
Proof
Regenerative Impact Measurement
Regenerative Food Systems Investment Forum
Day 2 - February 29, 2024

Agenda

1. **Share** key impact measurement trends
2. **Review** key indicators for regenerative success
3. **Discuss** obstacles and opportunities

The Future Leaders of Regen Ag

The future leaders & genuine trailblazers of Regenerative Agriculture Investing will use relevant, interconnected data to create actionable impact intelligence that transforms both their industry and our world simultaneously.

Let’s start with a story…

Unilever’s Regenerative Agriculture Investment

2021

Regenerative Agriculture Commitment

Part of company Net Zero strategy

2022

Pilot Projects + Positive Results

On-farm measurement to demonstrate environmental, social, and economic contributions

🌾 **48,000 hectares**

2023

Increased Investment

Regenerative agriculture becomes a major pillar of Unilever’s $1 billion Climate and Nature Fund

🌾 **300,000 hectares**

2030

Value Chain Integration

Scaling up regenerative agriculture in the Unilever supply chain

🌾 **1.5 million hectares**

Regenerative Impact Measurement: Industry Trends

What do we measure?

Custom metrics → **Frameworks / Industry sets**

Why do we measure?

Voluntary Reporting → **Regulatory Mandate**

How do we measure?

Spreadsheets → **Technology tools**

When do we measure?

Annual Reporting → **Continuous Monitoring**

How do we evaluate?

Vacuum Measurement → **Industry Benchmarks**

ISSB

CSRD

GREENHOUSE GAS PROTOCOL

IRIS+

SUSTAINABILITY ACCOUNTING STANDARDS BOARD SASB

SFDR

What defines the innovation leaders of regenerative agriculture?

1

USE DATA TO **PROVE** THAT REGENERATIVE AGRICULTURE IS **IMPACTFUL AND FINANCIALLY VIABLE**

2

SCALE SOLUTIONS THAT IMPROVE SOIL HEALTH, INCREASE NUTRIENT DENSITY, AND DRIVE INGREDIENT SUSTAINABILITY

3

ALIGN TO **LEADING FRAMEWORKS** WHILE PROVIDING FLEXIBILITY FOR **LOCAL ADAPTATION**

4

FOCUS ON MATERIALITY TO INCORPORATE DATA INTO BUSINESS PRACTICES AND INVESTMENT DECISIONS

5

LEVERAGE **IOT BASED DATA COLLECTION** AND INTEGRATIONS INTO **CENTRALIZED SOFTWARE SOLUTIONS**

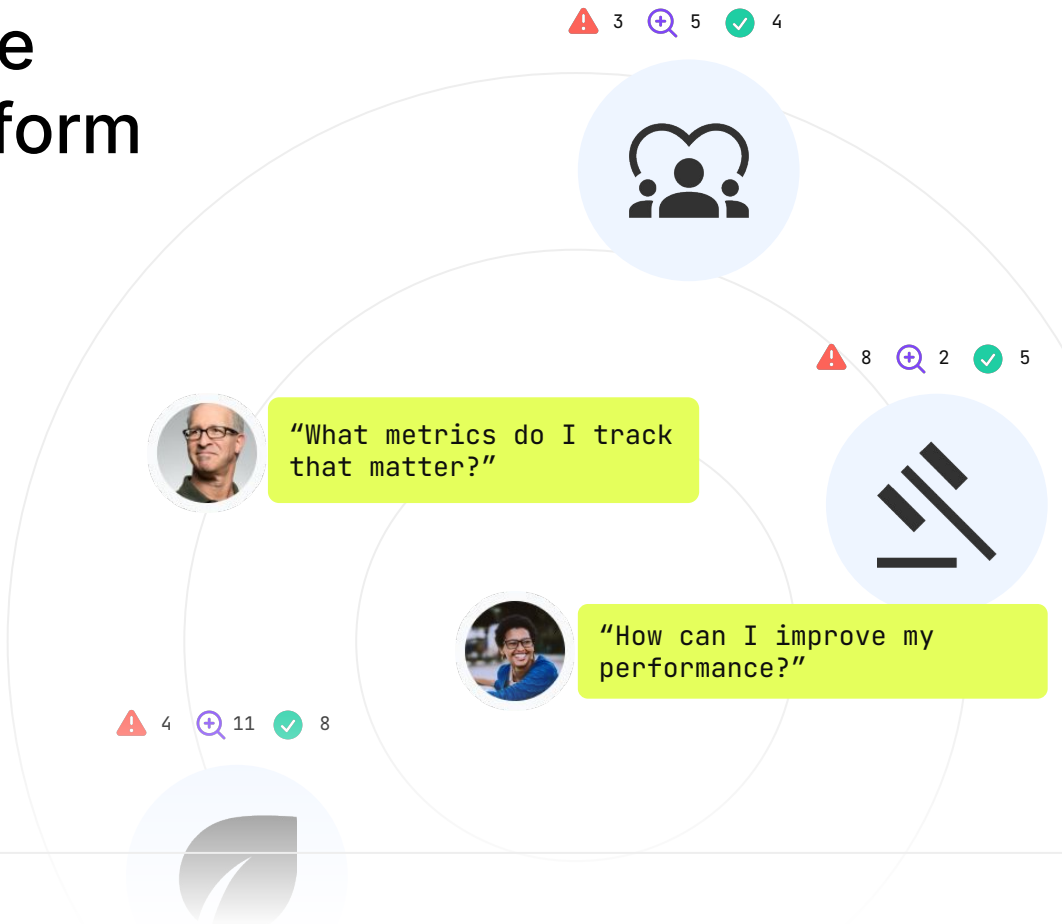
6

BUILD TRUST WITH INVESTORS, VALUE CHAIN PARTNERS, AND CUSTOMERS THROUGH **DATA TRANSPARENCY**

Proof is the regenerative impact intelligence platform

Unlock sustainability benchmarking, insights and data-driven recommendations.

In partnership with Trailhead Capital, we are convening 20+ leading investors, enterprises, and NGOs to establish the standard KPIs for regenerative agriculture.



Regenerative Agriculture Working Group

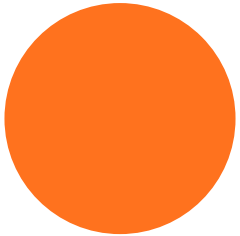
Standard KPIs for regenerative agriculture - designed for and by regenerative trailblazers

1. Build Consensus

Identify leading regenerative agriculture KPIs to promote harmonization and deeper insight generation

2. Exchange Knowledge

Increase sharing of learnings, trends, and best practices in regenerative agriculture measurement and improvement opportunities



3. Benchmark Performance

Establish a benchmarkable standard for regenerative agriculture investing

4. Anticipate Trends

Discuss and strategically plan around macro trends (e.g., migration of capital, new peers entering the market, economic shifts)

Impact Categories

Outcomes → Practices → Metrics → Data Sources

Expand Amount of Regeneratively Farmed Land ✅

Reduce Atmospheric Carbon ✅

Reduce Food Waste ✅

Conserve Water

Improve Food Nutrition / Nutrient Density

Increase Biodiversity

Blueprint for Measurement

Part 1 - **Expand Amount of Regeneratively Farmed Land**

Practice KPIs

1. Hectares of Organically Managed Land
2. Hectares of Regeneratively Managed Land
3. Hectares of Land with Regenerative Organic Certification (ROC)
4. Hectares of Land Impacted

Outcome KPIs - Soil Health

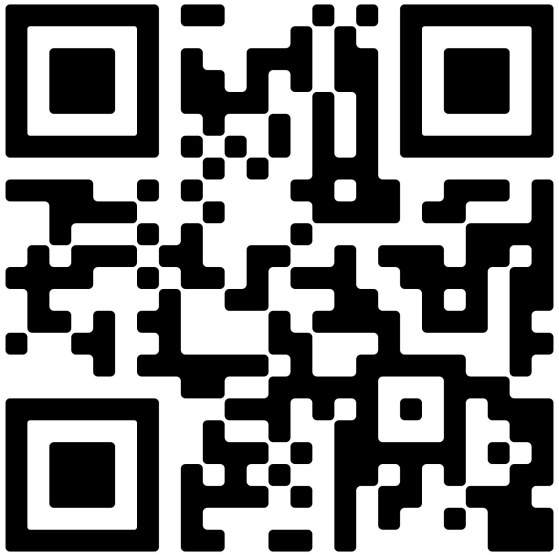
5. Soil Organic Carbon
6. Bulk Soil Density
7. Soil pH Level

Blueprint for Measurement

Part 2 - **Reduce Atmospheric Carbon**

Outcome KPIs

1. Total GHG Emissions
    a. Scope 1 Emissions
    b. Scope 2 Emissions
    c. Scope 3 Emissions
2. GHG Emissions Avoided (Scope 4 Emissions)
3. GHG Emissions Sequestered
4. GHG Emissions Offset



Blueprint for Measurement

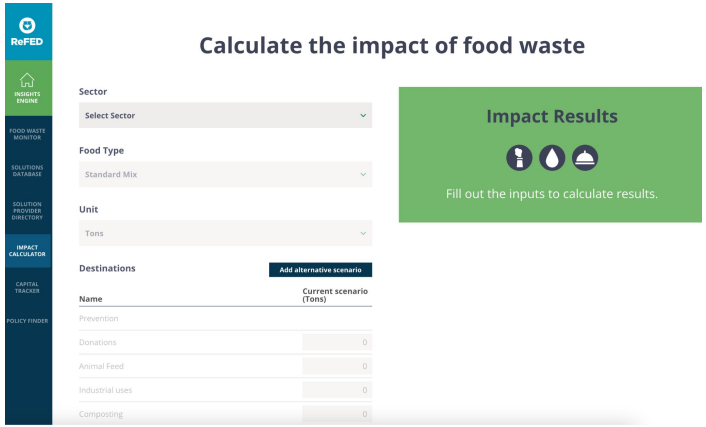
Part 3 - Reduce Food Waste [COMING SOON]

Outcome KPIs

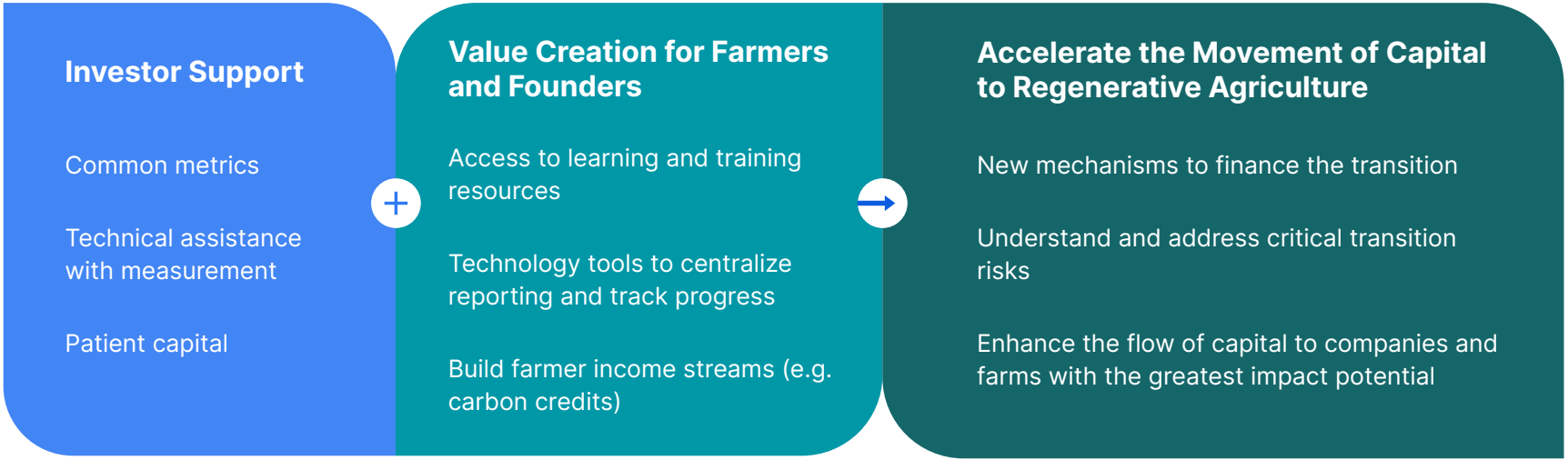
1. Total Food Waste Prevented
2. Total Food Donated or Upcycled
3. Total Food Used for Animal Feed or Unharvested
4. Total Food Used for Industrial Compost or Anaerobic Digestion (Beneficial Use)
5. Total Food Applied to Land or AD (Disposal)
6. Total Food Sent to Landfill, Incinerated, or Sent Down the Drain

Optional Outcome KPIs

1. Total Greenhouse Gas Emissions
2. Land Use
3. Water Use



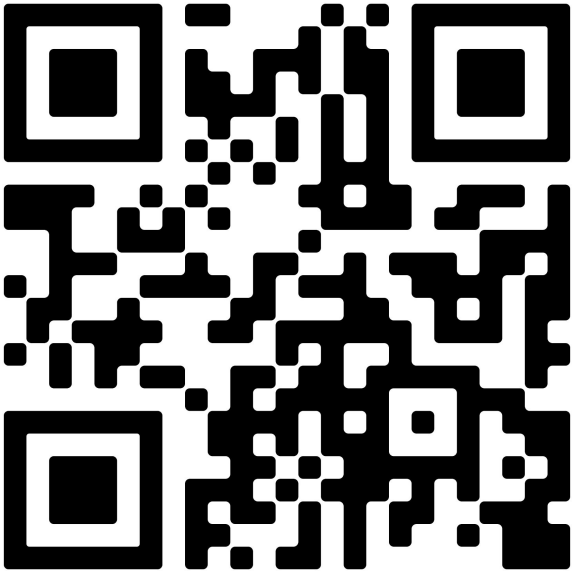
How do we expand the adoption of regenerative impact measurement?



Join us!

Follow the link to:

- ❏ Review the Regenerative Agriculture blueprints
- ❏ Join the working group to contribute your feedback on upcoming impact categories:
  - ❏ Conserve Water
  - ❏ Improve Food Nutrition / Nutrient Density
  - ❏ Increase Biodiversity
- ❏ Measure with Proof
- ❏ Join the Proof Sustainability Community of regenerative agriculture investors and entrepreneurs



Appendix

Food Value Chain Stages

Primary Production

Activities such as farming, fishing, and livestock raising where raw agricultural products are cultivated and harvested.

Processing & Storage

Transforming raw materials into sellable food products and preserving food products to maintain quality.

Distribution

Transporting food products to retail or distribution centers, including refrigeration/ preservation.

Food Service & Retail

Selling or serving food products to customers in restaurants, grocery stores, cafeterias, and other establishments.

Household

Individuals or households acquire, prepare, and consume food products.