

Sustainable Eating: How Can Brands Promote “Climatarian” Diets?

Media Analysis Summary



As sustainable food is quickly becoming a major trend, brands need to adapt their PR strategies to consumers who no longer look at food from a personal health perspective but as a sustainability statement.

While eating meat alternatives is seen by the media as the most effective way people can have a positive environmental impact, most companies’ messaging is still focused solely on the personal health benefits of plant-based ingredients, missing a PR opportunity to lure more eco-minded consumers.

Top 5 topics in the sustainable eating debate by share of voice



28%

Meat alternatives



25%

Regenerative agriculture



20%

Packaging



16%

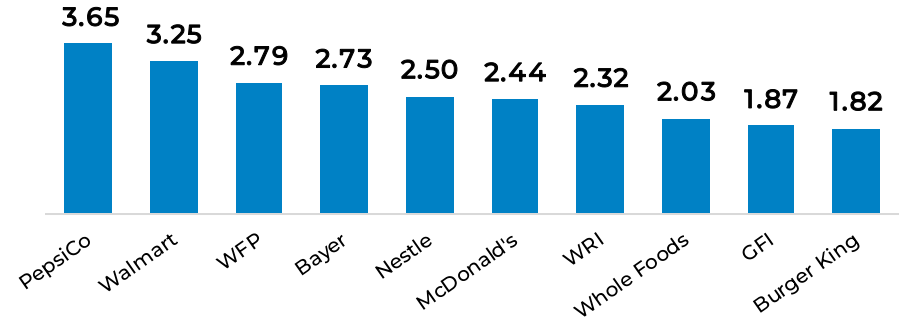
Food waste



7%

Local and regionally grown food

Top 10 organisations in the sustainable eating debate by media impact score



A number of companies managed to earn influence in the sustainable eating debate by focusing on positive messages around regeneration.

For example, one of the biggest polluters in the world, PepsiCo, announced it would restore about 7 million acres of farmland by 2030 — the equivalent of how much land it uses to grow the ingredients for its products.

5 tips on how brands can promote “climatarian” diets:

- Make the link between diets and emissions clearer
- Tread a fine line between negative and positive messaging
- Utilise PR to close the intention-action gap by rebranding sustainable lifestyles
- Go beyond broadcasting and engage consumers with calls to action
- Use the cost of living crisis to frame sustainable diets as budget-friendly

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