



GRUPO BIMBO

Regenerative Agriculture

2024 Action Plan

Regenerative Agriculture

Regenerative agriculture (RA) is a fundamental axis within [our sustainability strategy](#) in the Baked for Nature pillar. We set an ambitious goal that by 2050, 100% of our key ingredients must be sourced from land that has been farmed using [regenerative agriculture practices](#). To achieve this, we have identified the following lines of action that will be developed to advance towards our goal.



In 2024, our goal is to enroll 200,000 hectares in our regenerative agriculture programs and continue supporting producers to transition into regenerative agriculture in our key sourcing regions.

01 Strengthening our strategy

To strengthen our strategy, we have identified an opportunity to create technical capacities that will enable the expansion of regenerative agriculture practices among producers of different types of crops in key sourcing regions. Likewise, it is necessary to increase the knowledge on Regenerative Agriculture in our internal teams.

a) Education is a key pillar for medium-long term progress:

One of the biggest opportunities for support is in localized education for regenerative agriculture. Regardless of the maturity level, there is a growing ask from the producer community to support

with practical soil health knowledge given their regional context and crops. We continue to partner with local agricultural teams to provide training as part of our RA programs. On top of that, we see a need to increase the number of soil health experts available to be able to support this big transition over the short-medium term. Due to this, we will be exploring opportunities to invest in Soil Health Trainer programs to support this gap in the market and allow for sustainable growth so that the producers in our sourcing regions will have the expert support they need to address their concerns and support them in their RA transition.

b) Internal capacity building:

Building from the successes of our 2024 regenerative agriculture workshops, we will collaborate with Earthworm Foundation to develop and host two more sessions in 2024 for internal cross-functional teams. Workshop topics will be selected, and content developed to align our knowledge of regenerative agriculture and ensure that our global efforts are understood and in support of our policies, frameworks, and monitoring and evaluation guidelines.

02 Expanding our efforts in the field

At Grupo Bimbo we are promoting various initiatives in countries including the United States, Mexico, Brazil, and others, with the goal of widening our knowledge and fostering regenerative agriculture in the places where our ingredients grow.

a) Growing in the US, Canada, and Mexico

We have identified the key sourcing regions and will work with suppliers to incentivize change and mitigate risks. Aligned with our 3 key pillars of increasing soil health, improving biodiversity and ecosystem health, and enhancing the producer community, we will be tracking the results of these programs and create action plans based on the areas of opportunity.

b) Expanding our efforts to Latin America

Along with growing in North America, we recognize that South America is a relevant sourcing region for Grupo Bimbo. As such, we plan to use the learnings from our scoping work in 2023 to develop an Regenerative Agriculture program in the region, focusing on education and tool implementation for measuring change.

03 Transparency

We will report our progress on our regenerative agriculture strategy in June and December.