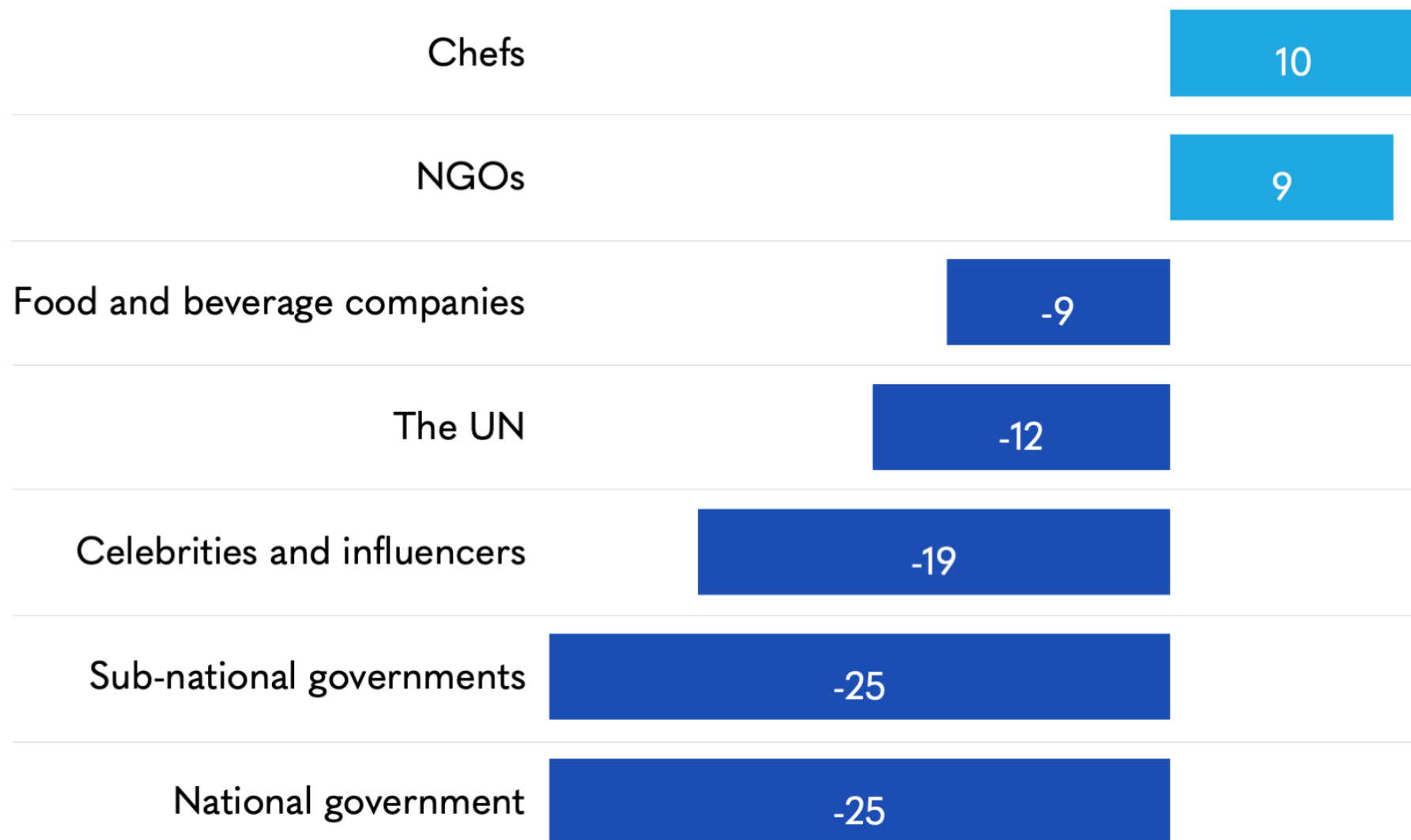


The Influence of Chefs and NGOs Is Key to Inspiring Healthy and Sustainable Eating



Actors Helping People Eat Healthy and Sustainable Food, Net Rating (Good minus Poor), Average of 31 Markets, 2023

Source: GlobeScan and EAT *Grains of Truth* Report (survey of 29,565 people in the general public across 31 countries and territories in July – August 2023)