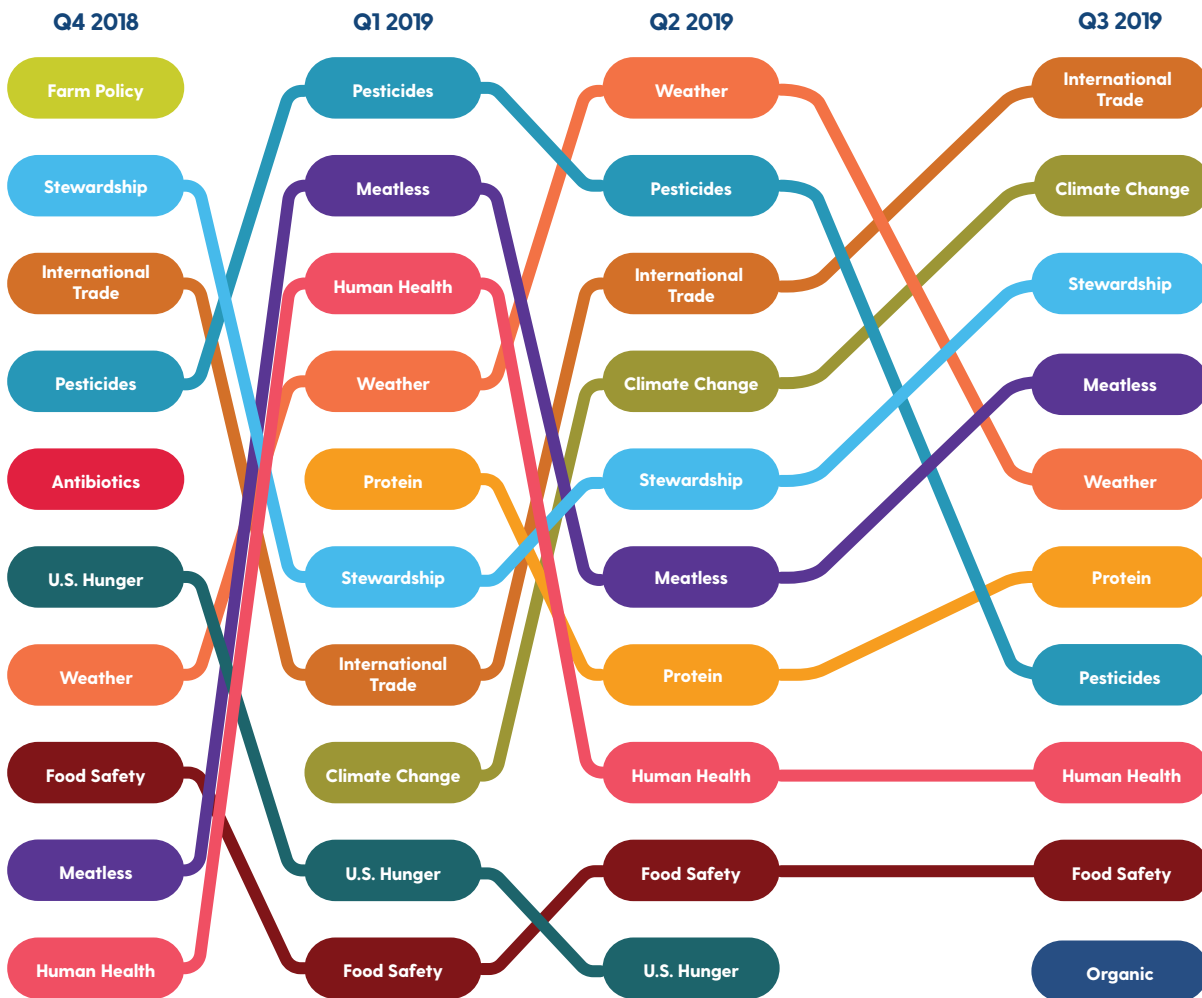


What's Trending in Food & Bev

Top Ten Topics: 2019 Q3 Report



Repercussions of a Global Food System



International trade reclaimed the top position in the third quarter of 2019 as the Trump administration pursued new arrangements for trading with Canada, Mexico, China and Japan — the United States’ four largest markets for agricultural exports. Shortly after the quarter closed, the WTO ruled that the United States could levy tariffs on food and wine imports from the European Union — the fifth-largest trading partner. President Trump’s unpredictable negotiation style only served to heighten the stakes.

The global impact of food production fueled conversations about **climate change** and **stewardship** practices. A U.N.

report about land use highlighted these issues, but media outlets often veered into sensational headlines about the carbon footprint of meat.

This summary highlights the Bader Rutter Intel Distillery quarterly report from Q2 2019. Each quarter, we rank and analyze the Top Ten Topics in the food and beverage business. Our signature Market Driving Topics infographic, affectionately known as the “spaghetti” chart, reveals the interactive relationships between various key topics over the past year.

Highlights from this report:



INTERNATIONAL TRADE

Multi-front trade wars in China, Mexico, Japan and Europe made international trade the top Market Driving Topic of Q3. Influential figures in food production carefully watched, concerned about their bottom line, as the often unpredictable conversations fluctuated between increasing and suspending tariffs.



CLIMATE CHANGE

The food system's effects on planetary health remained at the forefront of conversations, continuing its climb and up two spots from last quarter. The big driver was a U.N. report that addressed how food production affects climate change and vice versa. This inspired action from forward-thinking food producers, who made a point of addressing climate change as a key tenet of their corporate social responsibility strategies.



STEWARDSHIP

Conversations about stewardship practices followed the increased attention to climate change. Regenerative agriculture was lauded as a solution to carbon sequestration. Industry giants Cargill and Nestlé released massive greenhouse gas reduction pledges, providing an example for other agricultural production companies that want to show their commitment to the environment.

“FOR TOO LONG, THE CONVERSATION AROUND CLIMATE CHANGE HAS TAKEN PLACE IN ECHO CHAMBERS: BUSINESSES TALKING TO BUSINESS LEADERS, REGULATORS TALKING TO REGULATORS, SCIENTISTS, JUST TALKING TO SCIENTISTS AND NGOS, WITH OTHER NGOS. IT TURNS OUT ALL OF US ARE PART OF THE SOLUTION HERE.”

— JIM COLLINS, CEO,
CORTEVA AGRISCIENCE
([AGRI-PULSE](#))

Timeline: Important Events This Quarter

While the Top Ten Topics highlight the biggest concerns in food production, the most salient events do not always fall neatly into a category and often bridge several topics. Here we highlight the events that sparked the most conversations.

July 11	2020 dietary guidelines committee meeting reconvenes
July 15	U.S. Department of Labor proposes modifications to the H-2A temporary farmworkers program
July 18	U.S. House of Representatives passes a bill to raise the federal minimum wage from \$7.25 to \$15 by 2025
July 29	Tariff Relief payment Round 2
July 31	USDA approves leghemoglobin as color additive in plant-based meat
Aug. 7	700 workers arrested during Mississippi poultry plant raids, the largest in recent history
Aug. 8	U.N. Intergovernmental Panel on Climate Change releases its <i>Climate Change and Land</i> report
Aug. 8	Burger King launches its Impossible Whopper nationwide
Aug. 12	Popeyes launches sandwich, sparking chicken sandwich war between fast-food chains
Aug. 12	USDA redefines who is considered a “public charge” under the SNAP program
Aug. 29	Alliance for Meat, Poultry & Seafood Innovation, or AMPS Innovation, is formed
Sept. 12	U.S. EPA repeals 2015 definition of “waters of the United States” (WOTUS)
Sept. 20	USDA releases pork inspection modernization rule

About this report: The Intel Distillery systematically captures, analyzes and reviews important food and beverage news, trends and policy issues, filtered through 1,500 of the most influential voices in the industry. Our quarterly reports serve as a bird's-eye view of food production, capturing insights from every step in the food chain: from seed to feed, farm to fork, and regulations to media publications. The Top Ten Topics are a snapshot of the topics most frequently discussed by industry

leaders and provide insight into these leaders' priorities.

The full report is available upon request. We can also create customized reports for your needs.

For more information on how The Intel Distillery can help you be more knowledgeable about the food and beverage business, visit TheIntelDistillery.com or contact Dennis Ryan (dryan@bader-rutter.com).