

Online Tools for Brands and Retailers

New Hope's Beacon Discovery Platform & HowGood Sustainability Impact Estimate

Beacon

DISCOVERY™ BY NEW HOPE
NETWORK

SINCE 1985
Organic
trade association





THE ORGANIC TRADE ASSOCIATION

Founded in 1985, OTA grows and protects organic with a unifying voice that serves and engages its diverse members from farm to marketplace.



**TODAY, OTA IS THE VOICE OF THE \$67+ BILLION ORGANIC INDUSTRY,
REPRESENTING 10,000 BUSINESSES ACROSS 50 STATES.**

OTA members come from across the industry and supply chain, including growers, shippers, processors, consumer brands, certifiers, farmers' associations, distributors, consultants, retailers, and more.

Online Tools for Brands and Retailers

New Hope's Beacon Discovery Platform & HowGood Sustainability Impact Estimate

Presented by

Allison Buell | New Hope Network

Retail Audience Engagement Manager

Shelley Sapsin | New Hope Network

Vice President of Market Integrity

Rachel Calomeni | HowGood

Senior Vice President, Growth & Innovation

SINCE 1985
Organic
trade association



Beacon

DISCOVERYTM BY NEW HOPE
NETWORK

The anytime - anywhere discovery and engagement platform
for natural products brands and retailers

Elevating the integrity of products to
ensure
compliance and transparency

Simplifying with verified regulatory guidance
for speed to shelf

Beacon
DISCOVERY™ BY NEW HOPE
NETWORK



Powering information architecture,
product categories, and robust filtering



Bringing comprehensive
sustainability data and accurate
impact estimates



Beacon DISCOVERY™

Beverages	Bakery	Breakfast	Canned Goods, Condiments, & Sauces	Dairy Case & Dairy Alternatives	Dry Goods
-----------	--------	-----------	------------------------------------	---------------------------------	-----------

All Products

Filters Hide Filters

Categories 4

Distributors +

Regions +

Top Attributes

Certifications +

37 items Clear All

Terracycle 

Xylitol, Organic - 1 lb.

Great HowGood Estimate Expo West



Erythritol, Organic - 1 lb.

Good HowGood Estimate **Expo West**



Cashews, Organic, Whole, Raw & Unsalted - 10 oz.

Good HowGood Estimate **Expo West**

GoMacro
Banana + Almond Butter Macrobar

Expo West

This brand will be at Expo West!

Find your favorite products on your [map here!](#)



Favorites

HowGood Estimate



Demo

HowGood

SUSTAINABILITY INTELLIGENCE *for* FOOD COMPANIES

Carbon Footprint
Annual
265.9
kg CO₂e

Abatement Strategies



Science Based Targets (SBTi)



Impact Details



HowGood-powered Claims



Best-in-class data brings best-in-class customers



SUPPLIERS

CPGS

FOOD SERVICE

RETAILERS

**HowGood is dedicated to empowering food companies globally
with the most accurate reflection of their footprint**

17

years mapping global
supply systems

600+

data sources
reviewed

90k

on-farm emissions
factors for food
ingredients

1.1m+

global food products
assessed

5k+

ingredients with
supplier data

**The world's largest sustainability database
for food products and ingredients**

A centralized platform that automates carbon accounting and powers strategic impact reduction

MEASURE

Carbon & Impact Reporting

Measure your Carbon, Water, Biodiversity impact with an out of the box solution.



REDUCE

Impact Reduction

Discover hot spots and model abatement scenarios to reduce emissions across products, ingredients, and vendors.

COMMUNICATE

Sustainability Claims

Identify opportunities to communicate impact in B2C and B2B situations to drive sales of lower footprint products.

COLLABORATE

Supplier Engagement

Streamline and consolidate communications across your supply chain to ensure transparency and consistency.

Our Sustainability Metrics

HowGood's eight core sustainability metrics capture holistic sustainability impact:



GREENHOUSE GAS EMISSIONS

What is the carbon footprint of growing this ingredient?



BIODIVERSITY

How does the growing of this ingredient help or hurt global biodiversity?



PROCESSING

How much energy is used in the factory processing of this ingredient?



BLUE WATER USAGE

How much blue water does it take to grow or raise this ingredient?



LABOR RISK

What is the overall labor risk involved in growing or raising this ingredient?



LAND USE

How much land does it take to grow or raise this ingredient?



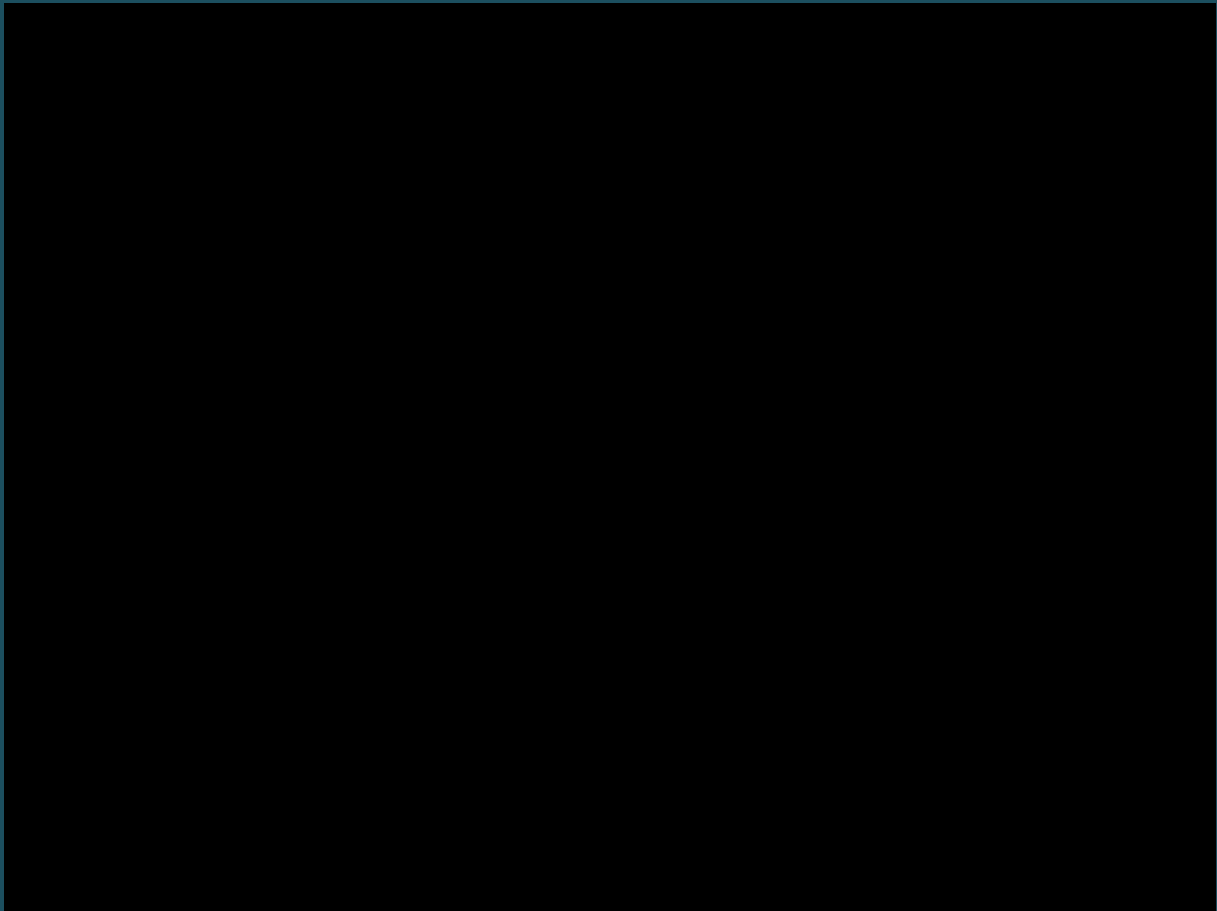
SOIL HEALTH

How does the growing of this ingredient impact the soil where it's grown?



ANIMAL WELFARE

How do the ingredients in this product impact the welfare of animals?



Sustainability Claims

CUSTOMER SUCCESS STORY

Grocery retailer drives 20-60% uplift in sales by labeling products as Climate Friendly & Fair Labor

THE CHALLENGE:

Responding to shopper demand for sustainable products

A leader in electronic shelf tags, was interested in exploring how sustainability attributes on shelf tags would impact sales.

THE OPPORTUNITY:

Climate Friendly & Fair Labor on shelf tags in grocery retailer

They worked with HowGood to identify which products in-store receive the Climate Friendly attribute and were able to go live with a trial in their flagship store in London in just a few weeks.

THE OUTCOME:

Uplift in product and store sales!

The company is now planning on integrating this offering to their network of 350+ retail groups and 30K+ stores across the EU and North America.



Sustainability Claims

CUSTOMER SUCCESS STORY

Tractor Beverage Company launches new Organic Impact Tracker in partnership with HowGood

CHALLENGE:

Differentiation in a crowded sustainability market

Tractor Beverage was looking to differentiate in both B2C consumer marketing and B2B sales scenarios. They wanted to provide public accountability for continuous, measurable improvement on the impact of their products. With a strong commitment to sourcing organic ingredients, they needed a data-backed way to quantify and verify the impact of this commitment.

OPPORTUNITY:

Scientifically-backed impact accounting

Tractor engaged HowGood to measure and validate their impact. They compared the impact of their products to conventional alternatives across multiple metrics. They were also able to incorporate sourcing data from their ingredient supplier to achieve more granular insights.



OUTCOME:

Data-backed sustainability claims

With comprehensive data to back their claims, Tractor Beverage's brand team launched the "Organic Impact Tracker" - a public-facing accounting campaign that delivers transparency and quantifies the benefit of sourcing organic ingredients.

LEARN MORE ABOUT TRACTOR'S [ORGANIC IMPACT TRACKER](#)

Retailers are using HowGood insights to assess products and guide shoppers



HowGood “Best” Rating

This product has an environmental and social impact better than 95% of food products assessed by HowGood



HowGood “Great” Rating

This product has an environmental and social impact better than 85% of food products assessed by HowGood



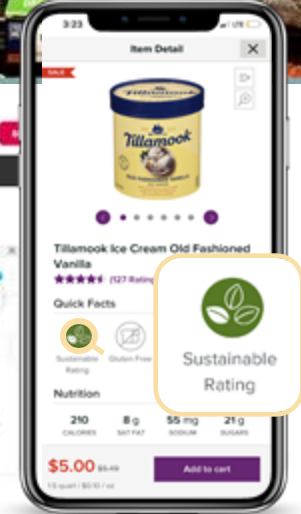
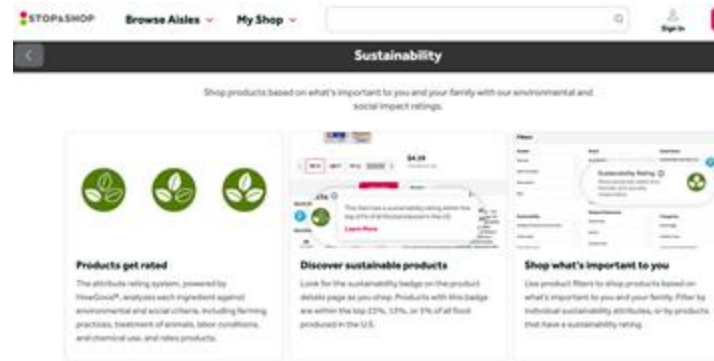
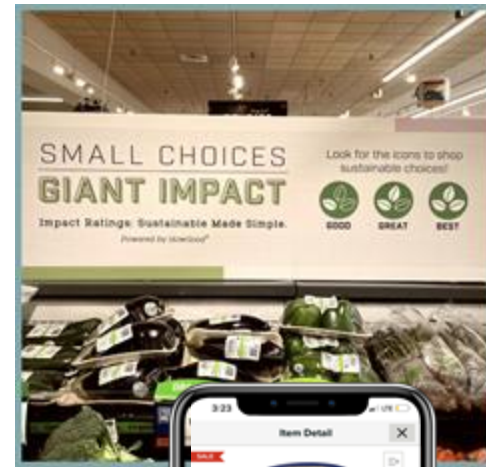
HowGood “Good” Rating

This product has an environmental and social impact better than 70% of food products assessed by HowGood

SPROUTS
FARMERS MARKET

giant
eagle

Ahold
Delhaize



Beacon
DISCOVERY™ BY HOW GOOD

HowGood

SPINS
POWERED BY PINTO

MarketReady
VERIFIED.

What's coming up for Beacon?

- Search Bar – try it now!
- Private Label
- "New" Filter
 - New To Market
 - New To Beacon
- Expanded Categories
 - Health & Beauty
 - Pets

Want to connect at Expo West?

Join us for curated consultations in
our Beacon Discovery Meeting
Lounge on Level 200 in North Hall.
Reach out to Allison to schedule!

HOWGOOD, BEACON DISCOVERY & NEW HOPE NETWORK PRESENT:

The Expo West NEXTY After Party



New Hope
NETWORK



HowGood

Beacon
DISCOVERY

BEACON DISCOVERY

Thursday, March 14th | 7:30-9 pm PST
FiRE + iCE | Anaheim, CA

To start finding new, innovative
products or to learn more, visit
Beacon.NewHope.com/OTA

or reach out to BeaconDiscovery@NewHope.com with any
questions.

Shelley Sapsin
VP, Market Integrity
Shelley.Sapsin@Informa.com

Rachel Calomeni
SVP, Growth & Innovation,
HowGood
Rachel@HowGood.com

Allison Buell
Audience Engagement Manager
Allison.Buell@Informa.com

THANK YOU!

Natural Products Expo West

OTA Booth #1735

An Organic Night Out Fundraiser at Expo West

Wednesday March 13, 2024 | Anaheim Marriott

Hosted by The Organic Center & Organic Voices

Organic Education Sessions at Expo West

State of Organic | Thursday, March 14 | 10:00am-11:00am

Defining and Measuring Impact – How Organic & Regenerative Agriculture Stack Up |

Thursday, March 14 | 11:15am – 12:15pm

