



**Grupo Bimbo**  
**Regenerative Agriculture**  
Progress Report, December 2025

At Grupo Bimbo, we continue strengthening our sustainability strategy, moving forward toward the goal that, by 2050, our key ingredients will come from land cultivated under regenerative agriculture practices.

During the second half of 2025, we have maintained progress on the three lines of action that guide our work, ensuring an orderly, measurable, and transparent progress.



After analyzing the number of hectares and defining our 2025 goal, we have reached more than 500,000 hectares ( $\approx 1,235,000$  acres) under regenerative agriculture practices. These hectares comply with the guidelines established in our framework, which guides each of our efforts and ensures consistency in global implementation.

Thanks to the alignment we seek across all programs and collaborative work with our partners and suppliers, we have achieved significant progress. Each additional hectare is an opportunity to learn, improve, and generate a positive impact throughout the chain, reinforcing our commitment to regenerative agriculture and global sustainability.

Following the publication of our Global Regenerative Agriculture Framework (GRAF) in 2024, we have continued to strengthen its application and evolution. During this second half of 2025, we implemented actions focused on: a) technical adaptation according to key ingredients; b) expanding the framework to sugar crops. These ingredient-level actions allow us to have criteria that reflect their particularities, that facilitate the implementation of the GRAF and the scaling up of our programs.

Our next step is to validate the implementation of practices through more robust contracts, as well as technical advisory, with the goal of consolidating our program and evaluating the impact generated in the field. This process will allow us to identify opportunities for improvement in our program and, if necessary, adjust the framework to make it even more robust and adaptable to the reality and needs of each ingredient. In this way, we transform continuous evaluation into a strategic tool to ensure that our actions not only comply with regenerative principles but also maximize their contribution to sustainable development.

As part of the implementation of our GRAF and the strengthening of our stakeholders, during this semester we were promoters, sponsors, and participants in the Diploma in Regenerative Agriculture given by the Colegio de Postgraduados de México in collaboration with the Mexican Ministry of Agriculture and Rural Development, taught by local and foreign researchers. With more than 100 participants, including internal staff, suppliers, and farmers, the course delved into regenerative principles and practices. The aim of this initiative was to develop a baseline of technical knowledge to ensure that strategic actors in the chain are prepared to promote the adoption of regenerative agriculture.

Given the circumstances faced by farmers due to water scarcity in Mexico and other geographies, we have taken on the task of mapping the main risks associated with our key ingredients, as well as to better understand the amount of water required for their cultivation.

Based on this analysis, we have begun to explore technological solutions and have already started conversations with different suppliers to evaluate possible pilots. In parallel, we seek to understand

which agricultural practices have the greatest potential to improve water retention and absorption in the soil.

### **Strategic Alliances:**

As part of our strategy, we have established conversations with universities and research centers in Mexico and the United States with the aim of developing technical solutions applied to regenerative agriculture, to validate practices in the field, and generating scientific data to strengthen our programs. These alliances also seek to build local capacities and create pilot projects that can be scaled to other regions, thus strengthening the expansion and impact of our initiatives.

On the other hand, the incorporation of new suppliers into the program, along with the strategic approach to internal stakeholder groups, is strengthening and driving the growth of the program. This progress not only consolidates the initiative but also generates greater alignment among all stakeholder groups, both internal and external.

As the understanding of the relevance of this initiative becomes clearer, its future positive impact is recognized, positioning it as a key pillar for the company's sustainability, competitiveness, and continuity.

### **Key Projects**

**Pilot Project with Paterson Grain:** This project involves five plots of land where we are simulating the transition from conventional farming to regenerative agriculture in order to compare, understand, and measure the benefits of regenerative practices. The aim of this project is to measure results in soil health and overall farmer productivity, to assess whether the results obtained translate into operational and economic benefits for crops such as wheat, oats, canola, and soybeans.

**Training Program with Canadian Prairies Trusted Advisor Partnership (TAP):** This program is designed to provide training to lead farmers under the "Train the Trainer" model, enabling them

to share their knowledge with other farmers and promote best regenerative practices. This effort strengthens technical capacities and creates a community of practice, expanding the reach of regenerative agriculture in Canada.

## 02    Expanding our efforts in the field

During the second half of 2025, we focused on the strategic expansion and implementation of our regenerative agriculture program in different regions.

### **México**

In Mexico, we have strengthened the coordination and structure of the Bimbo and Barcel teams that lead and drive the Regenerative Agriculture program in our key crops: wheat, corn, potato, and sugar. This effort seeks to address the country's challenges and strengthen joint work, driving the program with strategic partners such as CIMMYT and other relevant actors, such as farmers, cooperatives, and mills. This collaboration is essential to continue promoting regenerative practices and ensuring a positive impact on farmers, who are the first link in the chain and currently face adverse situations due to socioeconomic conditions that hinder agricultural production.

### **North America**

During the second half of 2025, we made progress in expanding our regenerative agriculture programs in the United States and Canada, consolidating conversations initiated with new suppliers in the first half of the year, which helped us add additional hectares to our target. In these new hectares, key practices such as minimal or no tillage, crop rotation, and cover crops are being applied, all aligned with our Global Regenerative Agriculture Framework (GRAF) and oriented toward measuring the six fundamental indicators defined in the framework.

Additionally, the programs include support from our suppliers to producers through field days, where practical knowledge is shared, and technical support is provided to facilitate the effective adoption of these practices in their operations. These field days allow farmers to see in practice the benefits that support the principles of the regenerative framework, comparing results in soil, water retention, and productivity. Thus, comprehensive learning is generated that connects technical explanations with direct field experience. This approach accelerates implementation and strengthens confidence in long-term results and benefits.

## **South America**

In the second half of 2025, we continued strengthening regenerative agriculture programs in the region. These efforts have consolidated learnings and reinforced collaboration with our local partners, ensuring that each hectare worked complies with the guidelines of our global framework.

An important achievement in the region was the launch of the first regenerative agriculture program in Brazil, marking the incorporation of this country into our regional strategy. This progress is a key step to expand the presence of our programs in South America and strengthening their impact. The program was launched with the Brazil team and a local supplier, who will play an essential role in monitoring and follow-up, ensuring effective implementation that is adapted to the country's agroecological and social conditions.

In Paraguay, we continued the program started the previous year, reinforcing and consolidating our strategic alliances with local procurement teams, suppliers, and mills. The objective was to expand the adoption of regenerative practices and continue building the technical capacities of farmers through training and specialized support. With these efforts, we seek to generate a tangible impact on KPIs, laying the foundations for increasingly robust implementation aligned with regional objectives.

In the case of Argentina, we maintain active conversations with mills and other sectors of the chain to identify synergies and set the foundations for a pilot project that drives the adoption of regenerative practices in the country.

Next year, our focus will remain on consolidating existing programs, supporting the development of the new project in Brazil, and moving forward with the identifying strategic partners in Argentina to expand implementation in the region.

## **Europe**

In France, we continue collaborating on the Regenerative Agriculture project with a client, consolidating training and technical strengthening actions, as well as seeking to incorporate hectares into the program.

In the United Kingdom, we launched the first regenerative agriculture program in partnership with a supplier, due to the analysis and conversations held with local teams, marking a significant step in the expansion of our strategy in Europe.

Additionally, we continue exploring new opportunities in the region, evaluating initiatives from our suppliers, and collaborating with local teams to identify areas for action that help implement programs in that region.

## **Asia**

Given that our volume in this region has increased in recent years, this year we began to explore the possibility of developing a program in collaboration with a research center in India. We are currently evaluating the country's situation and among farmers to identify the most relevant opportunities.

## **03 Transparency**

Reaffirming our commitment to transparency, we present this update reflecting the progress made in the second half of 2025, consolidating our efforts to drive regenerative practices throughout the chain.