



# MARS

## Sustainability Priorities

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Global Sustainability Programme Director

# We grow by reaching for ideals that are bigger than ourselves

*“The company’s objective is the manufacture and distribution of food products in such manner as to promote a mutuality of services and benefits among all stakeholders”*

- Forrest E. Mars, Sr. 1947

- Private family-owned
- More than \$35 billion in sales
- Operating in more than 78 countries
- More than 80,000 Associates



# We are proud of what we've achieved so far.....

## OPERATIONS



## RAW MATERIALS

100% from certified sources



TEA



COFFEE



PALM OIL

On track for 100% by 2020



COCOA



FISH



RICE

# We are proud of what we've achieved so far.....

## TRANSPARENT POLICIES



## WORKING WITH OTHERS



Working with Danone  
to secure thriving  
livelihoods for  
smallholder farmers'  
communities



World Cocoa  
Foundation

Helped convene the  
industry around new  
shared commitments  
under CocoaAction



First ever global  
standard for  
sustainable rice



... but we have only scratched the surface of the difference that we all need to make and the benefits we can realise



### Poverty

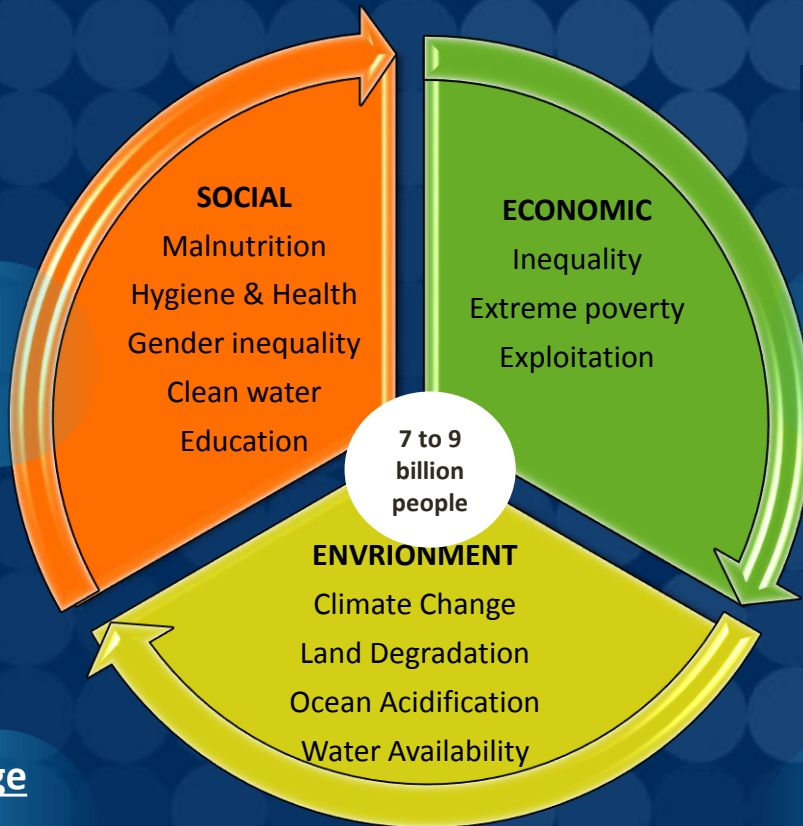
2bn people work in agriculture, a majority living in poverty



### Water Scarcity & Over-usage

Across Africa yields from rain-fed agriculture could decline by as much as 50% by 2020

RATED | CONFIDENTIAL



### Land & Deforestation

6m ha of additional land producing food every year is needed, to feed future human population in 2050



### Climate Change

Increases in global production of maize and wheat since 1980 would have been about 5% higher were it not for climate change

# Sustainability is a conversation about business opportunity

NOT philanthropy



NOT CSR



Business Return



# Sustainability can and must drive business performance



# Sustainability is about the destination and the journey

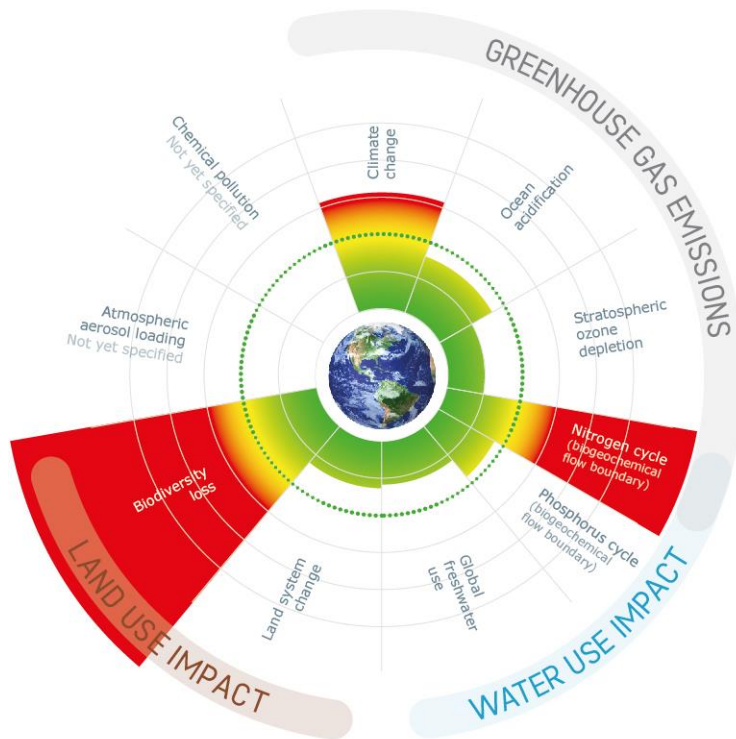


**SDGs - a great place to start**  
**17 goals**  
**>160 targets**

**Inputs, Outputs, Outcomes ...**  
**...Lots of levers!**



# Like many, we had already started and we chose “a” lens



UC DAVIS

AGRICULTURAL SUSTAINABILITY INSTITUTE

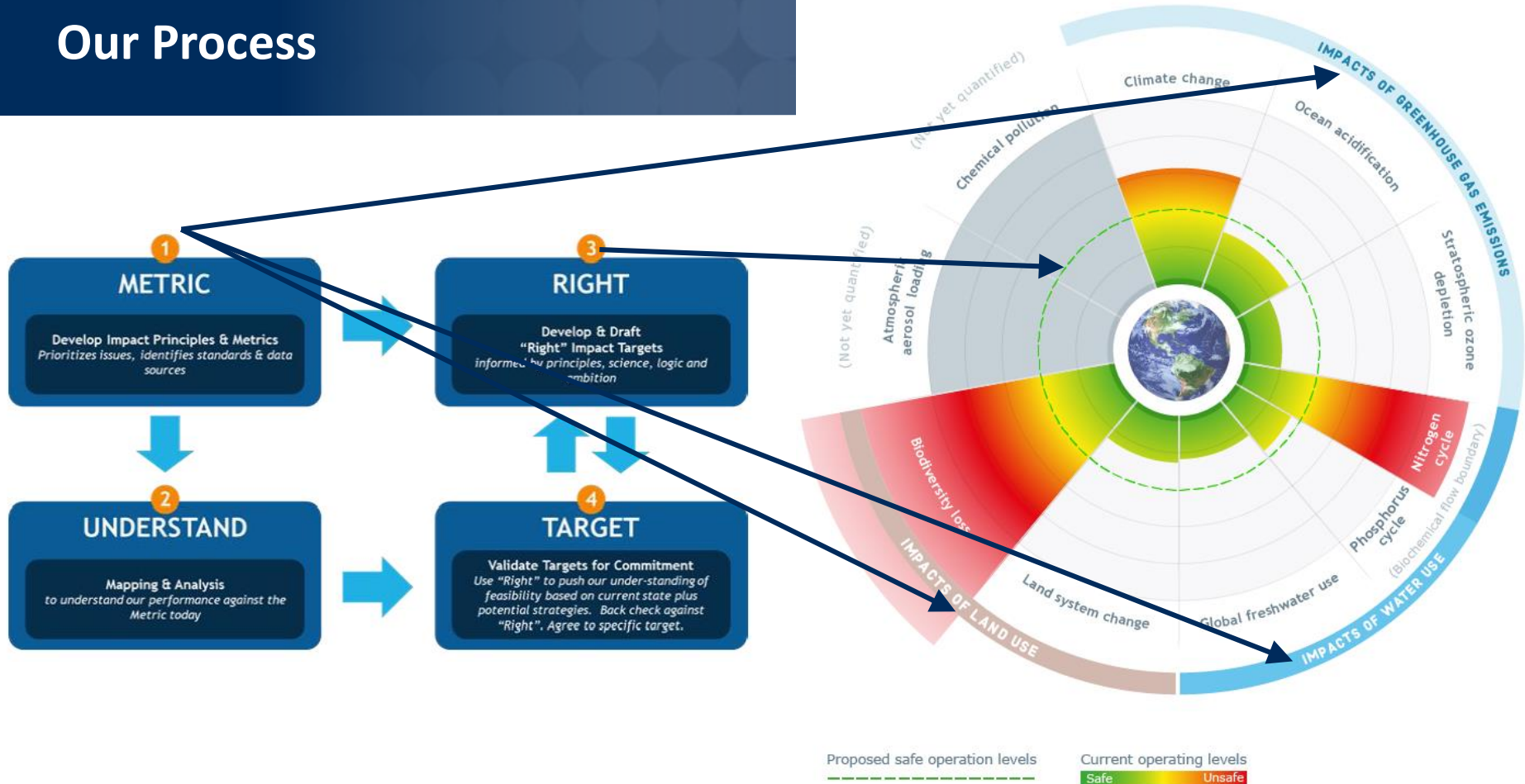
College of Agricultural and Environmental Sciences



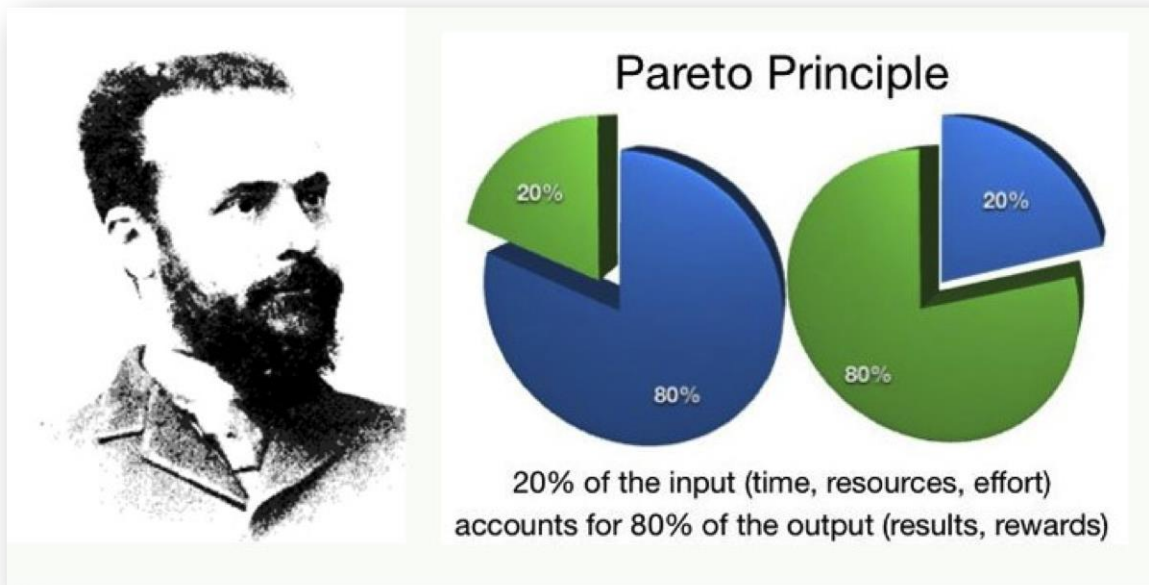
Source: Oxfam, The 11 dimensions of the social foundation are illustrative and governments' priorities for Rio+20. The nine dimensions of the environmental planetary boundaries set out by Rockström et al (2009b)



# Our Process

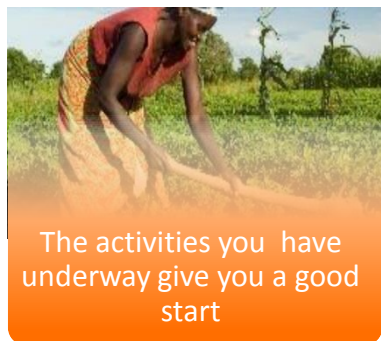


# Then 80 / 20 the issues



... and d\$nt f\$rget the m\$ney...

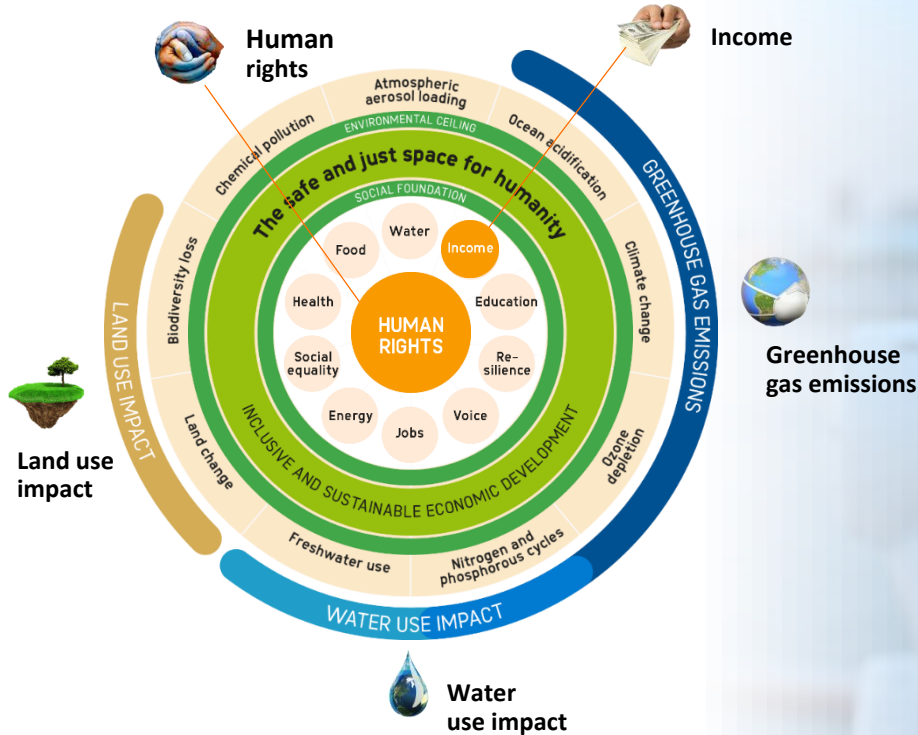
# We have had insights along the way



**What are the interventions to achieve credible, feasible and viable progress ?**



# From 21 potential impacts to the 5 most material to Mars



Synthesising the best planetary & social  
boundaries frameworks

FOCUS

# Success ... line up the levers ...



ELLEN  
MACARTHUR  
FOUNDATION



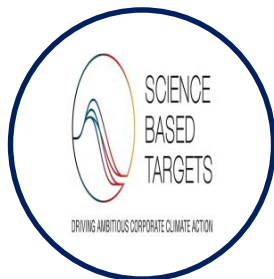
BUSINESS &  
SUSTAINABLE  
DEVELOPMENT  
COMMISSION



The Nature  
Conservancy  
Protecting nature. Preserving life.



OXFAM



Field to Market



NATURAL  
CAPITAL  
COALITION



Ethical  
Trading  
Initiative

Respect  
for workers  
worldwide



SUSTAINABLE FOOD LAB

Rabobank

# Success ... collaborate for speed and scale ...

Implement secure and thriving agricultural supply chains and protect the earth's resources through **widespread adoption of sustainable practices** that **deliver value** to our members, farmers, farming communities, and consumers.



<http://www.saiplatform.org>

@SAIPlatform

[www.linkedin.com/company/sai-platform](http://www.linkedin.com/company/sai-platform)

Success ... Its just what you do !

S U S T A I N A B I L I T Y





Questions?