Introducing the Nutrient Density Alliance White Paper

Discover the business case for engaging consumers on Regenerative Agriculture and how brands can integrate nutrient density for top-line growth.
Agenda

What is the Nutrient Density Alliance?
The White Paper & What it Tackles
Where’s the Science?
Macro Trends: Food Is Medicine
Existing & Future Consumer Demand
RA Brands Engaging on Nutrition to Unlock Demand
Consumers are purchasing for taste, health, quality, and nutrition.

Meanwhile, the Regenerative Agriculture movement at large has forgotten to engage consumers about how Regen Ag drives taste, health, quality and nutrition.

We looked at this gap and said, “let’s fix that...”
The link between soil and nutrition is clear.

Contributing Members
The Regenerative Agriculture movement has now fully arrived across multiple paradigms of agriculture. It needs to be entrenched as deeply as possible within the food system in order to drive the broadest possible transformation of existing systems. Consumer demand is critical to that effort.
ENGAGING CONSUMERS ON REGENERATIVE AGRICULTURE
How Brands Can Integrate Nutrient Density for Top-line Growth

We Tackle Three Big Things

How to use existing food system processes to bring regenerative nutrition to consumers

Regen brands are not aware of deep consumer interest in this topic

The N/O/RA communities are largely unaware of the link between soil health and nutrition

The opportunity for farmers and food company leaders to highlight the relationship between soil health and nutrient density can inspire a profound shift towards a food system that nourishes both people and the planet.

This comprehensive paper provides practical strategies for quantifying and messaging the measurable nutritional benefits stemming from Regenerative Agriculture practices.
We Know Enough to Act...
“Nutrient-deficient soils will produce nutrient-deficient plants, ultimately causing people suffering with nutrient deficiencies.”

“The chronic lack of micronutrients derived from nutrient deficient soils and crops cause severe and invisible health problems known as hidden hunger, which affects more than 2 billion people in the world.”

UN FAO Calling Attention Since 2015: Depleted Soils = Depleted Nutrition
What is Hidden Hunger?

"When the quality of food that people eat does not meet their nutrient requirements. The food is deficient in micronutrients such as vitamins and minerals."
Want to Dig In? Here’s More...

2022

10+ Pages of References from peer reviewed science

2021

24+ Page Bibliography of peer reviewed science spanning 2002-2021

Nutritional Benefits of Humane Farming

https://www.regenerativehealthcoalition.com/database/categories/nutrient-density

Updated Constantly
“Poor nutrition is the leading driver of death and disability in the United States, including from heart disease, stroke, type 2 diabetes, obesity, hypertension, and some cancers, and has staggering costs to society.”

“The economic costs of suboptimal diets due to health care spending and lost productivity are estimated at $1.1 trillion each year — equaling the economic output of the entire food sector.”

According to SPINS, 66% of Americans now choosing products based on personal health needs.
Consumers are Highly Interested in Nutrition & Understand the link between soil, climate and their own health.

**2020:** the Organic Consumer (82% of households) said Soil Health was a unifying factor in their purchase intention across the drivers of better flavor, better nutrition and better ecology.

**2022:** 64% of consumers wish companies would respond faster to their changing needs. 88% of executives think their customers are changing faster than their business can keep up.

**2023:** Younger generations focus more on sustainability solutions than their older shoppers, suggesting that these topics are going to remain top priorities for decades to come.

**2023:** Consumers are also increasingly associating healthy eating with sustainability. Half of respondents indicated that nutritious food is also more sustainable for the planet, and 65% believe that environmental factors cause negative health impacts.

**2023:** Gen Z has embraced the idea that more intentional production methods lead to foods and beverages that are not only healthier and tastier, but better for the community and the planet.

**2023:** Personalized sustainability: 36% believe that animals raised humanely are healthier to eat and 24% believe they taste better. *Companies should focus on highlighting the personal benefits that consumers gain from sustainability initiatives: like health, nutrition, taste, or quality of life.*

**2024:** 86% of Younger Natural Shoppers, 78% of Older Natural Shoppers, and 45% of Conventional Shoppers believe that organic and regenerative farming can help improve the nutrient density of our foods.

Nutrient Density is *the* Regen Ag Shortcut to Consumer Demand
The White Paper Outlines how Regen Ag offers clear consumer-centric narratives for brands based on:

- Taste
- Health
- Quality
- Nutrition
Who Is the Natural Shopper in 2024?

Signs point to a more holistic paradigm of sustainability, integrity and health in our food system

A RESEARCH REPORT FROM THE NON-GMO PROJECT
What is “natural”?

People are innately aware that food comes from nature, and the more “direct” the pathway of production and distribution, the better it is for the body.

“I believe the health of the soil impacts the nutrition in my food and my health”

“The quality of the food we eat is a critical factor in our health and wellness”
**“Nutrition” Interest vs. Knowledge**

Table 14. How would you rate your knowledge of the topics below? SCALE IS: extremely knowledgeable, very knowledgeable, somewhat knowledgeable, not knowledgeable at all. How would you rate your interest/curiosity in the topics below? SCALE IS: very interested / curious, somewhat interested / curious, not interested / curious.

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<th>Interest in Topic</th>
<th>Knowledgeable about Topic</th>
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<td><strong>Total</strong></td>
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<td><strong>Gen Z</strong></td>
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<td>56%</td>
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<td><strong>Gen X</strong></td>
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<tr>
<td><strong>Boomers</strong></td>
<td>89%</td>
<td>39%</td>
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Table 15. How would you rate your knowledge of the topics below? SCALE IS: extremely knowledgeable, very knowledgeable, somewhat knowledgeable, not knowledgeable at all. How would you rate your interest/curiosity in the topics below? SCALE IS: very interested / curious, somewhat interested / curious, not interested / curious.

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<th>Interest in Topic</th>
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<tbody>
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<td>Gen Z</td>
<td>78%</td>
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<td>Gen X</td>
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<td>Boomers</td>
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Nutrition vs. nutrient density opportunities

1. Learn more about nutrient density
2. Offer accessible education to shoppers
3. Formulate more nutrient dense foods
4. Promote nutrient density as a meaningful new attribute

The natural products industry is uniquely positioned to provide the natural shopper with innovative product formulations and regenerative ingredient sourcing.
We define Regenerative Agriculture broadly, but strongly urge companies to have third-party validation, like an on-pack certification.

Field-level measurements are a critical step.

Determine if segregated volume is possible, and whether it drives a different nutritional outcome that would meaningfully engage consumers.

Use the existing ingredient specification and certificate of analysis process, with a representative sampling plan to enable NLEA side-panel outcomes.

This is in place of secondary USDA data.
Pivotal department leaders need tools to provide the internal business case.

Marketing, Quality, Nutrition, Regulatory, Legal are key enablers.

Marketers may be shying away from talking about complicated soil science.

Quality & Regulatory wants specific processes and validation to enable consumer messaging.
White Paper: Breaking Down Barriers & Referencing Key Resources
18. FAQs

How can a company determine whether an ingredient has a positive nutrition outcome from its Regenerative Agriculture program?

It is recommended to pull random samples from a representative regenerative supply and conduct supplemental nutritional testing that matches the specification and certificate of analysis requirements for the ingredient in conventional systems. If it is determined that there is a reasonable difference in the nutritional outcome, the next step is to decide whether representative testing through the segregated supply would drive a meaningful and relevant impact for Nutrition Fact Panel calculations. Check the Representative Sampling Protocol Guidance on page 24, and use the checklist on page 25 to help determine further steps.

Why is segregation of Regenerative Ingredients recommended to enable messaging around better nutrition outcomes on a product?

Managing our pack comes with regulatory guidelines, especially when ingredients are made from the natural and consistent of a food. As this area includes oversight from the FDA, USDA, and FTC, it is important to ensure that a product is being based on specific outcomes for which the company has formulated. Nutritional planning, labeling review, and research on a company website or platform by companies to ensure sufficient research on nutrient density is different from making statements about the actual nutritional content of its products. Segregation of ingredients is an option for those companies messaging on specific outcomes or integrating through validated process changes on the Nutrition Fact Panel.

What tests should be conducted?

In short, what can be measured for a Nutrition Facts Panel, the same tests as above, segregated into regenerative ingredients. The recommendation is to focus on what is most meaningful for the company consumer target and its purchase intention with the brand and where the consumer has already been taught to view a benefit for place a purchase on itself that nutritional outcome. Either help by an ISO/IEC 17025 accredited laboratory or by getting partners to help determine how these consumers can impact a Nutrition Facts Panel or messaging plan. A list of ISO accredited laboratories has been included within the report for convenience.

What type of laboratory should be used?

The recommendation is to use an ISO/IEC 17025 Accredited laboratory within the parameters sufficiently applied, and for lab laboratories USDA and FDA requirements for post-labeling, specification confirmation, and regulatory requirements for messaging and claims. See more details on page 35.
Q&A
What We’re Tackling Next

**Next Member Meetings:**
Hearing from Labs and Brands that have completed nutrient density testing on their regeneratively grown ingredients.

**Regulatory Guidance:**
Tackling the animal protein space with USDA regulatory guidance alongside a consortium of interested members and entities (dairy, egg, poultry, beef brands and industry groups).

**Funding Needed:**
Seeking philanthropic funding for regen-wide nutrient density testing and to work toward standardized industry metrics.

**Education:**
Engaging all stakeholders across the food and agriculture industries about the importance of nutrient density tied to Regen Ag and consumer demand.
Want to join us?

Nutrient Density Alliance  Reach out!

info@nutrientdensityalliance.org