



**GRUPO HERDEZ**

**GRUPO HERDEZ PARTICIPATES IN THE REFORESTATION ORGANIZED BY THE GEMI INITIATIVE**

**The company participated in the reforestation of 6 hectares in the community of Santiago Tianguistenco, Toluca, State of Mexico**

**Mexico City, Mexico, August 21, 2023** – Grupo Herdez, the food company with the longest history in the country, participated with 37 volunteers in the reforestation of the “Global Environmental Management Initiative” (GEMI) held on Saturday, August 19.

The company joined forces with collaborators from Grupo Jumex®, Bio Pappel®, Iconn®, Grupo Bimbo® and CHEP® to plant 4,200 specimens of black pine (*pinus greggi*) and lacio pine (*pinus pseudostrobus*) in 6 hectares of the community of Santiago Tianguistenco, Toluca, State of Mexico.

This effort was possible thanks to the support of 750 volunteers from different organizations, 15 from the organization “Reforestamos México” and 15 community guides.

“It was a very enriching experience, they are activities that - in addition to contributing to the environment - allow you to join family and friends to achieve a greater impact.” commented Montserrat Castillejo, Coordinator of the Interpretation Center at Fundación Herdez and reforestation volunteer.

The GEMI Initiative is a non-profit business organization that, since 1994, brings together world-class companies, committed to the pursuit of excellence in the environment, health and safety. With these actions, Grupo Herdez reaffirms its commitment to fulfilling Sustainable Development Goal (SDG) 13, “Climate Action” of the United Nations.



GRUPO  
HERDEZ

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## ABOUT GRUPO HERDEZ

Proudly, we are the Mexican food company with the longest history in the country. Since 1914, we have brought the best of our gastronomy and the flavors of the world to Mexican families, and we have brought the best of the flavors of Mexico to the world. We have been listed on the Mexican Stock Exchange since 1991 and our purpose is to be a worthy representative of the recipes and ingredients of our cuisine on a global level, working committed to the social and environmental needs of the places where we operate.

We are leaders in the processed food sector and an important player in the ice cream category in Mexico, in addition to having a solid presence in the United States through MegaMex, as leaders in the production and marketing of guacamole, as well as in the categories of sauces and frozen Mexican food. We currently have a presence in 99% of Mexican homes through a broad portfolio of more than 1,500 products, with which we provide solutions to the daily lives of our consumers, by offering variety and convenience for different lifestyles in the categories of tuna, spices, guacamole, ice cream, mayonnaise, jams, honey, mole, mustard, pasta, organic products, tomato puree, homemade sauces, ketchup sauce, tea, canned vegetables and many more. These products are marketed through an exceptional portfolio of brands, including Aires de Campo, Barilla, Blasón, Búfalo, Cielito Querido Café, Del Fuerte, Doña María, Embasa, Flaveur, Frank's, French's Helados Nestlé®, Herdez, Libanius, Liguria, McCormick, Moyo, Nutrisa and Yemina.

We align our sustainability strategy with the 7 Sustainable Development Goals of the 2030 Agenda of the United Nations, being signatories of the Global Compact since 2012. This vision of contributing to the well-being of people, communities and the planet is shared with a great team of more than 10,500 employees, and executed through a solid infrastructure that includes 15 production plants, 24 distribution centers and more than 690 points of sale of our brands Cielito Querido Café, Chilim Balam, Lavazza, Moyo and Nutrisa. For more information, visit <http://www.grupoherdez.com.mx> or follow us on: FB: /GrupoHerdezMX TW: @GrupoHerdezMX LI: /Grupo-Herdez



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