



**FUTURE GREEN**



# OUR FOOD, OUR FUTURE:

**Catalysing Sustainable Food  
Transformation in Asia  
with a Systems Lens**

**A Future Green Position Paper**

**APRIL 2023**

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# THE SUSTAINABLE FOOD MOVEMENT TAKES HOLD IN ASIA

From farm to fork, our global food system is going through a fundamental shift right now as it faces the various and unfolding social, economic, political and environmental crises happening across the world.

YOU CAN USE THE **EDIE JARGON BUSTER** TO GET TO GRIPS WITH SUSTAINABLE FOOD TERMINOLOGY AND CONCEPTS!



From farm to fork, the food we eat is being transformed by disruptive trends and escalating global challenges. From geopolitical turmoil, global economic volatility to climate change, ongoing health crises and globalisation of food markets, the viability of agricultural production and the functioning of food supply chains are now hanging in the balance. This increasing pressure on our global food system is taking its toll as businesses and consumers worldwide have already started to feel the effects of price hikes, food and labour shortages, and distribution problems.<sup>1</sup>

In the wake of these crises, a global sustainable food movement has started to gain traction across different regions of the world, including Asia, which is the regional focus of this paper. Not only are we seeing an increase in spending on sustainable food in these regions - e.g. in Asia spending on sustainable food is growing and expected to surpass US\$2 trillion by 2030<sup>2</sup> - but we are also seeing that consumer preferences are changing quickly, particularly among the middle class, which is being driven by greater health consciousness and environmental awareness. Governments are also raising and enforcing food sustainability standards through new laws and regulations.<sup>3</sup> As one of the world's biggest industries<sup>4</sup>, the food and beverage sector (also known as the F&B sector) faces the urgent task of balancing its business needs with planetary and human well-being.

The F&B industry is already a key player in the global drive for greater sustainability. For example, the market for sustainable foods has expanded enormously over the last decade, including in Asia.<sup>5</sup> However, there are still many companies in this sector which lack the expertise to create a credible, measurable and holistic sustainability programme - and this is where **Future Green**, a leading food sustainability consultancy, based in Hong Kong, aims to help organisations across Asia.

Future Green enables any food company to make its business greener, less polluting and more restorative by designing action-oriented strategies that are fit for purpose. We are in the business of change and are excited to help you kickstart and deepen your food sustainability transformation. In this paper, we explore how businesses and organisations in Asia can seize new and emerging opportunities to build a more sustainable and resilient food system. In particular, we draw on ideas and actions discussed at Hong Kong's first food systems transformation UnConference, hosted by Future Green in February 2023 (see Box 1 following).

## BOX 1

# Our Food Our Future UnConference

Leading discussions around a transition to sustainable diets in Asia

By bringing together over 100 changemakers from across the food supply chain – from food manufacturers and retailers to hospitality and corporates, alongside nonprofits and public sector – the UnConference explored how different organisations can contribute to a regenerative food system and reinforced how Future Green is well positioned to lead this transformation. Co-designed with strategic partner MAKE Studios and facilitated by Rupert Hetherton & team, our February 2023 UnConference was the first of its kind on this theme using a systems lens. Our special guest speakers were: Deepanker Khosla, chef and co-owner of Haoma in Bangkok; Katie Chick from the University of Hong Kong; Madhumitha Ardhnari from Forum for the Future; Mark Driscoll of Tasting the Future; and Kamal Seth from WWF.

The purpose was to gain insights by thinking together about how each of our organisations can contribute to a regenerative food system, so that we can all start taking steps toward making sustainable food systems transformation a reality. We explored how businesses can be part of a just transition to healthy and sustainable diets, and how this problem requires a whole-system approach. We collectively generated over 100 ideas that could make a difference.

This UnConference was just the beginning. We're continuing the conversation and building on the ideas that were shared. To keep our community engaged, we launched an online [Skool Community on Food Systems Transformation](#), where you can find resources, ask questions and continue the conversation.

**“The highlight was definitely to be connected with so many like-minded people from very diverse industries, to get their take on sustainability and listen to their keen interest. With Future Green as a partner, you will get some of the best advice in Hong Kong on food sustainability.”**



**RICHARD EKKEBUS**  
CULINARY DIRECTOR OF THE LANDMARK MANDARIN ORIENTAL HONG KONG  
AND PRESIDENT OF FUTURE GREEN







# DIGGING DEEPER INTO OUR CURRENT FOOD SYSTEM AND ITS COMPLEXITIES



The global food system has never been more interconnected and complex. Over the past fifty years agricultural production has intensified, shifting from localised farming systems to a more industrialised and globalised system.



This has mainly been due to an increased use of mechanisation, chemical inputs, enhanced technologies including digital, as well as genetic modification. While this transformation can be credited with increasing the efficiency and volume of global food production, with that great acceleration has come trade-offs and new challenges.

Today, our global food system has become one of the single largest drivers of climate change, ecosystem degradation, biodiversity loss and water scarcity.<sup>6</sup> The way our food is currently produced and distributed also contributes to deepening issues of inequity, which hampers progress towards ensuring that all people are well-nourished.

For example, the inability to access food due to poverty and the low wages paid to agricultural workers are key drivers of food insecurity and social inequality today.<sup>7</sup>

Recent world events such as the Covid-19 pandemic and the war in Ukraine further highlight how susceptible our current food systems are to disruption, with the impacts on food, water, material and energy resources felt everywhere.

Box 2 following looks at some of the most major disruptions that have happened to the food and beverage sector in Asia.



## MESSAGE FROM FUTURE GREEN'S CEO AND FOUNDER

**“Food systems transformation is everyone’s responsibility and the time has never been riper to make a shift towards greater sustainability.**

We all eat food and we can all influence eating habits – from employers, manufacturers, retailers, tenants, schools and corporations – there is a clear role for everyone to educate and bring about broader systemic change.

Today we see increasing opportunities for innovation and technology to drive this transformation, by making sustainability more accessible and normalised. Block chain is improving the traceability of seafood, weather apps can support farmers to mitigate risks, government subsidies increase the purchase of healthier ingredients and social media is influencing sustainable food choices.

We also see huge potential in workshopping to bring out a diversity of perspectives that feed into cross-sector collaboration. Only by working together will we gain the momentum required to make sustainable food a reality at scale.”

**HEIDI YU SPURRELL**  
CEO AND FOUNDER OF FUTURE GREEN



## BOX 2

# Recent disruptions to the food and beverage sector in Asia

- The Food & Beverage (F&B) industry in Asia suffered a dramatic downturn during the pandemic, and was one of the worst-hit sectors in Asia Pacific.<sup>8</sup> In 2020 alone, the organised food service market shrank by 25% to 30%. Across countries, sales plunged, job losses hit new records and permanent store closures reached more than 20 percent.<sup>9</sup>
- Covid-19 prevention measures left restaurants across the Asian region at a standstill and at risk of closure. Hong Kong was one of the Asian cities with the toughest Covid restrictions, and over 1,200 restaurants temporarily suspended their operations to cut costs while over 300 faced permanent closure during the peak of the pandemic.<sup>10</sup>
- For over ten years, environmental trends have been causing significant financial repercussions for the food and beverage industry in Asia.<sup>11</sup> For example, drought during the 2009 monsoon season in India caused sugar prices to reach a 28-year high.<sup>12</sup> The edible oils, starches and sugar sub-sectors are expected to be most susceptible to agricultural price hikes, while aquaculture, poultry and dairy will be more vulnerable to disease and contamination.
- The war in Ukraine triggered a chain reaction of food shortages and price inflation in Asia - as oil prices skyrocketed, export bans on food grains and fertilisers destined for Asia led to price hikes in commodities such as sunflower and palm oil.<sup>13</sup>



# PREPARING FOR WHAT'S NEXT

**In more recent years, global food systems have been forced to adapt to the aforementioned trends and crises at a faster pace, bringing a fresh drive to the food sustainability movement and providing fertile ground for innovation and growth.**

Public concern for environmental and health issues has never been higher, reflected by significant growth in the markets for ethical and sustainable-certified products, plant-based and locally-produced foods, as well as alternatives to plastic packaging.<sup>14</sup>

New laws for sustainable food systems are either under development - such as in the EU<sup>15</sup> - or have already been enacted in pioneering countries like Japan.<sup>16</sup>

These shifts are putting existing and conventional business models under pressure and consequently requires producers, distributors, manufacturers, retailers and the foodservice to plan ahead to integrate more sustainable pathways into decision-making processes.

Box 3 details some of the megatrends which are driving food sustainability across Asia.

## BOX 3

# Megatrends driving food sustainability in Asia

### Responsible sourcing.

For food and beverage businesses to become more sustainable, they have to start at the beginning of the supply chain. That's because responsible sourcing of ingredients and raw materials is one of the most critical pillars of a solid sustainability initiative. Considerations include the carbon footprint of food products, social impacts such as worker conditions, public health risks such as antibiotic overuse, and environmental hazards such as deforestation.

Combined with tightening regulations, consumer demand for greater transparency and traceability is leading to a resurgence of local and seasonal, organic and agroecological produce, as well as regenerative agriculture practices. As a key supplier to the world's food markets, businesses in Asia must adapt to this new reality by embedding and reporting on responsible sourcing as a critical step towards greater sustainability.

### Reducing food waste & packaging waste.

Asia is experiencing a food waste and packaging waste crisis, with the region accounting for more than half of the world's disposed food. Just three countries - China, Japan and South Korea - combine to make up over a quarter (28%) of the world's wasted food.<sup>17</sup> Meanwhile, Southeast Asia has emerged as a hotspot for plastic pollution, with half of the top 10 countries contributing to plastic leakage to rivers and seas located here.<sup>18</sup>

Reducing food waste and packaging waste has enormous environmental and social benefits and can also help businesses to save money.<sup>19</sup> Initiatives to donate or sell food surplus enable the food industry to routinely turn a typical loss on food waste into a profit and can have a positive social impact.<sup>20</sup> Increasingly, manufacturers are developing sustainable packaging with more recyclable or compostable plastic materials. Asia is a key producer of raw materials used for bioplastics - such as sugarcane and cellulose - and various countries like Thailand, Indonesia and Malaysia are already hustling into the market.<sup>21</sup>

### Towards healthier, plant-based diets.

Today Asian consumers - particularly those among the growing middle-class - prefer a greater proportion of eggs, dairy products, meat and seafood on their plates. Yet meeting these preferences would mean regional food production generates a much larger resources footprint, especially in terms of greenhouse gases and water use.<sup>22</sup> At the same time, the Asian market for vegan, plant-based and health foods is also growing.<sup>23</sup> The existing use of plant-based meat substitutes in local Asian cuisine, such as soy-based mock meat, tofu, and tempeh, is expected to accelerate the development of the plant-based alternatives industry in the region, perhaps more quickly than in other parts of the world.<sup>24</sup> If these new markets are supplied through responsibly sourced ingredients, Asia stands to benefit economically while at the same time restoring its depleted ecosystems.



**“Over 100 countries committed to transforming national food systems to more sustainable pathways after the 2021 UN Food Systems Summit.”<sup>25</sup>**

UNEP, 2022

The global megatrends influencing food markets in Asia are encouraging because they indicate that sustainability is high on the agenda of the different actors across the food system.

However, due to the scale and nature of the challenges we face, this transformation requires a whole-system approach, rather than quick-fix siloed solutions (see Box 4).

**Nothing short of large-scale and collaborative approaches that involve the myriad of different actors along the food chain will achieve a just transition towards healthy and sustainable diets.**

BOX 4

## World leaders adopt a systems approach to food sustainability<sup>26</sup>

Sweden, Japan, Canada, Finland and Austria are the world's top performers according to the 2021 Food Sustainability Index, with governments there having introduced targets, legislation and market-based instruments to achieve strong results in managing food loss and waste, as well as promoting uptake of sustainable agriculture and increasing access to affordable and nutritional food.

**“Efforts to tackle food sustainability sit alongside efforts to address key social and economic objectives such as human development, sustainable development, gender equality, health spending and support for innovation.”**

**MARTIN KOEHRING :**  
SENIOR MANAGER AT ECONOMIST IMPACT

**“We must take a systems perspective to change power dynamics within the food system and innovate business models to focus on the long term.”**

**MARK DRISCOLL**  
TASTING THE FUTURE, AT THE UNCONFERENCE





Source : Limewood Restaurant

**“A diet that includes more plant-based foods and fewer animal source foods is healthy, sustainable, and good for both people and planet.”**

**It is not a question of all or nothing, but rather small changes for a large and positive impact.”**

**EAT-LANCET COMMISSION** <sup>29</sup>

# SUSTAINABLE DIETS: THE ONLY WAY FORWARD

Considering the detrimental impacts of current food systems on public health and the environment, there is an urgent need to shift to sustainable diets. First coined by the FAO in 2010<sup>27</sup>, sustainable diets provide the nutrients we need in a way that respects our environment, without depleting natural resources. At the same time, sustainable diets support good health, are accessible and affordable for all people, and can be easily adapted to local food habits and cultures.

A burgeoning body of evidence shows that by transforming eating habits, increasing ecological food production and reducing food waste, we can feed our future global population a healthy diet without exceeding planetary boundaries.<sup>28</sup>

## HOW WE DEFINE FOOD SUSTAINABILITY

At Future Green we have developed a framework of key principles that we apply in supporting organisations on their change journeys (see diagram following). Building on our four years of work with foodservice and food retailers to support their shift towards sustainable procurement and operations, we are pleased to introduce our framework for sustainable food, which, we believe, is well-suited for the Asia Pacific region.

This guide is informed and inspired by our UnConference 2023, and represents a significant step forward in our efforts to promote sustainable practices that align with the SDGs and the Omni Action framework, a global initiative supported by over 600 organisations. Our framework offers a clear path for businesses to adopt sustainable food operations and will continue to serve as a valuable resource in the future.

Our clients include: Belu, Good BBQ, Landmark Mandarin Oriental, Ovolo, Pret A Manger, Spicebox Organics, Uma Nota and Waves Pacific.

**Enabling a shift towards sustainable diets entails a range of possible routes and actions, from revising national dietary guidelines<sup>30</sup> to diversifying the foods we sell, whether retailer, restaurant or school (see Box 5 following).**

## PROCUREMENT

- Support fair farming
- Embrace biodiversity
- Support animal welfare
- Source deforestation-free commodities
- Support healthy soils
- Source seafood responsibly
- Celebrate local & seasonal
- Plant-forward & less meat

## ENVIRONMENT

- Conserve water & energy
- Reduce food loss & waste
- Reduce Reuse & Recycle



## SOCIETY

- Uphold fair labour
- Maintain food safety
- Support the community
- Ensure access to nutrition



### BOX 5

## 2023 is the International Year of Millets: The importance of local grain

At the UnConference we were reminded by Mark Driscoll of Tasting the Future that, across the world, mainstream food suppliers have forgotten about indigenous plant-based proteins in favour of mass-market crops.

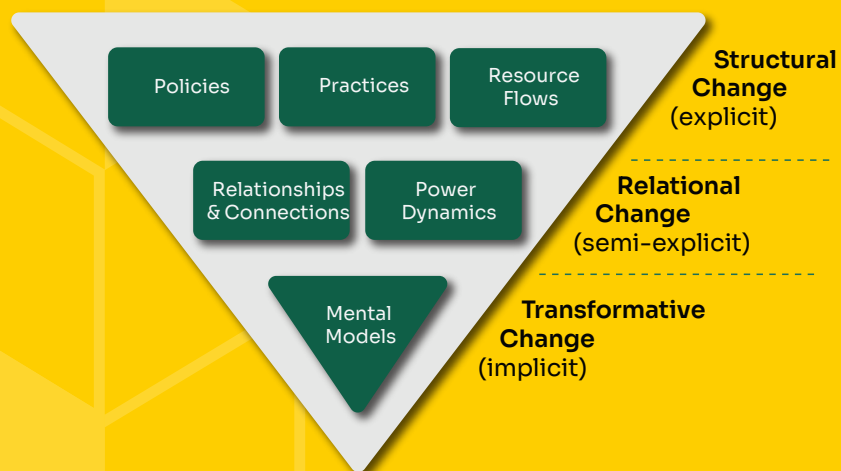
Millets, for example, are a source of high protein, fibre and antioxidants. Understanding the importance of reintroducing local grain, like Millet, can help chefs as well as food and beverage companies make more informed sourcing decisions that support sustainable diets.

# THE COMPLEXITIES OF SHIFTING TO SUSTAINABLE DIETS IN ASIA: HOW TO LEVERAGE CHANGE

The Asian transition towards sustainable food faces unique challenges and opportunities. Using learnings and insights gained at the UnConference, we used a systems approach to collectively explore leverage points in systems change (see diagram below).

This approach looks at policies and resources, power dynamics and relationships, as well as mindsets as levers towards understanding the current food system and identifying possible actions for change.

## Six Conditions of Systems Change



Source: 31. FSG (June 2018). The Waters of Systems Change

**“Wherever palm oil is used, it should be sustainably sourced. Eliminating deforestation and exploitation from supply chains and food systems is a must. Growers and smallholders need to be incentivised to produce palm oil sustainably.**

**We are looking forward to companies scaling up their efforts to use certified sustainable ingredients. We need to work collectively to increase demand for sustainable products, specifically in emerging markets.”**

**KAMAL SETH**

GLOBAL PALM OIL DIRECTOR FOR WWF AND BOARD MEMBER OF THE ROUNDTABLE ON SUSTAINABLE PALM OIL, AT THE UNCONFERENCE

Under “Policies”, we see how governments subsidise traditional livestock and incentivise short-term yields over long-term restorative farming. Under “Power Dynamics”, we reflected on how just a handful of multinational conglomerates own the world’s food brands and thus retain power over the rest of the value chain – from resources and infrastructure to prices and distribution. Under “Mental Models”, we observed how our subconscious mental blocks prevent us from pursuing radical experiments such as an urban farm restaurant, or adopting plant-based diets.

Using the Future Green Framework for Food Sustainability as a guide, UnConference guest speakers and participants explored solutions for different regional pain points – from over-dependence on food imports to low consumer knowledge about sustainable food options.

Hundreds of solution ideas were generated ranging from multi-stakeholder campaigns and programs to policies and procedures, showing the value of convening diverse perspectives for co-creation (see Annex 1).



## ADVISORY BOARD

**Richard Ekkebus** - Director of Culinary Operations and Food & Beverage, The Landmark Mandarin Oriental, Hong Kong

**Justine Kwok** - Chief Executive Officer, Flow Farm & Sanctuary

**Alistair Monument** - Conservation Impact Director, Asia Pacific at WWF

**Shane Osborn** - Chef, Arcane & Cornerstone

**Daisy Tam** - Associate Professor, Hong Kong Baptist University; Founder, Breadline & HKFoodWorks

**Reeta McGinn** - Director of Digital, Product & Experience at Aesop

**Sheldon Fonseca** - Culinary Director, Miramar Group Hong Kong

**Suzanne Storms** - 1st Assistant Professor/Programme Leader, Technological and Higher Education Institute of Hong Kong, VTC

**Peter Cornthwaite** - Former Chief Executive Officer, WWF Hong Kong

**Anita Cheng** - Culinary Consultant Chef Association

## Our vision

The future of business is green, we believe that transitioning to a genuinely sustainable business model is both good for the planet and profitability.

## Our mission

To enable any company to make its businesses greener, less polluting and more restorative by implementing best sustainability practices.

## Our values

As a purpose-led, B Corp-certified consultancy, we can help you build a 'green' competitive advantage by transforming your business from within.

**“Shifting our food systems may take decades, yet politicians who decide what we should and should not be growing, producing, selling and eating, change every few years.**

**The journey of food sustainability takes much longer to transition and requires a range of measures and strategies such as switching from conventional to organic production, introducing policies on recycling that impact food packaging, or sugary drinks taxes that impact on health.”**

**HEIDI YU SPURRELL**

**CEO AND FOUNDER OF FUTURE GREEN, AT THE UNCONFERENCE**

# HOW CAN BUSINESSES AND ORGANISATIONS SUPPORT THE TRANSITION TO SUSTAINABLE DIETS?

Any organisation or company that sells or serves food has an opportunity to facilitate the shift to sustainable diets - including companies with on-site catering, school canteens, landlords, etc.

Customers want health, product sustainability, ethics, and traceability, and with the right innovation and coordination, the industry can and needs to meet these shifting consumer preferences.

The F&B industry, specifically, must get creative with sustainability throughout its operations and proactively collaborate with other stakeholder groups. This starts with recognising the power that the industry has in sourcing decisions and customer education, to influence upstream and downstream.

As the hospitality sector is bouncing back post-pandemic, we see some fast-tracking sustainability initiatives and innovation as it adjusts to a new normal.

Businesses across Asia are revitalising the industry by bringing new concepts from food sustainability to nutritious and smart kitchen practices, to creating open and transparent supply chains, while innovating FoodTech solutions, as we saw at the UnConference in the [video presentation with KIN Food Halls](#).

“We need to shift our perspective to transition to a future-fit protein system.

We need to work with businesses one-to-one across the value chain.”

MADHU ARDHANARI

PRINCIPAL SUSTAINABILITY STRATEGIST, FORUM FOR THE FUTURE SINGAPORE, AT THE UNCONFERENCE





## Circular Systems in a Restaurant Setting

Having learned about aquaponics from Youtube, Deepanker Khosla, chef and co-owner of MICHELIN-starred Haoma in Bangkok, built a circular urban farm and fine dining experience in the heart of downtown, on his restaurant grounds.

Deepanker and his team created an urban farm on site, with a fish pond, “zero kilometre” dishes, as well as efforts toward zero waste and renewable energy.

Besides aspiring to a fully closed-loop operation, Haoma has also been a leader in hiring migrant workers and giving back to the community, delivering hundreds of meals for the homeless and others in need during the pandemic.

Recognising the guidance of the Future Green framework on Haoma’s path to sustainability, Deepanker’s message is that sustainable food and circular operations are absolutely possible and can be kick-started with a small investment, defying the notion that you need sophisticated resources to realise a sustainable vision.

**“The greatest threat to our planet is the belief that someone else will save it. I want to save the planet for myself, my wife, our future kids and my staff of 40 people – charity begins at home. Once we start doing this, we’ll make a greater impact.”**

**DEEPANKER KHOSLA AT THE UNCONFERENCE**



# FUTURE GREEN: ASIA'S GO-TO FOOD SUSTAINABILITY CONSULTANCY

**Future Green draws on unrivalled credibility and experience to support you on your sustainability journey.**

With over 20 years of expertise in the foodservice and retail industry, our team of global consultants boasts a diverse range of industry-specific experience and is supported by our eminent advisory board.

Based in Hong Kong, we are scaling our work in sustainable food systems across Asia by:

- Partnering with organisations working on similar issues in Hong Kong and across the region to share resources and expertise;
- Leveraging social media and digital platforms to reach a larger audience and engage more people;
- Developing a clear and compelling message about the importance of sustainable food systems, and using this to build a strong and engaged community of supporters who can amplify efforts.



# Future Green can help you bring food sustainability to life



## STRATEGY DEVELOPMENT

### Kick start your food sustainability journey

No matter where you are on your sustainability journey you can always kick start it with our quick-fire food sustainability 101 that helps your teams learn more about food sustainability issues and how to tackle them. To do this, our Future Green team will facilitate a Food Vision Sprint to help you align on and frame the sustainability focus areas pertinent to your business. We support you in designing a roadmap with identified challenges, prioritised solutions and an action-oriented strategy that moves your company to an advantageous position. See more on our strategic services [here](#).



Jardine Restaurant Group

**JARDINE RESTAURANT GROUP** operates over 900 outlets with more than 27,000 employees, making it one of the leading restaurant groups in Asia. We supported the group to develop its Sustainability Framework, including a review of existing sustainability policies, auditing over 200 Hong Kong outlets and supporting the Sustainability Council to align to their newly created strategy of 5 pillars.



## TRAINING

### Activating your Food Vision

Activating delivery of your organisation's sustainability goals might include upskilling teams to have the confidence to talk knowledgeably about sustainable food systems. Our CPD-certified courses can be readily adapted to your business. All our courses are Continuing Professional Development (CPD) certified. See more on our courses [here](#).



Pernod Ricard Asia

**PERNOD RICARD APAC** sought our support to achieve their global goal of training 10,000 bartenders by 2030 through the Bar World of Tomorrow, a sustainable bar training programme. From a set of static slides, we designed and delivered a CPD-certified interactive training programme for bartenders with experiential learning components. To scale the programme it was evolved into a remote Train the Trainer course and deployed across 11 territories.

**“Food Made Good Hong Kong (now Future Green) has been a dynamic partner in transforming our sustainability training for bartenders, The Bar World of Tomorrow, from e-learning into an interactive and localised in-person format.**

**Following successful pilot workshops in Hong Kong, we look forward to continuing our partnership as we expand the programme across Asia.”**

**HERMANCE DE LA BASTIDE,  
VICE PRESIDENT OF CORPORATE AFFAIRS, S&R AND  
COMMUNICATIONS PERNOD RICARD APAC**



## COMMUNICATIONS & MARKETING

### Telling the world about your sustainability journey

Start communicating progress so your teams and customers know what role you play in championing sustainable food systems. As your strategic partner, we can guide you through the complex food sustainability landscape, ensuring what you communicate is 100% clear and greenwash-free, to your team, partners and customers. Our communication and marketing services include:

- [sustainable procurement policy writing](#)
- [menu carbon labelling](#)
- [sustainable brand activation events](#)
- [content marketing with industry influencers](#)

See more on our website [here](#).



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## ANNEX I - SAMPLE PAIN POINTS AND SOLUTIONS TOWARDS GREATER FOOD SUSTAINABILITY IN ASIA

Pain Point	Solution	Target Groups
Resource-intensive production will be required to meet increasing demand for meat, fish and dairy among Asian consumers.	<p>Adopt sustainable and regenerative farming practices.</p> <p>Invest in and support research on precision agriculture, vertical farming, and aquaculture systems to improve production efficiency and reduce waste. These technologies can help optimise resource usage and reduce the environmental footprint of food production.</p> <p>Further develop and promote the alternative protein market in Asia. Encourage the consumption of plant-based proteins, such as legumes, nuts, and soy products, to reduce the demand for animal-based products. Additionally, explore the development and consumption of lab-grown meat, insect-based proteins, and algae-based proteins that have a lower environmental impact.</p>	Consumers, manufacturers, farmers
Over-dependence on imports to meet food needs in Hong Kong.	<p>Increase local production of food by 50% by 2050 (through policy change and urban farming) to lower carbon footprint, increase food security and food connection locally. To restore local agriculture and livelihoods, new farming models require investment, insurance and subsidies. There is room for innovation and tri-sector collaboration on this front.</p> <p>Implement initiatives to improve consumer education and awareness to grow demand for local and regional food.</p> <p>Develop government policies and regulations that support a strong local food security policy similar to <a href="#">Singapore's 30 by 30</a>.</p>	Farmers, government policy makers and consumers in Hong Kong
Palm oil production contributes 40-50% of GHG emissions from agricultural land use. Yet uptake of certified sustainable palm oil in Asia is limited.	<p>Advocate the switch to RSPO among multinationals, regional and domestic companies.</p> <p>Promote certification among producers and suppliers, down to the processing and factory level.</p>	Farmers and companies, especially those in top consuming markets of Indonesia, India and China.
People need to be inspired to make more sustainability-driven food choices as part of the shift to a sustainable lifestyle	Create public awareness campaigns to educate consumers about the environmental and health impacts of their food choices and promote the adoption of more sustainable diets. Encouraging a shift towards plant-based diets and a reduction in food waste can help alleviate pressure on resources. <a href="#">The Barilla Food Triangle</a> illustrates a win-win with this diet, for people and the planet.	Governments
Consumers don't know what healthy and sustainable foods to buy or where to buy them	Run campaigns through partnerships such as the one Future Green has designed with a landlord through a Tenant Engagement Programme. Partnerships are key to effectively and quickly reaching desired outcomes.	Governments, retailers, landlords
Low trust among consumers for products without third party sustainability certification; high certification costs.	Educate teams to talk to customers about the benefits of sustainable food choices and credible factors that make foods sustainable such as paying a minimum wage or local seafood that supports local livelihoods.	Retailers
The need to bolster public acceptance of plant-based protein alternatives.	Use clear communication with marketing teams and find the right kind of data to support these behaviour change initiatives such as the <a href="#">WRI Playbook</a> or the <a href="#">EAT Forum Commission</a> .	All

## ANNEX 2 - REFERENCES

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# GET IN TOUCH, WE'D LOVE TO HEAR FROM YOU!

No matter if you are a corporate serving hundreds of meals a day to teams in offices, or a foodservice or retailer, your next step is to create a Food Vision.

**Get in touch to learn how we can design one with you through our Sprints.**

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