



Knorr Landmark Farms

Our commitment to Sustainability

At Knorr we go to extraordinary lengths to create great tasting food. Our chefs are passionately committed to selecting and using the **highest quality and tastiest ingredients** with which to create our recipes. It is our chefs' belief that **sustainable agriculture**, with plants grown in healthy soil and irrigated with just the right amount of water, delivers the high quality, flavourful vegetables and herbs which they demand as their starting point. Knorr's commitment to sustainability means that not only must the ingredients we use be the best, they should also be produced sustainably.



With this as our principle, we have created the **Knorr Sustainability Partnership** so that we can work together with our valued suppliers and farmers to bring in sustainable agricultural practices. Reducing water and energy consumption, minimising fertiliser usage, optimising renewable resources and increasing biodiversity are among the tangible goals which Knorr's growers will achieve with our help. Many of these aims require investment in new, sophisticated technology, such as soil moisture remote sensors which can improve irrigation efficiency. The Knorr Sustainability Partnership offers funding to enable our growers to invest in this valuable equipment, offering them a unique opportunity to embrace sustainability.



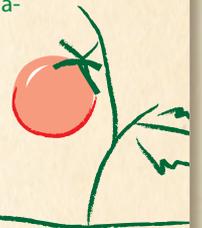
We believe that sustainable agriculture is the way to go and that as a trusted food brand we have a responsibility to work towards this.

Our benchmark on sustainable agriculture: The Knorr Landmark Farms

Our **Landmark Farms** are agricultural role models among our suppliers, offering fine examples of implementing the best sustainable practices from which other growers can learn from and follow. The stories of these Landmark Farms offer a fascinating insight into how they are championing agricultural sustainability every day.



Our ambition is to make every farm a Knorr Landmark Farm and get all our vegetables and herbs sustainably grown for all Knorr products. This way our consumers will have the satisfaction of knowing that not only they are enjoying products made from **great-tasting ingredients**, but that these **ingredients have been grown sustainably**. We believe that sustainable agriculture is the way to go and that as a trusted food brand we have a responsibility to work towards this. Our approach to sustainability is innovative, industry leading and fundamental to our commitment to quality.



At Knorr, our commitment to making great tasting food starts at the roots with careful consideration for how our ingredients are grown and nurtured because – ultimately – that will determine the quality consumers will see and taste on their plates.

