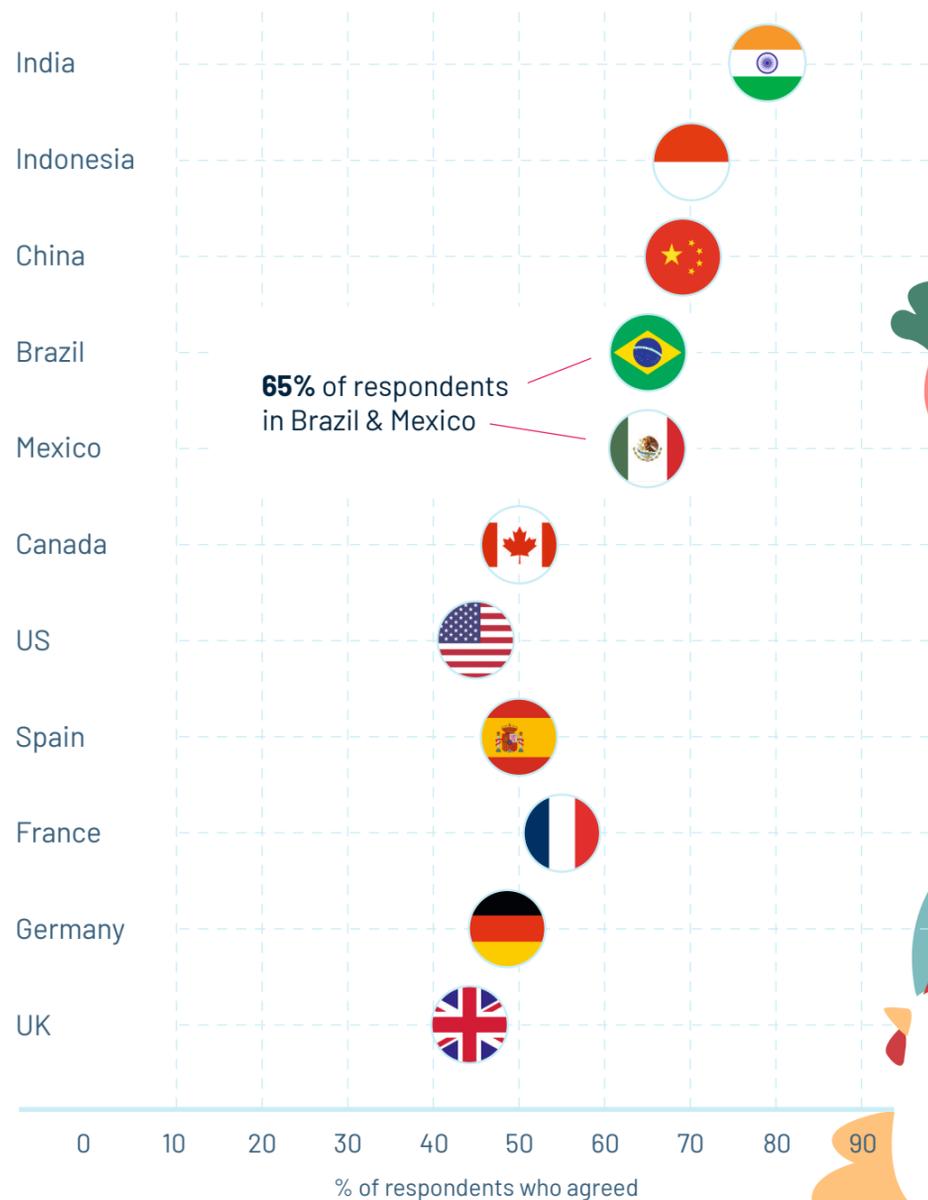


# THE CONSUMER DEMAND FOR TRACEABILITY & TRANSPARENCY

**Back to the Roots** is #7 in Innova's Top 10 Trends for 2022. It reflects the value that consumers are placing on the functionality, freshness and authenticity of local food. **Transparency** is a top consideration when it comes to food values and this feeds into other concerns e.g., the environment, community, ethics and traditions.

## Consumers in emerging markets are more likely to check product labels

How much do you agree with the following statement?  
*"I always look at the ingredient list of the product I buy"*



## Local = Fresh

Fresh and local are closely linked;  
 fresh foods are the most important local purchase.



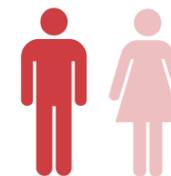
+11.9%



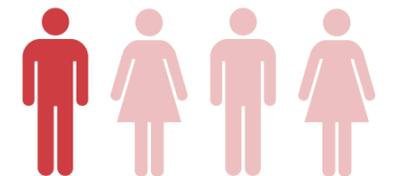
Launches of products carrying a **"local/locally produced"** claim are emerging by +11.9%

(CAGR, Latin America 2017-2021)

fresh food



local produce



Almost half of consumers are happy to pay more for fresh food, while more than 1 in 4 would pay more for local produce.



+9.7%  
 Environmental claims



+1.4%  
 Total Food & Beverages launches

Launches of products carrying **environmental claims** are growing much faster (+9.7%) than total food and beverage launches (+1.4%)

(CAGR, Latin America 2017-2021)