



Healthy People, Healthy Planet:
Building a More Sustainable, Resilient, Equitable, and Nourishing Food
System

Food Forum Virtual Workshop
July 22-23, 2020

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SESSION 3: Transformation of the Food System

Conflict of Interest



- Working for:
 - Danone North America
 - Danone Waters of America
 - Nutricia North America
 - Happy Family
 - Danone Manifesto Ventures

ACTIVIA®



OIKOS®





DANONE
ONE PLANET. ONE HEALTH

From a set of consumer brands perspective...

- To address consumers' expectations on "food systems"
- Credibility and authenticity are paramount! To achieve these, a "full value chain" set of actions is needed from:
 - the agricultural inputs (e.g. feed of the cows that produce milk),
 - to food processing and production,
 - to brand commitments and
 - packaging circularity.



2020 FOOD & HEALTH SURVEY

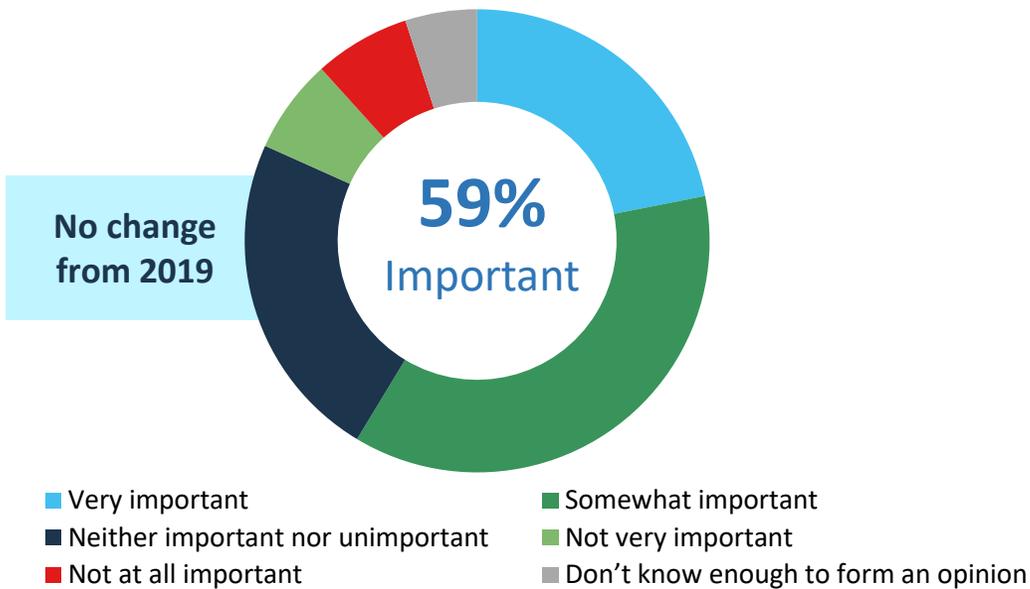
International Food Information Council



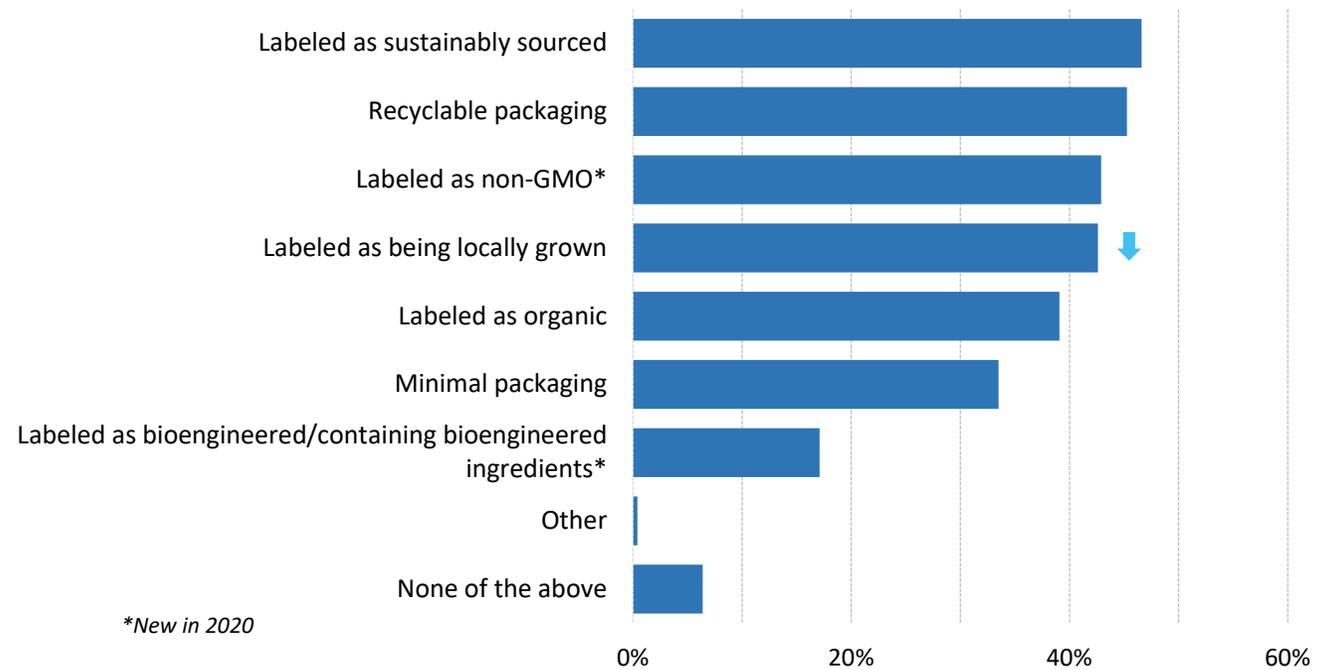
The importance of sustainability has remained the same vs. 2019, even though it is slightly more of a factor for purchases

Those who are following a diet are more likely to also consider environmental sustainability important

Importance of Environmental Sustainability in Food Products Purchased



Perceived Factors to Know if a Product is Produced in an Environmentally Sustainable Way (Of those who say it's important their food be produced sustainably)



Q46 (TREND): How important is it to you that the food products you purchase or consume are produced in an environmentally sustainable way? (n=1,011)

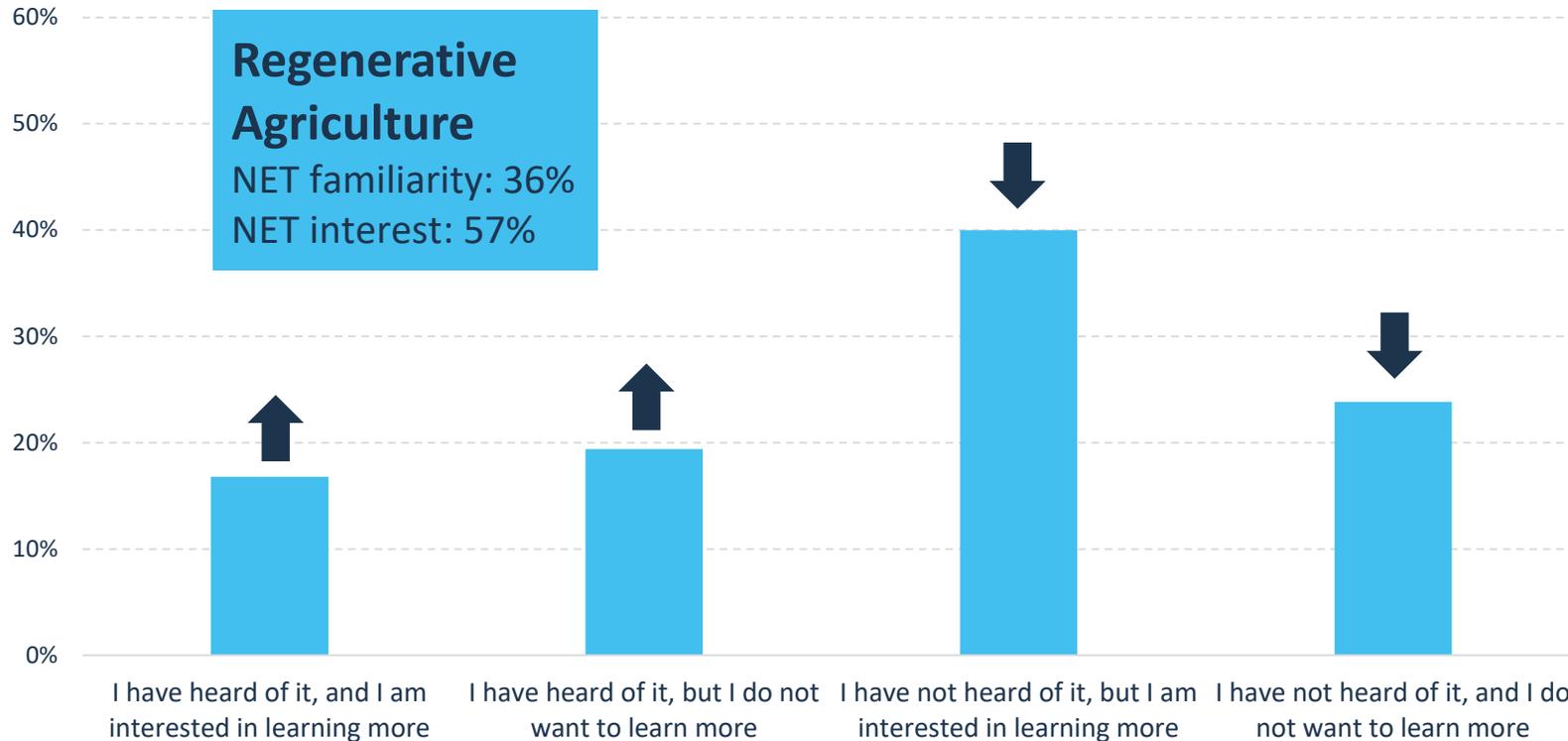
Q47 (REVISED TREND): You mentioned that it is important to you that food products are produced in an environmentally sustainable way. When shopping for foods and beverages, which of the following do you look for as a way to know that a product is produced in an environmentally sustainable way? Select all that apply. (Of those who say it's important their food be produced sustainably, n=565)



Familiarity with regenerative agriculture is up significantly

Younger consumers are much more likely to have heard of the concept

Familiarity and Interest in Regenerative Agriculture



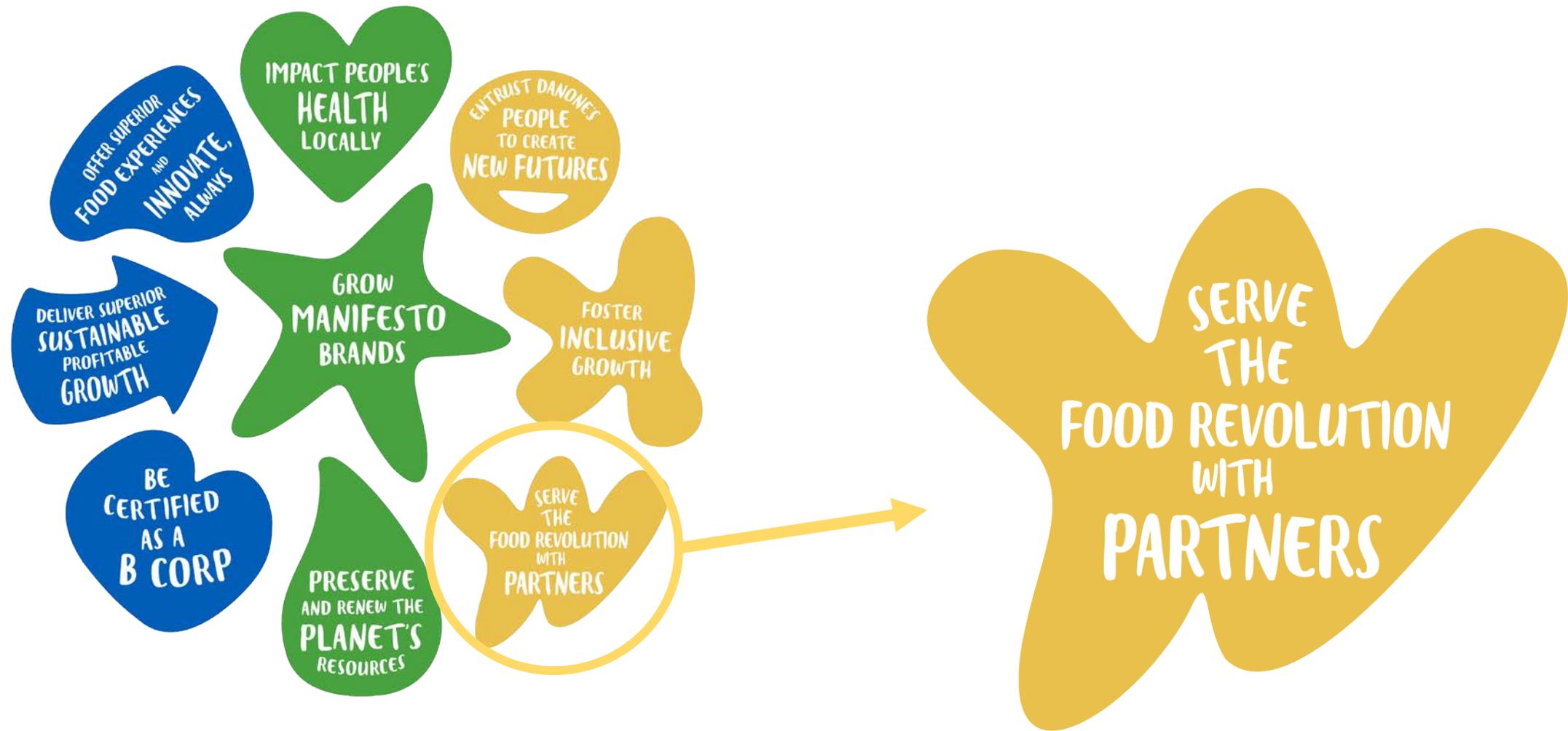
↑ Familiarity is up from 2019 (22%)

71% of consumers ages 50+ have **not** heard of regenerative agriculture (vs. 57% under age 35)

44% of consumers who grocery shop online at least once a month have heard of regenerative agriculture (vs. 29% who never shop online)

Q48 (REVISED TREND): Which of the following best describes your familiarity and interest in the practices of “regenerative agriculture” (e.g., agricultural practices that seek to maintain and enhance the health of the soil)? (n=1,011)





2030
GOALS



OP2B – ONE PLANET BUSINESS FOR BIODIVERSITY

ONE PLANET BUSINESS FOR BIODIVERSITY (OP2B)

Launched during the United Nations Climate Action Summit in New York (Sept 23rd 2019)

Part of French President Macron's One Planet Lab framework

Hosted by the World Business Council for Sustainable Development



A unique international, cross-sectorial, **action-oriented business initiative on biodiversity** with a specific focus on agriculture



An initiative determined to **catalyze action** within the agriculture value chain **to protect & restore biodiversity**



Driving **transformational change at scale** in **partnership with farmers, producers, government, consumers, academia and civil society**

21 COMPANIES WITH COMBINED TURNOVER OF +\$500 BILLION...



...WORKING TOGETHER ON 3 FOCUS AREAS



Regenerative agriculture
Scale up regenerative agriculture farming to enhance soil health and biodiversity



Product diversification
Identify solutions to drive species & genetic diversity



High value ecosystems
Eliminate deforestation & enhance the management, restoration & protection of high-value natural ecosystems



DANONE
NORTH AMERICA

LARGEST
B CORP™
in the world

USING
BUSINESS
AS A
FORCE FOR GOOD

ACTIVIA

THE CULTURED
SNACKING CO.

Danimals

DANNON®



OIKOS®

OIKOS®
TRIPLE ZERO

Silk



STÖK

TWO GOOD

vega

wallaby
organic

YO CREAM



AGRICULTURAL INPUTS: EXAMPLE OF DAIRY PRODUCTION

✓
REDUCE PRICE VOLATILITY

✓
TEST AT SCALE CHANGES IN
AGRICULTURAL PRACTICES →
MORE SUSTAINABLE FARMING

✓
COST PLUS MODEL = Cost of
Dairy production + a margin
MULTI-YEAR CONTRACT

SOIL HEALTH PROGRAM



DANONE
NORTH AMERICA





Our Soil Health Program

 <p>Soil Health</p>	<p>Healthier soils for future generations</p>
 <p>Biodiversity</p>	<p>Promote balanced living systems above & below the soil</p>
 <p>Water</p>	<p>Water resiliency & quality</p>
 <p>Carbon & Energy</p>	<p>Increase carbon sequestration with more organic matter in the soil</p>
 <p>Economy & Productivity</p>	<p>Ensure fair returns/acre</p>



DANONE NORTH AMERICA

Certified



Corporation



ORGANIC PROGRAM

**HORIZON
ORGANIC**



GROWING
YEARS

[SIGN UP](#) / [SIGN IN](#)

[PRODUCTS](#)

[WHAT IS ORGANIC?](#)

[OUR FARMERS](#)

[ABOUT US](#)

[RECIPES](#)

[WHERE TO BUY](#)



THE HORIZON NEXT FRONTIER PROJECT

WE'RE STILL PIONEERS AT HEART. HERE'S HOW WE'RE TAKING ACTION
ON CLIMATE CHANGE, DOING MORE FOR OUR FARMER PARTNERS
AND THE LAND.

To learn more about your CA privacy rights, please visit [CA Privacy Rights](#)



HORIZON AMBITION

Pioneer a **new type of organic dairy company** that revitalizes the **air** we breathe, **animals** we cherish, the **farmers** we support and the **soil** beneath our feet.

Be the
First Carbon Positive Dairy
brand by 2025!



To continue to push food standards higher, Horizon is pledging to be Carbon Positive by 2025 & going beyond organic standards

Carbon Positive



Regenerative Soil Health



Animal Welfare



Farmer Care & Safety



Our Vision

Milk can make a positive impact and we will accelerate sustainable carbon positive practices and become the **first organic dairy brand to be carbon positive**

Our Commitment

Carbon Positive by 2025. From Feed to Farm to Shelf to Consumer

That everything starts with the soil, and we will focus on **regenerating our soil to improve biodiversity, carbon capture, and soil nutrient density**

Soil Health Testing, Tracking, and Improvement across all Horizon Partner Farms

We can do better by going above and beyond organic, through caring for our cows' well-being through **standards leadership and happiness (enrichment programs)**

Industry leading Animal Welfare Standard and Practice

We want our farmer partners to be healthy and financially secure, so they can focus on providing the best possible milk

Farmer Investment fund and Farmer Safety Program

PARTNERSHIPS TO ENABLE CARBON OFFSETS

DOMESTIC CARBON CREDITS 2021-2025+

- The Next Frontier Project will seek to create domestic carbon offset programs which positively impact the communities in which we do business.
- Major workstreams are underway now to identify the right partnerships, next steps, and cost effective means of offsetting our remaining carbon footprint for 2025 and beyond.





**ACCELERATING THE
TRANSITION TOWARDS
THE CIRCULAR ECONOMY**

DANONE PACKAGING POLICY

THE PACKAGING PARADOX



Packaging is essential to protect and transport food and beverages, and to ensure their safety. Packaging also plays a critical role in preventing food waste



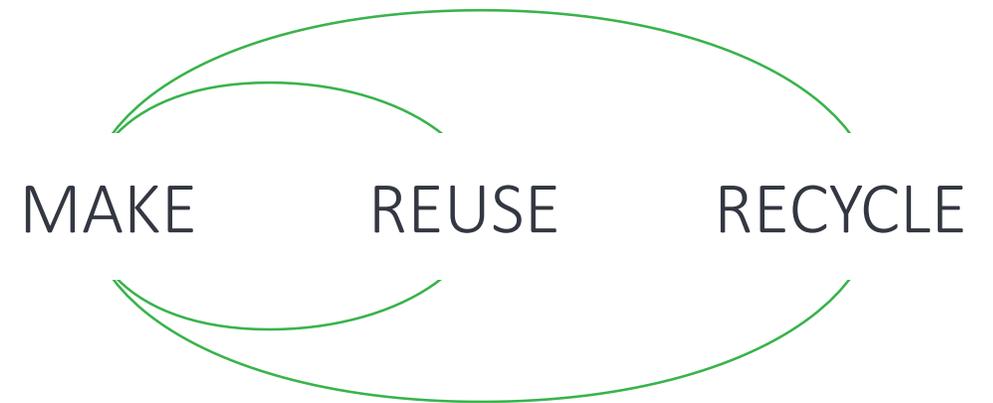
But today, the mainstream packaging system is predominantly linear. This creates important environmental challenges, particularly where plastics are concerned

THAT IS WHY DANONE IS WORKING TO SUPPORT A SYSTEMIC SHIFT FROM A LINEAR TO A CIRCULAR ECONOMY FOR PACKAGING

LINEAR APPROACH:



CIRCULAR APPROACH:



2018 PACKAGING POLICY: OUR 3-STEP APPROACH



A circular approach to packaging means: eliminating the packaging we don't need; innovating, so all the packaging we do need is designed to be safely reused, recycled, or composted; and ensuring the packaging we produce stays in the economy and never becomes waste or pollution.



PACKAGING DESIGNED FOR CIRCULARITY



- Aim for **100%** of our packaging to be **reusable, recyclable or compostable** by 2025

- Develop **alternative reuse or alternative delivery models** where relevant by 2025

Launch alternatives to plastic packaging or single-use packaging in all Danone major water markets by 2025

- Take action towards **eliminating problematic or unnecessary plastic packaging**

Assessment of alternatives to plastic straws underway.

2

REUSED, RECYCLED OR COMPOSTED IN PRACTICE



- Work to help meet or go beyond the **collection targets set by regulators worldwide**, by proactively supporting the **most efficient formal collection and recycling systems**

- Step up our investment in **private initiatives that strengthen collection and a circular infrastructure**



- Sharpen our focus on **consumer education** in markets with a **high risk of leakage**

Initiate or support collection and recycling initiatives **in each of our top20 markets** (by sales volume) by 2025



PRESERVATION OF NATURAL RESOURCES



FOR ALL OF OUR PLASTIC PACKAGING:

- Reach an average of **25% recycled material** for all our plastic packaging by 2025

FOR OUR PLASTIC WATER & BEVERAGE BOTTLES:

- Reach an average of **50% recycled material** for our water and beverage bottles by 2025
- For bottles under the evian® brand, we will use **100% recycled PET** by 2025
- Launch **new 100% recycled PET** bottles, starting in 2018 and reaching all our major markets by 2021

- Continue working to **eliminate deforestation linked to paper and board** from our supply chain by 2020
- Aim to offer consumers bottles made of **100% renewable plastic (bioPET)** by 2025

THANK YOU

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