



GRUPO HERDEZ

## GRUPO HERDEZ® CELEBRATES SUSTAINABLE GASTRONOMY DAY, REAFFIRMING ITS COMMITMENT TO MEXICAN AGRICULTURE AND THE ENVIRONMENT

**Mexico City, June 17, 2025.** Within the framework of Sustainable Gastronomy Day, Grupo Herdez® reaffirms its commitment to the sustainable development of Mexican agriculture through initiatives that ensure the quality of its products from their origin. Through sustainable and regenerative agriculture projects, it promotes strategies that converge on a single purpose: caring for natural resources, empowering farmers, and guaranteeing the quality of its agricultural raw materials.

Currently, more than 3,800 Mexican producers —92% belonging to small and medium-sized enterprises— are suppliers to Grupo Herdez®. In 2024, the Group acquired 134,081 tons of agricultural and beekeeping raw materials, of which 57.6% came from suppliers adhering to its Sustainable and Regenerative Agriculture Program (PASyR). This program ensures and monitors that cultivation is carried out under practices that reduce water usage, conserve soil nutrients, and preserve the biodiversity of agricultural fields.

This initiative has allowed for the implementation of sustainable techniques across more than 8,000 hectares, achieving savings of up to 60% in water consumption and productivity increases of up to 11% in crops such as tomatoes, corn, onions, and aromatic herbs.

Furthermore, suppliers obtain benefits such as reduced costs due to rational water use, reduced use of agrochemicals, production with less environmental impact, and increased productivity of their land. Through the implementation of sustainable practices, Grupo Herdez® suppliers not only produce quality ingredients for export standards, but also promote the sustainable transformation of Mexican agriculture and extend their impact to the country's food industry.

Additionally, over the last two years, the Regenerative Wheat Harvests initiative has been integrated, impacting, on average, 3,400 hectares per harvest cycle, with the participation of more than 50 farmers.

This model promotes zero tillage, the use of drip irrigation systems, fertilization that improves soil quality, reduces nutrient loss, and increases the potential to capture atmospheric carbon to reduce CO<sub>2</sub> emissions; it also promotes agroecological pest management.

In 2024, these crops with regenerative agriculture practices reduced CO<sub>2</sub> emissions by up to 6.5%, shifting from a carbon footprint of: 3.1 to 2.9 tons CO<sub>2</sub>e/ha due to 4'R fertilization (the right source, at the right rate, at the right time, and in the right place).



These sustainable and regenerative agriculture actions are aligned with Grupo Herdez®'s Sustainability Strategy and the UN's Sustainable Development Goals (SDGs), specifically: Zero Hunger (SDG 2), Decent Work and Economic Growth (SDG 8), Responsible Consumption and Production (SDG 12), and Life on Land (SDG 15).

Every time a consumer chooses a product from Herdez®, Del Fuerte®, and Yemina® —brands from the company's portfolio— they are directly supporting Mexican farmers who are committed to sustainable practices. With these initiatives, the food company with the longest history in the country not only guarantees quality products but also contributes to a more responsible, resilient agri-food model aligned with the new demands of the conscious consumer.

## CONTACTS

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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, in the American Union. We have a broad portfolio of more than 1,500 products, with which we provide solutions to the daily lives of our consumers, by offering them variety and convenience for different lifestyles in the categories of tuna, spices, guacamole, ice cream, mayonnaise, jams, honey, mole, mustard, pasta, organic products, crushed tomatoes, 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®, Frank's®, French's®, Helados Nestlé®, Herdez®, Libanius®, McCormick®, Moyo®, Nutrisa® and Yemina®. We align our sustainability strategy with 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 12,000 employees, and executed through a solid infrastructure that includes 15 production plants, 29 distribution centers and around 574 points of sale of our brands Cielito Querido Café®, Chilim Balam®, Moyo® and Nutrisa®. For more information, visit <http://www.grupoherdez.com.mx> or follow us on: FB: /GrupoHerdezMX TW: @GrupoHerdezMX LI: /Grupo-Herdez IG:@grupoherdezmx

