Sustainable Agriculture In the Catskills

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December 3, 2019

SUSTAINABILITY WORKSHOP

for

Catskill Farmers & Local Food Businesses
Workshop Topics and Objective

- Session #1 recap and EMS debrief
- Challenges facing local sustainable ag & food businesses
- Marketing and distribution
- Business resiliency
- Business profile and a vision for the future

Our objective: Facilitate collaborative learning and networking to improve environmental performance, resiliency and value creation — benefiting businesses, their customers and the communities they serve.
Environmental Management Systems

- Set of processes and practices that enable an organization to reduce its environmental impacts and increase its operating efficiency using risk-based assessment of issues.
  - 1. Environmental Commitment and Policy Statement
  - 2. Planning (Plan)
  - 3. Implementation (Do)
  - 4. Evaluation (Check and Correct)
  - 5. Review (Act)
Agriculture is sustainable when it:

- Feeds and nourishes people
- Restores and protects the land, air, water and other species on our planet (across the full product lifecycle)
- Is resilient to and helps mitigate climate change
- Is valued by the market and policy makers equal to the discrete and public services provided by producers, processors, distributors and retailers
Sustainability Marketing — The Big Picture

Understanding and responding to evolving trends in customer sentiment and demand for sustainable goods and services — profiling two recent marketing studies

• “Healthy & Sustainable Living: A Global Consumer Insights Project,” GlobeScan

• “Five Human Aspirations,” GlobeScan / BBMC
Healthy & Sustainable Living
A Global Consumer Insights Project
Why Now and How

Source: “Healthy & Sustainable Living - A Global Consumer Insights Project,”
The environment, climate change, and resource depletion are top concerns for consumers

Seriousness of Global Problems, “Very Serious,” Average of 25 Countries, 2019

- Terrorism: 67
- Environment/pollution: 66
- Climate change / global warming: 62
- Corruption: 62
- Depletion of natural resources: 62
- Air pollution: 60
- Single-use plastic waste: 60
- Extreme poverty: 58
- Shortages of fresh water: 58
- Loss of biodiversity: 56
- Human rights abuses: 55
- Not enough food to feed people: 54
- Gap between rich and poor: 52
- Spread of human diseases: 50
- Mental health problems: 40
- Unequal treatment of women: 40
- State of global economy: 36
- Transnational migration: 28

T1. For each of the following possible global problems, please indicate if you see it as a very serious, somewhat serious, not very serious or not at all serious problem.
Young people are more anxious and guilty about environmental impact; their brand loyalty is motivated by being part of larger movement and positive impact.

By Age, Average of 25 Countries, 2019

<table>
<thead>
<tr>
<th>Frequency of Feeling Stressed or Anxious</th>
<th>Feel Guilty about Negative Impact on the Environment</th>
<th>Brand Loyalty Motivated by Being Part of Movement Bigger than Myself</th>
<th>Brand Loyalty Motivated by Making Positive Impact in Community/World</th>
</tr>
</thead>
<tbody>
<tr>
<td>All of the time</td>
<td>Strongly agree</td>
<td>A great deal</td>
<td>A great deal</td>
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<tr>
<td>Most of the time</td>
<td>Somewhat agree</td>
<td>A fair amount</td>
<td>A fair amount</td>
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<td>Total</td>
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<td>Gen z (18-24)</td>
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<td>Millenial (25-44)</td>
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<td>Gen X (45-54)</td>
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<td>Baby Boomers+ (55+)</td>
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</tbody>
</table>

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Consumers say eliminating harmful components and making products more durable are key enablers for healthier and more sustainable living

Helpfulness of Actions to Enable Healthy and Sustainable Living, “Very Helpful,” All Sectors, Average of 25 Countries, 2019

<table>
<thead>
<tr>
<th>Action</th>
<th>Products/services</th>
<th>Operations</th>
<th>Communications/advocacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eliminating harmful ingredients</td>
<td>45</td>
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<tr>
<td>Products/services that last a long time</td>
<td>44</td>
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<td>Reducing impacts on climate change</td>
<td>42</td>
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<tr>
<td>Protecting privacy of personal data</td>
<td>42</td>
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<tr>
<td>Reducing negative environmental impacts</td>
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<tr>
<td>Affordable products/services</td>
<td>41</td>
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<td>Investing in science/R&amp;D</td>
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<tr>
<td>Same price for socially/environmentally friendly products</td>
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<tr>
<td>Open about impacts of products/services</td>
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<td>No energy/materials wasted in operations</td>
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<td>Treating employees fairly</td>
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<td>Advocating for better policies/behaviors</td>
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<tr>
<td>Informing on living in environmentally friendly way</td>
<td>33</td>
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<tr>
<td>Informing on how to live healthier</td>
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<tr>
<td>Third-party certification</td>
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</table>

Q17. Now I would like to ask you how [INSERT SECTOR] can help you live in ways that are good for you, good for other people, and good for the environment. Please rate each of the following actions as very helpful, somewhat helpful, a little helpful, not very helpful, or not at all helpful...
Consumer Segmentation
Average of 25 Countries, 2019

- **Practicals**: 45%
  - Higher consumerism
  - Less Social/environmental concern
- **Aspirationalns**: 33%
  - Healthy and sustainable lifestyle higher priority
  - Sustainable Living
- **Advocates**: 22%
  - Lower consumerism
  - More Social/environmental concern

Healthy & Sustainable Living
A Global Consumer Insights Project
“In the Age of Uncertainty, how might we create brands of enduring value that are relevant to a new generation and resilient for a new world? BBMG and GlobeScan’s global trends report, “Five Human Aspirations and the Future of Brands,” reveals a profound marketplace shift toward authenticity, wellbeing, sustainability and social purpose.”
Business Resiliency and Emergency Preparedness

- Anticipating and planning for disruptions
- Local sourcing and relationship building
- Business resiliency to bolster community resiliency
  - Short term responses
  - Long term changes in supply and demand
Recommended Readings

The Biggest Little Farm (2018)

PG | 1h 31min | Documentary | 10 May 2019 (USA)

“Growing with the Grain”
Oceans 8 Films
https://vimeo.com/296019941
Thank you!

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