



# Sustainability Claims & Real-Life Purchase Decisions



Find out what consumers really choose vs. what they say about sustainability, in a can't-miss proprietary study:

## The Role of Sustainability in Consumer Purchase Decision Making



### What consumers say vs. what they choose

The study used **choice analysis**, putting respondents in front of a virtual shelf to observe their actual behavior vs. asking how they would behave.

**How do consumers' declarations about sustainability claims stand up? The results show that certain environmental sustainability claims drive consumer purchase decisions.**



**Sustainability claims have a strong impact on actual consumer purchase decisions vs. their stated importance.<sup>1</sup>**



### Not all claims are created equal

*Sustainability claims drive differentiation.*

#### What can sustainability do for your brand?

- ▶ Sustainability claims impact actual purchase decisions
- ▶ Sourcing claims are the most impactful

**Contact ADM for more details on sustainable sourcing claims that can differentiate your brand.**



The research shows:<sup>1</sup>

**On-pack sourcing claims make products stand out & impact purchase decisions**



**Sourcing claims related to sustainability perform best**



**Pairing a strong sustainability claim & a benefit-driven claim broadens consumer appeal**



### Responsibly sourced and uniquely positioned

*You can rely on our sustainability expertise and insights to help you deliver effective consumer-facing messaging and product claims.*

ADM is uniquely positioned to help reduce your brand's environmental footprint with a comprehensive approach to sustainable sourcing programs across every step of the flour value chain:



#### Achieve Your Goals and Enhance Your Brand

Reach your responsible sourcing and environmental impact goals when you partner with ADM programs that support regenerative agriculture.

**Bring differentiated products to market with insights and on-pack sustainable sourcing claims that align your brand with premium quality and better-for-you perceptions.**

**Contact Us Today**  
[milling@adm.com](mailto:milling@adm.com)

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