

Nestlé Professional



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**Planting
the seed
of an idea**

**Do your students know what
regenerative agriculture is?**





Regenerative agriculture

is an approach to farming that aims to conserve and restore farmland and its ecosystem, to improve soil health and soil fertility.

Nestlé's Ambition: Advancing Regenerative Food Systems at Scale

Percent of Key Ingredients Sourced Through Regenerative Agriculture:

6.8% in 2022

20% by 2025

50% by 2030

The Challenge

7 in 10

consumers say it's
important that the
food they eat is
grown on farms that
use sustainable
practices

2 in 10

consumers have
heard of the term
regenerative
agriculture

Datassential 2023 Food Trends, published Jan 2023

Our Opportunity: Food Service Industry Leadership

Pioneer Best Communication Practices to Connect Students to the Farm



Example:

Through **reduced tillage practices**, Libby's farmers saved the equivalent of approximately

43 dump trucks of soil (684 tons) annually



Our Invitation:

Interested in
partnering to pioneer
best practices in
communicating
regenerative
agriculture with us?



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Nestlé Professional

Chef-mate



NESCAFÉ

