



# ADVANCEMINT™

Mint is an important crop,  
grown by thousands of farmers, enjoyed by millions of consumers.



Adds flavor to  
**65%**  
of our gum and mint  
products across 15  
Mars Wrigley  
Confectionery brands

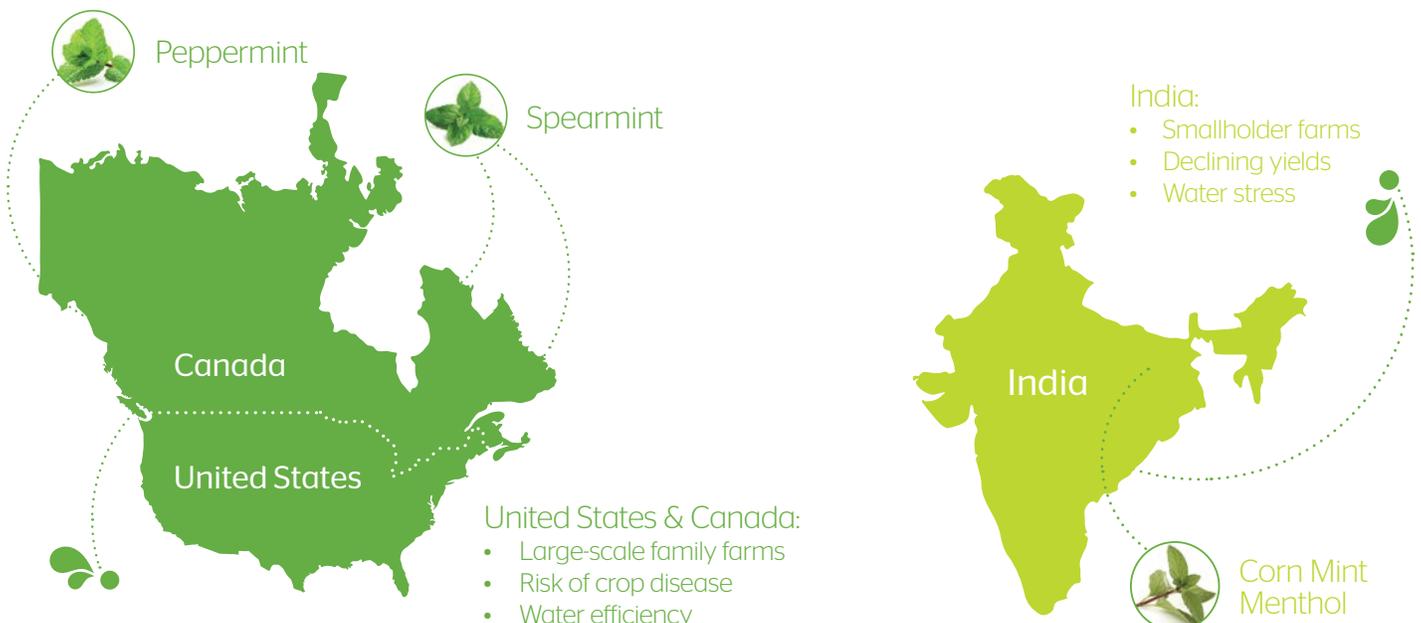
More than a  
**\$700  
million**  
dollar industry

Supported by  
a global supply  
chain of more than  
**1,000,000  
farmers**

Grown on  
more than  
**1 million  
acres**

## Mars Wrigley Confectionery's Mint Footprint

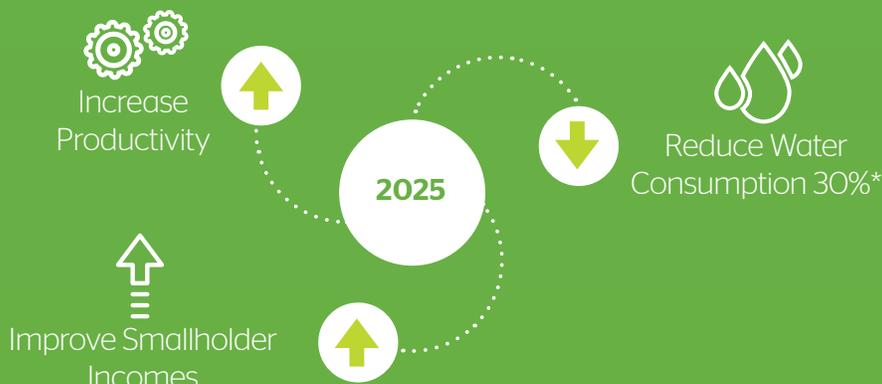
Mint is a specialty crop that is commercially grown in parts of the United States, Canada and India. Each region has its own agricultural footprint and farmers face different social and environmental challenges.



# Creating a positive foundation for future generations

We're leading the way towards a more sustainable and resilient future for mint by advancing plant science and investing in farmers and their communities.

By 2025 we aim to:



\*In water-stressed areas

Our AdvanceMint program **will drive positive change in the U.S., Canada and India** to advance better lives and a better planet through:



## Resilient Plants

Partnering with the mint industry and universities to develop and promote a more profitable crop, our goal will be to:

- Have **20,000+ farmers** planting new mint varieties in India
- Develop a more sustainable higher yield mint crop for North American farmers



## Resilient Farming

Equipping farmers with good agricultural practices (GAP) to increase productivity, improve soil health, decrease environmental impact and inputs and maximize farm incomes. We aim to:

- Have **20,000+ farmers** trained and adopting GAP
- Increase research into water efficiency
- Reduce water consumption in water-stressed areas **by 30%**



## Resilient Communities

Empowering women and farm communities by improving working lives, education and training for all workers. We strive to:

- Establish 200 Women's **Self Help Groups** in India
- Establish a **Farmer Producer Organization** in India
- Improve learning in 600 villages in India through the **Wrigley Company Foundation's partnership with the Pratham Education Foundation**
- Positively impact five U.S. and Canadian communities through **Mars Wrigley Confectionery Sustainable Agricultural Practice awards**