

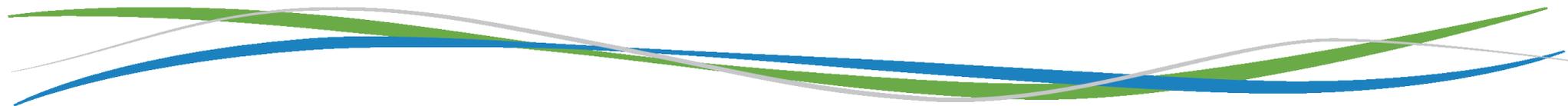
BioAg World

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Partnering with farmers to improve soil health in food value chains

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Kellogg Company





- Joined Kellogg Company in October 2018
- Lead global strategy for meeting Kellogg's responsible sourcing commitments for its priority ingredients
- Support *Kellogg's® Better Days* commitment to create Better Days for 3 billion people, including 1 million farmers and workers, by the end of 2030.

OUR VISION

A good and just world where people are not just fed but fulfilled

OUR PURPOSE

Creating better days and a place at the table for everyone through our trusted food brands

Kellogg's



Case studies:
Advancing soil health with farmers
through *Kellogg's Origins*TM

Kellogg's Origins™ Program

As of the end
of 2019

- Kellogg partners with farmers, suppliers, NGOs, and research institutions to improve farmers' climate resilience.
- *Origins* programs maintain a global focus on climate, biodiversity, and farmer livelihoods, and human rights at origin, tailoring approaches to meet local needs and growing conditions.
- *Origins* tools include agricultural practices that regenerate soil health, promote crop diversity, support species and habitat, and reduce greenhouse gas emissions.



433,799
farmers reached

THAT
INCLUDES: →



32,605
smallholder farmers
directly supported



13,270
women farmers
directly supported

Supporting U.S. Farmers Collaboration



As of the end of 2019

- Launched in 2019, this three-year collaboration with TNC incentivize conservation and regenerative agriculture practices among corn, wheat and rice farmers in the Midwest and Great Lakes regions.
- In Michigan, *Supporting US Farmers (SUSF)* expanded the reach of the Pay for Performance (PfP) program, where Kellogg and TNC have collaborated in the Saginaw Bay region. Over six years, including 2019, PfP has enabled farmers to adopt soil health practices like cover cropping, no-till, and soil nutrient management, preventing nearly 3,900 tons of soil erosion.
- In Illinois, *SUSF* have expanded the S.T.A.R. (Saving Tomorrow's Agriculture Resources) program. In 2019, cover cropping implemented by S.T.A.R. farmers prevented an estimated more than 5,440 tons of CO₂e from entering the atmosphere.
- In Nebraska, a pilot program is underway to support farmers in intercropping cover crop mixes with corn rotations.



Cool Soil Initiative

- In Australia, Kellogg is partnering with Mars Petcare, Manildra Group, [Sustainable Food Lab](#), and [leading researchers at Charles Sturt University and Food Agility](#) to launch the [Cool Soil Initiative](#).
- This \$2 million partnership will work alongside 200 wheat farmers over three years to adopt soil health practices like cover crops to improve their resilience to climate change.
- Healthy soils can store carbon. If the Cool Soil Initiative can achieve a 0.1% increase in soil carbon across 1.7 million acres, the impact would be the equivalent of removing more than 1 million cars from the road.



Apoyando Agricultores Mexicanos

- In Mexico, we've partnered with the Centro Internacional de Mejoramiento de Maiz y Trigo (International Maize and Wheat Improvement Center (CIMMYT) since 2013. This partnership includes a responsible sourcing program to make maize-based foods, including beloved *Kellogg's Corn Flakes*® and *Kellogg's Zucaritas*® cereals, more sustainable and locally sourced.
- Though this program, 370 farmers have received training and support to minimize soil tillage and maintain crop residues in their fields, among other best practices.
- Average farm profitability improved by 11% over 3,000 hectares in 2018-19.
- Also in 2018-19, the program reported 47% less fuel consumption, due to minimal soil tillage and other practices, *and* doubled the efficiency of nitrogen fertilizer applications using optical sensors. Both of these improvements can reduce greenhouse gas emissions.



Kellogg's Origins UK

- Kellogg has worked with our miller, Heygates, and UK wheat farmers since 2013 to promote practices that improve soil fertility and support biodiversity.
- We have partnered with the Game and Wildlife Conservation Trust, NIAB, and European Food and Farming Partnerships several efforts, including the country's largest cover crop trial at that time. Results and practical guidance were shared in the training booklet "[Cover Crops: A Practical Guide to Soil and System Improvements](#)".
- In 2020, the project also performed a current carbon balance study to explore the impact on greenhouse gas emissions of introducing new practices. The study found realistic changes to one farm's practices – including altering nitrogen management, expanding uncultivated margins, introducing silvopasture, and increasing renewable energy generation – could reduce net carbon emissions by as much as 60%.



Closing Thoughts

