



Corbion
Keep creating

Conscious and Ethical

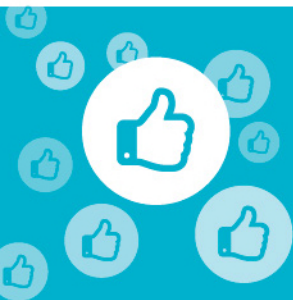
The Importance of Transparency and Responsibility

8 in 10

U.S. consumers are more likely to buy brands that are **honest and transparent** about how and where their products are produced.



Source: Innova Consumer Lifestyle and Attitudes Survey (2018)



1 in 3 consumers

say it is highly important to know that a company **shares their values**.

Source: International Food Information Council Foundation, 2017 Food & Health Survey



68%

of Americans say it is **important for companies to implement programs that improve the environment**.

Source: Nielsen Global Sustainability Survey 2017

**Top 5
Sustainability
and Ethics
Trends**

Trust and Transparency

**Environmental
Responsibility**

Social Responsibility

Fairly Traded

Localism

Source: GlobalData