



ADVANCING

Regenerative Agriculture

Our approach to regenerative agriculture is holistic, outcomes-focused, and generates impact through the food we make.



DEFINITION

Regenerative agriculture builds ecosystem resilience through principles that consider the holistic context of the farm system.



IMPACTS



IMPROVE
soil health



INCREASE
biodiversity



INSTILL farm
community resilience



IMPROVE
water health



GENERAL PRINCIPLES



HONOR
PLACE



KEEP A LIVING
ROOT in ground
year-round



KEEP SOIL
COVERED



MINIMIZE
mechanical
& chemical
disturbance



MAXIMIZE
crop diversity



BUILD
relationships
between land
& animals



SIMPLE MILLS ACTIVATIONS



DESIGN FOR
DIVERSE INGREDIENTS



DIRECT TRADE
WITH FARMERS



INVEST IN OUR
SOURCING REGIONS

UNDERSTAND SUPPLY CHAIN PRACTICES & IMPACT

WE BAKE Positive Impact INTO OUR FOOD

Simple Mills is committed to revolutionary food design that advances regenerative agriculture principles, elevates farmers, empowers eaters, and inspires peers so our food system can nourish people and our planet now and for generations to come. Simply put, we bake positive impact into the food we make.

As we move forward on our regenerative agriculture journey, all of our new products will seek to advance regenerative agriculture through at least one of our key pathways:



FOUNDATIONAL PRINCIPLE:

Understand Supply Chain Practices & Impact

WHY?

Having visibility to how our ingredients are grown enables us to verify and improve our impact.

HOW?

We use an internal farm assessment and track activities across our sourcing footprint to understand and address our impact.

1 Design for Diverse Ingredients



WHY?

Biodiversity boosts ecosystem resilience, food security, & dietary diversity.

HOW?

- Design our product portfolio to include a diversity of ingredients
- Select ingredients with potential to strengthen ecosystems, like carbon-storing perennials

2 Direct Trade with Farmers



WHY?

Strategic direct contracts deepen our farm connections.

HOW?

- Develop direct contracts with farmers who prioritize regenerative principles
- Build contracts to incentivize outcomes that extend beyond yield, like soil health and biodiversity

3 Invest in our Sourcing Regions



WHY?

Enabling impact in our sourcing regions can build supply resilience & strengthen ecosystems.

HOW?

- Support farmer training in sourcing regions
- Invest in Organic certification to encourage practices with potential to improve ecosystem health