

EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

REPORT SUBMITTED ON FY21 (JULY 20/JUNE 21)



APRIL 30TH, 2022

Type of business/sector	Sustainability dimension	Code aspirational objective (1-7)	Individual commitments with baseline	Progress on KPIs and goals (qualitative and/or quantitative)	Additional information (optional)	Comments (optional)
Potato Processing Industry	Environment	6	Implement regenerative agriculture practices across 100% of McCain potato acreages by 2030.	<p>France is the pilot country in Europe. McCain partners with Earthworm to build a Reg Ag technical framework, identify farms where Reg Ag practices are implemented (8 Pilote Farms) and deploy the system to satellite farms.</p> <p>To encourage our 800 farmers in France to join this collective approach on a voluntary basis, McCain has set up, as part of its new policy, and for the first time, a contract dedicated to regenerative agriculture to start Potato Crop 2022-2023. Farmers will benefit through this new contract from a long-term commitment. 6-year term (compared to 3 years for traditional multi-year contracts), as well as a revaluation premium. Other Financing solutions are being explored to accelerate the transition.</p>		
			Reducing CO2 per ton from potato farming, storage and freight by 25% by 2030.	<p>Exploring different agricultural practices to reduce CO2 emissions during growing cycle. Working on variety selection to improve efficiency. Investigating storage and transportation opportunities to reduce CO2 emissions in the value chain.</p>		



Together, towards
PLANET-FRIENDLY FOOD. 

Type of business/sector	Sustainability dimension	Code aspirational objective (1-7)	Individual commitments with baseline	Progress on KPIs and goals (qualitative and/or quantitative)	Additional information (optional)	Comments (optional)
Potato Processing Industry	Environment	3	<p>50% reduction in CO2 emissions by 2030 (2017 baseline)</p> <p>100% renewable electricity in all our plants by 2030.</p>	<p>-2% in CO2 equivalent emissions in F21 vs F20, achieving -8.5% vs 2017 baseline</p> <p>Jan 2022 - Completed construction of onsite solar park in Strzelin (Poland). These 11500 panels produce around 25% of the site's electricity consumption, reduction CO2 emissions by 4.3 CO2eq/year. Other offsite solutions being explored to increase the load under coverage.</p>		
	Environment	4	<p>0% waste to landfill</p> <p>100% Potato utilization in all our plants by 2025</p>	<p>Only 2.6% of the waste going to landfill in Europe. Most of the plants being at 0%, some additional work needed in Poland.</p>		
	Health	1	<p>Providing clear and transparent nutritional information. Nutriscore 100% in retail by 2025.</p>	<p>Nutriscore implemented in France, Belgium and Germany retail market. Several projects underway to continuously improve the nutritional profile of our product portfolio.</p>		