



Herbalife is a global leader in health and wellness, offering science-backed products, ranging from customisable, high-quality meal replacements, protein shakes, vitamins, supplements and teas, to aloe drinks. The sense and support of community provided by our independent distributors inspire consumers to embrace a healthier and more active lifestyle.

Covering over 90 markets worldwide, we cannot help but notice the unprecedented global challenges that are destabilizing the world. We live in times of inflation and increasing costs as results of global conflicts, serious environmental crises, as well as growing worldwide non-communicable diseases. In this context, we strongly believe that all stakeholders must give more consideration to the three aspects of **sustainability**, **health**, and **cost** in our food systems. With this in mind, Herbalife and Altermind conducted a study on this “impossible trinity”.

### Sustainability

**Status quo:** The agricultural sector is essential to achieving long-term sustainability. Food systems accounted for 32% of European direct GHG emissions in 2020, around 40% of land in Europe is used for agriculture, and 72% of global freshwater extraction is used by the agricultural sector. Consequently, if sustainability is to be taken seriously at a macro-level, more innovation is needed in the food sector.

**Company action:** Many of Herbalife’s products are plant-based. As an example, Herbalife’s flagship product, the Formula 1 shake, offers high-quality low-carbon protein thanks to its plant base, while our Tri-blend shake, composed of plants like peas, quinoa and flax, highlight how innovation can create new and nutritionally equivalent alternatives to animal and traditional plant proteins.

### Health

**Status quo:** With over half of the population in Europe being overweight, the current dietary patterns are clearly inadequate. What we eat has an immense impact on our lives, contributing to our wellbeing, our productivity, or potentially increasing risk factors for diseases and mortality. Moreover, there is a clear disconnect between what we would like to eat, in order to be healthier, and what we do eat in reality.

**Company action:** At Herbalife, we advocate for nutrient density, as a key factor contributing to healthy diets. Too many people are consuming empty calories, leading to overweight, and simultaneous malnourishment. We advocate for plant-based diets and food fortification, to ensure easy-access and adequate nutrient access, in a hectic and fast-paced world where often there’s no time to cook. This is why our Formula 1 shake contains 25 vitamins and minerals, providing 18g of high-quality protein per serving (when prepared with 250ml of semi skimmed milk, 1.5% fat).

### Cost

**Status quo:** Affordable food is not only an issue of comfort for households, but a key to ensure food security in Europe. Recent global events have caused food prices to significantly rise, endangering sufficient access to nutritious food for all on the continent.

**Company action:** Herbalife’s plant-based products offer an affordable meal replacement option, when factoring in nutrient density (around 0.63 EUR per 100kcal if consumed with milk). A transition towards the concept of ‘nutritional value for money’ is necessary, to orientate consumers towards cost-efficient and healthier foods, staving off malnourishment and inadequate nutrient intake.



As the Altermind study highlights, the food systems of the future must be more resilient, efficient and sustainable, all while ensuring that food is affordable, tasty and healthy. With the new European mandate, we believe now is the best time for policy makers to deepen cooperation with all the stakeholders involved. A new approach in EU food policies is necessary that would be both systematic in scope (encompassing the three dimensions of environmental sustainability, health and price), as well as mixed in policy recommendations (promoting various policy tools). We advocate for:

- Support and promote the concept of nutrient density to shift consumer behavior towards healthy foods.
- Integrate the drivers of consumer behavior in policy design (such as price, convenience and taste).
- Continue the support for the EU Horizon program and foster R&D in the food sector.
- Utilise subsidy and incentive mechanisms for industry operators.
- Support a shift towards plant-based proteins and products from farm to table.
- Consult relevant stakeholders and support a sector-wide dialogue on food systems.

***Together, we can work towards a more competitive, innovative, and sustainable food environment benefitting European citizens.***



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