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Balancing booming **matcha demand** with sustainable sourcing

I attended [Coffee Fest New York in March](#) and all I drank was matcha. It was almost as prevalent as coffee at the show, and I soon found out why.

Apparently, Gen Z is pushing this movement where they want caffeinated beverages in the afternoon, but they don't want them to be *too* caffeinated. [Matcha delivers the perfect buzz](#) without the coffee jitters due to its rich origins of Japanese green tea powder made from tencha tea leaves that have been properly shade-grown for 20 to 30 days. Matcha claims to offer a natural, sustained energy that also [boasts potential health benefits](#) like positively influencing [blood pressure](#) and [focus](#). In addition to the traditional beverage, matcha is in high demand as a functional ingredient in nutrition bars, baked goods, confectionery and more.

Matcha's popularity has soared so much that now a [shortage could affect demand](#). According to the [Global Japanese Tea Association](#), "The unique and seasonal nature of matcha production makes it inherently limited." Further, high-quality matcha can only be made from tencha tea leaves in the spring, and it accounts for only about 6% of Japan's total tea production.

The association claims that when demand suddenly spiked, "grinding facilities could not keep up, requiring more time than the market was willing to spare." In response, Japan encouraged tea farmers to concentrate on producing more tencha than other varieties of tea.

Additionally, [a 24% tariff](#) on Japanese imports is expected to make it more expensive. Experts fear the shortage will lead to less expensive – read: lower quality and likely adulterated – green tea powders flooding the market, similar to what recently happened with [avocado oil](#).

In the meantime, our annual sustainability digital magazine highlights advances in sustainably grown functional ingredients, from chickpeas to regeneratively grown grains. Another feature spotlights expert insight on upcycled foods and whether they require an additional measure of food safety. And get ready for another highly anticipated edition of The Game Changers column. For this issue, we look at 10 exceptional brands changing the conversation around sustainability.

Cheers to great health.

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Green eats, global feats: Reducing functional ingredients' eco-impact

by Cindy Hazen

While plant-based foods and sustainability seem like a natural fit, they don't always align. The journey of a can of Trader Joe's lentils – from Australia to Egypt to California – highlights this, leading to online observations like, “These lentils have seen more of the world than I have,” and “That's a lot of footprint.”

The food and beverage industry is one of the biggest contributors to sustainability concerns. And it's more than just lentils. Because the food industry uses countless different ingredients – many of which are transported across continents – its carbon footprint is magnified. So when an ingredient is sustainably sourced and provides a functional benefit, it's a win for developers, consumers and the earth.

The multiple benefits of corn-based fiber

Corn typically has poor sustainability due to conventional tillage and overuse of pesticides/fertilizers. Anna Pierce, Tate & Lyle's sustainability director, nevertheless stated corn can be responsibly sourced: “We support sustainable agriculture on acres equivalent to our global annual corn procurement volume.” She added their focus on regenerative agriculture builds a resilient supply chain, improves soil health and protects watersheds.

The company's PROMITOR soluble fiber, from corn starch via a controlled process,



offers diverse functional properties and stability across various pH and temperature conditions. “This stability allows for successful formulation across diverse product categories, from highly concentrated acidic sauces to no-sugar-added bakery products,” Pierce explained. In bakery, it creates varied textures in breads, cakes and cookies.

Other uses include ready-to-make (RTM) protein shakes (“In protein bars, it supports color, moisture binding, texture and taste”), gummies (“providing easy handling with minimal impact on color or taste”), chocolates (essential for moisture control and powder properties), and dairy-like yogurts and reduced-fat ice creams (supporting texture and taste).

When an ingredient is **sustainably sourced** and provides a **functional benefit**, it's a win for developers, consumers and the earth.

Product developers will also value its sugar and calorie reduction capabilities. As a bulking agent, it improves nutritional density by reducing sugar/calories and increasing well-tolerated fiber.

The rise of the chickpea

Chickpeas are increasingly popular because of their protein content. Mintel's Global New Products Database [reported](#) new products containing chickpea ingredients grew 19% from 2020 to 2024 in North America. The trend is a positive one, in that chickpeas can offer sustainability perks as a protein source – they are drought-tolerant and their ability to positively impact (or “fix”) nitrogen may reduce the need for chemical fertilizers.

Plant-based cheese and cheese sauces are another optimum application for chickpea flour and protein. They contribute to emulsification and opacity; enhance structure development by improving viscosity and gelation; and create a smooth, pourable texture, which is important for soft cheese and cheese sauce formulations.

Regeneratively grown grains

ADM flours are sourced from farmers who implement regenerative agriculture practices.

Plus, the company's flours are processed in U.S. net carbon-neutral mills, which significantly reduces the environmental footprint of the milling operations. Kelsey Cambuzzi, marketing manager for milling at ADM, said, “This flour range also delivers exceptional functionality for formulators, offering a variety of options, including whole wheat, high-protein, low-protein and pastry flour to support structural integrity in baked goods and snacks.”

The portfolio includes ancient grains like sorghum, which thrives in dry environments while requiring low inputs of water and fertilizer. The company's HarvestEdge Gold sorghum is processed at a certified gluten-free and verified net carbon-neutral mill in Dodge City, Kansas. “Functionally, sorghum flour is a fantastic gluten-free alternative, providing a mild, nutty flavor that elevates the sensory appeal of baked goods. It also offers superior water absorption properties, helping maintain moisture in formulations while contributing to an improved texture,” Cambuzzi contended. The functional benefits make sorghum a versatile ingredient for gluten-free and plant-based or vegan-suitable breads, pizza crusts, muffins, cookies, snack bars and pastas.



Ingredient trends



Upcycling is the ultimate sustainability win, especially when the ingredients add **functional benefits** to a formula.

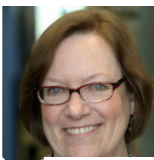
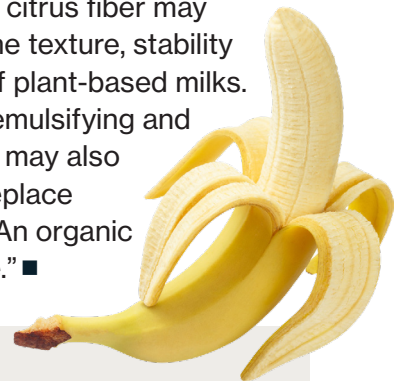
Citrus fiber

Upcycling is the ultimate sustainability win, especially when the ingredients add functional benefits to a formula. Citri-Fi citrus fiber, a byproduct of the citrus juicing industry, is produced through a patented chemical-free process. Jennifer Stephens, VP of marketing at food product supplier Fiberstar, said its ample supply of citrus peel used to be sold off into lower-valued markets such as animal feed.

“Fiberstar converts this peel into a highly functional food ingredient that improves the texture, stability and nutrition of a variety of food and beverages,” she described. “Ultimately this ingredient contributes dietary fiber to food product labeling, improving the overall nutritional profile. And because Citri-Fi provides

the dual functionality, it can be used to improve the texture of better-for-you food products when egg, oil, fat and, in some cases, sugar is reduced.” Labeling options include citrus fiber, dried citrus pulp or citrus flour, which all resonate well in the natural markets.

Shuai Li, Ph.D., director of R&D (research and development) at Fiberstar, suggested a few formulation ideas to feel good about. For one, the company’s citrus fiber may significantly enhance the texture, stability and nutritional profile of plant-based milks. Because of its natural emulsifying and stabilizing properties, it may also be used to reduce or replace eggs in food formulas. An organic version also is available.” ■



[Cindy Hazen](#) is a food industry professional with decades of experience in food formulation and food safety. She is PCQI, HACCP and ISO 22000 trained.

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The Game Changers

Closer scrutiny on 10 brands changing the conversation around sustainability



Alec's Ice Cream



Nature's Path



Blue Circle Foods



Frugalpac



Maple Hill Creamery



Regenerative
Organic
Certified™
ROA & ROC



Lundberg Family Farms

Chlorophyll Water



RIND Snacks



Dr. Bronner's

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10 brands doing important work and creating **lasting change** in the food and beverage industry

by Nick Collias



Ethical sourcing, packaging innovation and regenerative practices are some of the strategies helping sustainability-focused brands shine.

The show floor at Expo West 2025 showcased many brands willing to make tough, principled choices when it comes to hot-button issues

like sourcing, packaging and waste. To further this narrative, Evonne Chan at trend-watcher SPINS believes the snack, drink and food brands that truly stuck out were also sophisticated storytellers.

“I don’t think we’re at a point yet where most people go to the grocery store thinking, ‘I want an upcycled snack,’” Chan said. “These brands have far more than that going for them. They also have interesting flavors. The packaging

looks amazing. They have a compelling brand story, and the product is definitely different than the ‘same old thing.’”

The new thing seems to be prioritization of sustainable practices like regenerative agriculture, renewable energy and zero-waste production, among other strategies. These efforts go beyond basic organic standards to address climate change, soil health and resource conservation, as these 10 brands show. They’re doing sustainability the right way and making it easier for consumers to do the same.



Alec's Ice Cream's regenerative ice cream

Founder: Alec Jaffe

The story: Making sustainable ice cream is a different challenge than making, say, chocolate or coffee. Any given pint might contain both of those ingredients, plus sugar, dairy and plenty more. Yet after growing up in what he called a “sustainable agriculture and food system,” Jaffe had a vision of making more than ice cream.

According to the company, Alec's Ice Cream is the first – and currently only – ice cream to earn the two dominant regenerative certifications: Regenerative Organic (for plant products) and Land to Market (for dairy). Each pint also represents a network of relationships between promising sustainable brands. “We're always finding new opportunities to create interesting flavors utilizing ingredients from suppliers doing really great work out in the fields,” Jaffe said.

Why it's a game changer: Alec's regenerative-certified ingredients are all what Jaffe dubbed “climate villains,” like sugar, dairy, coffee and bananas. That's not coincidence. It's because he wants to show what's possible. “(A sustainable food system) is doable on the processor side and the farm side. It just takes more conscious effort to create that change,” he said.



Maple Hill Creamery's grass-fed organic milk and yogurt

Founder: Tim Joseph

The story: New York-based Maple Hill Creamery is a leader in grass-fed organic dairy, utilizing traditional techniques like herd rotation to maximize soil health, reduce carbon emissions and improve animal lifespans. Joseph is also an ambassador and educator, staging workshops for farmers around the Northeast who are curious to see what potential a “regenivore” approach can offer their operations.

Why it's a game changer: After receiving a \$20 million USDA (U.S. Department of Agriculture) grant in 2023, Joseph said Maple Hill was able to double down on farmer outreach. “Things like pasture walks and workshops are just baked into how we've always done things, but the (USDA) Pay for Progress grant really just took that to another level,” he said. “The workshops have been really well attended, and the questions and discussions keep getting deeper. We're helping people take whatever gold nuggets are most useful for their particular soils, topography, people and cows.”



Lundberg Family Farms' organic rice

Founders: Albert and Frances Lundberg

The story: Long before certifications were on the brand's packaging, Lundberg Family Farms was doing crucial work in pioneering sustainable rice breeding and cultivation practices. Organic is just the start. The company also uses 100% renewable energy in its facilities and strict zero-waste standards in production. In addition to being an early adopter of the Regenerative Organic Certification, Lundberg recently won Organic Brand of the Year at the Organic Night Out awards ceremony during Expo West 2025.

Why it's a game changer: Lundberg's latest innovation is a Black Pearl Rice variety 12 years in the making, bred to thrive in the Sacramento Valley and deliver a 25% higher crop yield per acre. Even more impressive is that Lundberg cultivates its paddies to ensure they're also thriving wildlife ecosystems.

"There's over 200 species that utilize our rice fields for habitat during different parts of the year," Bryce Lundberg, VP of agriculture, explained. An interesting part of the regenerative organic system is that the more we move in that direction, the more diversity we see."



RIND Snacks' upcycled dried fruit

Founder: Matt Weiss

The story: Weiss founded RIND Snacks in 2018, yet said "the seed was planted" for the brand generations earlier. His great-grandmother, who lived to 99, operated a health food store in the 1920s and was a lifelong proponent of using every part of the fruit or veggie: stems, roots and – crucially – rinds.

Peels and rinds are the part of fruit richest in fiber and vitamin C, plus they offer a complex, tangy balance to a fruit's sweetness. RIND sources its fruit from family farms, using overripe, "ugly" and excess fruits to form a diverse flavor lineup, ranging classics like strawberry and apple to persimmon and coconut.

Why it's a game changer: Utilizing fruit rinds helps upcycling make instant sense to consumers. "People have had dried fruit for millennia, but somewhere along the line, the fruit industry got hijacked," Weiss said. "We're reframing something familiar. Eating the peel can really maximize nutritional intake while also minimizing food waste. These types of byproducts are really the story of upcycling."



Regenerative Organic Alliance and Certification (ROA & ROC)

Founders: Rodale Institute, Dr. Bronner's, Patagonia

The story: ROC launched in 2017 as a collaboration of farmers, business leaders and soil health experts looking to expand beyond the “baseline” of organic. In the last two to three years, it has exploded in prominence, with more than 2,000 certified products and more than 18 million certified acres in early 2025.

Nevertheless, a focus on soil health is just one part of what ROC entails. This stringent, multifaceted certification also takes into account animal welfare and economic fairness for farmers, ranchers and workers.

Why it's a game changer: ROC certification has rapidly become a showcase of some of the best of what organic producers can achieve. Case in point: At an organic-themed event at Expo West 2025, more than half of the winning brands were ROC-certified, including the Brand of the Year.

ROA's CEO Christopher Gergen said the organization has noticed a rapid increase in momentum. “Walking around Expo West, we could see brands saying, ‘Through our products, this much carbon has been sequestered, this much water conserved, this many jobs created.’” He continued, “That’s what we care about – how this all translates into impact.”

Check out the rest of the list of game-changing brands, on page 18.



read

3D-printed meat technology advances alt-protein category

Steakholder Foods strives to make meat more sustainable using 3D-printing technology. Learn more about the technology behind 3D-printed meat from the company's CEO.



Safe as it ever was:

Do upcycled foods require an additional measure of safety?

by Kimberly J. Decker

Something about upcycling just feels so right. Maybe it's that closing of the loop – the reclamation of what otherwise might've gone to waste – that bears the whiff of environmental alchemy. We're turning landfill lead into good-for-the-planet gold, and what could be more sustainable than that?

At least that's the idea. But if at any point during an ingredient's upcycling transformation something unwelcome – be it an allergen, microbe, toxin or any other contaminant – comes along for the ride, the finished product's safety may falter, and consumer confidence in upcycling as a whole along with it.

Fortunately, ensuring the safety of upcycled ingredients and the foods and beverages made

with them is more straightforward than one might think.

What's old is new again

Upcycling may be relatively new as a trend; however, upcycling as a practical aspect of food production is as old as efficiency itself.

After all, the economics of squeezing value out of supply chains have long compelled producers to engage in “upcycling 1.0” – by, say, diverting meat and vegetable trimmings to a stockpot, or repurposing “ugly” tomatoes as sauce.

What's different now is while upcycling maintains an economically efficient appeal, it also demonstrates a brand's commitment to

Food safety



The economics of **squeezing value** out of supply chains have long compelled producers to engage in **‘upcycling 1.0.’**

environmental accountability that increasingly appeals to consumers, as well.

Waste not, want not

As far back as 2021, [62% of consumers told Innova Market Insights](#) they’d willingly pay more for foods and beverages that fight waste. That is precisely what upcycling intends to do.

Nevertheless, upcycling’s association with waste has a downside. Considering that many upcycled ingredients were once themselves dismissed as “waste,” consumers cannot be blamed for questioning the ingredients’ safety and purity.

To wit, some might wonder how suppliers harvest upcycled ingredients – and if the process involves ... dumpsters? Questions about spoilage and “sell-by” dates may also hound ingredients receiving their second chance at life. And the potential presence of allergens, microbes or other contaminants always sparks concern.

It’s no coincidence, then, that the Upcycled Food Association’s (UFA) definition of upcycled foods pointedly excludes the word “waste” from its text. It specifies upcycled as foods made with “ingredients that otherwise would not have gone to human consumption, are procured and produced using verifiable supply chains, and have a positive impact on the environment” – a definition that underscores the necessity of an auditable supply chain as a bid toward assuring safety.



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Unwrapping sustainability: Mastering eco-friendly packaging – video

Get strategies and knowledge to make packaging a pillar of your sustainability efforts, and more, in this must-watch video.



As those at the vanguard of the upcycling revolution are keen to confirm, no one in this space is sourcing via dumpster dive.

Same-old, safe-old

As those at the vanguard of the upcycling revolution are keen to confirm, nobody in this space is sourcing via dumpster dive. What's more, they maintain upcycled ingredients are just as safe, pure and wholesome as their mint-condition counterparts.

"Yes, there is a concern for safety in upcycled foods, both from contamination and from microbes," Barbara Weaver, marketing manager at food machinery supplier GTF Technologies, acknowledged. "But it's no greater than with any other food category or 'standard' ingredients on the market."

Laurence Jacques, CEO of the sustainability-focused plant extraction company EcoXtract, agreed. "There is no particular reason why an upcycled ingredient would cause more harm than other ingredients," she said. "The risks are

the same as for standard ingredients: If the raw materials don't have the proper quality – or if the process, quality analysis or storage isn't properly managed in conformity with HACCP (Hazard Analysis and Critical Control Point) – then contamination and other problems could occur. As soon as those processes are properly designed, the upcycled ingredients pose no additional safety concerns."

Regulatory regularity

Nor do they require unique approvals, labeling or regulatory oversight.

Angela Anandappa, Ph.D., founding executive director and president of the Alliance for Advanced Sanitation, pointed out no official regulatory definition exists for upcycled ingredients or downstream foods containing them. "It's the companies themselves that are using these terms and defining these products," she added.

Upcycled products, as foods or beverages, need to meet all the applicable regulatory requirements of the U.S. Department of Agriculture (USDA) and U.S. Food and Drug Administration (FDA) – the two agencies responsible for regulating the nation's foods and beverages, upcycled or not, Anandappa stated.





Upcycled avocados go through **exactly the same food-safety processes** as the fruit you'll find in your supermarket produce section.

Due diligence

Meeting those requirements means doing the usual due diligence.

"If an ingredient is being supplied to a customer that then uses it in another product," Anandappa explained, "the customer will require assurances as to the product's safety and the claims being made, while also requiring testing to support those claims and safety." Beyond that, she said, "The pertinent regulatory agency will conduct the necessary inspections required by law."

Weaver reiterated, "The same precautions must be taken with upcycled ingredients as with all food ingredients in terms of consistent testing, sanitation, pure inputs and 5-log kill-step validation."

Precaution in practice

OVĀVO CEO and founder Andrew Vivian, whose New Zealand-based company upcycles non-retail-grade avocados into freeze-dried powder for food and beverages, is well aware of this.

"We're lucky in a sense that avocados have a thick, waxy skin barrier protecting them," he said. "But our avocados go through exactly the same

food-safety processes as the fruit you'll find in your supermarket produce section."

That means OVĀVO thoroughly washes, grades and rewashes all fruit – "That's two kill steps," Vivian noted – before processing. "Our powder is manufactured under strict food-grade protocols the same as any packaged food you buy on supermarket shelves, as well," he continued, "and our processing just removes water, so regulation is mainly around the manufacturing of our powder."

Above and beyond

Vivian emphasized, "This is perfectly good fruit that should not be going to waste." And thanks to upcycling, it doesn't have to.

UFA and its certifying authority, Where Food Comes From, enable upcycled ingredient suppliers and downstream brands to pursue certification – a mark of exceeding FDA and USDA requirements.

While certifications focus more on quantifying upcycled content, verifying supply chains and proving product diversion from waste streams, basic safety concerns enter into the evaluation, as well.

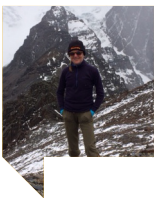
Food safety

“Upcycled Certified does require validation similar to USDA Organic validation,” Weaver said, “and it involves a documented certification process that not only ensures safety but also increases awareness of the category and adds credibility.”

True value

This is happening not a moment too soon. “Consumers need to be made aware of the value and positive environmental impact upcycled ingredients provide,” Weaver insisted.

Jacques added, “An upcycled ingredient is not a second-choice ingredient.” She concluded, “It’s a part of the raw material, the transformation and valorization of which might’ve been neglected in the world of plenty – but which, in a world of constrained resources, can have huge potential.” ■



Kimberly J. Decker is a Bay Area food writer who has worked in product development for the frozen sector and written about food, nutrition and the culinary arts. Reach her at kim@decker.net.



read

TikTok, nostalgia, sustainability shape consumer preferences for F&B products

Younger consumers prioritize sustainability and transparency in ingredient sourcing. That was a major takeaway from a recent SupplySide session in Las Vegas.



Frugalpac's paper wine and oil bottles

Founder: Malcolm Waugh

The story: U.K.-based Frugalpac launched the paper “Frugal Bottle” for wine bottles during the pandemic after Waugh, the CEO, learned a startling statistic. “Somewhere around 50% of the carbon associated with wine is attributable to the packaging from glass bottles,” he said. And recycling that bottle, he added, “You put almost the same amount of carbon into the atmosphere as making a new one.”

The Frugal Bottle utilizes a paper shell and a nonadhered, recyclable plastic interior pouch, creating a carbon footprint 84% lower than glass. Over 100 SKUs of wine, spirits and olive oil use the packaging in Europe. In March 2025, California-based Monterey Wine Co. launched a line of wines for Target stores in the U.S. using the Frugal Bottle. Other brands are about to do the same in India and Australia.

Why it's a game changer: Sustainability aside, paper bottles offer an unexpected perk: 360-degree printable branding. Waugh isn't just a bottle-maker. He's also worked with members of British Parliament to outline new industry standards for carbon labeling, recycling and R&D (research and development) tax credits.



Blue Circle Foods' sustainable and upcycled seafood

Founders: William Cole, Steven Damato, Thomas Damato and Nora Pouillon

The story: Blue Circle foods was launched in 2005 by a team of organic movement pioneers looking to prove that seafood and fish-farming could be viable – and sustainable – in the 21st century. They're insistent that the future includes both wild and farmed fish. “Aquaculture (fish farming) is a powerful way to produce protein – not something to immediately dismiss,” CEO Nina Damato explained.

Over the ensuing quarter-century, the brand has helped bring both wild-caught and farmed seafood production in line with some of the most important ecological trends in other food and beverage areas, like plant-fed farming and even upcycling.

Why it's a game changer: Since Blue Circle's farmed salmon are fed a phytoplankton-heavy diet, “they generate more protein than they take out of the environment, reducing pressure on wild fish stocks,” Damato claimed.

Blue Circle also laser cuts its fillets, which enables the brand to upcycle what the company's marketing director Laura Zahody calls “the funny bits” left over into salmon burgers and a new category, salmon sausages.



Dr. Bronner's: Magic All-One Dark Chocolate Sea Salt Bar

Founder: Emanuel Bronner

The story: Dr. Bronner's has worked for decades to create sustainable, fair-trade supply chains for its organic soap ingredients, including palm oil and coconut. A big part of that is planting complementary crops that naturally help one another thrive in a healthy forest, or what's called "dynamic agroforestry."

In the case of palm oil, cacao is a big one – especially since it happened to already be growing on the farms where the company's palm oil came from. In 2021, the brand put two and two together, sweetened it with organic fair trade coconut sugar from Indonesia, and a bar was born.

Why it's a game changer: The 2024 launch of the Regenerative Organic Certified Salted Dark Magic All-One bar introduced the first chocolate bar made with certified cocoa beans, cocoa butter and coconut sugar. Not only is it a showcase of what truly sustainable chocolate can look like, it's also unapologetically dark and aggressively salty. What's not to like?



Chlorophyll Water's enhanced spring water

Founder: Matt Levine

The story: For many consumers, bottled water is the ultimate icon of plastic pollution and waste. The problem isn't solved by tossing a bottle in a recycling bin. Not only are many bottles not recyclable, but they also contain labels that don't break down efficiently.

This enhanced water brand maintains a "closed loop" recycling system with its bottles: They're 100% recyclable, made of 100% post-consumer recycled materials and utilize CleanFlake labels. "Our labels and adhesives seamlessly separate from PET (polyethylene terephthalate) during processing, maximizing the yield of high-quality PET flakes for recycling," Levine explained.

Why it's a game changer: Some bottled waters have been shown to contain heavy metals, plasticizers and other toxins, possibly leached from the bottle itself. Chlorophyll Water's approach, meanwhile, may pay off in a purer product, too, as the brand is the first-ever bottled water to pass the stringent Clean Label Project Certification. Still can't get past the plastic? The brand recently launched an aluminum version, "Chlorophyll in a Can."



Nature's Path's oatmeal and snack foods

Founders: Arran and Ratana Stephens

The story: Since its launch in 1985, Nature's Path has consistently been on the vanguard of sustainability and human rights in food and beverage. The brand was an early adopter of numerous certifications, including not only USDA Organic but also Regenerative Organic, Roundtable on Sustainable Palm Oil (RSPO), Fair Trade, Non-GMO Project Verified and Zero Waste. Company leaders have served on the boards of certifications and consistently advocated for stricter standards. They've also applied these standards to unexpected products, such as their recently launched ROC-certified single-serving oatmeal packet.

"We've never just wanted to be organic," Manuel Gorrin, the company's director of mission and strategy, explained. "We always need to do another layer."

Why it's a game changer: The company knows how to set ambitious goals and be transparent about the results. In 2018, Nature's Path announced all of its packaging would be recyclable, reusable or compostable by 2025. Gorrin said that goal is still on track. "If some of our materials aren't doable yet, we'll communicate that as well. We might be at 99%, but we want to be transparent and show the journey to consumers. It's better to do that than just keep pushing the date out." ■



[Nick Collias](#) is a writer and editor with over a decade of experience working in the health and fitness industry. From 2016 to 2021, he was the host of the Bodybuilding.com Podcast, interviewing elite athletes and training thought-leaders on a wide range of exercise, nutrition and lifestyle topics. Additionally, he has worked for the last 20 years as a longform print and online journalist, as well as a book author, ghostwriter and editor.


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