Grupo Bimbo
Regenerative Agriculture
Progress Report, December 2024

Regenerative Agriculture

Aligned with our purpose of "Nourishing a better world", as part of our sustainability strategy we have committed to ensuring that by 2050, 100% of our key ingredients will come from land cultivated under regenerative agriculture practices, seeking to improve soil health, strengthen the resilience of the countryside and communities, while actively working to reduce emissions. To achieve this goal, we have adopted a multifaceted approach. First, we are developing and refining our internal strategy for Regenerative Agriculture. Second, we are actively implementing field projects in various parts of the world, with the aim of promoting and supporting regenerative practices. Finally, we strongly believe in transparency and accountability. Therefore, we have established an annual action plan and we are committed to publishing two progress reports, one in June and one in December.



01 Strengthening our strategy

During the first half of the year, we developed the Global Regenerative Agriculture Framework for wheat and corn. In recent months, we have focused on making our framework known to our suppliers in order to align them with the indicators and regenerative agriculture practices it mentions. In this way, we ensure the effective and consistent implementation of our framework in the programs we carry out globally and they can provide us with reports aligned to it.

02 Expanding our efforts in the field

We promote regenerative agriculture in the different countries where we source. To achieve this, Grupo Bimbo collaborates with different stakeholders, such as our suppliers, research centers and civil society organizations.

Mexico

In 2024, we achieved a significant 20% increase in the area under regenerative agriculture practices in Mexico, expanding from 15,643 hectares (HA) in 2023 to 18,889 hectares (HA) in 2024.

Through this program, we promote the implementation of regenerative agriculture practices, achieving a reduction in water consumption of up to 10% for wheat and up to 19% for corn in the states of Sinaloa, Sonora, and Guanajuato. Additionally, a potential reduction of up to 40% in the carbon footprint of crops is expected with a greater implementation of these practices.

We also promote the use of cover crops that can reduce erosion, improve soil health and encourage biodiversity. More than 600 farmers participated in the regenerative agriculture program in the states of Sonora, Sinaloa, Jalisco and Guanajuato.

Seeking to expand our program in Mexico, at the end of the year we managed to establish a commitment to implement Regenerative Agriculture practices in sugar crops in the southeast of the country. This new commitment will add 4,500 HA to our Regenerative Agriculture program.

North America

The results of our programs in North America, by the end of 2024, demonstrate significant progress in research and training, consolidating our commitment to regenerative agriculture.

Through the TAP Program[1], we continue to provide support and training to farmers in Canada, facilitating the adoption of regenerative practices and strengthening their capacities to face the current challenges of the agricultural sector.

In parallel, the Paterson Research project made significant progress in generating key data on soil conditions and the impact of regenerative practices in Canada.

These findings will not only allow us to evaluate current results, but also to work with stakeholders and farmers in Canada to continue promoting the implementation of regenerative agriculture in that country.

[1]Trusted Advisor Program (TAP)

We conduct visits to farmers together with our suppliers to understand the practices they are carrying out and the challenges they face in adopting regenerative practices.

We continue to work not only with suppliers, but also with different key actors, such as scientific institutions, NGOs, financial institutions, as well as relationships with producers, who share their personal experiences of transitioning to regenerative agriculture. Without a doubt, connecting with these actors allows us to continue strengthening our experience and nurturing our knowledge to make more strategic decisions.

South America

In South America, we are working with farmers and civil society organizations in Argentina, Uruguay and Paraguay to carry out baseline measurements. This will allow us to develop action plans focused on implementing regenerative practices and improving the key performance indicators established within the framework of Grupo Bimbo's regenerative agriculture.

We also worked on defining the project to obtain the baseline in Brazil in 2025, strengthening our strategy and presence in the region.

Europe

This year we started by gathering information from farmers in different European countries to understand what practices they are carrying out and define our action plan.

In France, we continued to advance our Regenerative Agriculture pilot project, collaborating with 2 cooperatives and 44 farmers. Work in 2024 focused on progressively giving greater autonomy to cooperatives, through training of both farmers and cooperative workers, ensuring the successful implementation of regenerative practices.

03 Transparency

This report contains the progress made in our regenerative agriculture strategy from July to December 2024. This reflects Grupo Bimbo's firm commitment to achieving our regenerative agriculture goals. We recognize that we still have a lot of work to do to improve soil health, increase biodiversity and ecosystem health, and strengthen farming communities. Therefore, we will continue to focus our efforts on training and collaboration with farmers and different key stakeholders, to continue nourishing a better world.