



Sustainable agriculture: McCain commits to implementing regenerative agricultural practices across 100% of McCain potato acres globally by 2030

Paris, 9 June 2021 - McCain Foods, leader in frozen potato products, today announced an ambitious global commitment plan for the implementation of regenerative agriculture. Among its key commitments, McCain Foods aims to expand the implementation of regenerative agricultural practices across 100% of McCain potato acres by 2030, close to 370,000 acres globally. In Europe, this plan is aligned with McCain CE's previous commitments: for more than 40 years McCain has been working in partnership with its European growers, supporting them in the implementation of good farming practices and in the evolution towards more sustainable agriculture. France, where McCain works with more than 800 growers, has been chosen as the pilot country for the operation in Europe.

A global commitment towards sustainable agricultural practices

Today, more than a quarter of the world's carbon emissions come from agribusiness. As a major player in the agri-food sector, McCain Foods wants to engage with its growers in a programme to develop the implementation of regenerative agriculture: a set of agricultural practices that improve and restore soil health to make it more resilient, enhance biodiversity, and reduce greenhouse gas emissions, while maintaining regular yields.

To achieve this ambition in each of its markets, McCain Foods is committed to:

- Expand the **implementation of regenerative agricultural practices** across 100% of McCain potato acres by 2030, nearly 370,000 acres globally.
- Establish **Farms of the Future around the world**, dedicated to the implementation of regenerative agriculture. - 3 for the year 2021.
- **Develop research partnerships and drive collective action** to advance regenerative agricultural practices.

Already partnering with **One Planet Business for Biodiversity (OP2B)**, a coalition taking concrete steps to develop innovative solutions to protect and enhance biodiversity in agricultural systems, of which McCain Foods is a founding member since 2019: the company also intends to develop each of its pillars on a local scale.



Max Koeune, CEO of McCain *“The transition will take three, five, maybe 10 years, but these are the critical years to make progress that protects the resilience of our farms. We must all contribute to growing food that will help feed the planet sustainably for the generations to come, and will protect and sustain the livelihood of those that grow that food. We have to start today, if the planet is going to be better tomorrow”*

France: pilot country for a European operation

In France, pilot country for the operation in Europe, McCain is organising the installation of eight pilot farms by the end of 2021, dedicated to training and raising growers' awareness around regenerative agricultural practices.

McCain has already implemented four of these farms since the beginning of the year, in the Hauts-de-France region. In this programme, McCain Field Agents & Agronomy Team are currently undergoing training to become familiar with the new practices. These farms will enable the research and identification of new practices and technologies to be put in place to improve agricultural practices. The work carried out on the pilot farms should allow a reduction in the use of inputs on crops and the testing of new practices to restore soil health. This first phase will be the subject of regular studies and analysis, including on carbon sequestration, one of the key benefits of regenerative agriculture. The farms will also host 20 farmers three times a year for practical demonstration and discussion. McCain aims to reach approximately **160 farmers by the end of 2022**, and to recruit those who want to start implementing regenerative agriculture.

Developing research partnerships and collective action to advance regenerative agriculture is at the heart of the strategy.

The transition to regenerative agriculture is a collective effort. In order to amplify the scope of this programme and measure its concrete effects and results, McCain has joined forces with the Earthworm Foundation to launch the Living Soil program. The objective is to accelerate soil regeneration through collective action in the territories.

Earthworm is a non-profit organisation driven by the desire to have a positive impact on the relationship between man and nature, and that works with companies in their supply chains to achieve this vision. In 2021, McCain joined the foundation's "Living Soils" group, supported by [the rev3](#) and the Hauts-de-France region, which aims to put the soil back at the center of the value chain by accelerating the transition to regenerative agriculture. Working closely with pilot farms, Earthworm and its technical



partners will work with farmers and the McCain agronomy team to train, coach, measure and support the transition to more sustainable practices.

Erwin Pardon, President of McCain Europe, said: *"For over 40 years, we have had a strong relationship with our growers. Today, in regards to global warming, every player in the food value chain has a key role to play. Therefore, we are committed to developing regenerative agriculture with our growers and our other partners, a key element in the transition to a food model that respects the planet and biodiversity. With this ambitious programme, we want to show that it is economically viable and feasible on European farms."*

Bastien Sachet, Managing Director of the Earthworm Foundation, said : *"The partnership with McCain reinforces the collective dynamic that is strongly established in the region around the "Living Soils" program. By offering partner farmers support in their transition, McCain is accelerating the deployment of more virtuous practices for the soil, without dogma and in real collaboration to find solutions. Soil health benefits everyone, and we are pleased to see that it is at the heart of McCain's ambitions."*

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About McCain

McCain is a family business of Canadian origin, founded by two brothers, Harrison and Wallace McCain in 1957. The Group developed in Europe in the 1970s, starting its activity in the Netherlands - before arriving in France in 1981. 40 years later, it has 3 production sites - more than 1,000 employees and a direct relationship with more than 800 French farmers - and a brand with a strong reputation. 1 out of 3 frozen french fries consumed in France is a McCain french fry, through the company's 2 key networks: supermarkets and out-of-home catering. The company's mission is based on the appeal of French fries and the moments of consumption with family and friends, but also on a strong commitment to sustainable development for a positive impact.

The McCain brothers founded the company with a simple philosophy: good ethics make good business. This principle still guides all McCain teams today. As a values-based company, the way we do business is of paramount importance. In addition to our values, our business is built on four core principles: safety, respect, integrity and fairness.

About Earthworm

Earthworm is a non-profit foundation whose mission is to transform value chains so that they become a driver for the regeneration of soils, forests and human communities.

In other words, the products we consume impact ecosystems and people. By transforming the way they are produced, we can make sure that their impact is positive.

Earthworm has been working with companies around the world and on different commodity chains for 20 years. Since 2018, Earthworm has been initiating and coordinating the Living Soils program, whose objective is to encourage and accelerate the transition to regenerative agriculture in a collective way with all the actors in the territory: farmers, commodity chains and many others.

www.earthworm.org