

# ACTING WITH PURPOSE FOR SUSTAINABILITY

## RICE SUSTAINABILITY

Rice – it's a small grain that has a big impact. Rice is the daily staple for more than 3.5 billion people around the world and rice cultivation provides the livelihood for 20% of the world's population. However, traditional rice production use approximately 40% of the world's irrigation water and is responsible for up to 10% of global greenhouse gas emissions.

As the makers of BEN'S ORIGINAL™— one of the world's best loved rice brands – we're committed to working with others to drive transformational change.

We're committed to sourcing our rice in a way that creates shared benefits for farmers, the environment, and the industry. Working through public/private partnerships and on the ground with farmers, we can support a high-quality rice crop for the billions around the world who depend on it for their nutrition and livelihood. We are pioneering sustainable rice practices. Mars Food were the first in the industry to commit to sourcing 100% of rice from farmers working towards the **Sustainable Rice Platform (SRP)** standard by 2020.

So far, over 99% of our rice has been sourced from farmers working towards the Sustainable Rice Platform Standard. We are also an early adopter of the Sustainable Rice Platform's new assurance scheme, the world's first voluntary sustainability standard for rice.

## OPENING ACCESS TO BETTER FOOD TODAY, TO CREATE A BETTER WORLD TOMORROW

In addition to our ongoing work on rice sourcing early 2021 we set out our new **five-year commitments** to drive stronger action to deliver **Better Food Today. A Better World Tomorrow.**

This new commitments to 2025 include acting on plastic and farmer livelihoods because delivering food that is good for us shouldn't come at the expense of people or the planet.

**We're committed that 100% of our plastic packaging to be recyclable, reusable or compostable by 2025.\***

We believe that there's no such thing as a sustainable product in unsustainable packaging, which is why we're rethinking our approach to packaging. In 2021, we launched our first recycle ready mono polypropylene (PP) microwavable rice pouch in the UK. Developed with global packaging partner Amcor, this breakthrough technology will allow the pouch packaging of Mars Food's household brands, including BEN'S ORIGINAL™, to be recyclable where infrastructure exists.

**We will eliminate unsustainable water use in our value chain, starting with a 50% reduction by 2025.\***

Mars' water stewardship goal is to halve our gap to sustainable water usage levels by 2025 and ensure water use in each watershed in our value chain is within annually renewable levels in the long term. So far, we have achieved a 10% reduction.

Water stewardship is not only good for the planet but is also helping to support farmers on the pathway to economic stability. For example, results from our rice farmers in India and Pakistan have shown a 30% reduction in water use alongside an 8% increase in yield, and (on average) household income from rice has increased by around 30% through these programs.

**100% of rice farmers in our supply chain at risk of poverty reached by programs designed to enable them to thrive by 2025.**

Today, 96% of our farmers on the path to sustainable income through programs which combine good agricultural practices, access to the latest plant science and/or other ongoing engagement designed to help increase their incomes. For example, SRP-compliant farmers in Thailand have raised their income by over 40% due to improved yields and, in particular, reducing costs by using seeds and inputs in optimized quantities.

## MARS SUSTAINABLE IN A GENERATION PLAN

Our work on rice sustainability is part of Mars, Incorporated's wider **Sustainable in a Generation Plan**.

Mars is transforming the way we do business. From replacing plastic packaging with eco-friendly materials, to advancing global research on critical food safety challenges, to rethinking where and how we buy our raw materials, we are constantly innovating to drive positive change for people and the planet.

The UN's Sustainable Development Goals (SDGs), also known as the Global Goals, offer a powerful guide for this next generation of growth. While our efforts will contribute to multiple SDGs, we've made a strategic decision to focus on three goals that align most closely with the Pillars of our Sustainable in a Generation Plan.

That's why we launched our Sustainable in a Generation Plan in September 2017.

The Sustainable in a Generation Plan has three interconnected strategic Pillars that we believe are essential for sustainable growth:

- 1. Healthy Planet**
- 2. Thriving People**
- 3. Nourishing Wellbeing**

Since launching our Sustainable in a Generation Plan in 2017 with an initial \$1 billion investment, we have made progress to curb our environmental impact, meaningfully improve lives in the workplaces, supply chains and communities where we work, and help billions of people and their pets lead healthier, happier lives today and into the future.



**Ben's  
Original™**

\*These targets are part of our Mars, Incorporated Sustainable in a Generation Plan.