Nestlé PURINA

Roadmap for the Purina Europe Regenerative Agriculture Commitment

8/19/26

1. Vision and Objectives

At Purina Europe, we believe that a healthy future for pets, people and the planet starts with how we care for the land that sustains us. However, across Europe and beyond, our food systems are under pressure. Soil fertility is declining, biodiversity is under pressure, and farmers are facing increasingly unpredictable growing conditions due to climate change. We're acutely aware of our environmental impact, which is why we are investing in regenerative agriculture at scale to help restore soil ecosystems, improve the resilience of crops, and safeguard the long-term supply of key cereals and vegetable protein ingredients that our products rely on. Developing regenerative practices for these ingredients helps store carbon and lowers cereals' and vegetable proteins' carbon emissions , contributing to Nestlé's Net Zero roadmap.

Our goal as Purina Europe is to source 50% of cereals and vegetable proteins from farmers adopting regenerative agriculture practices by 2030.

We cannot ensure that these cereals and vegetable proteins are, in fact present in our products. However, for the amount of cereals and protein vegetables used in our products, we ensure that an equivalent amount is sourced from farmers applying regenerative agricultural practices (mass balance approach).

2. Scope

"Cereals and vegetable proteins" represent key ingredients used in our production. 'Cereals' stand for cereals and grains and derivatives and 'vegetable proteins' group oilseeds used as a source of protein and plant proteins (pea and soy).

3. Strategic Pillars and Action Areas

- **Soil Health:** Around 50% of our ingredients come from arable crops, making soil health critical. Yet, over 60% of European soils are degraded, impacting yield, availability, and long-term supply.

This is further worsened by climate shocks such as extreme temperatures and heavy rainfall.

To address this, we support farmers in adopting regenerative practices such as cover crops, crop rotation, minimum tillage and optimised fertiliser use, with a growing focus on organic fertilisers in line with Nestlé Regenerative Agriculture Framework.

- **Biodiversity & water:** As part of our regenerative agriculture programmes and agroforestry initiatives, we work with farmers to enhance biodiversity and protect water resources on farmland. In addition to the major regenerative agriculture practices, we also support tree planting initiatives, such as hedgerows in and around farmers' fields.

- **Climate:** Our ingredients included in the scope of regenerative agriculture programmes (cereals and vegetable proteins), contribute around 40% of Purina's total ingredients carbon footprint. Developing regenerative agriculture practices for these ingredients helps store carbon in soil and biomass and reduces the carbon footprint of cereal production, contributing to the Nestlé roadmap towards Net Zero.

4. PURINA EUROPE *Regenerative Agriculture Roadmap Phases*

Phase 1: Build foundations for early progress in accelerating Regenerative Agriculture (2021–2025)

We have successfully established a strong foundation for regenerative agriculture by surpassing our initial 2025 milestone. Today, **28.7%* of cereals and vegetable proteins**** are sourced through regenerative agriculture practices, well **above the 20% target**. This progress has been enabled by rapidly setting up programmes across Europe (France, the UK, Poland, Hungary, and Italy), now engaging **over 630 farmers and more than 37,000 hectares**, demonstrating both reach and tangible on-the-ground impact.

At the core of this achievement is a **robust partnership ecosystem**, with farmers at the centre. Our flagship programmes, such as *"Sols Vivants"* and "*Landscape Enterprise Networks (LENs)"*, provide farmers with technical expertise, training, equipment, and financial support to transition to regenerative practices, as well as feedback on the results achieved on the ground.

While we focus on engaging our full value chain—farmers, cooperatives, and suppliers—we are also enhancing co-funding opportunities with other companies and partnering with universities and governments in order to support larger-scale impact and build knowledge and learning across our sourcing regions.

**Our performance number differs from the one available in our Press release due to a change in the methodology during the first half of 2026. Now we consider ingredients volumes converted back to their original fresh state, instead of their processed form.*
***in volumes using mass balance approach*

Phase 2: Accelerate and scale up (2026–2030)

1. Innovation and diversification efforts

While we plan to pursue and expand our current core programmes, we are also developing pilots in Italy and Türkiye, enabling the transition to scale by building on proven regenerative models.
In Italy, a new programme developed with Biosphères is supporting farmers in adopting regenerative agriculture practices.
In Türkiye, our new programme focused on corn has been developed together with the Earthworm Foundation.
These pilots act as key enablers to expand and embed regenerative agriculture at scale.
We are aiming to amplify and diversify our programmes and keep exploring new initiatives.

2. Strengthen Regenerative Agriculture impact by deploying Agroforestry in EU

We have, over the past years, achieved large-scale agroforestry deployment, with **over 210,000 trees planted in the North of France by the end of 2025**, contributing to improved soil health, biodiversity, water quality, and carbon capture.
We aim to expand into Brittany, involve new suppliers in France, and work towards expanding the programme across Europe.

3. Enable initiatives to strengthen impact through Regenerative Agriculture focusing on seaweed bio stimulants

As part of our regenerative agriculture approach, we are exploring innovative solutions such as seaweed-based biostimulants as a way to improve nutrient use efficiency, which can help to reduce the amount of conventional fertilizer required. Specifically, we partner with farmers and scientific experts to test these solutions in real field conditions across France and the UK, integrating them into farming practices and measuring their impact.
We are testing how these nature-based solutions could improve nutrient efficiency, helping farmers secure yields while reducing reliance on synthetic fertilisers and building resilience to climate stress.

3. PRs and External engagement:

Transforming agriculture at scale requires collaboration beyond individual farms and beyond our own supply chains. We work with suppliers, peers and multi-stakeholder initiatives such as the SAI Platform to align on common definitions, metrics and reporting approaches.
Shared frameworks and harmonised methodologies are essential to scale regenerative agriculture practices effectively, reduce fragmentation and ensure consistency and comparability of outcomes across the sector. In parallel, engagement with public, financial and civil-society partners helps create enabling conditions for system-wide transformation.

4. Communication to consumer:

We have been sharing our story about how Purina helps farmers regenerate the soil through our Purina Corporate brand Cares campaign and through our beloved brand Friskies, our flagship brand for regenerative agriculture.
Looking ahead to 2030, our ambition is to go further and make regenerative agriculture more visible and relatable for pet parents.

5. Key enablers

Purina Europe is mobilizing significant human, technical and financial resources to support this transition at scale. Resources are reviewed annually as part of the business planning cycle.

Farmer partnership: We partner with farmers in UK, France, Hungary, Poland, Italy and Türkiye as they are the experts, the landowners, and our key suppliers. In addition to incentives, we provide support through our partners' agronomic training, measurement tools, and compensation models to help farmers transition to regenerative practices. Our partnerships aim to give farmers the security and confidence to adopt new practices.

Value chain collaboration: We have been partnering with the "Sols Vivants" programme run by the Earthworm Foundation in France and "Landscape Enterprise Networks" (LENs) run in partnership with 3Keel in the UK, Hungary, Poland, and Italy. These partnerships provide farmers with technical assistance, agronomic tools, and financial support to help restore soil health and strengthen the resilience of the land.
Our key learning is that regenerative agriculture cannot be scaled alone. We are building a powerful network of partners—from global suppliers to local NGOs, water companies, research institutions, and farming cooperatives.

Financial Support: We integrate sustainability into financial planning and investment decisions, ensuring resources are directed toward initiatives that reduce emissions, protect nature, and strengthen long-term business resilience.
We implement support mechanisms such as annual trade payments linked to outcome-based deliverables, commodity premiums to incentivise the adoption of sustainable practices.
At the same time, we explore innovative financing models to create the right incentives and accelerate the transition.

Measurement and Tracking: Project investments and impacts, including carbon reductions and removals amongst many other project co-benefits, are monitored in our ESG Project Portfolio Management System. Ensuring that financial flows and non-financial outcomes are tracked side by side allows us to manage our annual target setting and budget cycles and optimise our investments by making informed decisions.
All of the above is orchestrated by internal subject matter experts ensuring accountability and oversight of the roadmap implementation and complemented by cross-functional governance.

6. Monitoring, Reporting, and Verification (MRV)

Our strategy consistency and robustness are ensured by the fact that we are making sure all our programs are in line with the Nestlé frameworks for Regenerative Agriculture, especially the Farm Assessment Tool. Thus, we set robust MRV approaches following widely accepted standards such as the GHG Protocol with our Key Partners to collect all data necessary for the measurement and verification of what is being set on the ground and, where possible, their impact.

Define KPIs and data collection methods

- % volumes sourced from farms adopting regenerative agriculture
- Hectares under regenerative practices
- Number of farmers involved in our programmes
- Carbon reduction and removals

Set up regular reporting cycles and plan for third-party verification and transparency

Progress is measured on a mass-balance basis: for the amount of cereals and vegetable proteins used in Purina Europe products within scope, an equivalent amount is sourced from farms adopting regenerative agriculture practices under the applicable Nestlé regenerative agriculture framework and programme criteria.

- On a yearly basis, we will perform an internal audit of our progress against the commitment using purchase data, programme records, Farm Assessment Tool outputs and other relevant sourced.
- This will be verified by an external, independent third party with relevant expertise every two years starting in 2028. The selected verifier will be legally and organisationally independent from Purina Europe and subject to conflict-of-interest checks.

We started our journey beginning 2022 which marks the starting point (i.e. zero) with a first assessment end of 2022 which brought us to already 4% of cereals and vegetable proteins sourced from farmers adopting regenerative agriculture practices and 29% in 2025.

7. Risks and Mitigation

We recognise that scaling regenerative agriculture comes with challenges, including farmer acceptance, complexity, funding needs, and generational gaps. To address this, we are working with our suppliers on a continuous improvement journey, built on long-term trust and continuity. In practice, this means maintaining engagement even when challenges arise, tracking progress over time, and using data, milestones and learnings to drive improvement, while co-constructing clear business models and incentives that help make regenerative practices economically viable for farmers.

8. Transparency

We make this roadmap and periodic progress information available through the Purina Europe digital channel on www.purina.eu/our-impact and will refer to this in our consumer-facing communication as relevant.


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