

#challengeaccepted

our ambition

2030

We close 2020 with a successful strategy that inspired us for the last 5 years. It is time to look further and broaden our aspirations towards new goals.

At Grupo Bimbo, we exist to nourish a better world.

That means nourishing the wellness of people and nature,

Because we can only truly achieve better if we do both.

This is a bold ambition, and it won't be a simple journey,

But we have a plan to get there.

nourishing

a better world

It's a plan to bring better nutrition to millions

By providing more diverse nutrients in simpler recipes

To fight the degradation of nature

By becoming a zero-carbon champion of regenerative agriculture.

To help our communities thrive

By empowering those that help us sow, source and sell.

We're nourishing people and nature

so that we can all be stronger together.

our strategy

Nourishing a Better World is centered on three priority areas where Grupo Bimbo has a significant level of impact or capacity to drive positive change socially, economic and environmentally.

Baked for you is about developing products in such a way that the health and lifestyle of our consumers, improves.

Baked for life focuses on our efforts towards the community and our associates that make us who we are.

Baked for nature is our ambition that our products give back to the planet more than what we take from it, we want to feed in a restorative and regenerative way.

We seek to strengthen Grupo Bimbo's sustainability position and its performance for the year 2030: The decade of action, as indicated by the United Nations.



nourishing
a better world

*baked
for you*

Is our commitment to enabling a planetary diet with nutritional diversity for all. To achieve this, we are focusing on three topics that we believe are crucial; better nutritional profiles, healthier plant-based diets, and transparent sustainable brands.



**BEST NUTRITIONAL
PROFILES FOR ALL**

We plan to bring better nutrition to millions, by providing more diverse nutrients in simpler recipes. We will continue to improve the nutritional value of our products. We'll add a more diverse range of nutritious ingredients including whole grains, seeds, nuts and fiber.

MAIN GOALS BY 2030

100% of our baking & snacks offering to consist of simple and natural recipes for all with nutrition in every bite.



**ENABLING HEALTHIER
PLANT BASED DIETS**

We believe access to good food should be a universal right. It is important for all our consumers to have access to plant-based options at an affordable price. We aim to do this by increasing the presence of wholegrain and other plant-based ingredients in our products at every price point.

100% of our baking and snack offering contributes to a healthy plant-based diet through the inclusion of whole grains, fiber, seeds, nuts, fruits and vegetables.



**TRANSPARENT
SUSTAINABLE BRANDS**

We want to help our consumers make better choices and achieve a healthier diet. We aim to do this by continuing to improve our honesty and transparency about the nutritional credentials of our products to enable our consumers to make healthy choices.

Ensure that 100% of our products offer nutritional transparency on-pack and promote healthier diets through clear educational campaigns.



nourishing
a better world

*baked
for life*

Is our commitment to improving the lives of everyone we reach. We want to help our communities thrive, by empowering those that help us sow, source and sell. And create healthy and resilient communities, improving lives and supporting our partners.



**STRENGTHENING
COMMUNITIES**

To us, what really matters is people. That's why we are developing more initiatives to enrich the communities where we live and work, supporting our business partners and making a positive impact on our society.

MAIN GOALS BY 2030

Each year we will implement at least 200 Good Neighbor and Hunger Relief projects globally to improve 1 million lives in the communities we serve and help the majority of our small partners, especially small suppliers and clients to grow their business.



**CARING FOR
OUR PEOPLE**

Create diverse and inclusive places to work, adhere to safety and wellness best practices and to be a company where all people have access to development opportunities.

100% of Grupo Bimbo workplaces demonstrably promote safety & wellness, respectful relationships, talent development, workplace equity and a culture of belonging.



nourishing
a better world

baked for nature

Is our commitment to fight the degradation of nature, by becoming a zero-carbon champion of regenerative agriculture. To achieve this aim we are focusing on three topics; net zero carbon emissions, zero waste and regenerative agriculture.



NET ZERO CARBON EMISSIONS

We want to nourish the planet that serves us by protecting our natural systems across all our operations and value chain. We aim to do this by maximizing carbon reductions across our operations, renewable energy use and carbon sequestration models.

MAIN GOALS 2030 TO 2050

Achieve Net Zero Carbon emission by 2050.



TOWARDS ZERO WASTE

We support a transition to a circular economy, reducing waste where possible and enabling our consumers to play their part. We will be promoting circularity and reducing waste along our value chain through sustainable packaging, efficient operations and food waste reduction.

Ensure that 100% of our packaging supports a circular economy through being reusable, recyclable, biodegradable or compostable by 2030.



CONVERT INTO REGENERATIVE AGRICULTURE

To contribute to the sustainability of the food system, we have to ensure to give back more than we take from our planet. This means changing our agricultural system for the better to ensure the soils that we rely upon remain resilient, healthy and productive.

To obtain 100% of our key ingredients from land being farmed using regenerative agriculture practices by 2050.



OUR foundations

The foundational topics of the Nourishing a Better World strategy support our eight key topics, ensuring we are tackling all material issues to our business. They are crucial to running a responsible business and protecting our global and local license to operate.

Our foundational topics are:

ENVIRONMENTAL STANDARDS

We want to make sure we are not just working to our standards but to lead environmental standards across all our operations with higher targets to improve entire industry into a better future.

PRODUCT QUALITY AND SAFETY

We are dedicated to making sure that our products are created in a way that puts our consumers' safety first. That's why we are always working to ensure our products are of the highest quality and meet all relevant safety standards.

HUMAN RIGHTS AND LABOR STANDARDS

We adhere to human rights and labor standards to ensure compliance in all interactions of our associates and stakeholders across every step of our value chain.

SUSTAINABLE RAW MATERIAL SOURCING

We want to make sure that the raw materials we use come from sources that respect nature, which has always taken care of us. By baking our products with the planet in mind, we help our consumers to live more sustainably.

*our foundational
topics to operate a
sustainable company*



We are committed to nourishing people and nature so that we can all be stronger together. This is the beginning of a new journey towards our vision for 2030 and beyond. We are calling on everyone to join us.

nourishing a better world is our plan to make this happen...

