Sustainable Rice

Luc Beerens: Global Sustainable Sourcing Director
Mars Food
Unsafe food is no food
Our RICE commitment & targets

BY 2020

- All rice from farmers working toward the SRP standard
- Quality and Food Safety secured through farmer partnerships
- 100% of farmers on the path to sustainable incomes
- The gap to sustainable water use reduced by 20%
Three key elements of our strategy

- SRP Standard
- Farmer Partnerships
- Impact Programs
Delivering business value

Development UB Basmati Bib 500g
Ökotest Impact, LEH Total

RSV

| MAT P1 15 | MAT P2 15 | MAT P3 15 | MAT P4 15 | MAT P5 15 | MAT P6 15 | MAT P7 15 | MAT P8 15 | MAT P9 15 | MAT P10 15 | MAT P11 15 | MAT P12 15 | MAT P13 15 | MAT P1 16 | MAT P2 16 | MAT P3 16 | MAT P4 16 | MAT P5 16 | MAT P6 16 | MAT P7 16 | MAT P8 16 | MAT P9 16 |
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FOOD SAFETY IS THE FIRST STEP TO FOOD SECURITY
Mapping & Impact Analysis – understanding our footprint of rice
Focusing on 5 impact most material to Mars

- Human rights
- Income
- Land use impact
- Water use impact
- Greenhouse gas emissions
“Your efforts to reduce water use and greenhouse gas emissions, and improve farmer income in your Basmati supply chain in Pakistan and India is notable and serves as a model for other players in the global rice industry”

“We commend Mars Food for your contributions toward meaningful sustainability of world’s rice supply, and we look forward to continuing to work with you to advance the SRP across the globe”

“We have greatly appreciated Mars Food’s leadership as a first-mover and front-runner within the Sustainable Rice Platform since its inception in 2011 and are pleased to see that Mars Food is building upon the SRP standard in its own supply chain through implementation of additional impact programs”