

Nature Positive

Stories of impact





## *Plant me!*

This booklet is printed on recycled paper, embedded with Swan River Daisy seeds.

When you've finished reading, cut the booklet into small segments. Soak pieces in water until soft, place on soil, cover lightly with more soil and water well. Germination should take 7-21 days.

# The world is facing a triple crisis: climate disruption, loss of nature and food security. These issues are deeply interconnected and food is at the heart of this.

Climate disruption impacts nature, and the loss of nature reduces our ability to stabilise the climate, making it harder to produce sufficient nutritious food. Addressing this complex challenge requires a holistic approach.

Transforming our food system is one of the most important undertakings of our time.

It starts with recognising that our food and agriculture sector has the **biggest impact** on these crises. Not only is it the second largest greenhouse gas emitter, but it is also responsible for 80 percent of all deforestation and 60 to 70 percent of soil degradation of arable land.

At the same time, our food system is exposed to the **biggest risks**. Look at the crop losses that occurred because of floods, droughts, high temperatures or bush fires.

Yet food and agriculture also hold some of the **biggest potential** when it comes to solving these interconnected challenges. It is quite possibly the only sector that can get us beyond Net Zero to become Net Negative. No other sector has the power to sequester carbon, and store it in our soil.

More than a third of the food produced and sold around the world is influenced by a small number of food companies and retailers. They influence not just what we eat, but also how we grow food. This is a privileged position that comes with great responsibility. It is therefore great to see the emergence of 'nature positive' commitments and initiatives by many large companies. It demonstrates that the journey to Net Negative has well and truly taken off, but there is a need to accelerate.

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Deloitte is committed to accelerating transformation in our food system and supporting you, as critical actors in the value chain, to address the crisis head on and create a healthy future for our planet and our people. We have developed this Stories of Impact booklet to capture examples of initiatives that embrace the nature positive concept, from organisations around the world. We hope these stories inspire you to accelerate your journey and expand your impact.

With gratitude,

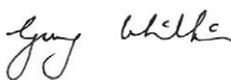
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Please note, the descriptions of these initiatives and their impacts have been drawn from statements and information sourced from the respective organisation or third parties only.

Delivering change at the required pace calls for us to materially shift the dial in four key areas.



### Ideas & knowledge

We need to continue to build knowledge of the methods and practices that can drive the nature positive agenda. Awareness and education will be key. This applies to the players across the food value chain, from farmers and producers, down to end consumers who will use their wallets to drive real change.



### Data & digital

If we want to be climate-smart, we will need greater intelligence and predictive capability. We need to capture, measure and use granular on-farm data from satellites down to the soil to ensure what we are doing is actually working, and know how best to adapt to what is likely to happen.



### Collaboration & partnerships

The ability to share ideas, data, and work collectively to deliver change at speed are critical. That means start-ups working with corporates, retailers working with brands, brands working with farmers, as well as public and private partnerships. Most importantly, we need to work more closely with Indigenous peoples, who have been living on and caring for the planet for tens of thousands of years. About 80% of the globe's remaining biodiversity is on land managed and cared for by First Nations peoples. Yet First Nations people represent only 5 percent of the world's population. If we want to restore nature, we will have to listen to them and let them lead the way.



### Finance & investment

We need to mobilise investments and direct capital flows to nature positive practices. Initiatives like the Taskforce on Nature-related Financial Disclosures are key to make that happen. In addition to capital markets, we need to ensure that government incentives and grants are rewarding the right behaviours.



KIRIN HOLDINGS

## Recultivating land with 30by30

In just 130 years, Japan's landscape has changed dramatically. In the early 20th century, more than 30% of the island nation was grassland. Now, that accounts for just 1%.

But Kirin Holdings plans to accelerate its proactive efforts related to nature and biodiversity. This is part of Japan's larger 30by30 initiative, which aims to conserve or protect at least 30% of Japan's land and sea by 2030.

Kirin Holdings converted idle farmland into vineyards interspersed with hedgerows that enable the company to produce wine while establishing rich grasslands beneath the vines. By collecting dry grass and cuttings from areas



where there are rare and native species, and sowing them across the vineyards, Kirin has been able to provide a place for grasslands to flourish and created habitats for local fauna, regenerating some rare and vulnerable species.

Across Kirin-operated vineyards there has been a marked improvement to biodiversity with the average number of species found rising from 8.2 in 2016 to 17.5 in 2020. Kirin's most successful vineyard, Château Mercian Mariko, is home to 168 species of insects and 288 species of plants, several of which are endangered.



MCCAIN

## Creating the Farms of the Future

McCain is developing new, more sustainable approaches to farming, committing to support 100% of its direct growers in adopting regenerative agricultural practices. With a reach of 160 countries, McCain's ability to spearhead change and action is significant. This transformational program is based on several core principles such as enhancing biodiversity, investing in soil resilience and health, improving water efficiency, and reducing fertiliser use, while improving the yield and quality of food crops.

McCain is trialling regenerative agricultural practices across three regions - increasing crop and ecosystem biodiversity and introducing innovative approaches to irrigation. These practices are

reducing the need for fertiliser, and on their New Brunswick farm, there has already been a 17% reduction in fertiliser application with stronger regeneratively grown crop yields. Increasing the diversity of cover crops has been shown to reduce run-off and soil erosion across McCain's operations.

McCain Foods has also recently partnered with Farm Credit Canada (FCC), a first of its kind program, to offer an incentive program to support farmers by reducing financial barriers and rewarding and incentivising those who are leading the way. Growers may be eligible for annual incentive payments, with increasing levels of McCain matching for more advanced regenerative growers to help offset interest payments.



Retailer

WALMART AND WALMART FOUNDATION

## A foundation for sustainability

Walmart aspires to become a regenerative company, one dedicated to placing nature and humanity at the centre of their business practices. As such, Walmart and the Walmart Foundation have set a goal to help protect, restore, or more sustainably manage at least 50 million acres of land and one million square miles of ocean by 2030.

In support of this commitment, the company invests in place-based partnerships that combine conservation, restoration, and sustainable management. In FY2022, Walmart and the Walmart Foundation provided more than \$1.5 billion in cash and in-kind to support programs, a material amount of this targeting sustainability and nature projects.

Its efforts are focused on emerging place-based initiatives that are already showing positive impact

to natural ecosystems and livelihoods. The retailer lists the selected priority landscapes and seascapes and works with its suppliers to engage in credible place-based and jurisdictional initiatives anywhere they source from. In addition to sourcing from and investing in place-based initiatives, Walmart asks its suppliers to report their goals and progress through the Nature Pillar of the Project Gigaton™ platform.

Walmart also continues to invest in its Acres for America program which aims to permanently conserve 1 acre of wildlife habitat for every acre of land developed by Walmart stores. Over the past 17 years, the program funded over 100 projects and protected more than 1.8 million acres across the nation – an area comparable in size to Everglades National Park.



Grower



Manufacturer



Ecosystem Player

PEPSICO

## Rehabilitating 7 million acres of farmland

PepsiCo is taking on a regional shared value approach in tackling regenerative agriculture to share best practices including implementing cover crops.

In 2021 they worked with 20 companies to share best practices with 72 regenerative demonstration farms and 600 farmers committed to broader program goals.

PepsiCo and ADM are one such strategic collaboration, a 7.5 year partnership, with the aim of spreading regenerative farming practices across 2 million acres of farmland in North America – an area equal to PepsiCo’s total agricultural footprint and a sizeable proportion of PepsiCo’s 7 million goal.

PepsiCo is promoting regenerative agriculture across its North American agricultural supply chain – potentially directly touching the lives and livelihoods of 250,000 people. By 2030, the program is predicted to sequester 3 million tons of greenhouse gas emissions from the atmosphere, 1.4 million of this through PepsiCo’s partnership with ADM. In addition, they are working toward sustainably sourcing 100% of their key ingredients by 2030.





UNILEVER

## Committed to reforestation and regeneration

Unilever commits its brands to addressing key challenges including waste, climate change, and biodiversity loss.

The company has committed to eradicating deforestation in its supply chain by 2023 – particularly in the production of palm oil, paper and board, tea, soy, and cocoa butter, to regenerate 1.5 million hectares of land, forests, and oceans by 2030.

Unilever aims to empower farmers and smallholders to protect and regenerate their land themselves and implement water stewardship programs in 100 locations by 2030.

Their nature positive focus will be reflected on the shelves, with 100% of key crops to be sustainably sourced and 100% of ingredients to be biodegradable by 2030.

One of their brands, Knorr is taking an active role in regenerating land with a 50 project plan and a goal of growing 80% of their ingredients following Unilever's Regenerative Agriculture Principles by 2026. Recognising the importance of soil health, Knorr have partnered with Spanish tomato growers to make changes to current agricultural practices such as using cover crops and reducing the use of synthetic fertilisers.



NATIVE ORGANIC SUGAR

## Regenerating the local ecosystem

Organic sugar grower Native, previously The Balbo Group, aims to find an eco-friendlier approach to cultivate sugarcane and restore soil health. A 16 hectare test lab was purpose built on the family plantation, where Balbo developed a new harvesting system, Ecosystem Revitalisation Agriculture (ERA). It cuts the cane green rather than burning and shreds the by-products to return them to the soil, restoring nutrients, and improving soil health. On average about 20 tons of what was agricultural waste per hectare is now used this way annually. To minimise soil compaction that can affect cane growth, it employs a harvester that uses low-pressure tires. The family plantations not only saw improvement in soil health, and stronger sugarcane, but the land is now also rich in biodiversity and provides a habitat to 340 species of mammals, birds, reptiles, and amphibians.

Native also uses organic fertiliser instead of chemical options, and a natural pest and disease



management system. The sugar grower produces its own circular energy in thermoelectric power plants that run on the by-products of sugar-cane processing, bagasse, generating enough power for a city of 476,000.

Native also provides training to employees and encourages them to pursue qualifications that will add value to their sustainable operations.



Grower

NESPRESSO

## Strengthening biodiversity through the coffee production ecosystem

Nespresso has initiated several biodiversity projects such as habitat restoration and the development of performance standards. Since launching its AAA Sustainable Quality™ program for coffee in 2003, Nestlé has worked with more than 140,000 farmers in 18 countries to address climate change, biodiversity and the corresponding effect on food security and local communities, by helping them to adopt best practices. 5 million trees have been planted, helping to restore vital forest along the world's riverbanks.

Bird counts in Costa Rica and Colombia revealed more than 200 species on participating AAA coffee farms. Many of the birds on these farms respond to the availability of tree cover, including some amazing birds – seasonal migrants such

as Yellow and Cerulean Warblers, and resident tropical species such as Long-tailed Manakins and Keel-billed Toucans. It also includes some endangered species such as the Yellow-eared Parrot which provides hope for the species future and a great indication for others.

In 2022, Nespresso, launched a tool that aims to help farmers better tailor their farming practices to protect forests and waterways and increase local biodiversity. It's called the Tool for the Assessment of Sustainable Quality, or TASQ™, a dashboard to support transparency and communication of biodiversity key performance indicators, allowing farmers to adapt strategies as needed.



Grower



Ecosystem Player

DELOITTE

## Diagnosing drought preparedness with DR.SAT

Deloitte has developed a Drought Resilience Self-Assessment Tool (DR.SAT) for Australian agriculture and horticulture players.

Funded through the Australian Department of Agriculture, Water and the Environment (DAWE) and the Future Drought Fund, the online tool aims to give farmers options to thrive despite drought, other external shocks, and a variable climate. It covers environmental, financial, personal, and social resilience of a farm business and is tailored to both the specific region and commodity.

DR.SAT users can access comparative satellite images of historical and current conditions,

as well as data on vegetation 'greenness' and soil moisture – all updated every six days. They can also see climate projections that are specific to their property, which can be adjusted to view monthly or seasonal information.

This allows growers to judge the resilience of their farm business in a holistic way and receive tailored recommendations for improvement, including soil health interventions and guidance on regenerative practices. Where applicable information to access government funding and grants is included to support these nature positive investments.



Grower

CARGILL REGEN

## Supporting better soil management in North America

Cargill's RegenConnect™ program is focused on driving the growth of sustainable agriculture in North America and expects 10 million hectares of North American row crop farmland to benefit from their support by 2030.

The program focuses on nourishing the environment and unleashing the inherent ecosystem potential, encouraging farmers to focus on regenerative practices; healthy soils that encourage plants to thrive, improvement of water quality and increasing drought resistance.

RegenConnect™ provides farmers with regenerative agriculture training and tools and connects them

with emerging markets.

It also assists them to access payments for carbon sequestration and other financing for regenerative agriculture projects and provides one-on-one support from conservation agronomists. The aim is to make regenerative agriculture more accessible, flexible, and profitable for smaller and medium-sized players.

After a positive response, Cargill has opened enrolment eligibility to 15 states for the 2022–23 crop season.



Grower



Ecosystem Player

COCOA & FORESTS INITIATIVE

## Systematically driving reforestation

The governments of Cote d'Ivoire and Ghana, along with 35 cocoa and chocolate companies, have committed to restoring forests and ending deforestation related to cocoa production.

Historically the industry has struggled to provide incentives for farmers in West Africa to produce greener cocoa – and access climate-smart production methods.

The Cocoa & Forests Initiative aims to change this, protecting and restoring local environment, biodiversity, and climate resilience by providing ways for farmers to increase production and sustain income without undertaking deforestation.

The planting of more than 40 million trees has been committed by the initiative, and there has already been a 50% reduction in deforestation rates in the region year-on-year. The Cote d'Ivoire alone has already planted 28 million trees, almost one per capita.

Companies involved in the initiative are working with source farms to implement agroforestry, restore community forests, and train farmers in climate-smart agricultural practices. They're providing improved planting materials, mobilising finance for 'payments for environmental services' or PES programs, creating resource management plans, increasing traceability, and much more.

Meanwhile, the governments are putting their weight behind implementing forest regeneration and agroforestry. Time-bound targets have been set for one to five-year periods across each element of the initiative. Significant progress has already been observed in this push for systematic change, with over 600,000 hectares of Cote d'Ivoire's forest now managed under public-private restoration programs under the initiative.

New landscape conservation and restoration partnerships have been forged to cover forest reserves in Ghana as part of the initiative.



Ecosystem Player

DELOITTE AND WWF

## Using AI and cloud technology to protect the world's forests

WWF has teamed with Deloitte Netherlands to provide an Early Warning System to prevent illegal deforestation and protect natural diversity. Using satellite images combined with geographical data, the solution uses artificial intelligence to predict where illegal deforestation is likely to happen in the next six months, by providing for example, the locations of roads, which may provide easy logging transportation and information such as the location of forest fires. The solution predicts the location and likelihood of deforestation at a surprisingly detailed 480 by 480 metre level.

The predictions are then displayed in a user interface and a prioritisation framework instantly lets users know which predictions need action first. The solution, which is currently active in Kalimantan on the Indonesia part of the island of Borneo, prioritises predictions based on specific animal species (e.g., orangutan and clouded leopard) that live in the area, and how much carbon is stored in the trees. This data can be used to spark early interventions, not only to prevent biodiversity loss and release of carbon in the atmosphere, but also to restore nature where possible.



Grower



Primary Producer



Ecosystem Player

US DEPARTMENT OF AGRICULTURE & TYSON FOODS

## Driving innovation and collaboration

The US Department of Agriculture (USDA) is investing in up to 70 projects for innovation in the food and agricultural industry. The US government aims to incentivise climate-smart initiatives to kickstart systematic transformation. Originally only assigned US\$1 billion, total funding was increased to US\$2.8 billion after the program received unprecedented interest and demand.

As part of the program, Tyson Foods is leading a US\$152 million project, with Tyson Foods investing US\$42 million to accelerate the implementation and adoption of climate-smart practices across rural communities, to drive sustainability goals and improve livelihoods in the agricultural industry. The five-year program aims to generate positive impact across 6 million acres of land.

Climate-smart practices will focus on sequestering carbon in the production of beef and grow crops for livestock feed, using cover crops and no-tilling practices, resulting in a 1.9 million ton reduction in emissions predicted across the program. Around 75% of the USDA grant funding for the project will be spent on incentivising and providing technical assistance to farmers and ranchers, with an estimated US\$100 million financial benefit to those involved. The balance will be used to aid transparency in program measurement, reporting and ongoing monitoring.

Partnerships and required project reporting will enable the exchange of insights and key learnings, which will also be published for the benefit of the wider community.



Ecosystem Player

WWF AUSTRALIA

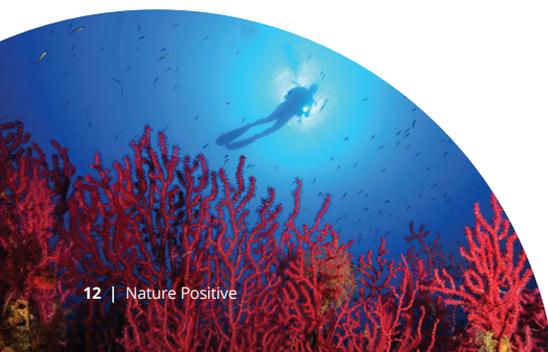
## Pioneering protection of the Great Barrier Reef

WWF Australia and Resource Consulting Services have collaborated with beef producers on Project Pioneer to develop, trial and validate livestock pasture management that promotes soil health, biodiversity, and profits for producers – and reduces sediment run-off into the Great Barrier Reef lagoon. 150 beef producers are taking part in the project and have improved the ecological health of their properties and the surrounding environment.

The catchments that feed into the Great Barrier Reef are home to 18% of Australia's beef herd but on-land agricultural activities result in poor water quality.

Project Pioneer addresses this by introducing beef producers to regenerative practices such as rotational grazing, tools for soil health monitoring, and the strategic introduction of ground cover. It coaches them in the application of principles and provides dedicated advisors who offer ongoing support. Already, 1.3 million hectares of land has benefitted from regenerative practices, while 2,052 kilometres of fencing has been installed to protect sensitive areas from the erosive effects of cattle farming. As a result of these efforts, 16,592 hectares of Australian land has been rehabilitated after suffering from the effects of erosion.

The benefits haven't only been for the reef. Farms have also seen an increase in biodiversity, particularly in native flora.





Grower

DANONE

## Soil Health Program

In 2017, Danone North America launched a five-year soil health program, which aims to improve organic matter in soils to increase carbon sequestration and improve yields, reduce chemical use, restore biodiversity and enhance soil water holding capacity, helping to provide farms with improved, long-term economic resilience.

Since inception, the soil health program has expanded to more than 140,000 acres across the U.S. and Canada. It has reduced nearly 119,000 metric tons of carbon dioxide equivalent and sequestered more than 31,000 tons of carbon through regenerative soil health practices. The program also prevented more than 337,000 tons of soil from erosion, resulting in nearly \$3.3 million in cost avoidance for farmer partners.

Danone further invested in a tool for farmers (R3™ ROI Tool) that offers personalised suggestions for climate-forward agriculture practices to each farmer.



It is designed to provide farmers with a comprehensive view of their operations allowing them to learn from their soil and maximise environmental impact. The tool also includes a model with forecasted returns on investment to help farmers understand the potential financial impacts that regenerative farming practices can have on their farm to aid decision-making and prioritisation.



Primary Producer

NESTLÉ

## Activating assets to enhance biodiversity

Nestlé has nominated the Skimmelkrans Dairy farm in South Africa as their first to reach net-zero carbon emissions in 2023, under their RE sustainability platform, by focusing on regenerative agricultural practices. By volume, dairy represents Nestlé's most important raw material, and also represents a significant amount of their total emissions. The Skimmelkrans farm was nominated as home for the experimental initiative, and the program is expected to reach net-zero carbon emission status in a three-year period from launch. This is being achieved through regenerative agricultural practices that enhance the biodiversity

of the surrounding ecosystem, activating soil, water and livestock as assets to achieve their goals, improving soil quality and a 53% increase in carbon sequestering. These practices have also seen a 15% reduction in water usage, 40% reduction of fossil fuels and 40% reduction of energy use through use of solar. The successful program is expected to be used as a model for other dairy farms operated by Nestlé across 187 countries.

The farm's output is also flourishing to provide economic benefits, with an 11% increase observed in milk production per cow.



Grower



Primary Producer



Manufacturer

SIMPLOT

## Focusing from the ground up through 4Sight

Simplot note that being ‘stewards of the land’ is at the core of their business. They are focused on renewable energy, water, carbon dioxide emissions and waste across the agricultural value chain through the program 4Sight, which has the potential to have a big global impact.

Simplot’s operations are wide-ranging but starting from the ground up, Simplot are focusing on soil health and more efficient use of fertilisers and water. 4Sight is experimenting with new potato varieties that reduce the chances of imperfections, and thus the chances a potato will be rejected at some point along the supply chain. This way, the same yield can be achieved using fewer resources, emitting less harmful gases, and using less water and chemicals. In their Idaho potato processing

plant, their water filtration program has seen a 50% reduction in freshwater usage. They are also constructing composting facilities to repurpose food waste and enhance soil health. At Simplot’s Canadian facility, 51,384 tons of waste is being composted annually.

4Sight has begun powering sites with renewable energy generated by converting waste into gas through the innovative use of bacteria and repurposing heat created by processing operations. This has already reduced energy use per product per ton by 20%, with 16,000 gigajoules in energy savings per year. 4Sight is also reducing carbon dioxide emissions by using sustainably fuelled, low-energy freezer designs, which are saving 6.5 million kilowatt-hours of energy annually.



Grower

GENERAL MILLS

## Using tech to measure environmental performance

US-based food company General Mills is accelerating the uptake of regenerative agriculture aimed at restoring biodiversity, using water more efficiently, improving water quality, optimising soil health and herd wellbeing, and ensuring farmers and farms are more resilient.

The company provides farmers with practical tools and support aimed at implementing regenerative agriculture in practice, including one-on-one coaching, three years of technical assistance, and customised implementation plans tailored to individual farming operations.

Technology is a big part of the picture. Using satellite imagery, the company tracks changes in agriculture practices, such as use of cover crops and no-till farming. From this it models the likely environmental impacts across the regions where it sources key ingredients. In this way, tech is putting valuable evidence on the table so decision makers can support larger environmental objectives.

General Mills is also using technology to develop scalable approaches to monitoring biodiversity across farms, using sensors such as microphones and cameras to detect insects and birds.

Icons used to highlight primary role of the organisations in our stories of impact:



Grower



Retailer



Primary Producer



Manufacturer



Ecosystem Player



For more inspiring stories  
and information on our  
Future of Food initiative  
please visit our website.



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