

## Foursight Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Member 1: Iona Brooks	2 <sup>nd</sup> Year	Economics and International Relations
Member 2: Tatiana Maher	3 <sup>rd</sup> Year	Economics
Member 3: Drew Siegel	3 <sup>rd</sup> Year	Finance
Member 4: Jaïm Steele	2 <sup>nd</sup> Year	Economics and Sustainability Studies

**Advisor(s):** Dr. Brian Ray

**Topic Title:** Sustainability Downloading: The Whole Cost of Goods

**Audience:** Leandro Balbinot (CTO/CIO of Whole Foods) and the Whole Foods Executive Board

### Sustainable Development Goals

1. SDG #9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.
2. SDG #12: Ensure sustainable consumption and production patterns.

### Executive Summary

Consumers today are increasingly focused not just on what goes into their bodies, but how their consumption impacts the environment as well. With this global shift toward eco-consciousness and awareness of how human actions affect the environment, consumers are demanding greater transparency from all industries, and regulation standards are following suit. Whole Foods prides itself on quality and sustainable foods that must pass the strictest of standards, and as consumer patterns move towards environmental consciousness, brands such as Whole Foods need to evolve to stay ahead of these trends. One such benchmark of this change is Environmental Product Declarations- a nutrition-label type tag that depicts items such as carbon emissions, ozone depletion, and water usage. Over 17,000 EPDs were created for products in 2023 (mostly in construction) and Whole Foods is in the perfect position to be the leader of such a movement in the food industry. Thus, Foursight Consulting proposes that Whole Foods invests in technology to create a platform that promotes environmental impact transparency and to be one of the first implementers of widespread EPDs in the food industry.

Given their core mission to “nourish people and the planet,” this innovation aligns exactly with Whole Foods’ values and goals. You can leverage your connection to Amazon to create state-of-the-art software for Whole Foods and to be sold. Foursight Consulting has created a Two-Phase proposal where Phase One includes the creation of an app that uses current information available to educate consumers on their store purchases and incentivizes sustainable shopping such as purchasing in-season produce to accomplish challenges and receive rewards. This phase also includes investment technology that will keep Whole Foods at the cutting edge of EPD development. Phase Two looks towards the long-term goals of the company including integrating EPDs into the created application and selling the software to other parties. By initiating this proposal, Whole Foods will be a changemaker for both consumers and producers by increasing transparency, reducing greenwashing, and educating and incentivizing consumers to make better choices for the planet by showing the whole cost of goods.