

# Nestlé's Sustainable Agriculture Initiatives

September 2006

## France

Project News Report

## Project Results



The "Préférence" methodology and the associated contractual agreements create close relationships between Nestlé and potato producers.

Encouraging farmers to practice sustainable agriculture, "Préférence" is a really innovative methodology. It sensitizes farmers to environmental problems and recommends easily applicable practices to limit possible negative impacts.



Thanks to "Préférence", our potato flakes respect consumers demand for quality, traceability and environmental protection.



## "Préférence" – new orientation in sustainable potato production

**"Préférence": An efficient, supportive tool in sustainable potato farming:**

"Préférence" has been demonstrating its efficacy for Nestlé and potato producers for the past six years. This easy to be used tool, made it possible to formalize and implement good agricultural practices that guarantee quality, traceability and protection of the environment.



Each producer is audited every third year, which enables him to know his weak points and to improve his practices.

"Préférence" is now updated to even more sensitized farmers to sustainable agriculture practices. That is why new themes have been integrated in "Préférence" toolkit like "conservation of biodiversity" and "reducing greenhouse gases".

### The most important points to audit:

- **Potato production:** From plantation to harvest, the farmer must be able to reconstitute all the operations carried out in the potato growing process in order to guarantee optimum traceability.

- **Harvest and storage:** Verified harvest equipment and good storage infrastructures limit the damage to potatoes.

- **Environment:** The farmer has to show his commitment to environmental protection in three main areas: the protection and, if possible, improvement of water, soil and air conditions.

