

Diageo India launches a regenerative agriculture programme in partnership with The Nature Conservancy India

- The three-year programme has been launched in Punjab and Haryana for rice and wheat crop farmers.
- The programme will equip over 5000 small-holder farmers with the best regenerative agricultural practices.
- The farmers will receive training and attend workshops on direct seeding, crop residue management, efficient irrigation, improved soil health and agroforestry.
- Aligned to Diageo's Society 2030: Spirit of Progress, the programme will give further impetus to the vision of enabling 'Grain to Glass Sustainability.'

National/Punjab/Haryana, 20 March 2023: Diageo India, the country's leading beverage alcohol company today announced the launch of a regenerative agriculture programme in Punjab and Haryana in partnership with The Nature Conservancy India.

The programme, aimed at transforming agricultural practices, will initially equip over 5000 small-holder farmers with best practices, knowledge, and tools. As part of its long-term commitment, the company will further scale up this initiative in the coming years.

Regenerative agriculture works in harmony with the natural environment by using a rehabilitative approach to food and farming systems. The regenerative agriculture initiative will help improve soil health and its carbon sequestration potential, enhance biodiversity and water quality, reduce the use of synthetic fertilizer, support small-holder farmers including women and improve their livelihoods.

The programme will equip farmers to access the benefits of regenerative agriculture on a large scale through training and workshops. The sessions will also include demonstrations of better crop residue management (CRM) by avoiding stubble burning, direct seeding with no or minimal tilling, introduction to alternative wetting and drying (AWD) irrigation methods, cultivation of green manure and legume crops, composting, mulching and agroforestry.

Hina Nagarajan, MD & CEO, Diageo India said, "We continue to make tremendous progress in line with our Society 2030: Spirit of Progress goals. Our partnership with The Nature Conservancy India for the regenerative agriculture programme is one such example that supports our efforts in creating a circular economy. The programme will enable farmers to learn and adopt practices with proven benefits to the environment while increasing their farm profitability. We are committed to scaling this programme further in our pursuit to create a more sustainable future."

Dr. Annapurna Vancheswaran, Managing Director, TNC India said, "At The Nature Conservancy India, we believe that regenerative agriculture is the way forward to build a resilient food system. We are excited to partner with Diageo India to bring this transformative programme to farmers in Punjab and Haryana. Our science-based approach and partnership with Diageo will equip small-holder farmers with regenerative agriculture practices, that will improve soil health, biodiversity, and water quality. We look forward to scaling up this programme and creating a world where nature and people thrive.'

This programme is a part of Diageo's Society 2030: Spirit of Progress, ESG action plan which includes the company's commitment to achieving net zero carbon emissions across its direct operations and a 50 percent reduction in scope three emissions by 2030. Diageo India works closely with supply chains to create value for local economies and support the local communities.

About Diageo India

Diageo India is the country's leading beverage alcohol company and a subsidiary of global leader Diageo Plc. The company manufactures, sells and distributes an outstanding portfolio of premium brands such as Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, The Singleton, Royal Challenge, McDowell's No1, Smirnoff, Ketel One, Tanqueray, Captain Morgan and Godawan, an artisanal single malt whisky from India. Headquartered in Bengaluru, our wide footprint is supported by a committed team of over 3000 employees, 39 manufacturing facilities across states and union territories in India, a strong distribution network and a state-of-the-art Technical Centre. Incorporated in India as United Spirits Limited (USL), the company is listed on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. For more information about Diageo India, our people, our brands, and our performance, visit us at www.diageoindia.com. Visit Diageo's global responsible drinking resource, <http://www.DRINKiQ.com>, for information, initiatives, and ways to share best practices.

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About The Nature Conservancy India

TNC is the leading conservation organization working to make a positive impact around the world in more than 76 countries and territories. Founded in 1951, the mission of The Nature Conservancy is to conserve the lands and waters on which all life depends.

As a science-based non-profit, The Nature Conservancy in India has been advancing projects since 2017 to support India's efforts to develop win-win solutions for people and nature. TNC - India works closely with the Indian government, research institutions, NGOs, private sector organizations, and local communities to develop science-based, on-the-ground, scalable solutions for securing food, water, and clean air.

Our priorities in India include Providing Food and Water, Building Healthy Cities, Protecting Land and Water, Supporting Renewable Energy, and Tackling Climate Change.

More details here: <https://www.tncindia.in/>

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