



On shelf

OTHER - ALPRO



SPECIFIC PROOFPPOINTS PER KEY INGREDIENTS AND KEY SUSTAINABILITY TOPICS (Bcorp, Packaging, Carbon, etc)



Almond

Proofpoints

- Almond cultivation today: local (Mediterranean), small-scale and traditional: 90% rainfed, only drip irrigation, mainly wild pollinators
 - Provamel: organic agriculture
- Challenges:
 - Biodiversity loss on field (org: 70, conv: 90%),
 - Trend towards intensive irrigated efficient farms: opportunity and challenge
 - Bad press about impact of almond farming on water availability and bee mortality

Almond sourcing the Alpro way

- Local sourcing
- Supporting small scale and traditional farming in the Mediterranean region
- Long term collaboration with farmers and cooperatives
- Pioneering Science Based Targets For Nature**

Way forward

- 2020:
 - Start collaboration with European label that aims to identify and promote pollinator-friendly products and production systems
- Long term:
 - move to certification almonds

alpro

ANIMATING KEY SOURCING MESSAGES WITH IMAGERY FROM OUR OWN FIELDS, REASSURING ON WATER USAGE

