

MARS

Mars Pledges to Achieve Water Balance in High Water Stressed Operations by 2025

- Mars has committed to achieving water balance in five manufacturing sites identified to be facing the greatest water stress challenges by 2025.
- The sites include Guadalajara, Montemorelos, Queretaro, Santa Catarina, and Toluca.
- Mars CEO Grant Reid says action to reduce impact on water supplies will be “critical” in safeguarding the health of the planet and global communities.
- Mars will partner with 30 other global businesses to accelerate progress against the global water crisis as it joins the UN Global Compact CEO Water Mandate’s Water Resilience Coalition.

McLean, VA (August 26, 2021) — Mars, Incorporated is accelerating action to mitigate its impact on water availability in stressed watersheds, with a new commitment to achieve water balance at its five manufacturing sites facing the greatest water-stress challenges by 2025.

By achieving water balance, Mars will ensure every litre of water used at a site is matched through the treatment and reuse of wastewater, and by engaging in collaborative water projects that reduce water stress by making more water available in the watershed.

It comes as over 2 billion people currently live in water-stressed countries¹, with experts predicting water stress will affect over half of the world’s population by 2050 if no action is taken now.

Recognizing the critical need for immediate action, Mars is selecting five high priority sites in Mexico identified as most in need of urgent action to address shared water challenges. These manufacturing operations are responsible for creating products for household brands including PEDIGREE®, WHISKAS®, SNICKERS®, and M&Ms®.

Grant Reid, Chief Executive Officer of Mars, said: *“Across the world, water availability is at a crisis point, and it’s being exacerbated by the effects of climate change. It’s clear we all have a critical part to play in mitigating our impact on water supplies, and to protect the health of global communities.*

“At Mars, this includes working to eliminate unsustainable water use across our entire value chain and taking action to ensure we mitigate the impact of our operations on high water-stressed regions. Collaboration will be key and we’ll work with partners and local communities to deliver meaningful impact.”

As part of this, Mars will also be introducing advanced water-stewardship programs to improve water efficiency, achieve water circularity by ensuring treated wastewater is discharged in a way that reduces stress in watersheds, and working collaboratively to balance remaining residual water use through projects that address water stress in the site’s catchment.

¹ https://www.unwater.org/app/uploads/2021/07/SDG6_indicators_summary_progress_2021.png

The business has plans to expand these programs to an additional six manufacturing sites in Asia and Africa in the near future.

It comes as Mars has joined the UN Global Compact CEO Water Mandate's Water Resilience Coalition (WRC), alongside over 30 global businesses to drive progress against the global water crisis. The coalition aims to increase investments in innovative solutions to the water-climate crisis and encourage collective action to build water resilience in high water stressed regions.

This builds on Mars' existing work with the CEO Water Mandate since 2015 to advance progress towards SDG6 (Clean Water & Sanitation). As part of joining the Water Resilience Coalition, Mars will be partnering with other businesses on the *Charco Bendito* water stewardship program in central Mexico, which will restore land along waterways critical to water regeneration by harnessing collaborative corporate action.

Jason Morrison, President of the Pacific Institute and Head of the CEO Water Mandate said:

"Mars' commitment to reducing unsustainable water use and helping secure a sustainable supply of water for communities, farmers, business and nature illustrates how companies can integrate water into their core strategy. By joining the Water Resilience Coalition, Mars recognizes the business community's opportunity to drive water resilience strategies in the face of climate change by sharing best practices, accelerating results and scaling impact through collective action around the world."

It builds on progress Mars is making as part of its multi-billion dollar Sustainable in a Generation Plan to improve water availability and eliminate unsustainable water use, including its commitment to eliminate unsustainable water use in its full value chain, starting with a 50% reduction by 2025.

This is being achieved by mapping its total water use across its global supply chain, reducing its impact in high-stressed watersheds, and transforming its agricultural supply chain by upskilling farmers in sustainable farming practices that drive water efficiencies.

This includes the [Sustainable Rice Platform \(SRP\)](#), which Mars Food has helped shape to create a standard for sustainable rice production and promote climate and water-friendly rice production methods. As of 2020, Mars Food sources 99% of its rice from farmers working towards the SRP standards. Similarly, through its [Shubh Mint program](#) in Northern India, Mars has trained over 24,000 farmers on Good Agricultural Practices – helping reduce the demand for water by 50%, whilst increasing income and livelihoods of farmers in the region by 250%.

Mars has been recognized in the Carbon Disclosure Project's (CDP) "A-List" for environmental leadership on water security.

For more information on Mars' Sustainable in a Generation Program, visit:

<https://www.mars.com/sustainability-plan/healthy-planet>.

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ABOUT MARS, INCORPORATED

For more than a century, Mars, Incorporated has been driven by the belief that the world we want tomorrow starts with how we do business today. This idea is at the center of who we have always been as a global, family-owned business. Today, Mars is transforming, innovating and evolving in ways that affirm our commitment to making a positive impact on the world around us.

Across our diverse and expanding portfolio of confectionery, food, and pet care products and services, we employ 133,000 dedicated Associates who are all moving in the same direction: forward. With \$40 billion in annual sales, we produce some of the world's best-loved brands including DOVE®, EXTRA®, M&M's®, MILKY WAY®, SNICKERS®, TWIX®, ORBIT®, PEDIGREE®, ROYAL CANIN®, SKITTLES®, BEN'S ORIGINAL™, WHISKAS®, COCOAVIA®, and 5™; and take care of half of the world's pets through our nutrition, health and services businesses, including AniCura, Banfield Pet Hospitals™, BluePearl®, Linnaeus, and VCA™.

We know we can only be truly successful if our partners and the communities in which we operate prosper as well. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – inspire our Associates to take action every day to help create a world tomorrow in which the planet, its people and pets can thrive.

For more information about Mars, please visit www.mars.com. Join us on Facebook, Twitter, LinkedIn, Instagram and YouTube.

ABOUT THE CEO WATER MANDATE

The CEO Water Mandate is a United Nations Global Compact initiative that mobilizes business leaders on water, sanitation, and the Sustainable Development Goals for corporate water stewardship. Endorsers of the Mandate commit to continuous progress against six core elements (direct operations, supply chain and watershed management, collective action, public policy, community engagement and transparency) and in so doing understand and manage their own water risks. Established in 2007 and implemented in partnership with the Pacific Institute, the Mandate was created out of the acknowledgement that global water challenges create risk for a wide range of industry sectors, the public sector, local communities and ecosystems alike. For more information, follow @H2O_stewards on Twitter and visit our website at ceowatermandate.org.

ABOUT THE UNITED NATIONS GLOBAL COMPACT

As a special initiative of the UN Secretary-General, the United Nations Global Compact is a call to companies everywhere to align their operations and strategies with Ten Principles in the areas of human rights, labour, environment and anti-corruption. Our ambition is to accelerate and scale the global collective impact of business by upholding the Ten Principles and delivering the Sustainable Development Goals through accountable companies and ecosystems that enable change. With more than 12,000 companies and 3,000 non-business signatories based in over 160 countries, and 69 Local Networks, the UN Global Compact is the world's largest corporate sustainability initiative — one Global Compact uniting business for a better world. For more information, follow @globalcompact on social media and visit our website at unglobalcompact.org.