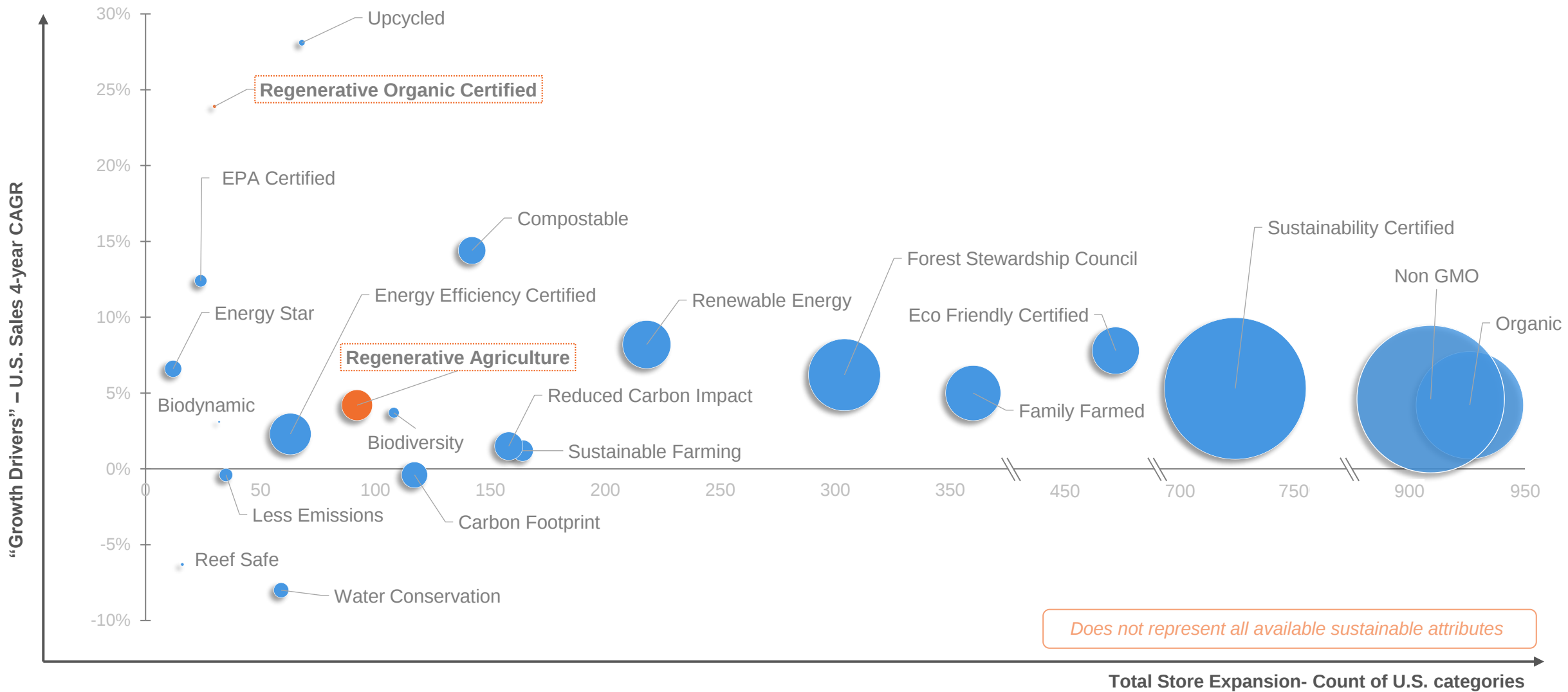


Climate Day Regenerative Agriculture

Sherry Frey, VP Total Wellness/Product Insights
sherry.frey@nielseniq.com

NIQ

CPG industry increasingly giving consumers information on environmental practices



Bubble size denotes total sales in L52 week All attributes represent claims STATED on package unless indicated by an * symbol
Source: NIQ Retail Measurement Services, NIQ Product Insight—powered by Label Insight, Total US xAOC ; Total Store; Count of categories, 4-year \$ CAGR; 52 weeks ending January 25, 2025

Consumer attitudes and behaviors around the environment is shifting

Today, regenerative agriculture indexes highest with Green inDeed, most genuinely active consumers

