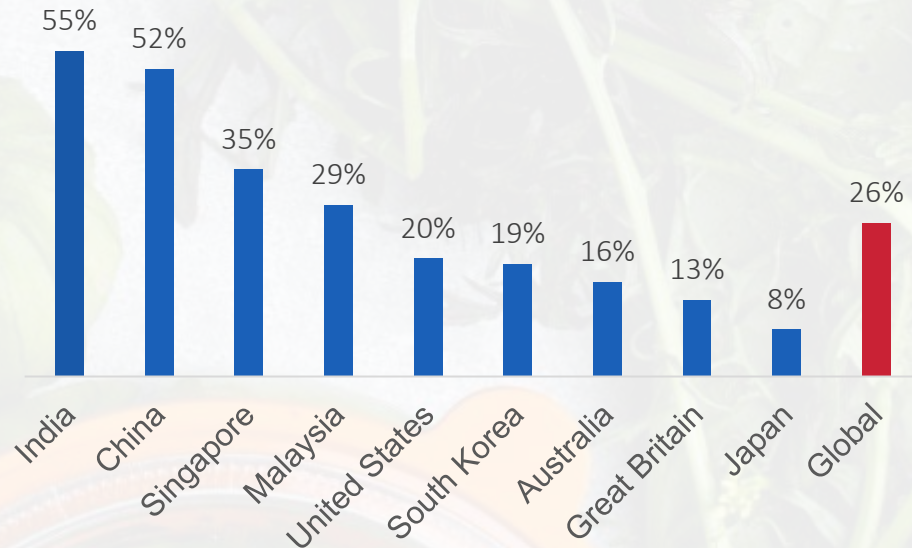
## Sustainability trends shaping 2022

Discover rising trends influencing consumers' food and flavour decisions

# Top global consumers trends in *sustainability* in 2022

In Asia Pacific, we see a growing anxiety over the state of planet, where more consumers have familiarised themselves with the United Nations Sustainable Development Goals (UN SDGs).

Familiarity of UN SDGs



Source: World Economic Forum



**Re-Imagined Plant-Based Food**



**Green Inside and Out**



**Reducing through Upcycling**



**Local Heroes**



**Empowering You**

# Re-imagined Plant-Based Food



37%

of Vietnamese say they would be interested to try plant-based food that look and taste like meat or fish

## Consumers are interested in increasing their consumption of plant-based food

Instead of drastically changing their diets and completely giving up products that they are used to consuming, we will see consumers making gradual small changes to include more plant-based alternatives into their diets.

49%

of Chinese consumers are interested in trying plant-based dairy beverage option



### Plantag, Pistachio Plant-Based Milk China

Is packed with at least 10g of pistachio and 200mg of Omega-3 per bottle, making it a nutritious yet delicious dairy alternative.



### Nescafé Gold, Coconut Latté Australia

Is made using a blend of Arabica, Robusta and oat. Coconut cream which makes a delicious alternative to dairy is added to give the drink a smooth and creamy taste.

# Green both Inside and Out

Consumers are more information-seeking and eco-aware. They want brands to be more transparent in their claims to empower them to make environmentally responsible choices.



# 61%

of Chinese consumers say being transparent about the product and its production will improve their brand impression



# 67%

of South Korean adults want brands to show their impact on the environment on food/drink labels



## Master Kong China

Is testing new bottle packaging using laser printing technology to include necessary information on bottle, removing labels



## Suntory Japan

Launched Mata-aeru (Let's meet again) bottles to package their popular green tea drink in Japan. These bottles are 100% recycled or plant-based material bottle.



## Missy M Sweets Australia

Packaging is made from FSC certified paper with a bioplastic lining paper that is made from plants. The company claims to be carbon neutral and a supporter of the 1% For Rainforest Rescue Programme.



# Local Heroes

**Driven by a sense of community and compassion, consumers are emphasising the need to support local economies, and are opting to purchase essential products from local businesses.**



## Farmy - Malaysia

Is an enterprise which has set up a vertical farm in Encorp Strand Mall. In total, they have 5 growing racks that reach up to 18 feet. At full capacity, they can produce 1.5 tonnes of leafy vegetable every month.



## Media has helped to raise awareness for local farmers and the struggle they face.

Minari, depict the tale of a South Korean family struggling to grow plants from their homeland in parched fields of Arkansas

**77%** of consumers in Malaysia try to act in a way that is not harmful to the environment

## Locally grown and harvested in season – Australia

Australian Organic Food Co. 100% Australian Organic Bolognese Pasta Sauce is made using locally grown produce that are sustainably farmed, and freshly harvested in season during their prime conditions.



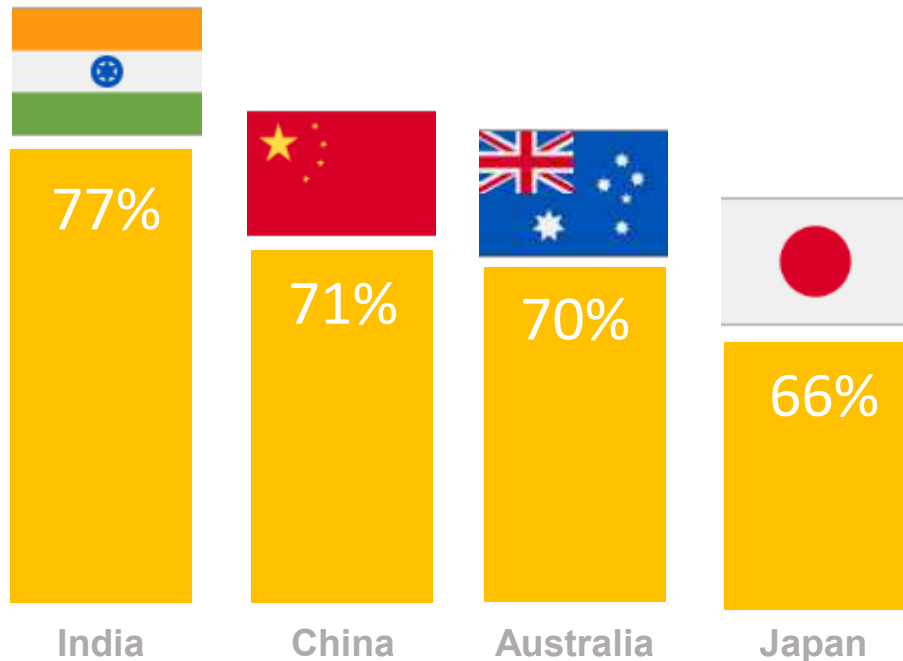
## Ingredients from local soil – India

Third Eye Distillery Stranger & Sons Indian Spirited Gin is distilled in Goa with Indian botanicals including juniper, nutmeg, mace, coriander, liquorice, angelica, Indian citrus peel, black pepper and cassia bark.



# Reducing through Upcycling

Food wastage accounts for 8 to 10% of global carbon emission. Approximately 17% (931M tonnes) of global food production was wasted in 2021 - 61% from household, 26% from food service industry and 13% from retail industry.



Agree that 'food made with leftovers has high/moderate positive impact on environment'



## Seaweed

Commonly treated as waste in the West is highly valued in the East as a natural flavour enhancer. From 2016-2021, 73% of product launches featuring seaweed was manufactured in Asia Pacific.



## Spent Grains

Upcycling spent grains from brewing industry into grain-based food, add nutrition to products ranging from pizzas to crackers. Spent grains are high in fibre, protein and have fewer carbohydrates.



## Durian Husks

Researchers in Singapore-based Nanyang Technological University have managed to use left-over durian husks to create a soft germ killing gel that can be used to manufacture hydrogel bandage.

# Empowering You

Consumers are increasingly looking to companies for climate-friendly consumption choices and guidance on how to make environmentally-friendly purchase decisions.



25%

of Australian consumers are interested in buying food/drinks which they can track online from source to shelf



## Australasian Recycling Label Program - Australia

Is an on-pack labelling scheme that helps consumer recycle correctly. Using a combination of illustrations and messaging, clear and actionable instructions help lower consumers' learning curve.

## My Carbon Footprint - Singapore

Is a mobile application that allows consumers to track their carbon emission across various categories including Food, Commute and Utility.

## Refresh Go Green - Australia

Is a mobile application which aims to inspire consumers to make small daily changes to their lifestyle and leave a positive lasting impact on their own and Mother Earth's health.





# II. Eatsighting

## Innovations paving the way

Explore how businesses in Asia Pacific are going green

# Top global trends in *corporate sustainability* in 2022



**53%**  
of consumers in China value brands committed in lowering their carbon emissions



**80%**  
of companies worldwide report on sustainability in some form

Source: Mintel



**Sustainable Packaging**



**Trust in Me**



**Regenerative Farming**



**Technologically Altered Offerings**



**Helping You, Helping Us**

# Sustainable Packaging

Adopting sustainable packaging has become the norm and is no longer a differentiating factor for brands but rather an expectation of consumers.



**Scoops Wholefood**  
Singapore, Australia

Packaging is biodegradable or made using recyclable materials which can be re-used in stores.



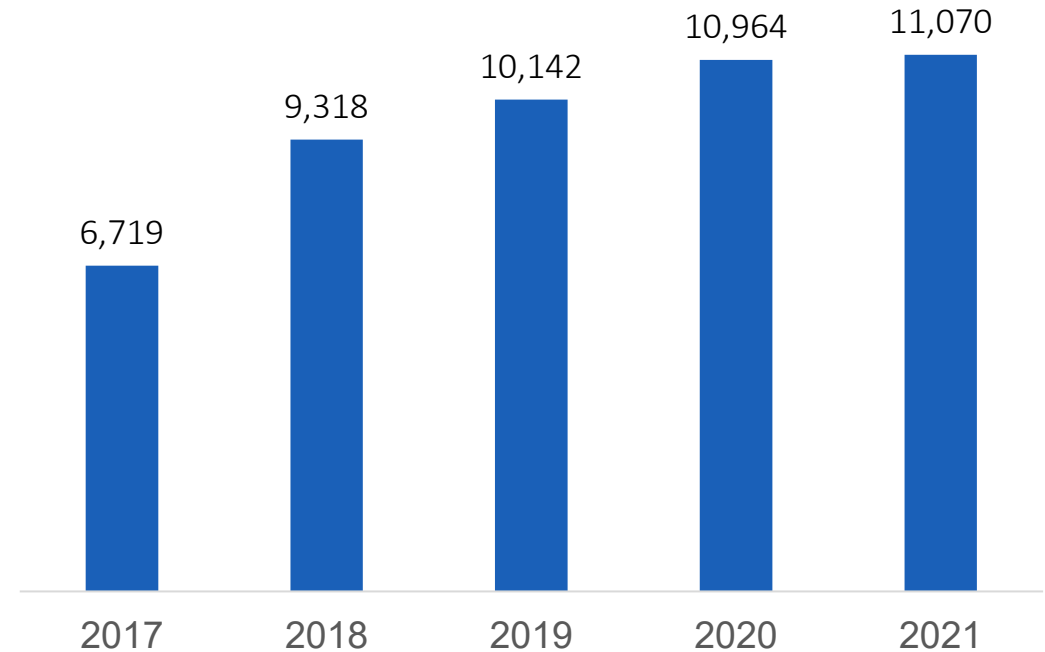
**Kiehl's**  
Global

More than 80% of packaging utilises post-consumer recycled materials and 73% of packaging do not utilise secondary packaging.

# 64%

From 2017 – 2021, there has been an increase in new product launches in Asia Pacific with 'Environmentally Friendly' packaging claim

**New Product Launches (NPL) APAC: Food and Drinks with 'Environmentally Friendly Package' claim**



Source: Mintel, Kiehl's, Scoops Wholefoods

# Trust in Me

With a third of global carbon emission contributed by the Food and Beverage industry, consumers are starting to hold manufactures responsible for their actions.



73%

of South Korean consumers believes that companies have a responsibility in protecting the environment.



## Reeftip Drinks Co.

### Australia

10% of profits generated from sale of their Australian Spiced Rum is used to plant new corals at the Great Barrier Reef.



## Aldi

### Australia

Stores are powered 100% by renewable electricity, relying solely on renewable energy sources.



## Amazon

### Global

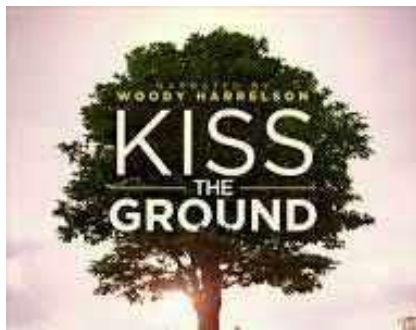
Amazon Renewed was launched to sell pre-owned refurbished products. Before they are sold, products are inspected and tested. All renewed products come with an Amazon Renewed Guaranteed.

# Regenerative Farming

Surging fertiliser costs as a result of trade wars has accelerated the adoption of green alternatives like regenerative agriculture.



In 60 years, the world's topsoil would be eliminated unless current farming practices change



Media has been a cornerstone in raising awareness of our climate crisis

Kiss the Ground is a Netflix documentary that is helping to spread the message of the importance of soil health



**Harmless Harvest**

Thailand

A maker of coconut-based products, has launched a Regenerative Coconut Agriculture Project (ReCAP) that provides training curriculum on farm management.



**Aranya Agricultural Alternatives**

India

Utilises the forests' self-regulating ecosystem to achieve food and nutrition security and run community-based projects focused on farm management.



# Technologically Altered Offering

62%

of Chinese consumers said that 'protect water' (eg. lakes and oceans) is an important environmental factor when choosing food and drinks

**Dehydrating** and **concentrated** food reduces carbon footprint as they are lighter to transport, reduces food wastage through extended shelf-life, and reduce water usage during manufacturing.



## Zhi Wei Wu China

Freeze-Dried Grapefruit Jasmine Tea is made with quality tea extract and processed with a vacuum freeze frying technology. It can be instantly dissolved in seconds in iced, room temperature or sparkling water.

47%

of consumers in Singapore would buy genetically modified food (GMO) if it was shown to be the environmentally responsible option

**Biotechnology** has made breakthroughs in the protein industry, enabling nutritionally equal animal-derived proteins to be grown in labs.



## Magic Valley Australia

is the first Australian food tech cultivating lamb meat grown directly from cells without the use of animal-based products.



## Turtle Tree Labs Singapore

is exploring the use of stem cells to create lab-grown breastmilk.

# Helping you, Helping us

We observe a growing number of consumers who sees interest in brands that teach them about environmentally friendly habits.

Businesses can utilise **technological solutions** to provide greater transparency.



**McDonald's**  
Australia

By scanning a unique QR code printed on the food packaging, consumers would be able greeted by a 3D augmented experience where they can learn more about the ingredients found in their meals.

Brands should provide **clear on-pack information** that highlights environmental impact of the product.



**Nespresso**  
Global

Incentivises consumers to recycle their capsules through distribution of recycling bags with clear instructions to consumers.

**36%**  
of consumers in India  
strongly agrees that  
there is little information  
available on how to  
reduce packaging waste.



# III. Flavouracle

## McCormick Purpose Led-Performance

Learn about our sustainability efforts

# GLOBAL PURPOSE-LED PERFORMANCE APPROACH

## Purpose

‘To Stand Together for The Future of Flavour’, we envision a world united by flavour – where healthy, sustainable and delicious go hand in hand. We are focused on the needs of all our stakeholders, growing long-term value for our businesses and positively impacting the world

## Principle

Our approach to sustainability and PLP is rooted in our long history of delivering industry leading financial performance while doing what’s right of people, the communities where we live, work and source and the planet we all share.



# Our Efforts (APAC)



## Sustainable Packaging

Efforts have begun in China to develop mono-material film that is recyclable to replace multilayer plastics (which is used in 13% of our products). This would help us to achieve our goal of establishing a 100% circular plastics packaging (reused, recycled or repurposed) by 2025.



## Clean Energy

Our new state-of-the-art facility in Melbourne, Australia was designed and built to a 5-Star Green Star Rating under the Green Star sustainability rating system developed by the Green Building Council of Australia. This facility will feature a 600kW rooftop solar system and electric car charging stations.



## Waste Management

We have partnered with local waste suppliers in Thailand to transform unused pepper, flour, and water into organic fertiliser for local farmers. This initiative will not only support their livelihood but increase their agricultural resilience.



## Sustainable Sourcing

AVT McCormick is the only spice company in India that has used the Biodiversity Monitoring Tool to set seasonal targets on key biodiversity aspect and assess annual improvements in biodiversity management.

# Our Efforts (APAC)



**Grown for Good focuses on promoting community resilience, social and ethical practices for workers in our suppliers' factories, and building resilient production systems through regenerative agriculture, biodiversity and ecosystems services and water conservation.**



Partnered with IDH, The Sustainable Trade Initiative to engage 1,500 farmers in Vietnam on good agricultural practices and sustainability certification.



Worked with AVT McCormick to support a pilot watershed project in Tamil Nadu aimed to mitigate impact of water scarcity.



McCormick China has embarked on a project to develop sustainable ecosystem to protect Sichuan Green Pepper.

# Recognition



## Terra Carta Seal

Leader in creating genuinely sustainable market



## 2022 DiversityInc Top 50 Companies for Diversity



## Corporate Knights 2022 Global 100 Sustainability Index

14<sup>th</sup> Most Sustainable Corporation Globally  
1<sup>st</sup> in Food Products



## 2021 UN Global Compact LEAD recognition

Most sustainable food company

United Nations  
Global Compact



## Barron's 2021 100 Most Sustainable Companies

56<sup>th</sup> Most Sustainable Corporation Globally  
1<sup>st</sup> in Food Products



**Our Commitment to People:**  
2025 Goals



**Our Commitment to Communities:** 2025 Goals



**Our Commitment to Planet:**  
2025 and Beyond Goals

**Discover McCormick Sustainable Approaches**

[Learn More](#)







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