

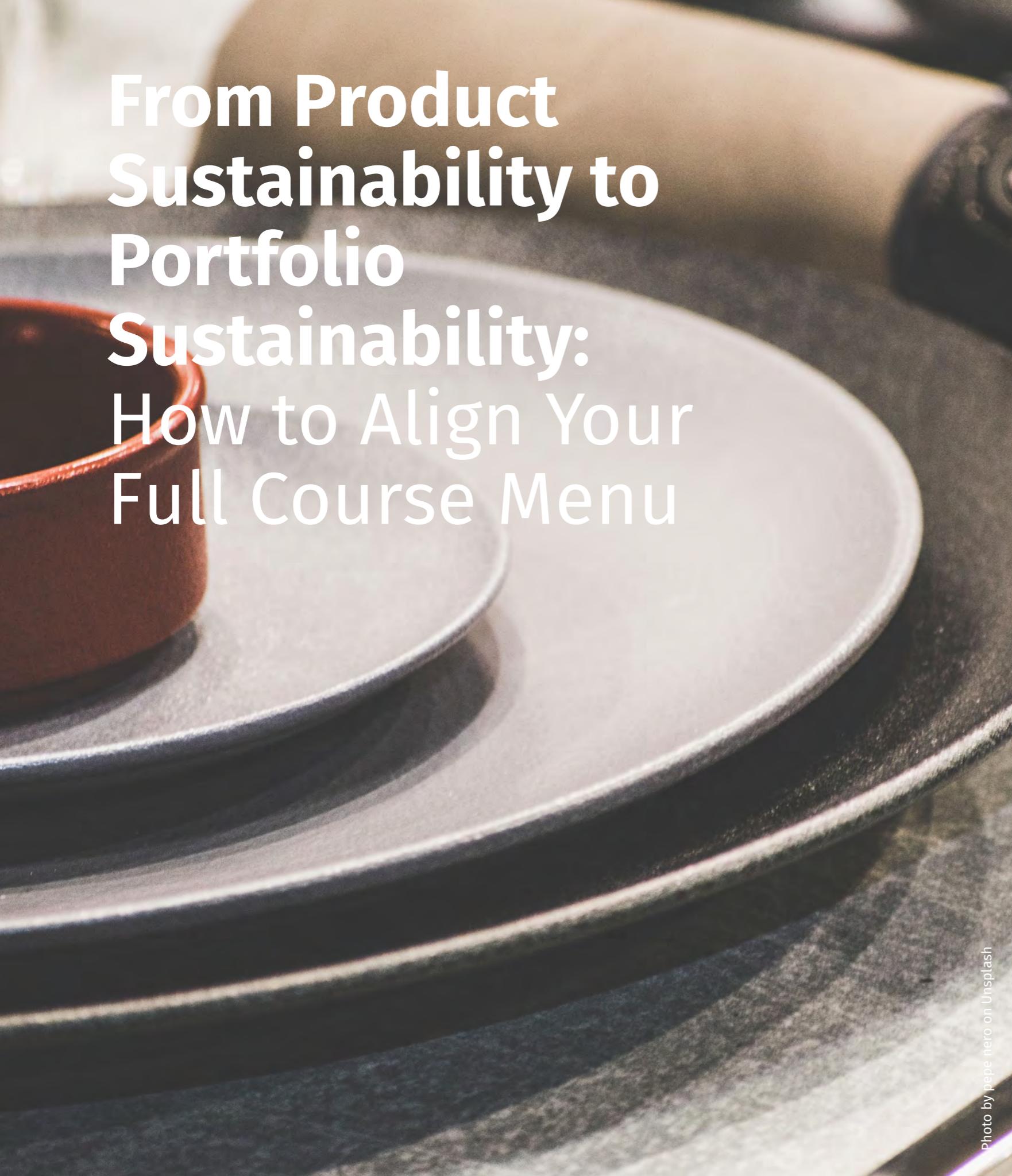


A RECIPE TO
SUSTAINABILITY
OF THE FOOD
PORTFOLIO



Cooking Up
Sustainable Solutions





From Product Sustainability to Portfolio Sustainability: How to Align Your Full Course Menu

Meet Cristina Fedato:

For a recipe for food products and services that supports you in going from selective product sustainability to an overall portfolio sustainability, we have teamed up with Cristina Fedato, Head of the Sustainable Infrastructure, Products and Services team at the CSCP.

“Working on product portfolios is an incredibly rewarding task because this connects sustainability assessment, innovation and portfolio continuous improvement. This process has a multiplying effect and we have the opportunity to create a wide-reaching positive impact. That’s what I look for in my work – to mainstream sustainability.”



Cristina Fedato

Head of Sustainable Infrastructure,
Products and Services

1 From the dish to the menu: A more comprehensive way of ‘cooking’

Global challenges such as water shortages, soil erosion, or climate change call for a more systemic approach to the way we produce, consume and value food along its life cycle. Food systems are complex and interconnected, which makes the task of assessing what is sustainable and what isn't all the more difficult. In spite of this, many attempts were taken to define ‘sustainable food’, e.g. by the organic movement or the manifold certification schemes. Those attempts have provided a strong database that allows for a scientific assessment and comparison of food products and their underlying production practices, giving the food industry robust guidance on how to improve the sustainability of their products. However, such assessments often have two limitations that do not account for the complexity of the topic:

- First, most assessments limit themselves to the production and delivery of certain products. The critical importance of **consumer behaviour** is not reflected by those approaches.
- Second, **interconnections and alternative solutions** are not considered adequately and in a systematic way.

2 La nouvelle cuisine: How synergies allow you to refine your menu

While having detailed knowledge of individual products is a necessary starting point, the real leverage lies on the portfolio level. There are multiple synergies between product and portfolio assessment that should be built upon:

- The **rise of ‘alternative foods’** such as plant-based meat and dairy alternatives gives consumers new ways of fulfilling their demands. To exemplify, while in the past we looked how to make milk sustainable, nowadays we can instead ask which milk or milk alternatives are more sustainable.
- **Circularity** offers many answers to growing challenges and consumer demands – the concept is at the core of the EU Green Deal. However, in the food sector, circularity is still relatively unexplored – at least not along the whole life cycle. But, the first attempts implemented by front runners already show the tremendous potential. A more systematic analysis on the portfolio level could help to further explore this field, identify new and boost innovative solutions.



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3 The ingredients you need to fine-tune your recipe:

Evaluate portfolios systematically according to relevant environmental, social and economic criteria

Bring product information together with a methodologically-sound overall sustainability rating system and identify synergies between products

Use the consolidated information to improve portfolios and meet regulatory and consumer demands

Enrich the assessment with the knowledge of relevant stakeholders, like consumers, and other key actors of the food industry

4 With the ingredients you have at hand, here's how we can support you to cook up sustainable solutions:

Portfolio assessment is a tool for innovation and forward-looking development

Systematically improve your portfolio based on market and consumption trends

Create internal awareness of ecological and social dimensions to be considered in product development portfolio management

Enhance the understanding of social and ecological issues throughout the value chain

Provide portfolio information that meet consumer expectations

Communicate about your portfolio performance and improvement strategy

Set yourself apart from the competition by managing consumption and production trends in an integrated way



Mix & Stir and Serve:

... in projects with major partners such as REWE and DMK, the CSCP co-develops methodologies to assess the sustainability of food products along all relevant topics, providing a strong foundation for decision making. We provide best practices from portfolio assessments and strategy development from other sectors and mix it with a deep knowledge on consumer behaviours and insights, as highlighted in our work at the [Consumer Insight Action Panel](#) and [Valumics](#). This holistic approach allows for an integrated analysis of both production as well as consumption. Finally, with our strength in managing [multi-stakeholder panels](#), we stir in all relevant actors – farmers, producers, recyclers, consumers – to be part of the process and engage with one-another in serving solutions that have real impact.

Engage with us toward more sustainable food systems – get in contact with [Cristina Fedato!](#)

Check out our [Sustainable Portfolio Assessment & Management factsheet!](#)



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