“From Pledge to Action”

Zero Hunger Pledge
Accountability Biennial Report 2023-2024

November 2025

FOREWORD

Much of today's headline news paint a grim picture – numerous crises unfolding alongside a sharp decline in global solidarity and the withdrawal of the private sector from net-zero commitments. The unity that inspired the 2030 Agenda for Sustainable Development a decade ago now feels increasingly distant.

Yet, the embers of that spirit, which imbued the launch of the Zero Hunger Private Sector Pledge in 2021, remain. The Pledge calls on the business community to invest in projects that end hunger and malnutrition based on a roadmap identifying 90 priority countries and 10 high-impact investment areas. To ensure its credibility, we undertake a biennial evaluation of all company commitments over USD 1 million. By doing so, we independently verify that companies are translating their pledges into tangible investments.

The results are impressive. We have found that between 2023 and 2024, 16 companies invested USD 214 million through 138 projects in 40 countries. When combined with the USD 226 million invested over 2021 and 2022, companies deployed USD 440 million as of the end of 2024. And even more notable, 4 pledging companies – AGREA, Nutriset, Rabobank and Soilless Farm Lab – went well above their original commitment by a combined USD 151 million. As a result, the pledge tally now reaches nearly USD 800 million.

Between deployed pledges and surpassed commitments, companies are taking positive action on the ground. But it is not all good news. Because two companies failed to respond to our information requests, they will be removed from the Pledge as of January 2026

This reporting cycle also marks the beginning of a new ambition: measuring outcomes. For the first time, pledging companies reported impact indicators. While these insights remain anecdotal, they highlight the need to shift beyond disbursement and toward impact.

Ultimately, the integrity of the Pledge will be measured by its impact toward ending hunger and malnutrition. Significant challenges remain, with investments insufficient in the countries where they are most needed. And, while investment by the private sector is essential, it is only a fraction of what is required to end hunger by 2030. The global community remains woefully off track.

At a time when global solidarity is tested, the Zero Hunger Private Sector Pledge offers a powerful signal that action to end hunger and malnutrition is possible and underway. But we need to do more – much more.

Dr. Lawrence Haddad, Executive Director, Global Alliance for Improved Nutrition (GAIN)

Carin Smaller, Executive Director, Shamba Centre for Food & Climate

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EXECUTIVE SUMMARY

This second biennial accountability report assesses the progress of company commitments made under the Zero Hunger Private Sector Pledge ('the Pledge') in 2023 and 2024. It confirms the private sector's strong commitment to achieving SDG 2: Zero Hunger, despite a challenging landscape marked by shifting geopolitical dynamics and setbacks in voluntary commitments.

Since the initial accountability report in 2023, commitments have grown to reach nearly USD 650 million pledged by more than 100 companies across more than 50 countries. Based on the findings in this report, the Pledge tally will grow further to nearly USD 800 million.

KEY FINDINGS

1. **Companies deployed USD 440 million between 2021 and 2024**
   Data from 16 companies in scope for this report show USD 214 million deployed in 2023 and 2024. This means pledging companies have now deployed USD 440 million since 2021.
2. **Four companies surpassed their initial commitment by USD 151 million**
   Notably, four companies reported investments exceeding their initial commitment by a combined USD 151 million. This will bring the latest Pledge tally to nearly USD 800 million in commitments.

3. **Companies are continuing to make long-term, systemic investments**
   As in the previous reporting period, most deployments were in the form of core business investments (79%, USD 168 million), reflecting continued integration of sustainability in long-term business strategy.

4. **Companies are investing primarily on building resilience on farms and across value chains**

   Most investments supported resilience on farms (47%, USD 100 million) and across value chains (46%, USD 99 million). However, investments in social protection and training declined from 27% to 7% (USD 14 million) in this reporting cycle.

5. **More investments are needed in high-priority countries**
   Only six projects (3%) were deployed in high-priority countries – a decline from 7% in 2023. While medium-priority countries benefitted from 43 projects (24%), the largest number (133) and proportion (73%) of projects targeted low-priority countries.

While the investments made through the Zero Hunger Pledge are notable, sustained and expanded efforts will be required to maintain the momentum created by the Pledge and meet SDG 2: Zero Hunger.

SPOTLIGHT ON PROGRESS

Since the launch of the Zero Hunger Pledge in September 2021, businesses have collectively demonstrated tangible progress toward SDG 2: Zero Hunger.

- **Collective commitment is growing**
- **Businesses are making transformative investments in the right direction**
- **However, progress is insufficient – bold action is still needed**

SINCE 2021

pledging companies

100+

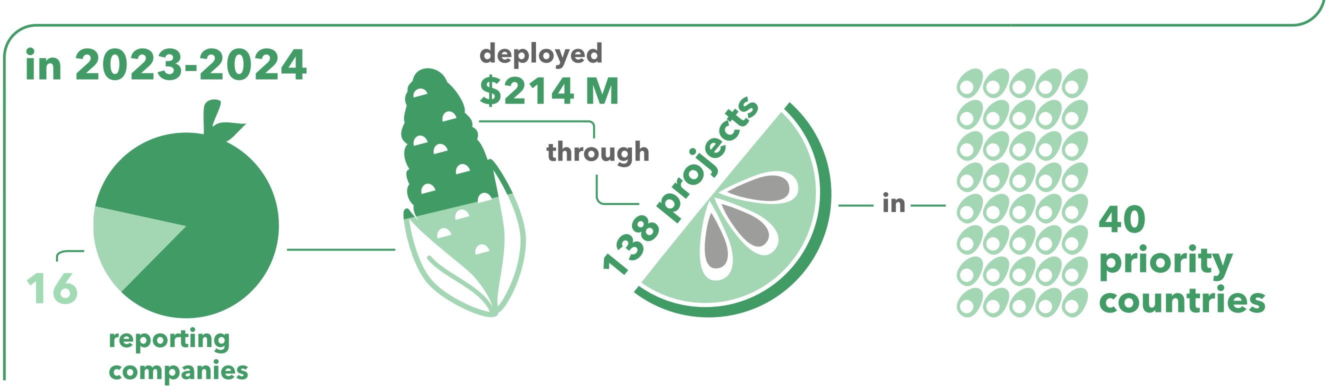
Since 2021, more than 100 companies have made a pledge to end world hunger.

In 2023 and 2024, **16 of those companies deployed USD 214 million** through 138 projects targeting 40 priority countries.

Combined with USD 226 million invested in 2021 and 2022, **USD 440 million has been deployed by the end of 2024**.

deployed

440 MILLION



THE ZERO HUNGER PRIVATE SECTOR PLEDGE

The Zero Hunger Private Sector Pledge ("the Pledge") launched in 2021 during the UN Food Systems Summit with the aim of mobilizing private investment toward achieving SDG 2: Zero Hunger. Drawing on the recommendations from the Ceres2030: Sustainable Solutions to End Hunger research, the Pledge calls on companies to align their investments with 10 evidence-based, high-impact intervention areas and in 90 priority countries.

Ceres2030, a partnership between Cornell University, IISD, and IFPRI, used evidence and economic modelling to provide a menu of policy options to achieve SDG 2.

In a series of reports published in 2020, Ceres2030 identified the most effective interventions to end hunger, double the incomes of 545 million small-scale farmers, and limit agricultural emissions in line with the Paris Climate Agreement.

Ceres2030 recommended that investments toward SDG 2 align with ten interventions across three categories:

- On the Farm, including training for farmers, developing climate-resilient crops, and improving livestock feed.
- Food on the Move, ensuring food gets from the farm to market, through investments in storage, transport, and other infrastructure.
- Empower the Excluded, ensuring the poorest are included, such as steps regarding social protection spending or training for rural youth.

All companies – regardless of size or location - are welcome to join the Pledge. However, companies must comply with five requirements regarding intervention areas, geography, implementation partners, international and national regulations, and reporting (see Figure 1).

After their pledge submission, companies are invited to share further details with the Pledge's coordination committee and – as applicable – formalize the terms of their proposed investment. Once approved, company commitments can be communicated externally.

Every two years, companies pledging over USD 1 million are required to report on the deployment of their pledge. This report presents the findings from this exercise for 2023 and 2024.

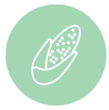
Figure 1. Process and requirements for joining the Zero Hunger Private Sector Pledge

1. Make a financial commitment in at least one of ten high-impact intervention areas and in at least one of the 90 priority countries.

PRIORITY AREAS

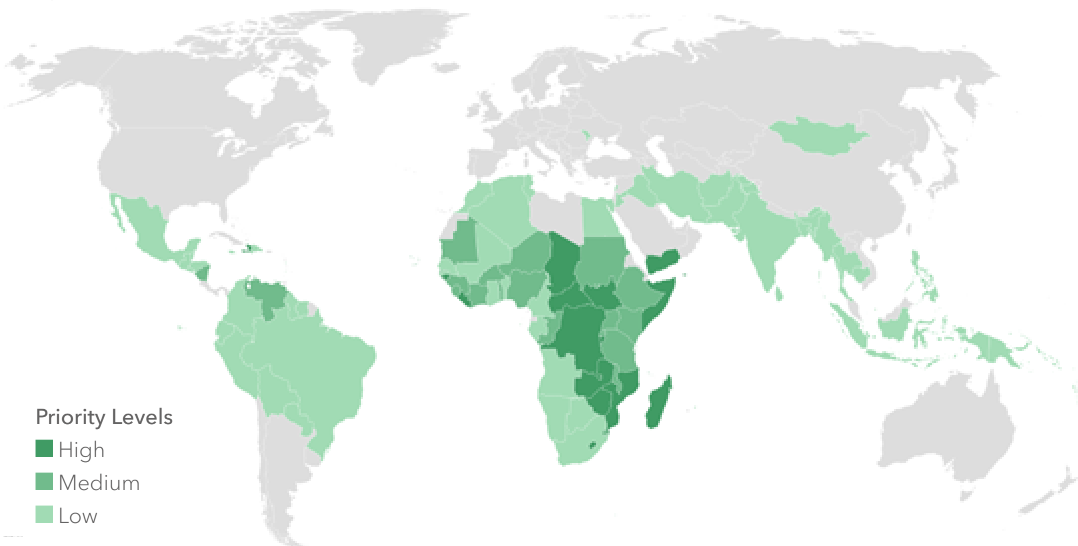
Empower the Excluded
Interventions that empower youth, women, smallholders and rural communities

On the Farm
Interventions that help make agricultural practices more resilient and sustainable



Food on the Move
Interventions along the value chain that support sustainable and nutritious outcomes

90 PRIORITY COUNTRIES



2. Choose the partners to achieve the action
3. Comply with applicable laws, rules and regulations
4. Commit to uphold internationally accepted principles
5. Report on the implementation of the pledge

HOW TO PLEDGE?

REPORTING SCOPE

Since the last reporting cycle ending on 31 December 2022, the number of companies that joined the Pledge has more than doubled – to more than 100 companies – with commitments totalling nearly USD 650 million and targeting more than 50 countries. Appendix 1 provides a detailed breakdown of the 101 pledging companies as of 1 October 2025.

The Zero Hunger Private Sector Pledge ensures the accountability of pledging companies through a biennial reporting cycle. The first accountability report, published in 2023, covered the period 2021-2022. This report presents the results from the 2023-2024 period.

This reporting period extended from 1 January 2023 until 31 December 2024. As of this date, 24 companies had each pledged over USD 1 million, representing 99% of the total pledge amount. Appendix 2 provides the list of commitments in scope for this report.

ACCOUNTABILITY FRAMEWORK

When joining the Pledge, companies committing over USD 1 million must agree to report on their progress. The Pledge's accountability framework guides and structures this biennial process, providing a clear methodology to verify whether companies are honouring their commitments through evidenced investments. It aims to strengthen credibility, understand where and what projects are prioritized by companies, and catalyze further participation in the Pledge.

In 2025, reporting companies were also asked to share indicators used to track the outcomes of their projects and/or measure progress across the 10 Ceres2030 intervention areas.

REPORTING PROCESS

The 24 reporting companies in scope for the 2023-2024 period were required to verify the disbursements made in alignment with the Ceres2030 intervention areas and priority countries. Companies pledging under USD 1 million were invited to report on their progress through voluntary case studies.

The findings presented in this report are based on information from the original pledge submissions, complemented by evidence from companies and their implementation partners obtained during the reporting process. In some instances, evidence was drawn from public records (e.g., news announcements, press releases, third-party reports, etc.). Independent consultants led the reporting process, including data collection and analysis.

KEY FINDINGS: FROM PLEDGE TO ACTION

Since the launch of the Zero Hunger Private Sector Pledge in 2021, companies have deployed USD 440 million in programmes to achieve SDG 2: Zero Hunger. This includes USD 226 million in the first reporting period (2021-2022) and USD 214 in the latest reporting period (2023-2024).

Of the 24 companies in scope for the 2023-2024 reporting process, 16 provided information about their pledge deployment while eight had no progress. Four of these companies joined the Pledge in the last quarter of 2024 and were not included since they had not begun implementation. The remaining four companies did not respond to contact requests, two of which had also failed to report in 2023. For the latter two, a process of removal will be launched, in accordance with the Pledge's accountability framework.

AMOUNT OF INVESTMENT DEPLOYED

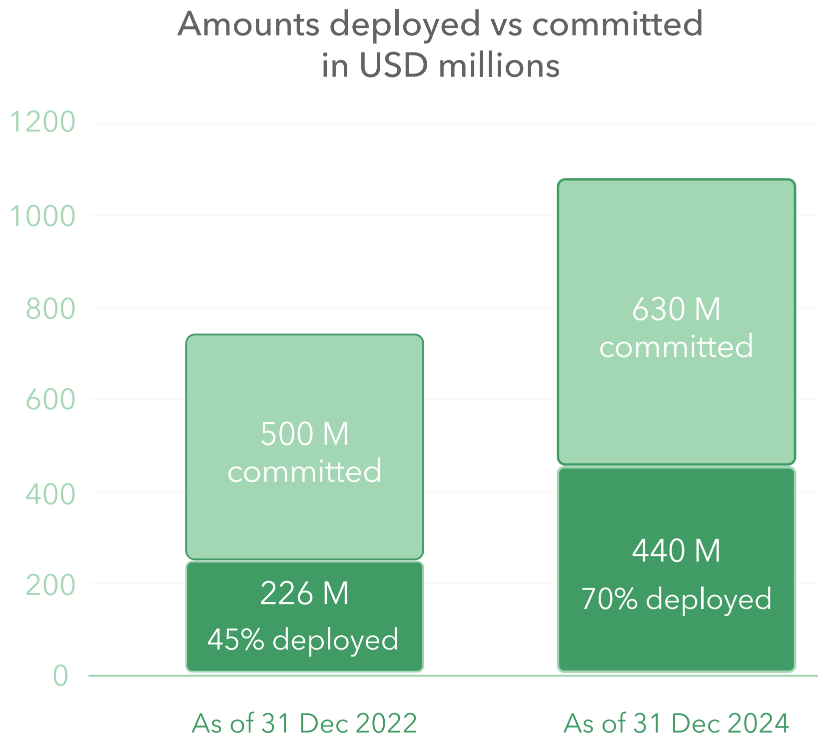
KEY FINDING #1

Companies deployed USD 440 million between 2021 and 2024

The Pledge has made significant progress with the deployment of USD 214 million in 2023 and 2024. Combined with USD 226 million deployed in 2021 and 2022[1], this results in a cumulative deployment of nearly USD 440 million to date.

1. A correction from the previous reporting cycle was made following updated data received from one company. The company confirmed that 100%—rather than the previously reported 63%—had been deployed by 31 December 2022. As a result, the overall deployment figure for the USD 500 million committed by 16 companies was adjusted from 28% to 45% as of 31 December 2022.

Figure 2. Commitment and deployment data for companies with pledges over USD 1 million



Source: As reported by companies and verified by Walk the Talk, Pledge website

KEY FINDING #2

Four companies surpassed their initial commitment by USD 151 million

Significantly, four companies not only fully deployed their pledged amounts, but exceeded their original commitments by a combined USD 151 million: AGREA (279%), Nutriset (371%), Rabobank (247%), and Soilless Farm Lab (155%). The pledge amounts for these companies will be adjusted accordingly to reflect the additional investment. This will bring the latest Pledge tally to nearly USD 800 million.

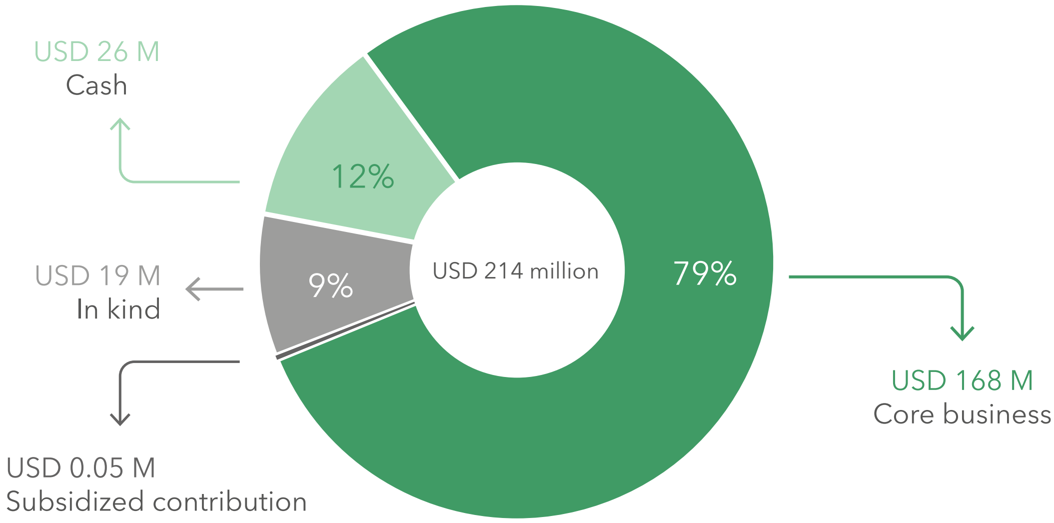
TYPES OF INVESTMENT DEPLOYED

KEY FINDING #3

Companies are continuing to make long-term, systemic investments

Core business investments continue to represent the majority of investments (79%, USD 168 million). The remainder of investments were made in the form of cash investments (12%, USD 26 million) and in-kind contributions (9%, USD 19 million). Subsidized contributions were insignificant (0%, USD 50,890).

Figure 3. Type of commitment from companies with pledges over USD 1 million



Source: As reported by companies
Note: Individual values may not sum exactly to the total due to rounding differences

THEMATIC ALLOCATION

The Pledge calls on companies to invest in 10 intervention areas, grouped under three overarching themes as identified by the Ceres2030 project:

- **'On the Farm'** covers interventions related to agricultural R&D, extension services, mechanization, precision and climate-smart agriculture, and the adoption of climate-resilient crops.
- **'Food on the Move'** focuses on reducing post-harvest losses and investing in infrastructure, logistics, and value chain efficiency – such as irrigation, electricity, storage, roads, cooling facilities, packaging, and local processing near production zones.

- **'Empower the Excluded'** encompasses initiatives that strengthen farmers' organizations, expand education and vocational training, and scale up social protection programmes.

KEY FINDING #4

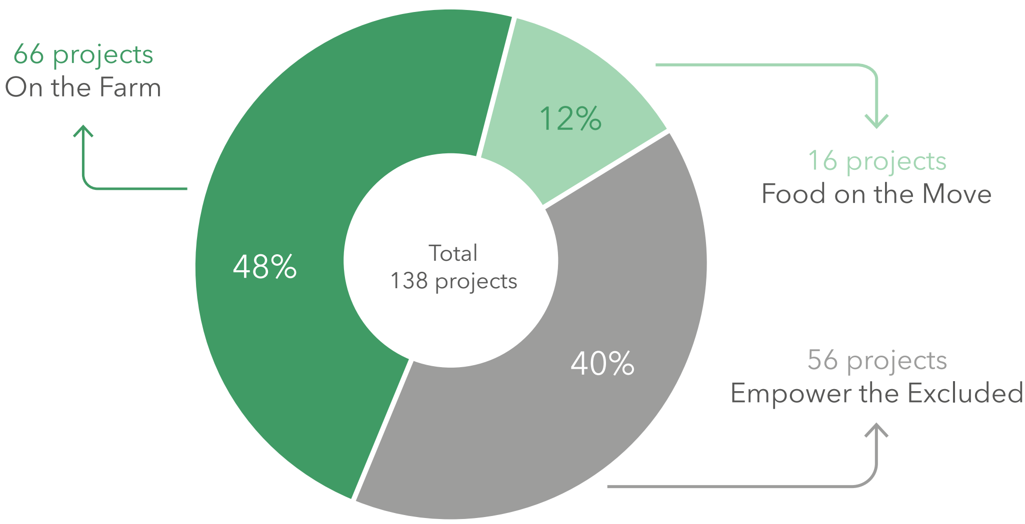
Companies are investing primarily on building resilience on the farms and across value chains

'On the Farm' remained the largest area of investment, accounting for **48% of projects** and **47% of investments** (USD 100 million). In 2021-2022, this thematic area corresponded to 60% of investments (USD 83 million).

Although represented by only **12% of projects**, companies deployed large amounts towards **'Food on the Move'** – especially for post-harvest loss – which accounted for a significant injection of capital (**46% of investments**, USD 99 million) compared to the previous cycle (13% of investments, USD 19 million).

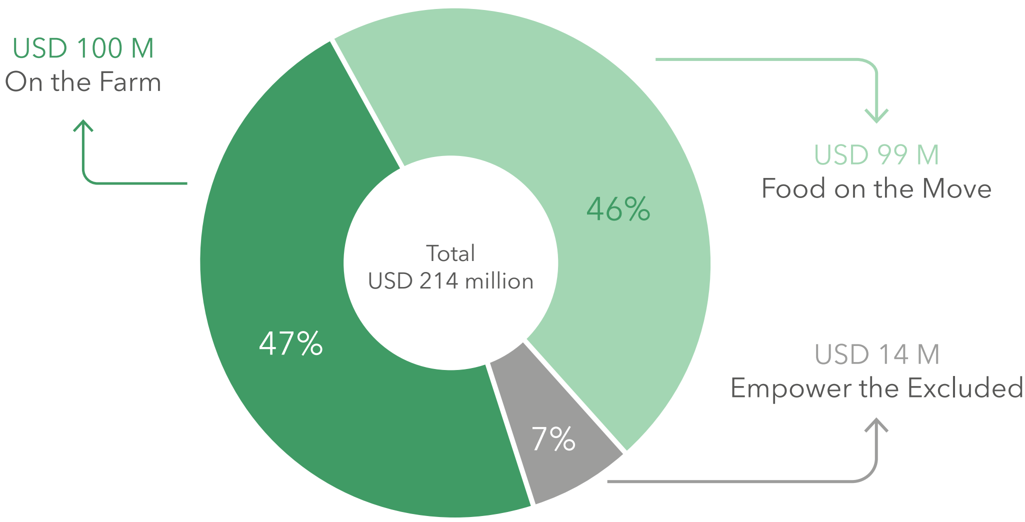
While the proportion of projects towards '**Empower the Excluded**' was high (**40% of projects**), smaller deployment sizes reduced investment levels to USD 14 million in this reporting period compared with USD 38 million in the previous period. This thematic area also saw a decline in the proportion of investments from 27% in the last reporting period to only **7% of investments** in this period.

Figure 4. Number of projects by Ceres2030 thematic group for companies pledging over USD 1 million



Source: As reported by companies

Figure 5. Amount invested by Ceres2030 thematic group for companies pledging over USD 1 million



Source: As reported by companies
Note: Individual values may not sum exactly to the total due to rounding differences

The largest number and proportion of investments across the 10 Ceres2030 interventions went to reducing post-harvest losses (USD 94 million, 44% of total investments).

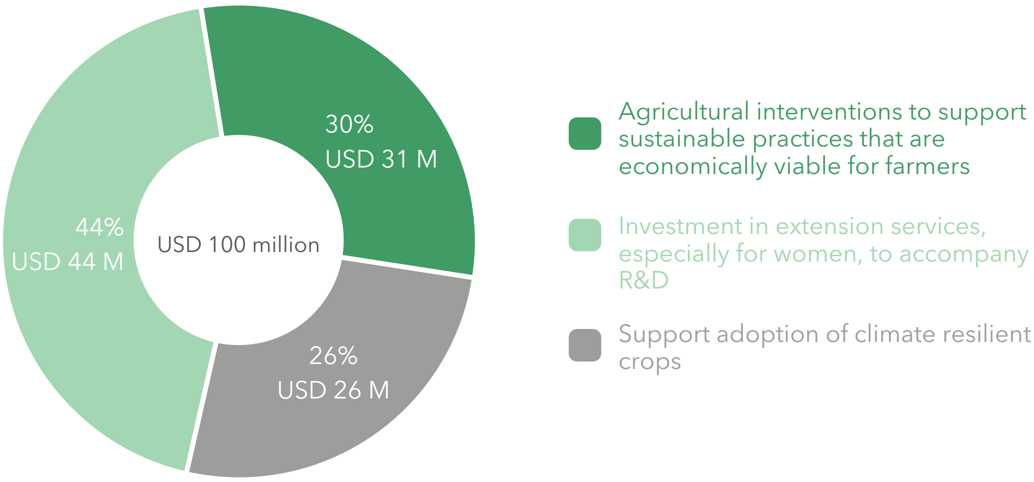
The next largest investment areas were all deployed 'On the Farm': investments in extension services and R&D (USD 44 million, 21% of total investments), followed by investments in sustainable agricultural practices (USD 31 million, 14% of total investments), and investments in the adoption of climate-resilient crops (USD 26 million, 12% of total investments).

Notably, investments in extension services and R&D and in the adoption of climate-resilient crops nearly tripled from the previous period – from USD 15 million to USD 44 million and from USD 9 million to USD 26 million, respectively.

Few investments were deployed in interventions to 'Empower the Excluded,' with investments in scaling up social protection programmes falling by half (from USD 25 million in the previous period) to USD 12 million (6% of total investments).

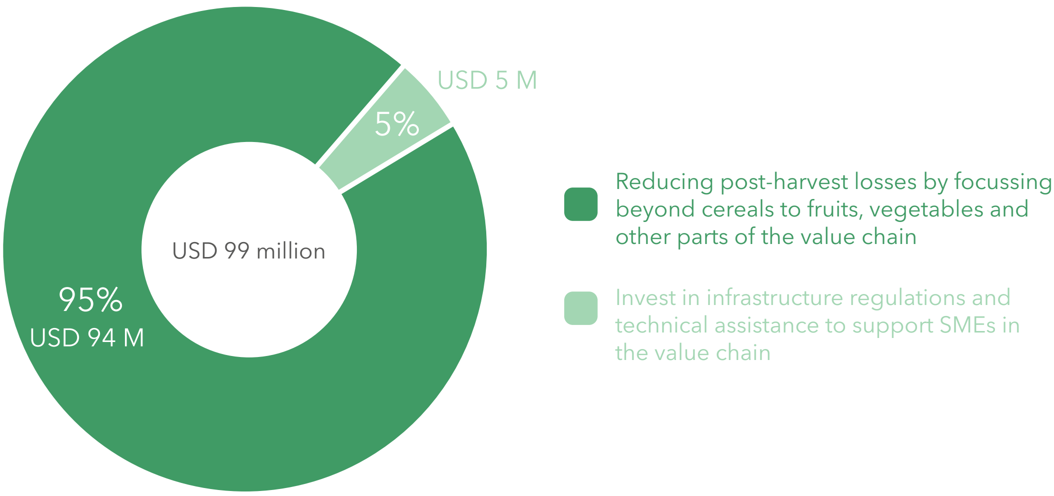
Figure 6. Amount invested by companies pledging over USD 1 million, by Ceres2030 intervention areas

On the Farm



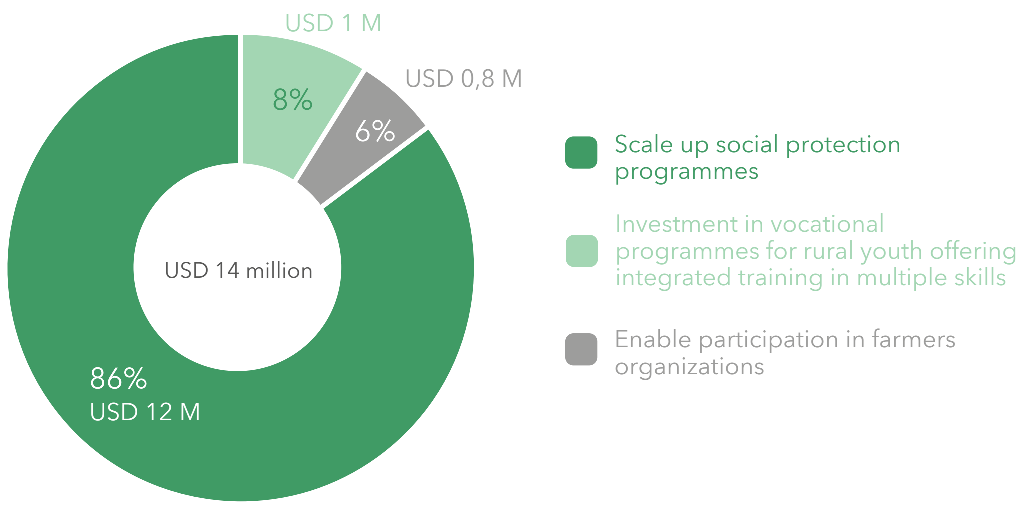
Source: As reported by companies

Food on the Move



Source: As reported by companies

Empower the Excluded



Source: As reported by companies

GEOGRAPHIC ALLOCATION

The geographic allocation was assessed by the number of projects, rather than investment value, as projects are often implemented across multiple countries.

In 2023-2024, companies deployed their investments across 40 priority countries (5 in high-, 11 in medium-, and 24 in low-priority countries). Projects were implemented in an almost equal split between Asia (36%) and Africa (34%), followed by Latin America (26%)[2].

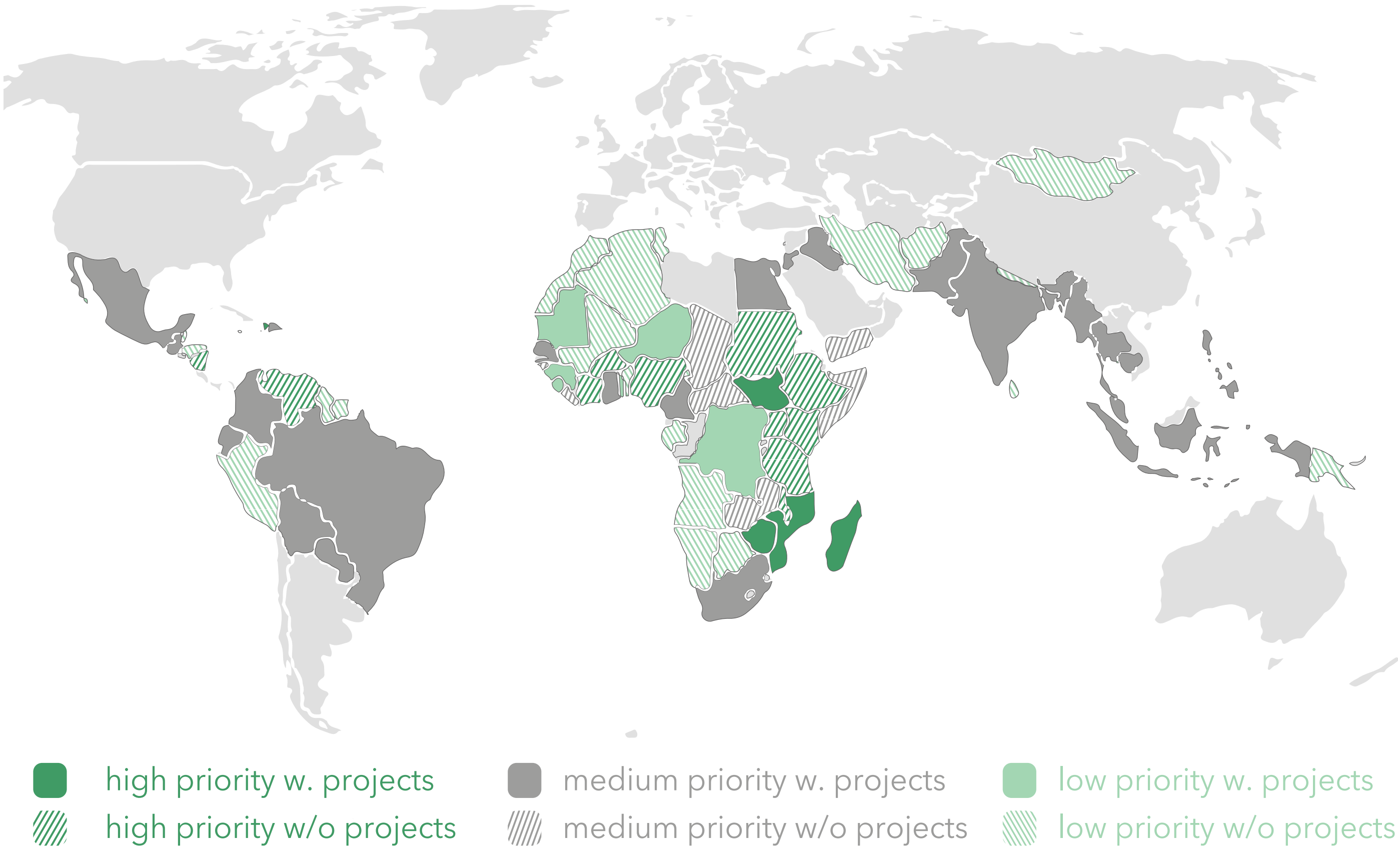
KEY FINDING #5

More investments are needed in high-priority countries

Low-priority countries accounted for the largest number of projects (133), followed by medium-priority countries (43). High-priority countries accounted for only six projects – 3% of the total number of projects (down from 7% in the previous reporting period) indicating a need for more investment in these countries. Only five high-priority countries received investments.

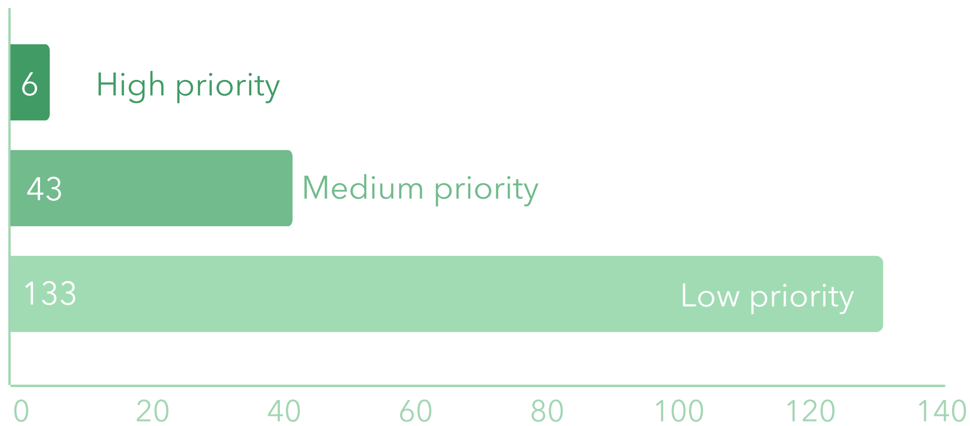
2. Approximately 4% of the projects were deployed in countries where spending could not be isolated per priority country.

Figure 7. Priority countries covered by companies pledging over USD 1 million



Source: As reported by companies, Pledge website

Figure 8. Number of projects per priority country category

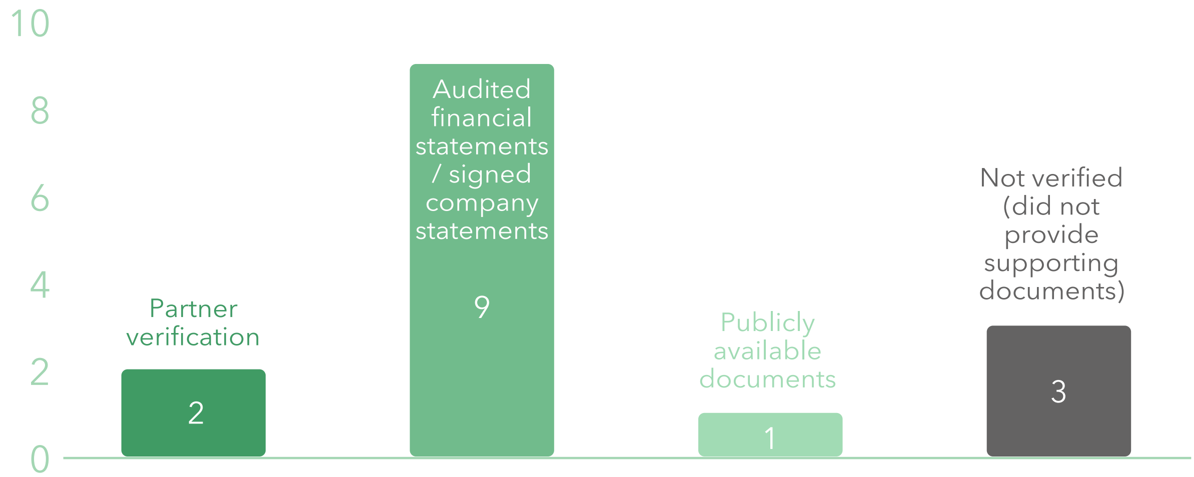


Source: As reported by companies ; Note: Several projects are deployed in more than one country

MEANS OF VERIFICATION

Independent consultants confirmed pledge deployment through partner verification, audited financial statements or publicly available documents. The most common means of verification during this reporting period was externally audited financial statements, followed by external partner verification. However, fewer companies opted for external verification than in the previous reporting cycle.

Figure 9. Means of verification for companies pledging over USD 1 million



Source: As submitted by 16 companies ; Note: four companies did not report as their pledge submission happened in Q4 2024; one company reported "no progress."; and four companies did not submit any information

38% of pledging companies publicly acknowledged their participation in the Pledge.

58% of pledging companies mention SDG 2: Zero Hunger in their external communications.

REPORTING OUTCOMES

For the first time, companies were asked to share indicators used to track the outcomes of their projects and measure progress across the 10 Ceres2030 intervention areas.

Pledge companies reported 20 different outcome indicators, either selected from an indicative list of indicators (see Appendix 4.1) or specified by the company. Women's empowerment in agriculture – measured through yield, income, and leadership (reported seven times), and Agricultural yield – measured as crop yield per hectare (reported five times), were the two most frequently reported indicators.

Following the Common Approach guidelines, all reported indicators were consolidated into four thematic clusters to highlight key impact areas. The most commonly measured area was Farmer livelihoods and inclusion, reflecting companies' emphasis on improving smallholder income, and participation.

See Appendices 4.2 and 4.3 to understand how these indicators are mapped with the World Benchmarking Alliance Food and Agriculture methodology, GRI and IRIS+.

Figure 10. Frequency of outcome indicators reported by companies pledging over USD 1 million

Source: As reported by companies

In addition, four companies shared voluntary case studies[3] on projects deployed toward their pledge. All four case studies contributed to interventions 'On the Farm', reinforcing their commitment toward this high-impact investment area. Detailed information on each case study is available in Appendix 3.

East-West Seed
Uganda

Pumpkin can be a transformative crop for smallholder farmers and consumers. East-West Seed's (EWS) founder Simon N. Groot won the World Food Prize in 2019 and chose to dedicate most of his award funds to EWS-KT to launch the Pumpkins in Africa project, with the initial goal of accelerating the growth of the pumpkin sector in Uganda.

Pumpkins in Africa project
2020-2024

BASF
Ethiopia

Through its vegetable seeds division. BASF partnered with the Netherlands Development Organization (SNV) to empower smallholder farmers in Ethiopia's conflict-affected Tigray and Amhara regions. The goal was to revitalize horticultural livelihoods, improve nutrition, and enhance resilience among communities rebuilding after conflict.

Horti-LIFE project
2024-Ongoing

Bayer
Asia & Africa (multiple)

Bayer Cropscience's Arize Hybrid Rice initiative empowers smallholder farmers across Asia and Africa to improve rice productivity and resilience through climate-smart hybrid seeds tailored to local agro-climatic challenges. The aim is to increase yields, reduce crop losses, and promote sustainable water-efficient farming in flood and pest-prone regions.

Arize Hybrid Rice project
2022-Ongoing

PepsiCo
Thailand

PepsiCo's Building a Climate Resilient Potato Supply Chain (RePSC) project reflects the company's commitment to sustainable agriculture and food security. Implemented with GIZ Thailand and local partners, the initiative aims to strengthen the resilience of over 3,000 smallholder farmers – 25% of them women – through regenerative agriculture, improved market linkages, and inclusive, climate-smart farming practices.

Building a Climate Resilient Potato Supply Chain project
2021-2025

3. Case studies were voluntarily provided by companies and the information is presented as submitted.

THE ROAD AHEAD

The Accountability Report highlights significant progress by the Zero Hunger Private Sector Pledge in advancing the high-impact investment areas identified by the Ceres2030 project. With **USD 440 million** deployed between 2021 and 2024, pledging companies have continued to drive investments in sustainable food systems and the SDGs. Notably, four companies surpassed their initial pledges. As a result, the Pledge's total tally will increase to nearly **USD 800 million**.

However, these positive figures mask persistent challenges. According to the latest estimates, an additional 512 USD billion is needed – beyond current spending – to end hunger by 2030. While the sustained engagement and investments from companies through the Pledge are encouraging, the scale and speed of private investments must urgently accelerate to achieve SDG 2: Zero Hunger.

A promising trend is the increased participation of SMEs and domestic companies in high-priority countries. This reflects both a response to dwindling official development assistance (ODA) and a growing recognition that local communities must be involved in solutions that affect them. It also reinforces the importance of tailored support for SMEs and domestic companies in high-priority countries as they transition toward inclusive, sustainable and nutritious business models. Such assistance is crucial not only for SMEs already integrated in multinational supply chains, but also for companies serving local markets in priority countries. At a time when aid is declining, ODA resources should be allocated strategically to support more impact in high-priority areas.

Closing the USD 512 billion financing gap to end hunger by 2030 demands scaling large investments and shifting corporate mindsets to fully integrate sustainability as a core competitive advantage. Amid growing criticism of ESG (environmental, social, and governance) investments, geopolitical tensions and global environmental shocks, multinational companies are increasingly reckoning with several material risks throughout their value chains. Through continued core business investments, pledging companies support a shift towards systemic, long-term impact. And, by linking sustainability investments to their supply chains, companies can reduce emissions, safeguard agricultural land, and thus help preserve – or even enhance – production capacity.

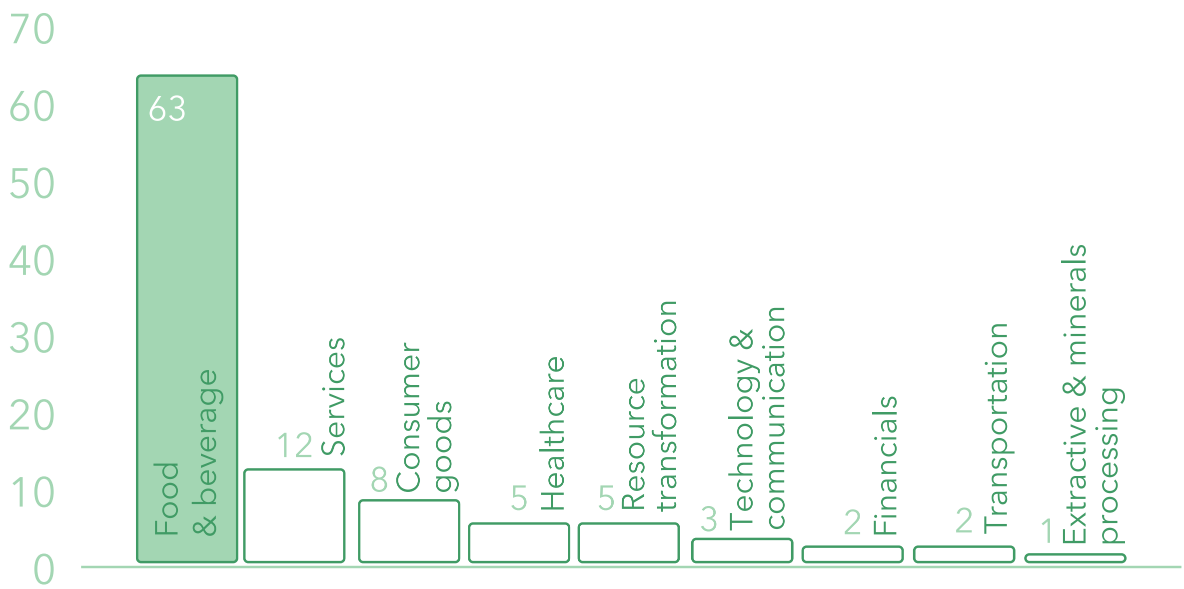
The Pledge calls on companies worldwide to lead a business-driven movement to end hunger, alongside donors, governments and civil society. More companies are encouraged to heed this call and to invest where both needs and potential impact are greatest. Ceres2030 identified not only development priorities but immense opportunities available for businesses across the agrifood system. Let's seize this opportunity and invest where it matters most – strengthening the resilience of their value chain while improving incomes, diets, and environmental sustainability.

APPENDICES

APPENDIX 1. PLEDGING COMPANIES AS OF 1 OCTOBER 2025

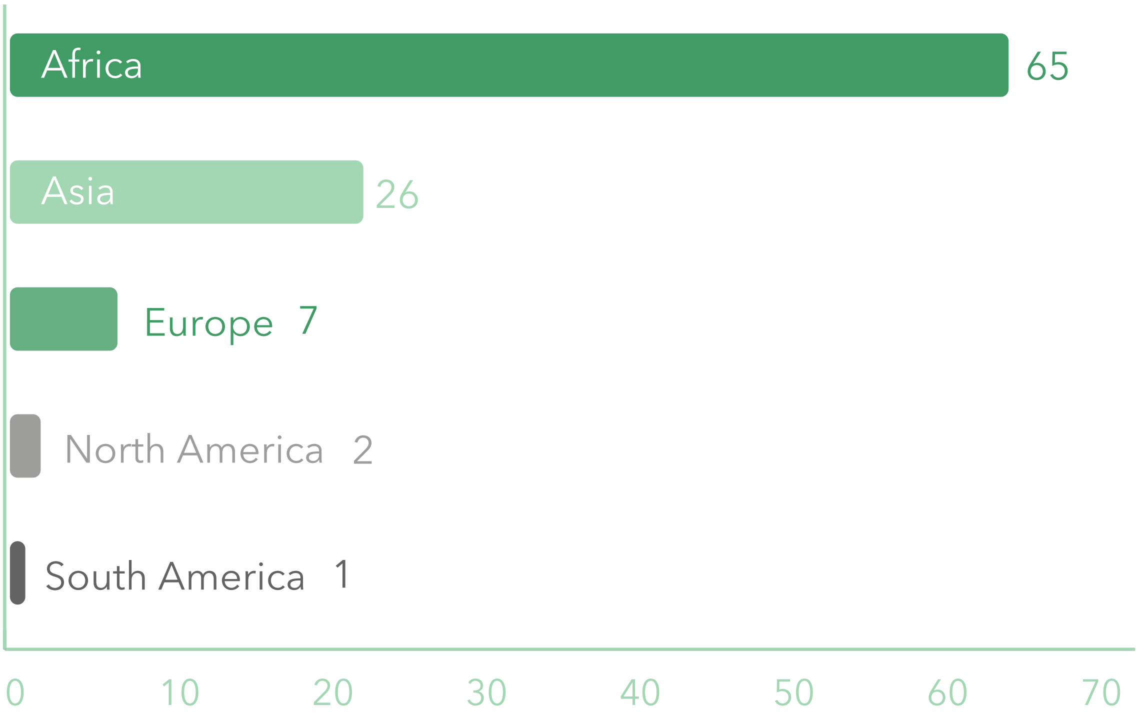
Pledging companies by sector

Companies in the food and beverage sector comprised nearly two thirds of total commitments, followed by the services and healthcare sectors.



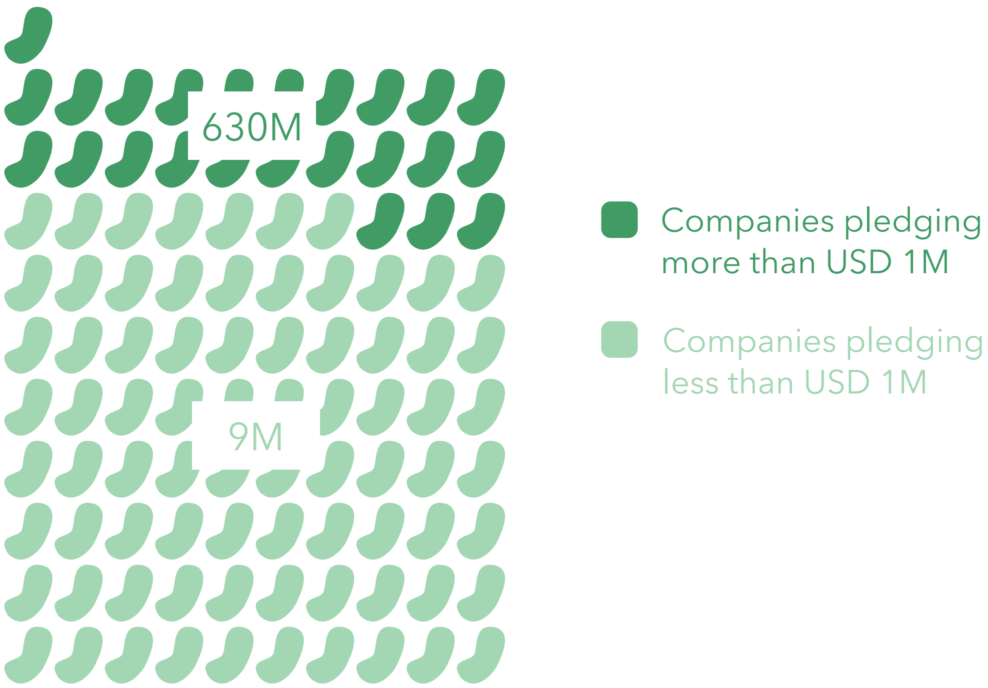
Source: Companies' websites, SASB's Sustainable Industry Classification System® (SICS®) International Standard Industrial Classification of All Economic Activities (ISIC)

Pledging companies by headquarter location



Source: Company websites

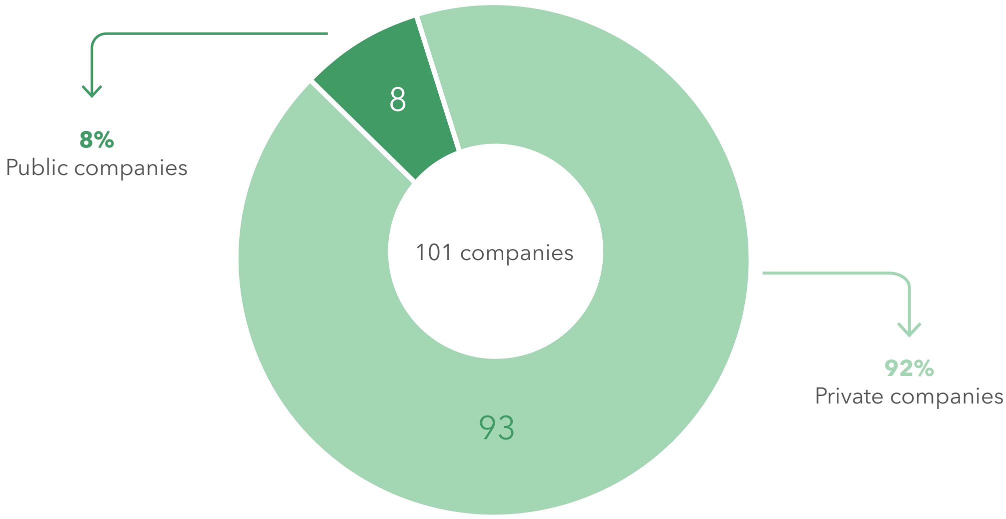
Pledging companies by commitment



Source: ZHP website

Pledging companies by ownership status

Approximately 90% of pledging companies are privately owned. However, companies with pledges over USD 50 million are all publicly listed.



Source: S&P Capital IQ, companies' websites

APPENDIX 2. COMPANIES PLEDGING OVER USD 1 MILLION AS OF 31 DECEMBER 2024

#	Company	Total commitment (USD)
1	AGREA Agricultural Systems International, Inc.	1,002,603
2	Ajinomoto Co., Inc.	11,039,970
3	BASF	10,666,667
4	Bayer	160,000,000
5	Cato Foods and Agroallied Global Concepts	1,000,000
6	ColdHubs	5,000,000
7	East-West Seed	18,000,000
8	Export Trading Group	48,500,000
9	FMC Corporation	30,456,000
10	JBS	9,478,673
11	Keelings	2,597,403
12	Morination Agricultural Products	2,320,000
13	Nutriset	1,766,667
14	Ophir Gold Ltd	5,500,000
15	PepsiCo	100,000,000

#	Company	Total commitment (USD)
16	Prosoya Kenya Limited	1,222,222
17	Rabobank	94,444,444
18	Re-Basket	20,000,000
19	Sahanala	26,279,881
20	Save Our Agriculture	1,400,000
21	Soilless Farm Lab	9,671,998
22	Truk Rwanda Ltd	1,550,000
23	Unilever	66,982,104
24	Upfield	1,542,789
	Total USD	**630,421,421**

Source: Pledge website **updated as of 31 December 2024;**
Note: Given that Pledge submissions were made during the 2021-2022 period, the exchange rate considered for our analysis is the average exchange rate of 2021 and 2022 published by the World Bank.

APPENDIX 3. COMPANY CASE STUDIES

- **Case Study 1.** East-West Seed, Uganda
- **Case Study 2.** BASF, Ethiopia
- **Case Study 3.** Bayer, India, Bangladesh, Pakistan, Vietnam, the Philippines, Indonesia, Thailand, Kenya, and Ghana
- **Case Study 4.** PepsiCo, Thailand

Case study #1 from East-West Seed, Uganda

The Pumpkins in Africa project, 2020 to 2024

Goal

East-West Seed's (EWS) support is exclusively through cash to operate their Knowledge Transfer Foundation (EWS-KT). All of their interventions cover 'On the Farm" area of investment. EWS's founder, Simon N. Groot, won the World Food Prize in 2019 and chose to dedicate the majority of his award funds to EWS-KT to launch the Pumpkins in Africa project, with the initial goal of accelerating the growth of the pumpkin sector in Uganda.

> "Pumpkins hold great potential to impact community nutrition and bring economic empowerment to smallholder farmers, especially women."
>
> – Simon N. Groot, Founder of East-West Seed

Activities

The pumpkin initiative in Uganda aligned knowledge, technology, and markets by positioning pumpkin production as an attractive business opportunity for farmers.

Output

The project reached 14,000 smallholder farmers with knowledge on how to grow pumpkins for the market.

Outcomes

By addressing knowledge, technology and markets, EWS-KT ensured that farmers could not only grow more pumpkins but also sell them at higher value with a 67% increase in pumpkin production in the project areas.

Impact

The interventions by EWS and its implementing partner EWS-KT established a more consistent supply of pumpkin, a nutrient-rich and long lifespan vegetable for communities, processors and manufacturers. Dedicated efforts to connect farmers with local, regional, and export markets – along with rising consumer interest in pumpkin – have driven market expansion, with traders coming from as far away as Kenya to buy fresh pumpkins from farmers trained by EWS-KT.

	Before EWS intervention	After EWS intervention
Farming methods	Traditional methods, low use of improved agronomy, local seed varieties, high susceptibility to disease	Improved agronomic techniques (raised beds, spacing, integrated pest management (IPM)), disease-resistant varieties, appropriate fertilization
Yield	Low yields / poor fruit quality (implicity)	Higher yields, better quality pumpkins that meet market demand
Pesticide use	High pesticide use (to counter viral diseases)	Significant reduction (most farmers using none), leading to cost savings
Profit per acre	Low	Farmers are now reporting USD 830 to USD 870 per acre net profit
Market linkages	Poor marketability, difficulties in meeting market standards	Pumpkins are being collected in trucks thanks to improved shelf life, stacking ability, and uniformity

Case Study #2 from BASF, Ethiopia

Horticultural Livelihoods, Innovation and Food safety in Ethiopia (Horti-LIFE), BASF vegetable seed donation project, 2024 to present

Goal

BASF's support to the Horticultural Livelihoods, Innovation and Food Safety (Horti-LIFE) project reflects its commitment to global food security and the Zero Hunger Pledge. Through its vegetable seeds division, BASF partnered with the Netherlands Development Organisation (SNV) to empower smallholder farmers in Ethiopia's conflict-affected Tigray and Amhara regions. The goal was to revitalize horticultural livelihoods, improve nutrition, and enhance resilience among communities rebuilding after conflict.

Activities

Under the Horti-LIFE project, BASF supplied 800 kg of high-quality onion seeds, 666,000 hot pepper seeds, and 1.5 million tomato seeds to SNV-supported Farmer Field Schools (FFS), reaching 4,000 smallholders. Farmers received hands-on training in good agricultural practices before planting, focusing on crop management, irrigation efficiency, and sustainable pest control. The project also strengthened local capacity through the training of extension agents and agricultural technical and vocational education and training institutions, while promoting gender inclusion and nutrition awareness among women and children.

Output

Through collaboration with SNV and the Ethiopian Ministry of Agriculture, Horti-LIFE reached farmers across 147 districts and supported around 80,000 farmers annually through 2,000 farmer field schools.

Outcomes

The 4,000 participating smallholders under the BASF-supported component reported a 34% increase in yields and a 43% rise in household income. The initiative also strengthened local food systems by increasing access to nutritious vegetables and improving market readiness. Farmer field schools became vibrant learning hubs, fostering peer exchange and collaboration between farmers and extension agents. Farmers reported enhanced trust in local institutions, increased youth participation, and improved household food security.

Impact

The Horti-LIFE intervention demonstrates that combining quality seeds with targeted training can accelerate recovery and resilience in fragile, post-conflict regions. Communities in Tigray and Amhara have regained productive livelihoods and established stronger agricultural networks. The project is now being recognized as a model for integrating public-private partnerships into post-crisis recovery strategies, potentially replicable in other fragile contexts.

	Before BASF intervention	After BASF intervention
Quality inputs & training	Smallholders lacked access to quality seeds, training, and inputs	4,000 farmers trained through farmer field schools with BASF seed support
Livelihood recovery & productivity	Disrupted livelihoods in conflict-affected regions	Farmers restored productivity with 34% higher yields and 43% higher incomes
Collaboration & trust	Limited coordination between farmers and extension agents	Stronger collaboration and trust between communities and institutions
Gender inclusion	Weak gender inclusion and nutrition awareness	Women and children engaged through nutrition-focused campaigns
Resilience & market readiness	Low resilience to shocks	Improved skills, networks, and market readiness driving long-term recovery

Case Study #3 from Bayer, India, Bangladesh, Pakistan, Vietnam, the Philippines, Indonesia, Thailand, Kenya, and Ghana

Arize Hybrid Rice, 2022 to present

Goal

Bayer CropScience's Arize Hybrid Rice initiative empowers smallholder farmers across Asia and Africa to improve rice productivity and resilience through climate-smart hybrid seeds tailored to local agro-climatic challenges. The aim is to increase yields, reduce crop losses, and promote sustainable, water-efficient farming in flood- and pest-prone regions.

Activities

Through Arize, Bayer provides submergence-tolerant, pest-resistant hybrid rice varieties alongside agronomic training offered under the BAYG.A.P. programme. Farmers learn sustainable crop and water management practices that lower emissions and input use. Collaborations with IRRI, GIZ, and the Sustainable Rice Platform expand reach, ensuring that farmers adopt climate-resilient techniques suited to local conditions.

Output

To date, the initiative has reached over 1.7 million smallholder farmers across 10 countries. Farmers using Arize hybrids report up to 20% higher yields and improved climate resilience. In India and Bangladesh, participating farmers have nearly doubled net incomes compared to traditional inbred varieties, driven by improved productivity, reduced losses, and lower input costs.

जल संरक्षण के साथ कम खर्च में किसानों को मिलेगी धान की अच्छी उपज

युवक ने मां, बहन के साथ मारपीट कर घर का सामान लेकर फरार, सात पर केस

Outcomes

Adoption of Arize hybrids has increased household food security, reduced crop vulnerability, and promoted sustainable practices such as direct seeding. Farmers report greater trust in seed quality and improved access to training and markets. Environmentally, reduced pesticide use and water savings contribute to lower greenhouse gas emissions and more climate-resilient farming systems.

Impact

The Arize initiative demonstrates how combining quality seeds, training, and partnerships can drive systemic change in smallholder agriculture. By integrating innovation with local capacity-building, Bayer has strengthened resilience and productivity in vulnerable regions. The programme offers a scalable model for climate-smart rice cultivation, contributing directly to Bayer's mission of "Health for all, Hunger for none."

	Before Bayer intervention	After Bayer intervention
Yield & productivity	Low yields and frequent crop losses	Up to 20% higher yields and better resilience
Seed quality & technology	Dependence on inbred seeds and high input costs	Access to pest- and flood-tolerant hybrids with reduced inputs
Agronomic practices	Limited agronomic training and support	Farmers trained through BAYG.A.P. and partner networks
Household income	Low and unstable income from rice farming	Up to 2× increase in net income among smallholder farmers
Environmental impact	Unsustainable farming with high water use and emissions	Adoption of direct seeding and water-efficient, low-emission cultivation

Case study #4 from PepsiCo, Thailand

Building Climate Resilient Potato Supply Chain Through a Whole-Farm Approach (RePSC), 2021 to 2025

Goal

PepsiCo's Building a Climate Resilient Potato Supply Chain (RePSC) project reflects the company's commitment to sustainable agriculture and food security under the Zero Hunger Pledge. Implemented with GIZ Thailand and local partners, the initiative aims to strengthen the resilience of over 3,000 smallholder farmers – 25% of them women – through regenerative agriculture, improved market linkages, and inclusive, climate-smart farming practices.

Activities

The four-year RePSC project (2021-2025) focused on Thailand's Chiang Mai and Chiang Rai provinces. Farmers were trained on regenerative practices such as GPS land leveling, crop rotation, and integrated pest management. The programme also introduced digital tools for data-driven farm management and supported group-based learning models to strengthen collective problem-solving, gender inclusion, and market access for sustainably grown potatoes.

Output

3,000 farmers have received training on climate-smart practices resulting in a 27% decrease of GHG emissions per ton produced. Farmer cooperatives enhanced their competitiveness through improved production standards and quality assurance, while digital literacy and group management skills were strengthened across participating communities.

Outcomes

Participating farmers reported increased income (over 50% on average) and productivity, with stronger resilience to climate-related risks. Women farmers gained greater roles in agricultural decision-making, fostering more inclusive community leadership. Through partnerships with government and industry stakeholders, project learnings are now being integrated into national agricultural strategies – demonstrating how private-sector engagement can accelerate climate adaptation and inclusive rural development.

Impact

The RePSC project shows that climate resilience and profitability can go hand in hand. By aligning economic incentives with regenerative practices, PepsiCo and partners helped reduce emissions, improve soil fertility, and enhance smallholder livelihoods. The initiative now serves as a model for farmer-centered, public-private collaboration – one that can be replicated across crop systems and regions facing climate challenges.

	Before PepsiCo's intervention	After PepsiCo's intervention
Farming practices	Conventional monocropping, limited exposure to climate-smart methods	Adoption of regenerative practices (crop rotation, IPM, GPS land leveling) across 2000+ hectares
Farmer income	Vulnerable to yield losses and price fluctuations	Improved income and cost savings through efficient resource management
Soil and environment	Declining soil health and high greenhouse gas emissions	Improved soil fertility, biodiversity, and lower emissions
Gender inclusion	Limited female participation in agricultural leadership	25% of farmers women; increased leadership and decision-making roles
Market access	Fragmented value chains and low competitiveness	Strengthened linkages and group-based marketing improving market readiness

APPENDIX 4. IMPACT INDICATOR FRAMEWORK

4.1 Indicator list provided to companies

Ceres2030 Area	Indicator name & definition	Framework alignment	Applicability
Empower the Excluded	Women's Empowerment in Agriculture – Measures changes in yields, income, or leadership roles of women farmers.	WBA D14; SDG 5 & 2.3; IRIS+ gender metrics	Companies with smallholder/ women-targeted initiatives or sourcing schemes.
Empower the Excluded	Land Rights Security – Number or percentage of producers with secure tenure rights supported by company actions.	WBA D24; GRI 411; SDG 1.4	Agribusiness with land impacts, buyers supporting farmer land tenure.
Empower the Excluded	Household Food Security – Percentage of households reached, reporting improved food security (e.g., via FIES or consumption scores).	FAO FIES; SDG 2.1.2; WBA C1/C2	Companies with community nutrition or food access programmes.
Empower the Excluded	Improvement in Nutritional Status – Measures changes in prevalence of malnutrition or nutrient deficiencies (e.g., stunting, anaemia), or improvements in dietary diversity among target populations.	SDG 2.2 (FAO/ WHO); FAO DDS; WBA C2; IRIS+ PI5954, OI5977	Companies supporting feeding/nutrition programmes; food manufacturers; employers with workforce nutrition programmes.
Empower the Excluded	Household Income – Measures changes in average income of small-scale producer households, ideally against a living income benchmark.	SDG 2.3.2 (FAO); WBA D23; IRIS+ farmer income metrics	Buyers sourcing from smallholders, agri-finance providers, and NGOs.

Ceres2030 Area	Indicator name & definition	Framework alignment	Applicability
On the Farm	Water Use Efficiency – Reduction in water withdrawal per unit output in agriculture/ processing.	WBA B8; GRI 303; SDG 6.4	Irrigated farms, beverage/food processors, water-stressed regions.
On the Farm	Agricultural Yield (Productivity) – Measures crop yield per hectare with sustainable practices.	SDG 2.3.1 (FAO); IRIS+ yield metrics; WBA B6	Producers, agri-service firms, input providers, extension services.
On the Farm	GHG Emissions Reduction – Absolute or intensity-based GHG emissions reduction (Scopes 1, 2, and 3) aligned to a 1.5°C pathway.	WBA B1/B2; GRI 305; SBTi	Producers, processors, retailers, and full value chain actors.
On the Farm	Deforestation-Free Supply Chain – Percentage of sourcing verified deforestation-free or hectares of forest not cleared due to company policy.	WBA B3; AFi; GRI 304-3	Companies sourcing agro-commodities; producers with land.
On the Farm	Soil Health – Improvement in soil organic carbon or percentage of land under regenerative practices.	WBA B6; FAO soil metrics; GRI 304	Producers, agro-input firms, sustainability programmes in sourcing.
On the Farm	Responsible Fertilizer Use – Targeted use of agro-chemicals (e.g.,reduction in fertilizer use per unit of output) without compromising yield.	WBA B7; SDG 2.4; GRI 301-1	Crop producers, input providers, and sourcing programme implementers.
On the Farm	Habitat & Biodiversity Conservation – Hectares of ecosystem protected/restored or biodiversity gains achieved.	WBA B3; GRI 304-1/-3; Post-2020 Biodiversity Framework	Land-owning agribusinesses; buyers with landscape-level sourcing programmes.

Ceres2030 Area	Indicator name & definition	Framework alignment	Applicability
Food on the Move	Fair Pricing – Measures fair remuneration to farmers, e.g., farmgate price index or progress toward living income pricing.	WBA D12 & D23; Fairtrade/ ISEAL; SDG 10	Commodity buyers, food manufacturers, and retailers with own-brand sourcing.
Food on the Move	Availability of Nutritious Foods – Measures increased availability of diverse, nutrient-dense food products in the market (e.g., percentage of product portfolio meeting healthy nutrition standards).	WBA C1 & C2; SDG 2.1/2.2 (FAO); IRIS+ nutrition access metrics	Food manufacturers, processors, and retailers; agriproducers if diversifying crops for nutrition.
Food on the Move	Food Loss & Waste Reduction – Percentage reduction in food loss and waste across the value chain compared to a baseline.	WBA B9; SDG 12.3; GRI 306	Processors, distributors, retailers, producers, hospitality.

Source: Food & Agriculture Benchmark Methodology 2023, IRIS+, GRI
Note: 'Land Rights Security', 'Improvement in Nutritional Status' and 'Deforestation-Free Supply Chain' indicators were not selected

4.2 Classification of indicators

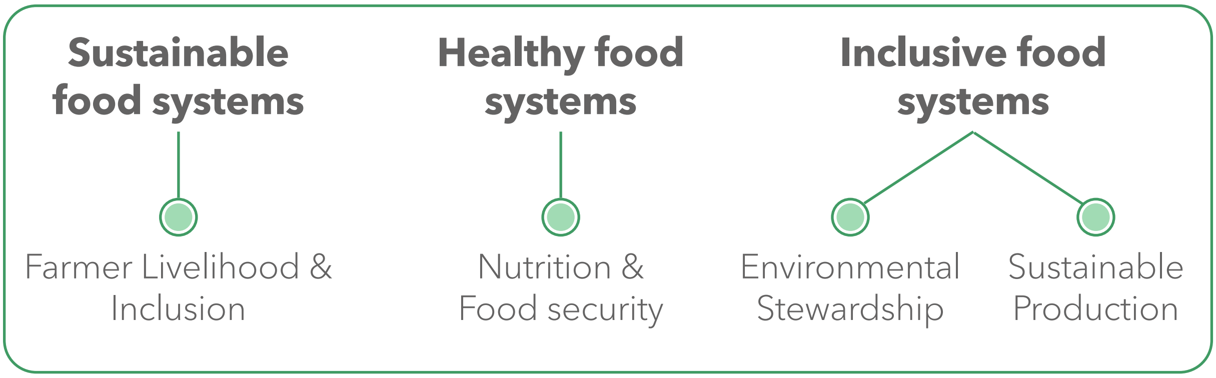
Project Count	Indicator	Common Unit	WBA	IRIS+ Code
2	Increase in income from vegetables	Farmer Livelihoods & Inclusion	D03	PI5376
1	Improved livelihoods	Farmer Livelihoods & Inclusion	D03	PI5376
2	Fair Pricing - Fair remuneration to farmers	Farmer Livelihoods & Inclusion	CS110	PI7954
3	Household Income - average income of small-scale producer households	Farmer Livelihoods & Inclusion	D03	PI5376

Project Count	Indicator	Common Unit	WBA	IRIS+ Code
6	Women's Empowerment in Agriculture – yields, income, leadership	Farmer Livelihoods & Inclusion	CS113	PI5960
2	Understanding and adoption of good agricultural practices	Farmer Livelihoods & Inclusion	D04	OI3754
1	Improved availability of appropriate agri-inputs	Farmer Livelihoods & Inclusion	D04	OI7090
2	Household Food Security – % of households reporting improved food security (FIES)	Nutrition & Food Security	C02	PI4060
1	Increased availability of vegetables with consumers (local, national, regional markets)	Nutrition & Food Security	C04	OI4013
4	Availability of Nutritious Foods – % of portfolio meeting nutrition standards	Nutrition & Food Security	C01	OI4013
3	GHG Emissions Reduction – Scopes 1, 2, 3 aligned with 1.5°C pathway	Environmental Stewardship	B01	OI6910
3	Water Use Efficiency – reduction in withdrawal per output	Environmental Stewardship	B05	PI2822
4	Soil Health – improvement in soil organic carbon / regenerative land use	Environmental Stewardship	B04	PI6612
2	Responsible Fertiliser Use – reduced agrochemical use per output	Environmental Stewardship	B07	OI6816
1	Habitat & Biodiversity Conservation – hectares protected/restored	Environmental Stewardship	B02	PI6266
6	Agricultural Yield (Productivity) – crop yield per hectare	Sustainable Production	B02	PI5968

Project Count	Indicator	Common Unit	WBA	IRIS+ Code
1	Increase in yield from vegetables	Sustainable Production	B02	PI5968
4	Food Loss & Waste Reduction – % reduction across value chain	Sustainable Production	B07	OI1728
1	Locally sourced raw material	Sustainable Production	B02	OI1842

Source: As reported by companies, Food & Agriculture Benchmark Methodology 2026, WBA, IRIS+

4.3 Zero Hunger Pledge alignment with World Benchmarking Alliance 'Methodology for the 2026 Food and Agriculture Benchmark'



ADDITIONAL NOTES

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CREDITS

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PHOTO CREDITS

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