

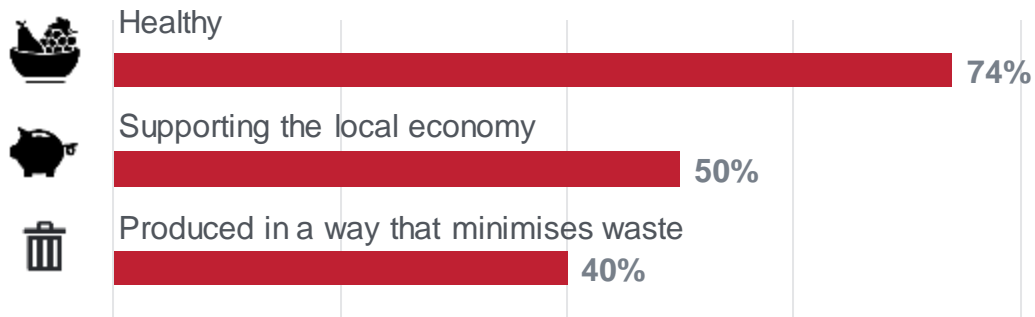
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# SUSTAINABLE DRIVERS FOR A TRANSFORMING SECTOR

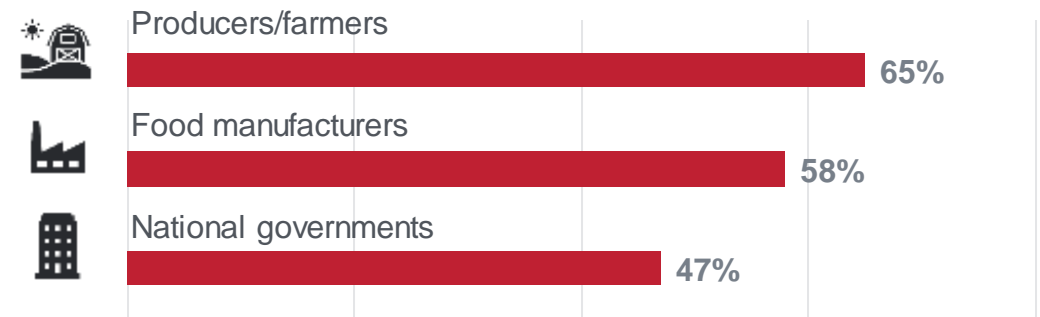
**Amparo Lobato,**  
Head of Corporate Affairs, Kellogg Iberia

# GROWTH THROUGH PURPOSE

## EU citizens expect sustainable diets to be\*:



## They believe the actors who have a role to play in making our food system sustainable are\*:



\*Source: Special Eurobarometer 505: Making our food fit for the future - Citizens' expectations (August - September 2020)

# PREPARING FOR THE FUTURE

– Our goal –

Supporting **1 million** farmers and workers  
TO HELP BOOST YIELDS, SUPPORT BIODIVERSITY &  
LIVELIHOODS  
BY THE END OF 2030



**40+**  
**ACTIVE**



Kellogg's Origins™ programs globally focused on strategic, nature-based agricultural practices that enhance biodiversity and farmer resilience.



Supported  
**MORE THAN 6000  
FARMERS &  
WORKERS**  
IN EUROPE SINCE 2015.



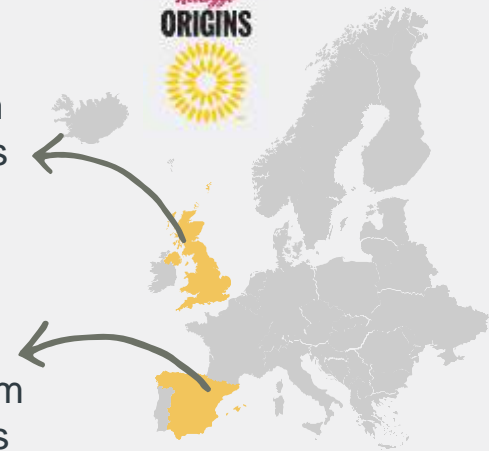
**6 years**

& running program with **wheat** farmers



**7 years**

& running program with **rice** farmers



# SUPPORTING THE TRANSITION

## Our Approach to Building Responsible and Resilient Supply Chains



### REGENERATIVE PRACTICES

Diverse Crop Rotation | Continuous Soil Cover with Living Roots | Minimal Soil Disturbance



### CLIMATE RESILIENCE

Reducing GHGs | Climate Preparedness | Disclosure and Advocacy



### FARMER & WORKER LIVELIHOOD

Better Productivity | Human Rights at Origin | Advocacy



### ENHANCING BIODIVERSITY

Protecting Habitat | Integrated Pest Management | Diverse, Plant-Based Ingredients



## Our Origins Programs offer...



KNOWLEDGE TRANSFER



TRAINING & DEMONSTRATION ON "SHOWCASE" PLOTS



NETWORKING & SCIENTIFIC RESEARCH PARTNERS



WIN-WIN STRATEGIES

# TESTING STRATEGIES IN THE FIELD



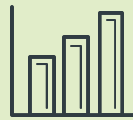
Sustainable Rice in Spain's Delta del Ebro



**REGENERATIVE PRACTICES**

**3**

“Showcases” of winter cover crops underway to promote improved soil fertility



**FARMER & WORKER LIVELIHOOD**

**€ 285**

Per Hectare increase average profitability on “showcase” plots



**ENHANCING BIODIVERSITY**

**3**

Strategies tested in 2019 to enhance natural pest predators



**CLIMATE RESILIENCE**

**15-45%**

GHG reduction from “showcase” plots testing irrigation methods