

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



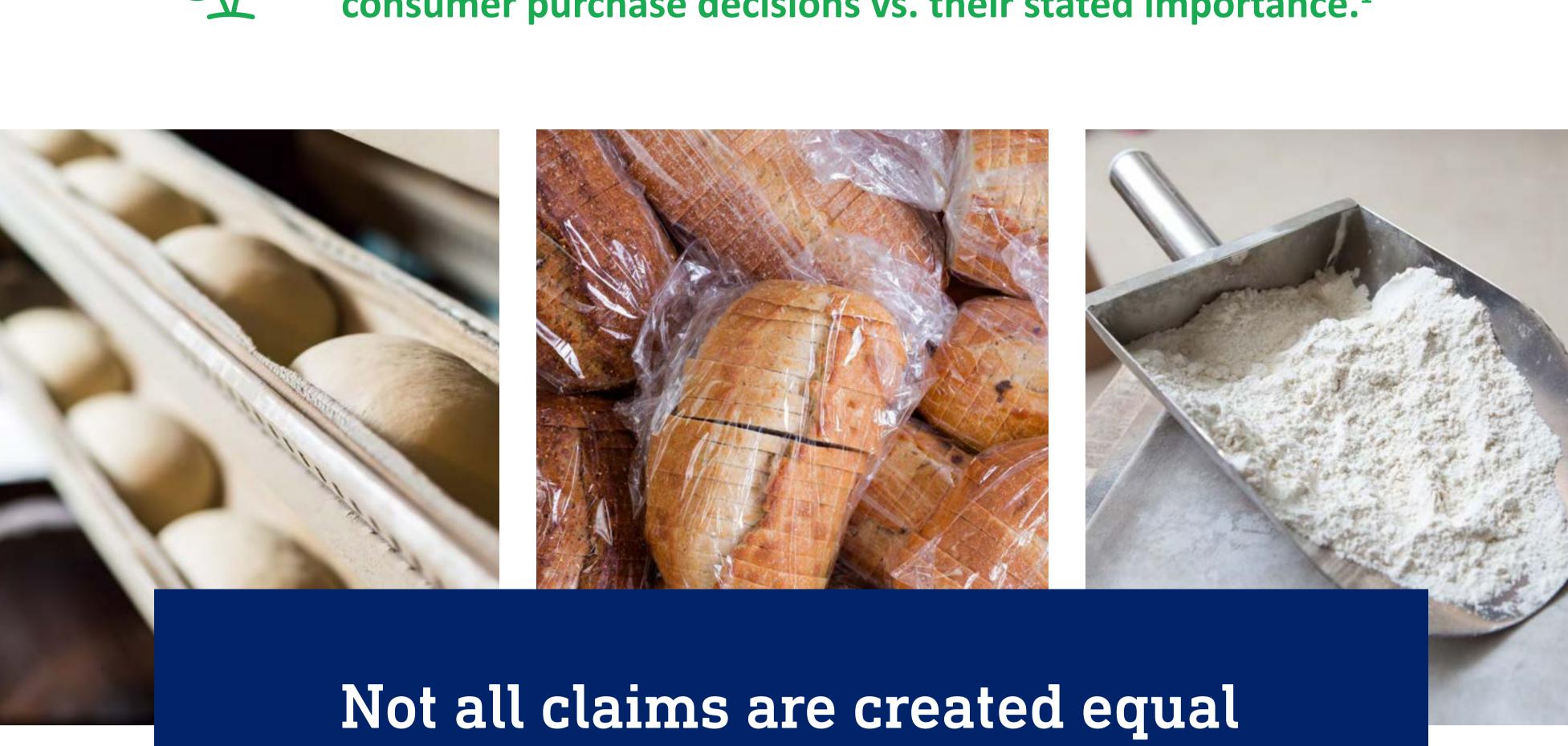
What consumers say vs. what they choose

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.1



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.



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



Responsibly

related to sustainability perform best

Sourcing claims

The research shows:1

Sourced From Regenerative Agriculture

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

> Sustainably Sourced + Good **Source of Vitamins**



step of the flour value chain:

ADM is uniquely positioned to help reduce your brand's environmental footprint

with a comprehensive approach to sustainable sourcing programs across every



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.

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REGULATORY/LEGISLATIVE REQUIREMENTS OF THE COUNTRY IN WHICH THE FINAL PRODUCTS ARE OFFERED FOR SALE.

SOURCE: ¹ADM Outside VoiceSM Study, The Role of Sustainability in

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