



Farms of the Future.

Farming is at the heart of McCain's business. But against a backdrop of an ever-growing population, climate change, soil degradation, biodiversity loss and food waste, the future of the global food system is at risk.

McCain is committed to implementing regenerative agriculture across 100% of its global potato acreage by 2030. To help deliver on this ambition, McCain established three Farms of the Future, each located in a distinct growing region, to test the practices and principles of regenerative agriculture in real-world climate conditions. Together, these farms demonstrate how regenerative agriculture can work at commercial scale, in diverse environments, to strengthen long-term resilience.



Farm of the Future CANADA

Fully operational since 2021, the Farm of the Future Canada is where McCain's regenerative agriculture journey began. Located on over 200 hectares just outside of McCain's hometown of Florenceville, New Brunswick, the farm is grounded in the belief that all soils require careful stewardship. Its work is shaped by the province's rugged climate, where short growing seasons and sharp weather swings create unique growing challenges.

The farm collaborates with partners including Agriculture and Agri-Food Canada, Dalhousie University, University of New Brunswick, Cornell University, McGill University and the University of Guelph. In addition, the farm receives funding through the Canada-New Brunswick Canadian Agricultural Partnership program, the Agricultural Climate Solutions Program and the Sustainable Canadian Agricultural Partnership. An external advisory board of agronomists, scientists and growers evaluates progress annually.

Farm of the Future AFRICA

In South Africa's Lichtenburg region, farming takes place amid climate volatility, unpredictable rainfall and increasingly fragile soils. This context brings regenerative agriculture principles into sharp focus, as climate volatility continues to shape the realities facing local farming communities.

Fully operational since 2022, the farm is helping McCain understand how regenerative practices can build resilience in water-stressed environments. The farm spans 553 ha, including 488 ha under irrigation and 65 ha of dryland.

The farm collaborates with partners including University of Johannesburg, Agricultural Research Council and North-West University.

Farm of the Future UNITED KINGDOM

McCain's newest Farm of the Future is in North Yorkshire, home to McCain's GB headquarters for over 50 years. In partnership with the University of Leeds, this is McCain's third commercial-scale research and innovation site to trial regenerative agriculture practices.

Established in 2025, the 202-hectare site is McCain's first to pilot machinery powered by low GHG emission energy sources, and a circular nutrient system developed in partnership with the University of Leeds National Pig Centre. As the most technologically advanced farm in McCain's global network, the new site will advance practices such as controlled traffic farming, year-round soil cover, and biodiversity building.

INNOVATION HUBS

Insights from the Farms of the Future are being further tested through McCain's Innovation Hub Farms. Working with farms across eight growing regions in North America, these hubs trial priority regenerative practices at the local level to assess effectiveness and build resilience as regions respond to climate change.

Working with farms across growing regions in North America, New Zealand, Great Britain, India, China and Europe, our Innovation Hubs and Demo Farms trial priority regenerative practices at the local level to assess effectiveness and build resilience as regions respond to climate change.

Across all three regions, McCain's Farms of the Future are reimagining the future of potato farming by testing and scaling regenerative agriculture practices and supporting growers through the transition.