



List of Commitments – McCain

EU Code of conduct for responsible business and marketing practices

April 29th April 2024 - Sustainability – The Heart of McCain.

Everybody faced challenges in 2020. The global COVID-19 pandemic brought with it fundamental change and put a spotlight squarely on the challenges posed by a fragile global food ecosystem and the disruptive impact something like the climate change can have upon it.

It also put a new emphasis on McCain’s sustainability journey, guided by our Founders’ Belief that “Good Ethics is Good Business” since 1950s. As the leader in frozen potato industry, we have embarked upon a journey to create planet friendly food. Food that is made with clear commitments - by 2025-2030 - to our farmers, communities, environment and consumers, so that all can enjoy our great tasting food for generations to come.

Our commitments and actions are based on 4 key pillars:

- ❖ Smart and Sustainable farming
To adopt regenerative agriculture practices to address climate change challenges, resources preservation and help growers future proof their operations.
- ❖ Resource efficient operations
To show the way toward a low-carbon economy.
- ❖ Good Food
To improve the nutritional profile of our products, while offering healthier choices and recognizable ingredients.
- ❖ Thriving Communities
To co-create positive change for our local communities through sustainable livelihoods.

The endorsement of the Code of Conduct for responsible business and marketing practices will foster the deployment of McCain Company “Planet Friendly Food” strategy in Continental Europe and accelerate the achievements of the following objectives. It’s also a way to act collectively – to do more and contribute to the transition toward a sustainable food system.

 *Together, towards*
**PLANET-FRIENDLY
FOOD.**

Target : 2025-2030

Scope : Continental Europe



N°	Commitment	Sustainability Dimension	Connection with aspirational objective of the Code
1	Implement regenerative agriculture practices across 100% of McCain potato acreages by 2030	Environment	6 – Sustainable value creation in the European food supply chain.
2	25% reduction in CO2 emissions per tonne from potato farming, storage and freight by 2030	Environment	3 – A climate neutral food chain by 2050.
3	15% improvement in water-use efficiency in water-stressed regions by 2025.	Environment	4 – An optimized circular and resource-efficient food chain
4	50% absolute reduction in GHG emissions (Scope 1 & 2) by 2030.	Environment	3 – A climate neutral food chain by 2050.
5	100% renewable electricity in all our plants by 2025, ceasing use of coal by 2025.	Environment	
6	60% intensity reduction in Scope 1 & 2 GHG emissions and 30% intensity reduction in Scope 3 GHG emissions by 2030	Environment	
7	Zero Waste to landfill by 2025	Environment	4 – An optimized circular and resource-efficient food chain
8	50% reduction in food waste intensity across McCain operations by 2030.	Environment	2-Prevention and reduction of food loss and waste
9	100% of our packaging designed to be recyclable, reusable or compostable by 2025	Environment	4 – An optimized circular and resource-efficient food chain
10	Using simple ingredients that customers recognize and expect, providing clear and transparent nutritional information, expanding healthier food offerings	Health	1 – Healthy, balanced and sustainable diet for all European consumers.
12	Improving the livelihoods of 10,000 vulnerable farmers and families by 2025	Social	6-Sustained, inclusive and sustainable economic growth, employment and decent work for all