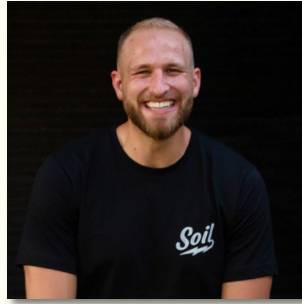


STRENGTHENING THE CASE FOR REGENERATIVE AGRICULTURE: EMERGING OPPORTUNITIES IN NUTRIENT DENSITY, CONSUMER ENGAGEMENT, AND BIODIVERSITY



Anthony Corsaro
Regen Brands
Moderator



Eric Smith
Edacious



Carolyn Gahn
Applegate



Sherry Frey
NIQ



Building the business case since 2021



Hypothesis:

Consumers are interested in purchasing a hot dog that has a positive environmental impact



Conclusion:

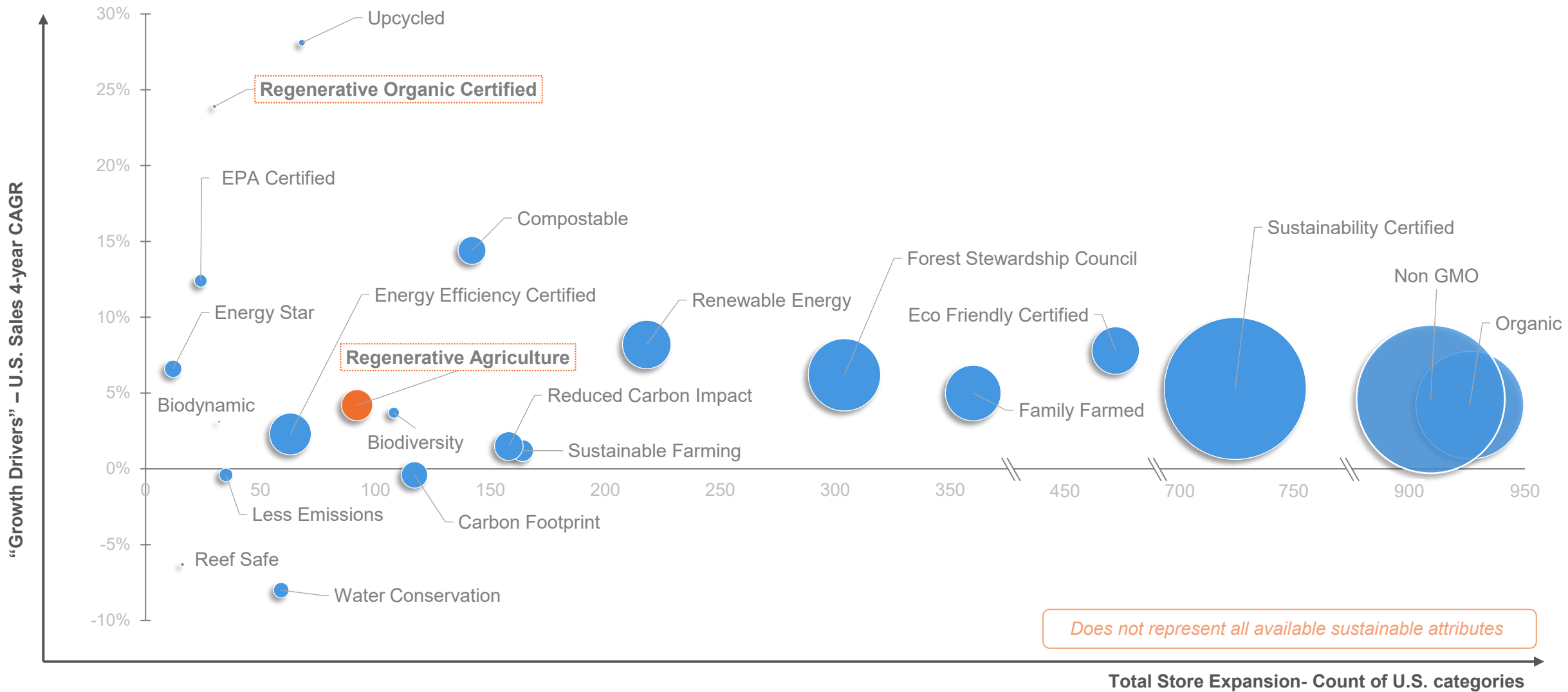
Consumers consider the environmental benefit nice to have but they want more personal health benefits too – and the link between healthy soil and healthy food is not yet clear to them

Climate Day Regenerative Agriculture

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

NIQ

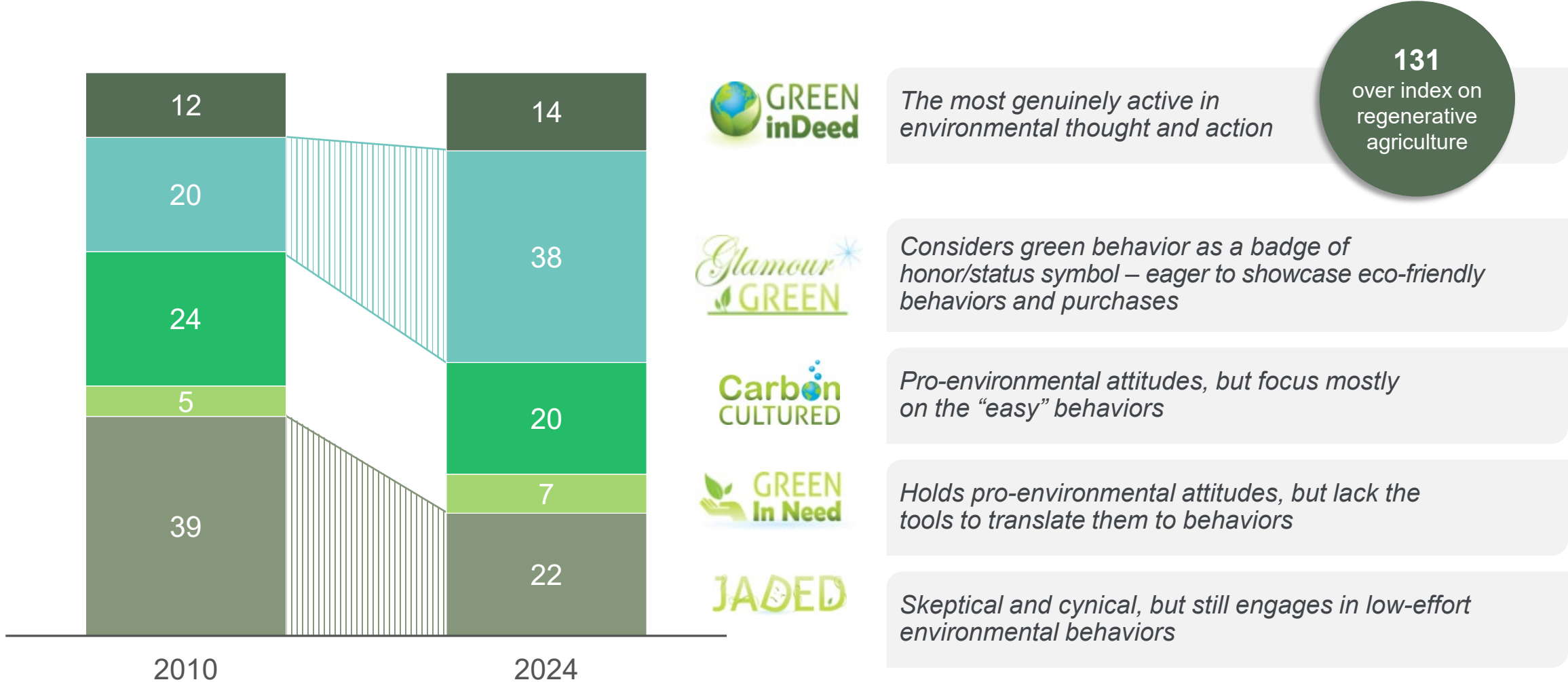
CPG industry increasingly giving consumers information on environmental practices



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



NielsenIQ Annual Green Gauge® Report
Consumer Life Global 2024 and previous (US filter)