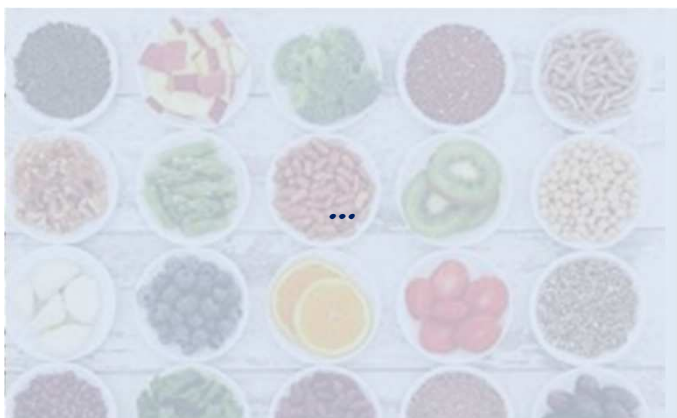


DANONE

FARM to FORK STRATEGY: COOPERATION AGRIFOOD SUPPLY CHAIN

December 2nd, 2021





TALKING ABOUT DAIRY BUT...USEFUL FOR MOST OF THE AGRIFOOD





CONTEXT & SOCIAL DIALOGUE



CONTEXT & SOCIAL DIALOGUE THROUGH THE CHAIN



CONSUMERS & SOCIETY



ADMINISTRATION



THE SUPPLY CHAIN HAS TO BE A VALUE CHAIN

COMMON CHALLENGES



ADMINISTRATION

CONSUMERS
& SOCIETY

FARMERS

TRANSFORMATION

DISTRIBUTORS

COMMON OBJECTIVES

COLLABORATION

VALUE CREATION

FARMER RELATIONSHIP COLLABORATION



REGENERATIVE AGRICULTURE PILLARS



REGENERATIVE AGRICULTURE COMMITMENTS

- Long Lasting Relationship
- Long Term Contracts
- **100% farms w/ succession by 2025**
- 100% double Animal Welfare Certification
- 100% Farms Assessed
- 50% Feed Autonomy by 2025
- 25% CO2 Reduction by 2025

High Standards of Quality & Food Safety & 100% Traceability



FARMER SUCCESSION PROGRAM



MISSION

Guide & empower family farms through **generational relay process**, while supporting them on **accelerating regenerative agriculture** practices adoption, with a farm **tailored suit coaching, training and technical advice** program.



OBJECTIVES:

- **100 % DANONE SPAIN MILK FROM FARMS WITH GENERATIONAL RELAY (*≈200 by 2025*)**
- **EXTEND REGENERATIVE FARMING KNOWLEDGE DISSEMINATION DANONE FARMERS (*from 2022*)**





FARMER SUCCESSION PROGRAM



almanatura

Drive & Organise the Succession

- Family Coaching
- Action Plan



UNIVERSITAT
POLITÈCNICA
DE VALÈNCIA

Management & Tech. Training

Program organized & supervised by University



Technical Support

Taylor Made per Farm according needs identified

DANONE Long Term Contracts



Granja Fuentes del Tajo



Granja Hermanos Reverte



Granja Valdeverdeja



Granja Cabo Gomez



AWARD PROMARCA SPAIN: “BEST COLABORATION BETWEEN INDUSTRY & FARMERS”



to DANONE, FARMER SUCCESSION PROGRAM



DANONE

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antoni.bandres@danone.com

