



# From Soil to Society: Grupo Bimbo's Regenerative Agriculture Journey



# Grupo Bimbo: Who we are...

- **Founded in 1945 by the Servitje family, Grupo Bimbo is now the largest Baking company in the world with facilities in 35 countries**



- With over 60 bakeries, Grupo Bimbo is the largest commercial baker in the US
- In Mexico, Grupo Bimbo is the largest baker, with 27 facilities
- Being the 2<sup>nd</sup> largest baker in Canada, Grupo Bimbo has 17 facilities



Global leader in the baking industry

**+70** YEARS NOURISHING  
A BETTER WORLD

**35**  
COUNTRIES

**4**  
CONTINENTS

**227**  
BAKERIES

**+100**  
BRANDS



**+10k products**

**+57k  
routes**

**+151k  
associates**

**+3.4M  
points of sale**

But you probably know us for our brands and products.....



THOMAS'



BIMBO



Takis



MRS BAIRD'S



NEW YORK  
BAKERY CO.



OROWEAT



Entenmann's



Sara Lee



Little  
Bites



Ball Park  
BRAND  
BUNS & ROLLS



BAYS  
English Muffins

To name a  
few....

# Our sustainability strategy



## NOURISHING A BETTER WORLD

### BAKED FOR YOU

Enable Planetary Diets  
With Nutritional Diversity

### BAKED FOR LIFE

Improve The Lives Of  
Everyone We Reach

### BAKED FOR NATURE

Protect and Regenerate our  
Natural Systems

Best nutritional  
profiles for all



Strengthening  
Communities



Caring for our  
people



Towards Zero  
Waste



Nutritional  
Transparency



Enabling healthier  
Plant based diets



Convert into  
Regenerative  
Agriculture



Net Zero carbon  
Emissions



Environmental  
Standards

Product Quality  
And safety

Human Rights and  
Labor standards

Sustainable raw  
Material sourcing



# What is RA for GB?

Regenerative Agriculture is the implementation of systems that:



1. Improving Soil Health



2. Increasing Biodiversity and Ecosystem Health



3. Enhancing Producer Communities



# Regenerative Agriculture Goals

**2050:** 100% key ingredients sourced from Regenerative Agriculture practices



**2025:** 500K\* hectares enrolled in RA program



**2024:** 300K hectares enrolled in RA program

**2023:** 170K hectares enrolled in RA program

\*No public yet

## Pillars:

Increase Soil Health

Increase Biodiversity/  
Ecosystem Health

Enhance Producer  
Communities



# KPI Definitions



## Soil Health

**Soil Health:** Continued capacity of soil to function as a vital living ecosystem that sustains plants, animals and humans.

- Result measured: % Soil Organic Carbon
- Data source: Laboratory samples



## Sustainable Agrochemical

**Sustainable Agrochemical Use:** Environmental impact of most used pesticides in agriculture.

- Result measured: EIQ
- Data Source: Field records



## Water Efficiency

**Water Efficiency:** Water amount used for agricultural production.

- Result measured: m3/Ton of grain
- Data source: Field records



## Biodiversity

**Biodiversity:** Diversity of crops and their wild relatives, trees, animals, microbes and other species that contribute to agricultural production.

- Result measured: % Cropland of natural habitat
- Data source: Satellite Imagery



## Carbon Footprint

**Carbon Footprint:** Carbon emissions/removals in agricultural production.

- Result measured: Ton CO2e/Ton of grain
- Data source: Field records



## Yield

**Yield:** Livelihood enhancement due to Regen Ag practices use.

- Result measured: + %Yield
- Data source: Field records

# GB's journey in RA...

**2018**

**3K Ha**  
7K Acres



**2021**

**20K Ha**  
49K Acres



**2022**

**86K Ha**  
212K Acres



**2023**

**170K Ha**  
420K Acres



**2024**

**RA framework**



**2025**

**500K Ha\***  
1.38M Acres



\*not public yet



# THANK YOU

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TikTok

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