

Agriculture, Horticulture & Viticulture

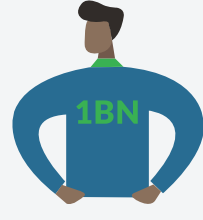
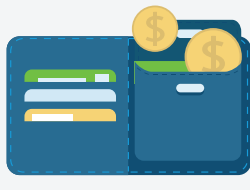
Harvesting the Rewards from Sustainable Business

THE INDUSTRY TODAY



Worth over **\$5 TRILLION USD** worldwide ¹

Represents **10%** of global consumer spending ²



Employs over **1 BILLION PEOPLE** internationally ³

Contributes...

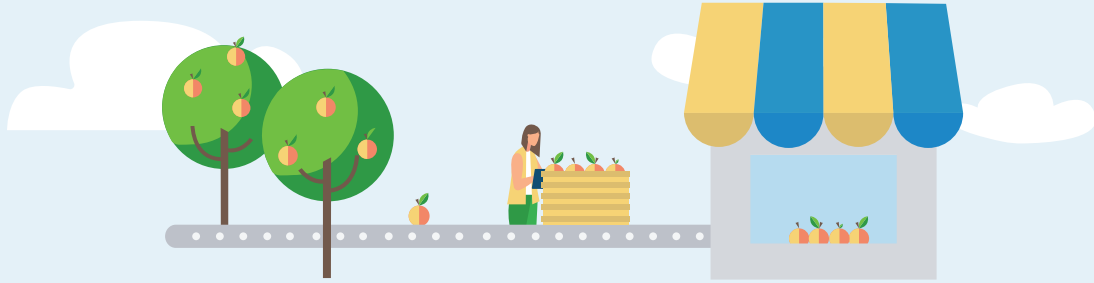
\$111.9 billion CAD (5.5%) to the Canadian GDP ⁴



\$992 billion USD (6.7%) to the US GDP ⁵



Small to medium businesses = BIG IMPACT

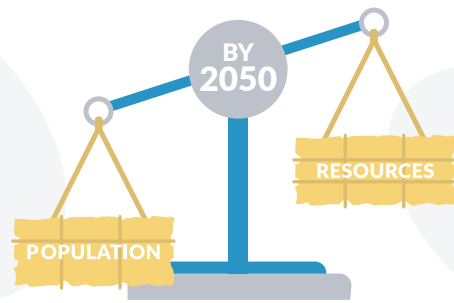


In parts of North America **small to medium businesses contribute** up to **92.8% of GDP** and **86% of employment** in the agriculture industry. ⁶

The sector is growing but if businesses are to succeed they are going to have to **do more with less**.

2 billion population increase

59-98% increase in food demand ⁷



Climate change & decreased resources

"It is not only common sense but also the opinion of the scientific community and of economic analysts that sustainable farming systems will bring a tremendously positive economic impact." ⁸

HELMY ABOULEISH, SEKEM GROUP

Moving to **sustainable agriculture** could be worth over **\$2.3 TRILLION USD** by 2030 ⁹



THE BUSINESS CASE

Sustainability as a route to success for small to medium businesses

INCREASE THE VALUE OF YOUR PRODUCT AND GROW YOUR BUSINESS

Companies using ingredients sourced from sustainable agriculture are growing 50% more than other brands. ¹⁰



IMPROVE YOUR BRAND & BUILD CUSTOMER LOYALTY

86% of consumers want food products that are good for them and the world, with labels including organic, natural, ecological or fairtrade. ¹¹



DELIVER EFFICIENCY SAVINGS

Roughly a third of all food produced in the world is lost or wasted, ¹² but for every \$1 a company invests in food loss and waste reduction they get back on average a \$14 return on investment. ¹³



EMPLOYEE ENGAGEMENT

74% of employees say their job is more fulfilling when given the opportunity to make a positive impact on social and environmental issues. ¹⁴



"The essential connection between agricultural practice and consumer preference will dramatically accelerate the adoption of new sustainable technologies in agriculture. The resulting reimagined agriculture will allow us to not just feed the world, but to do so in a way that is better for farmers, better for consumers, and better for the planet" ¹⁵

DAVID PERRY, INDIGO AGRICULTURE

THE IMPACT

Your business can make a huge difference

REDUCING EMISSIONS

Sourcing livestock from farms practicing sustainable techniques such as managed grazing could reduce farming emissions by 30% ^{16,17} while providing plant-based alternatives to animal products could cut global greenhouse gas emissions by up to 70%. ¹⁸



PROTECTING FORESTS

Ensuring your supply chain is deforestation free can help reduce the 15% of global emissions released from global deforestation. ¹⁹



CREATING EQUALITY

Sourcing products with standards which embed gender equality help women farmers have the same access to resources as men which could increase farm yields by 20-30% and lift 100-150 million people out of hunger. ²⁰



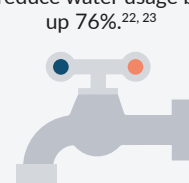
REDUCING WASTE

Moving towards zero food waste across your supply chain can help contribute to 24% less demand of all water for agriculture and reduce the 8% of global greenhouse gas emissions caused by wasted food. ²¹



PRESERVING WATER

Agriculture currently uses 70% of fresh water globally but sourcing from producers using more efficient irrigation systems including drip irrigation, smart water scheduling, cover crops and agroforestry techniques or conservation tillage can reduce water usage by up to 76%. ^{22,23}



Helping achieve the United Nations **SUSTAINABLE DEVELOPMENT GOALS** including...



NO POVERTY



ZERO HUNGER



GENDER EQUALITY



CLIMATE ACTION



LIFE BELOW WATER



LIFE ON LAND

GET STARTED

Wherever you are on your sustainability journey start getting the benefits

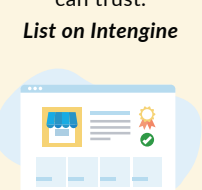
ADOPT THE UN SUSTAINABLE DEVELOPMENT GOALS

as a framework to set sustainability goals and measure progress for your business.
Find out more



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and get found by customers looking for businesses they can trust.
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