

Regenerative Agriculture

AT McCAIN FOODS



COLLABORATING WITH OUR GROWERS TO SUPPORT THEIR CONTINUED TRANSITION TO REGENERATIVE AGRICULTURE IS A KEY PART OF OUR JOURNEY TOWARDS PLANET-FRIENDLY FOOD. THAT JOURNEY STARTS WITH McCAIN'S COMMITMENT TO INVEST IN OUR UNDERSTANDING OF REGENERATIVE AGRICULTURAL PRACTICES, COSTS, AND BENEFITS AT OUR OWN FARMS OF THE FUTURE.

Our goal at the Farms of the Future is to demonstrate that these practices are both economically viable and scalable. Through public-private partnerships and collective action we aim to accelerate research into regenerative agricultural practices and support our industry to transition quickly and at scale.

THE McCAIN COMMITMENTS

- 1** Implementing regenerative agricultural practices across 100 per cent of McCain potato acres by 2030.
- 2** Operating three Farms of the Future by 2025, dedicated to developing regenerative agricultural practices.
- 3** Develop research partnerships and leverage collective action to advance Regenerative agriculture.

We have ambitious goals, but we don't yet have all the answers to get there. And the answers won't be uniform, because each of our growing regions is unique. We are excited to partner with growers in each of our potato regions as we identify and test practices, measurement criteria, and support programs.

CORE PRINCIPLES



ENSURE FARM RESILIENCE

Improve farmer livelihoods by restoring natural processes that support soil health, biodiversity, reduce inputs, improve yields and climate resilience.



ENHANCE CROP AND ECOSYSTEM DIVERSITY

Increase diversity of crops grown and small and large habitats on farm to promote biodiversity.



ARMOUR SOILS, PREFERABLY WITH LIVING PLANTS

Ensure soils are covered by living plants and residue year-round to reduce soil erosion, increase nutrient cycling and carbon sequestration.



MINIMIZE SOIL DISTURBANCE

Reduce tillage to maintain soil structure and keep carbon in the soil.



REDUCE AGRO-CHEMICAL IMPACTS AND OPTIMIZE WATER USE

Use decision support systems and technology to precisely manage pesticides, fertilizer, and water applications. Promote the use of low impact control products and natural enemies to control pests and diseases.



INTEGRATE ORGANIC & LIVESTOCK ELEMENTS

Incorporate green manure and livestock elements (animals, manure or compost) to increase soil fertility and organic matter.

WHY SUSTAINABILITY MATTERS TO McCAIN

Born on a potato farm in Florenceville, New Brunswick, in the 1950s, McCain has not, will not and cannot forget those roots. As our co-founder Harrison McCain once said, "If you don't get the agronomy right, nothing else matters." Good land stewardship is in our DNA. Our planet-friendly journey reflects both McCain's core values and our customer expectations.

DEFINING REGENERATIVE AGRICULTURE

Regenerative agriculture is an ecosystem-based approach to farming that aims to improve farmer resilience, yield, and quality by restoring soil health, enhancing biodiversity, and reducing the impact of synthetic inputs.

