



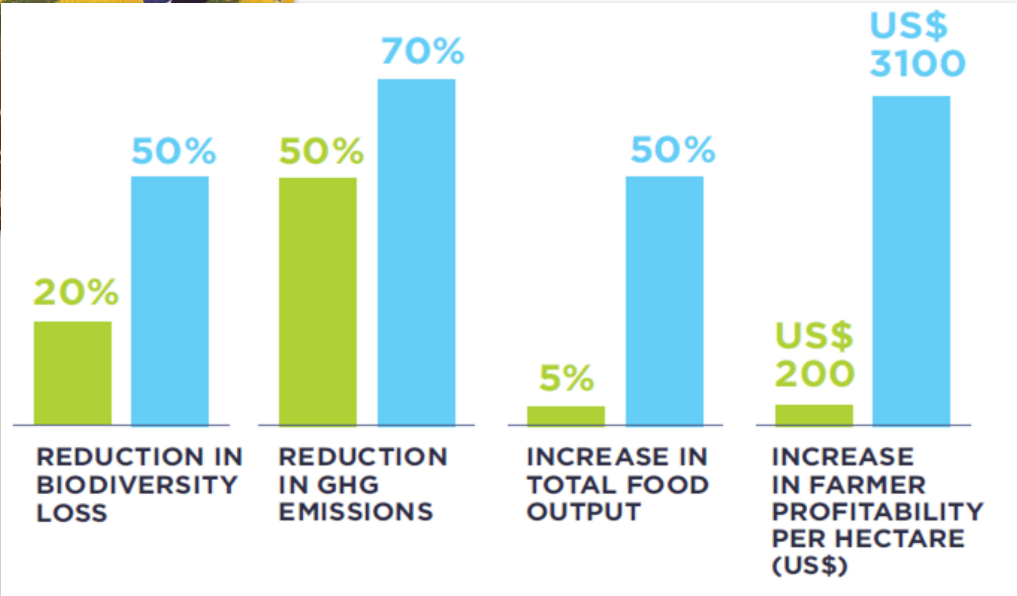
The big food redesign

REGENERATING NATURE WITH
THE CIRCULAR ECONOMY



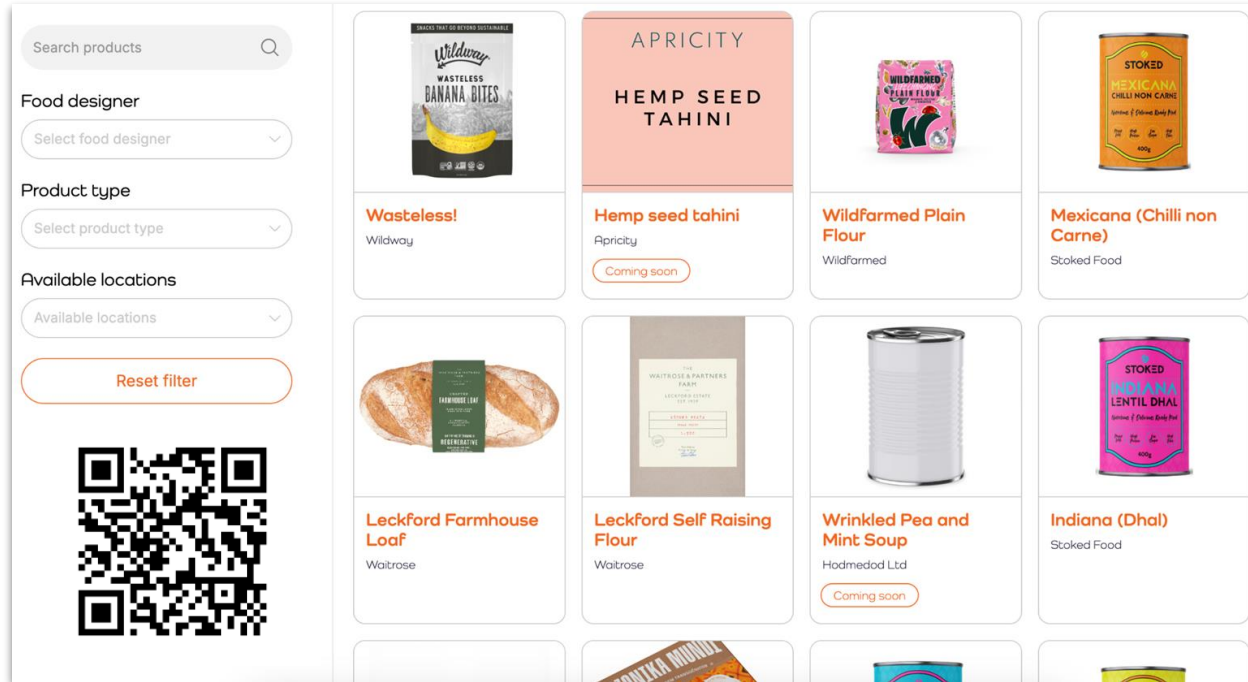
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In January 2025, [141 products](#) made by 57 companies across 12 countries proved it's possible to apply circular economy principles to the design of food products, across multiple sales categories.

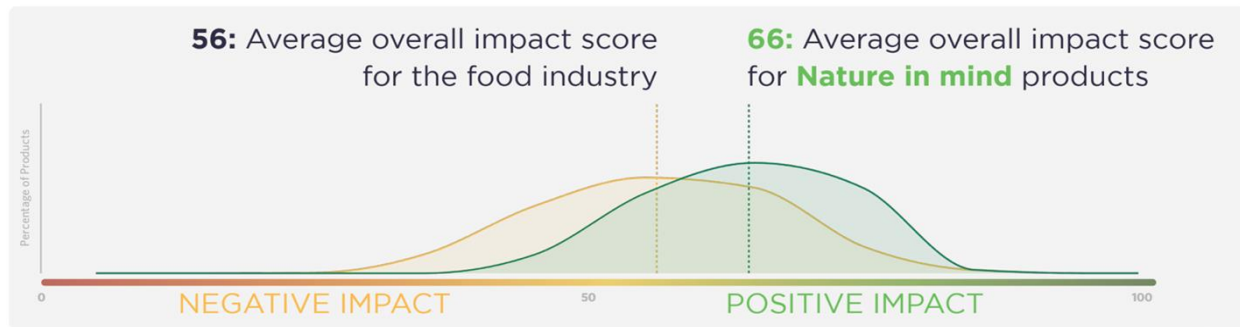


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Challenge products are, on average, better than food industry average.

Industry Benchmarking



Impact is based on: GHG Emissions, Processing, Water Usage, Biodiversity, Soil Health, Land Occupation, Labor Risk, Animal Welfare.

The graph presents the product impact scores calculated by HowGood for 'Nature in mind' products (green) and the average product scores for the wider food industry (light orange). Scores are developed using research data and are provided by HowGood. HowGood note that the information is provided "AS IS" and that it makes no guarantees and disclaims all warranties that the information provided is accurate or complete. The information is based on assumptions, estimates and best practices employed by HowGood's team, information provided by Big Food Redesign Challenge participants, as well as other information from third party sources and other HowGood customers. 'Nature in mind' product scores were developed using the most representative data available for constituent ingredients. HowGood shall not be held responsible for any information provided by Big Food Redesign Challenge participants, other customers, or third party sources. The report was created on 1/8/2025 and relates to information available at that time. Note that individual product impact varies and that product data excludes packaging and transport impacts.

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Some key (initial) lessons learned from the Big Food Redesign

Benefits of circular design strategies

- Improve **portfolio resilience** by future-proofing existing supply chains & reducing risk exposure
- Support **progress towards existing ESG targets** and prepare for future regulatory landscape
- Create **business opportunities**: products' route to market can be catalysed by compelling environmental impact narrative
- **Reduce business silo constraints**, enhance productivity, and encourage broader **discussions with suppliers**

Supporting factors for successful implementation

- **Internal alignment** and understanding that CDFF can be a mechanism to support companies' strategic objectives
- Open-mindedness and appetite for **divergent and longer term thinking**
- Knowledge of **production systems and ingredient choices** that exist outside those most commonly utilised

Key factors for system-wide transformation

- **Policy levers** can provide the incentives for businesses to adopt CDFF
- Small amounts of **targeted capital** can accelerate product development
- To scale CDFF, mobilisation of significant **finance** is required **across the supply chain**
- **Farmers need to be properly compensated** and recognised for sharing farm-level outcome data and the ecosystem services they deliver
- As the gateway between companies, producers, and consumers - coordinated **retailer leadership is a key unlock**



The Foundation's latest film explores the story so far and what's next for the future of food.

