



# EXPLORING AND FOSTERING REGENERATIVE AGRICULTURE

Danone North America and Our Commitment to Regenerative Agriculture - March 7, 2018

As a public benefit corporation, and the largest Certified B Corporation® in the world, committed to social progress, animal welfare, sustainable agriculture and innovative regenerative farming practices, Danone North America is putting our stake in the ground with multiple initiatives aimed at exploring regenerative agriculture and aligned with the global vision of One Planet, One Health.

## THE DANNON PLEDGE AND SOIL HEALTH INITIATIVE

Danone North America announced a soil health initiative as part of The Dannon Pledge, a commitment to a range of progressive practices focused on sustainable agriculture, transparency and naturality, which enables the company to offer consumers more of what they want in terms of yogurt choices. The initiative brings together experts and academics to build best-in-class soil health programs to benefit our farms and communities with a goal to improve organic matter in soils leading to carbon sequestration and improved yields, reduce chemical use and restore biodiversity, and enhance soil water holding capacity leading to improved farm economic resilience long-term. The initiative will begin with research.

## THE CARBON UNDERGROUND

Danone North America is joining The Carbon Underground, Green America and other food companies to inform the design and development of a new global certification standard for food grown in a regenerative way (across all agricultural systems).

## REGENERATIVE ORGANIC ALLIANCE

A group of companies and organizations now known as the Regenerative Organic Alliance is working together to develop a new standard, which will be known as Regenerative Organic Certification. The Regenerative Organic Alliance defines the proposed certification as a “holistic agriculture certification for organic encompassing robust, high-bar standards for ensuring soil health and ecological land management, pasture-based animal welfare, and fairness for farmers and workers.” Danone North America has committed to practically explore how the proposed Standard can be implemented at farm all the way to product level through the pioneer organic brands, Vega One Organic, and Horizon Organic (Grass-Fed range), and Happy Family supports the initiative as an ally.

