



Building Leadership in Soil Health.

Healthy soil is emerging as one of the most powerful yet overlooked climate solutions capable of storing carbon, protecting crops against extreme weather changes, and underpinning global food security. For McCain Foods, soil health is the foundation of building farm resilience and advancing regenerative agriculture practices across growing regions.



McCain's Regenerative Agriculture Framework provides a clear, data-based roadmap for farmers to implement and measure future-focused farming practices across its regions. The Framework was developed in consultation with a range of stakeholders including academia, scientific organizations, farmer representatives, public institutions, customers, and NGOs. It is a pathway to progress and a guide for our farmers to support their progression toward a more regenerative model.

The framework links to our organization's 2030 commitment to implement regenerative agriculture practices across 100% of McCain's potato acreage, outlining:

- Core soil health principles aligned with global standards.
- Clear soil testing requirements for every farmer - covering soil type (% clay), organic matter, water retention, pH and biological indicators.

The framework outlines regenerative practices, which are linked to outcomes across soil health, biodiversity, water use and climate impacts.



69%

of global acreage onboarded to the Regenerative Agriculture Framework



16,000+

training hours delivered to farmers across regions in 2025



4,400

growers globally



13

research partnerships advancing regenerative agriculture practices

Soil DNA Metabarcoding: From Research to Scale.

McCain is leveraging the use of soil DNA metabarcoding, a genetic tool that comprehensively measures the organisms living in soil, to understand soil health impacts with precision - unlocking the potential of healthy soil across our growing regions.

McCain is building, evaluating, and scaling an internal solution that brings DNA-based soil biology analysis into routine farm decision-making.

This allows McCain and its farmers to:

Track soil biodiversity
at scale

Track soil as regenerative
practices are adopted

Tailor interventions
based on deeper insights

McCain's investment in scaling scientific tools and ensuring they are accessible to farmers is part of a wider ecosystem-based approach. This means pairing DNA-based soil insights with agronomy support, financial assistance, and hands-on training so farmers can meaningfully apply these findings in their fields across the globe. By tailoring soil-testing methods to each region's unique agronomic conditions, McCain ensures farmers are supported throughout their transition to regenerative agriculture.

We put **growers at the center** to foster engagement

A suite of solutions have been developed to support the transition and build trust with growers.

Surveys & measurement with trusted 3rd parties

Coalitions with industry leaders

Long-term contracts & direct funding

Data collection & digital solutions

Government support & public subsidies

Deep relationships with field reps

Training & technical support

Demonstration farms

Tailored financial solutions

Offers for ag inputs, equipment, technology

Engaging landowners and insurers



Research Partnerships.

These partnerships accelerate scientific understanding and ensure the latest research translates into real-world adoption across our farming partner network, innovation hubs, and Farms of the Future. Through scientific collaboration with leading experts and academic institutions, we've incorporated diverse expertise, resources, and funding that not only enhance the credibility of our efforts but also facilitate the integration of cutting-edge research and best practices into the industry.



Agriculture and
Agri-Food Canada



UNIVERSITY
OF
JOHANNESBURG



Cornell University



We have worked side-by-side with our farmers for generations, and we will continue to partner with them on this journey.