












FOOD X WARMING WORLD: TRENDING BEHAVIORS

Edelman’s expansive team of F&B experts believe there is no greater force than food in shaping our identity, our experiences, and our lives. That’s why we developed Foodx, an exploration of how food culture intersects with the most pressing topics of today. Let’s look at the key themes we uncovered at the intersection of food and climate.

PLANET MATH		ECO-EXPLORING		WEATHER HACKING	
	People are doing tricky mental math to rationalize and cancel out less planet-friendly moves. Whether it’s going vegetarian at home to justify restaurant burgers or skipping straws with takeout lattes, people are juggling impact equations to improve their individual “foodprint.”		As climate change negatively impacts crop yields across the globe, we’re opening ourselves up to ingredients and methods we would have never imagined – often pushing the boundaries of what’s considered edible and driving delicious discovery.		People are embracing fluctuating weather realities as a key ingredient in their cooking. From leveraging extreme temperatures for food prep and storage or drawing inspiration from cultures outside of their own to cool down, folks are welcoming weather into their food lives in creative ways.
VEGGING UP		SUSTAINABLE SWAPS		CLIMATE COLLECTIVES	
	Veggies are taking center stage as many embrace the notion that from-the-Earth is often shorthand for better-for-the-Earth. People are reveling in the seasonal wonders nature has to offer – often resulting in making them the most interesting and tasty things on the plate.		Even small sustainable swaps can add up to a huge difference – and brands are starting to offer people those options. There’s an increasing appreciation for eco-friendly options, so long as they don’t trade down on taste, quality or price.		No one can address the climate crisis alone. The only way forward is to buddy up and work together. To create change at scale, people at all levels of the food system are reaching across traditional boundaries to come up with future-facing solutions.
CLIMATARIANISM		FUTURE-PROOFING CUISINES		"TRASH" TREASURING	
	Today the planetary impact of what we eat and drink is tightly linked to our values, our personalities, and our identities. The eco-impact of our food and beverage choices drives how we see ourselves and how we want others to see us.		Consumers are starting to future-proof cuisines of origin, ensuring culinary traditions and flavors can live on. By adapting culturally significant dishes and uplifting inherently sustainable options, they’re honoring the planet and their heritage.		People are being more thoughtful about the stuff they’d typically toss. From nut pulp to veggie scraps, eggshells and more, we’re finding valuable uses for what would normally be thrown away. This more sustainable approach to what we eat and drink allows us to lighten the load and harness creativity.

For additional food and beverage inspiration or support, please reach out to:

- ▶ **Larissa Chen** - Strategy Director, Food and Beverage - larissa.chen@edelman.com
- ▶ **Adalie Reuter** - Vice President, Strategy Director, Food and Beverage - adalie.reuter@edelman.com