

# MARS



## Sustainable Rice

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Mars Food



# Role of Mars in tackling world's challenges



The new Sustainable in a Generation Plan from Mars features three interconnected ambitions - informed by science - that will allow the company to address significant environmental and social challenges facing our planet.

#GenerationforChange



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**MARS**

## healthy planet

Our goal is to reduce our total environmental impact in line with what science says is necessary to keep the planet healthy.



### Climate Action

Reduce the total GHG emissions across our value chain by 27% by 2025 and 57% by 2050.



### Water Stewardship

Eliminate water use in excess of sustainable levels in our value chain by 2050.



### Land Management

Hold flat the total land area associated with our value chain.

## thriving people

Our goal is to meaningfully improve the working lives of one million people in our value chain to enable them to thrive.



### Increasing Income

Everyone within our extended supply chain should earn sufficient income to maintain a decent standard of living.



### Respecting Human Rights

Everyone touched by our business is treated with fairness, dignity and respect.



### Unlocking Opportunities for Women

In our workplaces, marketplaces and supply chain.

## nourishing wellbeing

Our goal is to advance science, innovation and marketing to help billions of people and pets lead healthier, happier lives.



### Food Safety

Mitigate food safety risks around the world.



### Product Renovation

Invest in science and product design to improve the nutrition and portions of our products.



### Responsible Marketing

Market our products in ways that will help billions of people lead healthier, happier lives.

# Our commitment & targets for Rice

## 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%

# Key elements of our strategy



Farmer Partnerships



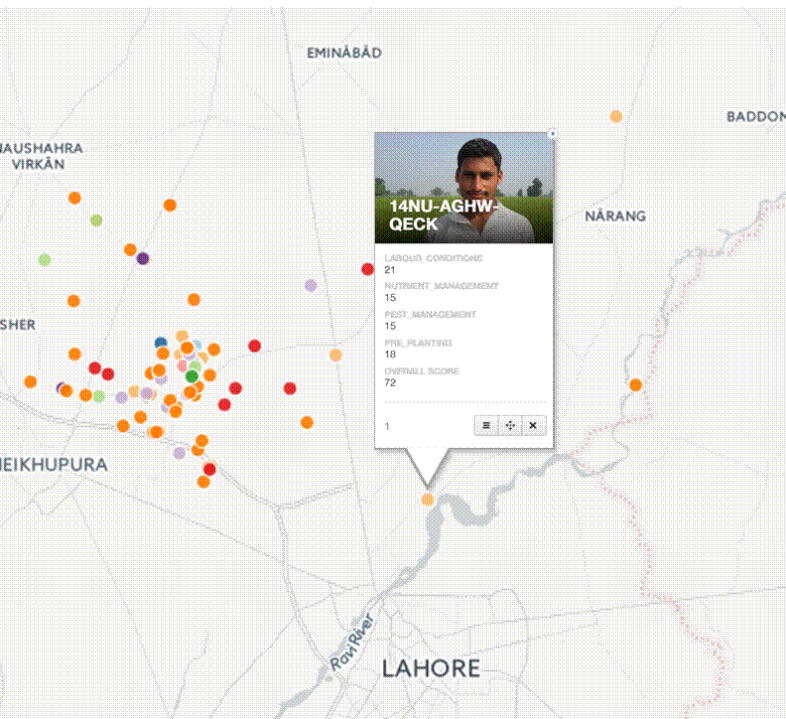
SRP Standard



Impact Programs



# Strategy in Execution - Pakistan



- 600 farmers
- SRP conformance score ~70%
- Quality rejection rate (main issues: aflatoxin, chemical residues, purity) from 80% to 5%
- New practices piloted in 2016 (land leveling, DSR, AWD) show 8% increase in yield, 32% decrease in water, 30% increase in income, and GHG savings (tbq)
- Outreach program to 10.000 non-Mars farmers and further scaling planned through national SRP chapter

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