



Fifty Shades of Green

Consumer Attitudes Towards Sustainability

Maartje van den Berg – 7th CLAL Dairy
Forum, 5 October 2018, Bardolino



Rabobank

Significant commitments to almost all major players in the industry



17/20

17 of the **Top 20** Global Dairy players are Rabobank clients

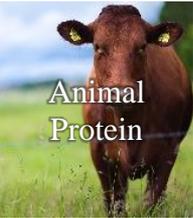


€25 billion
outstanding in Dairy (rural & wholesale)

RaboResearch *FOOD & AGRIBUSINESS*



Agri
Commodity
Markets



Animal
Protein



Beverages



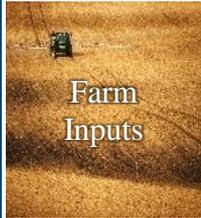
Consumer
Foods



Dairy



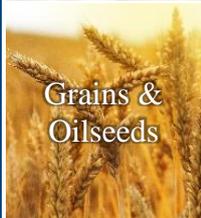
F&A Supply
Chains



Farm
Inputs



Fresh
Produce

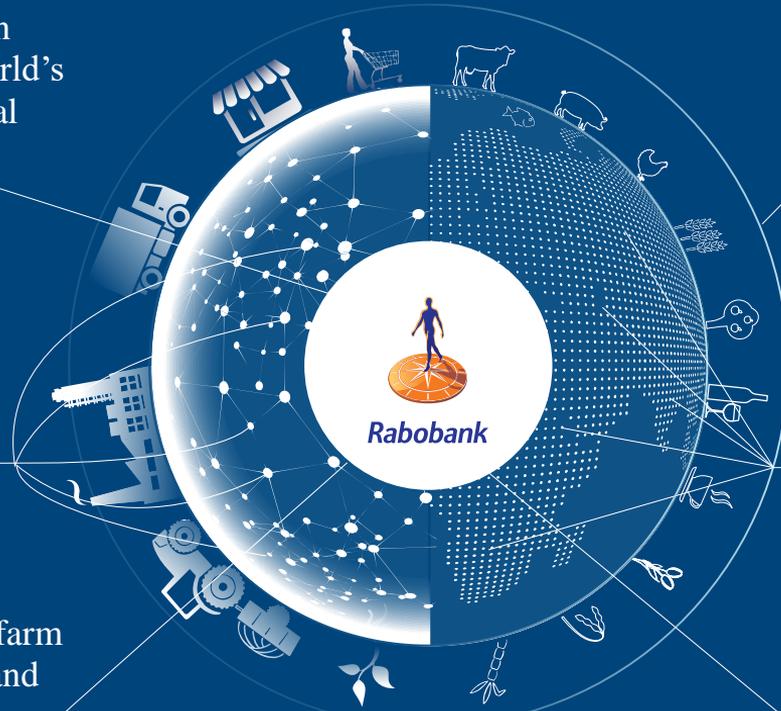


Grains &
Oilseeds



Sugar

A *global* network...



One of the **largest** F&A research hubs in the world and the world's **leading** F&A financial services provider

Unique combination of **strategic** business development and in-depth **research**

F&A coverage from farm to fork, across **rural** and **wholesale** sectors

Broad **knowledge** of innovation, strategic development and **risk-reward** balances along the value chain

Vast **global network** with access to all players in the market

Global team of experts with real-time insights into **local** markets

of **local** experts



Maartje van den Berg

Senior Analyst - Consumer Foods

Maartje van den Berg is working for the Consumer Foods team out of Utrecht. Her focus areas are the European groceries market, food in relation to health and nutrition, and sustainable diets.

Maartje brings over 10 years of experience in banking, among others in financing large corporates and renewable energy. Before joining Rabobank, Maartje worked at Shell and the Dutch Ministry of Economic Affairs.

She has a university degree in physical geography from the University of Utrecht.

Publications by This Author

- [An Odyssey Into a Parallel Universe: Organic Processed Food in Europe](#)
- [UK Sugar Levy Scares Soft Drinks Manufacturers into Action But What About Consumers?](#)
- [Sustainable Diets and Not-So-Sustainable Consumers](#)
- [BioFach 2018: Organic Consumer Foods Still Going Strong \(and Growing\)](#)

Contact Maartje van den Berg

[Send email](#)

[LinkedIn](#)
Connect with [Maartje van den Berg](#)

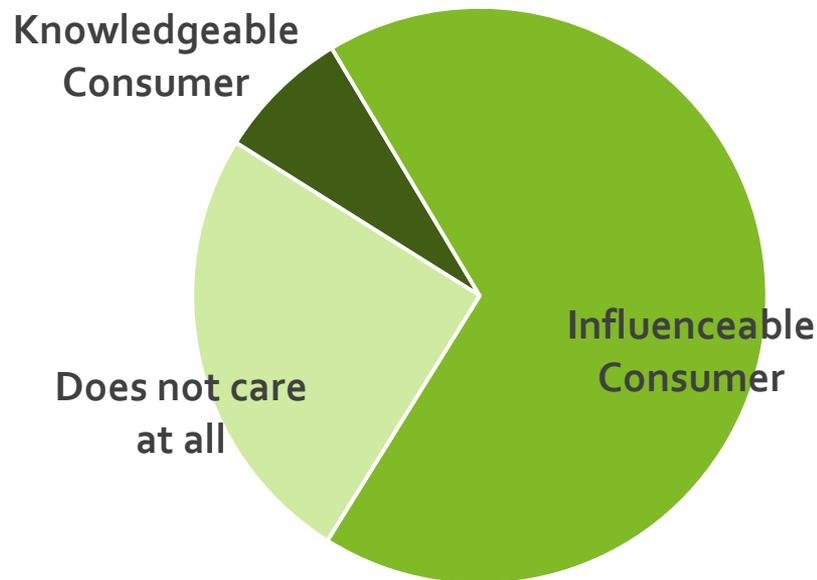
Sustainability – So Much Choice



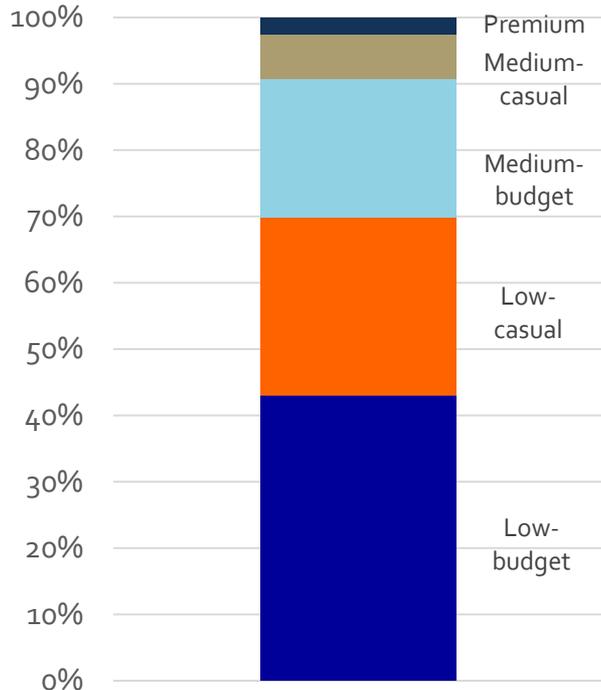
Rabobank



But do consumers really care?



Example - Conscious Clothing



Low-budget (43%)

- Purchased 4 items of clothing in the last 3 months
 - Spent 58 EUR
- Above-average second hand buying
- Don't value organic material

Premium (2.5%)

- Purchased 14 items of clothing in the last 3 months
 - Spent 951 EUR
- Below-average second hand buying
- Do value organic material



Thank you for your attention

This document is meant exclusively for you and does not carry any right of publication or disclosure other than to Coöperatieve Rabobank U.A. ("Rabobank"), registered in Amsterdam. Neither this document nor any of its contents may be distributed, reproduced, or used for any other purpose without the prior written consent of Rabobank. The information in this document reflects prevailing market conditions and our judgement as of this date, all of which may be subject to change. This document is based on public information. The information and opinions contained in this document have been compiled or derived from sources believed to be reliable; however, Rabobank does not guarantee the correctness or completeness of this document, and does not accept any liability in this respect. The information and opinions contained in this document are indicative and for discussion purposes only. No rights may be derived from any potential offers, transactions, commercial ideas, et cetera contained in this document. This document does not constitute an offer, invitation, or recommendation. This document shall not form the basis of, or cannot be relied upon in connection with, any contract or commitment whatsoever. The information in this document is not intended, and may not be understood, as an advice (including, without limitation, an advice within the meaning of article 1:1 and article 4:23 of the Dutch Financial Supervision Act). This document is governed by Dutch law. The competent court in Amsterdam, the Netherlands has exclusive jurisdiction to settle any dispute which may arise out of, or in connection with, this document and/or any discussions or negotiations based on it. This report has been published in line with Rabobank's long-term commitment to international food and agribusiness. It is one of a series of publications undertaken by the global department of RaboResearch Food & Agribusiness. ©2018 - All Rights Reserved.



Rabobank