

# dig into our soilutions for the future

**Provamel  
Manifesto 2021**

**Provamel**<sup>1983</sup>  
organic-bio



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**this is not a  
sustainability  
report**





# it's a manifesto on good dirt

**All life on earth depends on (healthy) soil. It is estimated that 95% (!) of our food is directly or indirectly produced on our soils.\***

What's more, soil provides us with clean water and air, reduces flooding and forms one of the most biodiverse habitats on this planet (hello earthworms!).

Given we build our lives on it and from it, you would expect us to treat it as our most precious resource and take the greatest care to preserve it. **And yet it's still one of the most underrated aspects of our planet's ecosystem.** We take it far too easily for granted: even though it takes hundreds of years to form just a couple of centimetres of soil\*\*, it can be destroyed by just one storm or flood. As a result we are seeing soils starting to degrade all around us.

**Research has shown that 60 – 70% of European soils are unhealthy.\*\*\***

But when you dig deeper into the world of soil, you'll soon see that this rapid depletion of our healthy soils is not down to natural processes. **Rather, to a large extent, it is caused by the way we grow our food.**

With the huge weight of responsibility for feeding the growing world population upon them, many farming systems have failed to focus adequately on soil health. Common farming practices such as monocultures, lack of water programs, insufficient tillage management and the use of pesticides and chemical fertilizers are degrading our soils. And we cannot rely on nature alone to recover from this. And this is where we want to step in.





## it's a soilution

**Food has a massive impact — both on the planet and on all living beings. We're here to make it a positive one.**

How? Well, there are no magic beans involved. No epic rain dances on top of mountains. Instead, **we'll be using regenerative organic agriculture (ROA).** Say what now? OK, so ROA is basically a collection of farming practices — inspired by nature itself — that protects, restores and strengthens our soils, plants, and their surrounding environment. Rather than just polluting less or doing less harm, it allows us to make a positive impact by focusing on good dirt (read: healthy soil) that's here to stay.

Which then:

- absorbs CO<sub>2</sub>, instead of releasing more into the air (aka carbon sequestration).
- stores more water (aka less wildfires and floods).
- filters out potential pollutants more efficiently.
- encourages biodiversity.

**In other words: it restores the topsoil, helps reverse climate change AND has the power to turn the numbers around (you know, the 60–70% unhealthy soils).**





## it's a commitment

We're not trying to be cool. We're more the down-to-earth nerdy types, here to keep the planet cool(er) by making a positive impact with good dirt. **As part of the B Corp community, we share its ambition to make food a force for good.** For you to truly trust that statement, it's our commitment to be 100% transparent about everything we do: from how we grow and produce our ingredients and products to packaging and transport. Mistakes and flaws included.





## it's a work in progress

Granted, it's quite a challenge. And not the kind you'll find on TikTok. **A complete transition to regenerative organic agriculture is not something that many businesses have tried.** But we do believe it's worth the effort, to both positively transform the power of food by restoring and regrowing resources AND regain your trust with full transparency about our core ingredients.

“  
**So, we made this Manifesto to  
put our money where our mouth is.  
Because we believe action speaks  
louder than words.**

“

And also to help you fully understand and trust our brand, and to share our pitfalls with you. We won't just get there by clicking our heels three times. **It will take effort and dedication. And since we're into facts and figures big time, we'll kick ourselves in the butt with regular, transparent reports to track progress.**

What else is our Manifesto for? To shake things up and start a movement. We want to get you involved — as a consumer, a parent or a child, a friend, a colleague, an entrepreneur, a farmer, ...



**here are the two key battles  
we're committed to tackling by 2025**

**1**

**Leading the transition  
to regenerative organic  
agriculture to #SaveOurSoil.**

**2**

**Becoming a front-runner  
in transparency to make  
you #TrustYourFood again.**







**come on,  
let's be  
soilmates.**





who on  
earth is  
**Provamel?**





# started from the bottom now we here

**Provamel was founded in 1983, back when organic and plant-based wasn't even cool.** Back then organic was a major game changer. But recently (they say wisdom comes with age, right?) we've also developed a healthy interest in healthy soil. As we started digging deeper into the subject, **our passion for good dirt grew more and more.** And no, it's not the sexiest topic (just like organic wasn't in 1983) but it's sooo important for the future of our food and our next generations.

**We believe know dirt makes all the difference.** It's not just part of the solution to help reverse climate change, but also the better we treat our dirt, the better our food is going to be. That's why it's our mission to **#SaveOurSoil**, while being totally transparent about the process and our brand in general so you can really **#TrustYourFood**. We're not perfect, but ever since we started out in 1983 we've been dedicated to doing better and to bringing you richer and tastier products.

**If you don't believe us, ask B Corp.** It's a global organisation that started a community of companies (B Corps) who are committed to profit, social progress, the environment AND transparency across the board. This is measured with a rating system: our B Corp rating for 2021 is 106.3! FYI: most B Corps get between 40 and 100 points (out of 200) and **our B Corp rating for the environment is one of the top 5% in our size group worldwide.** You guessed it, we're pretty proud of that. [Click here to find out more about B Corp\(s\)](#)



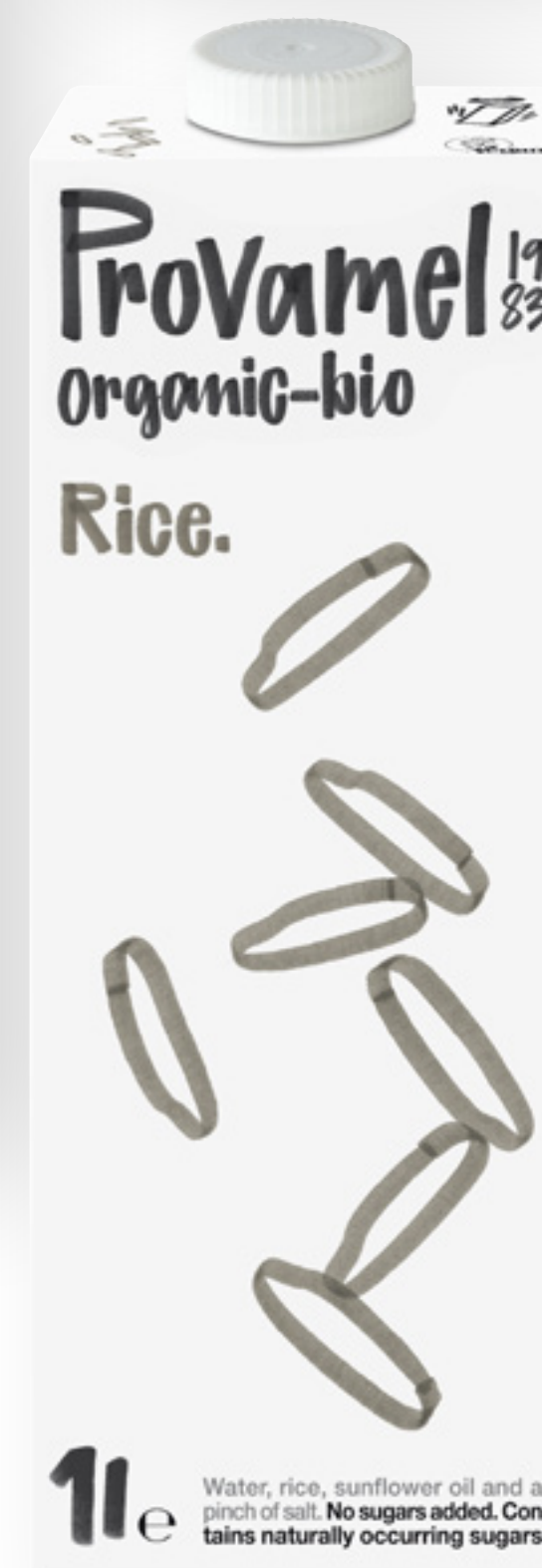
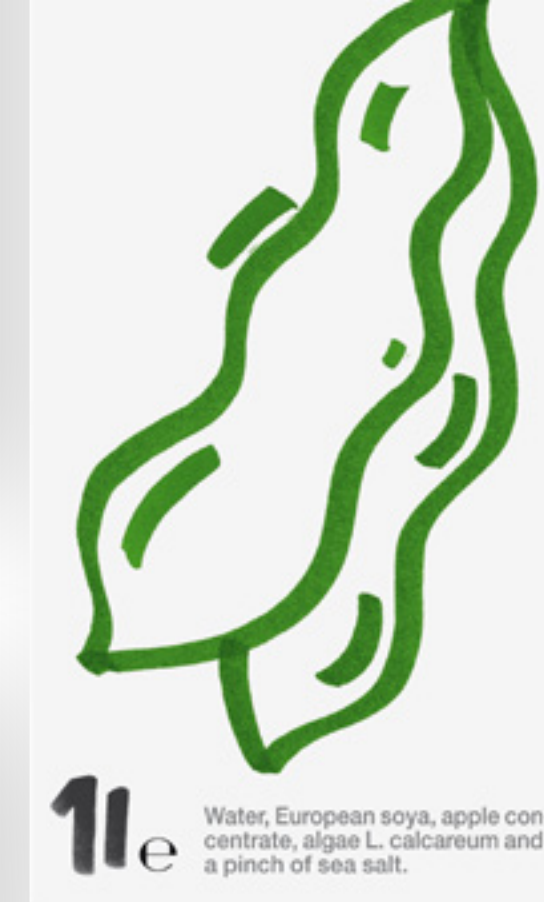
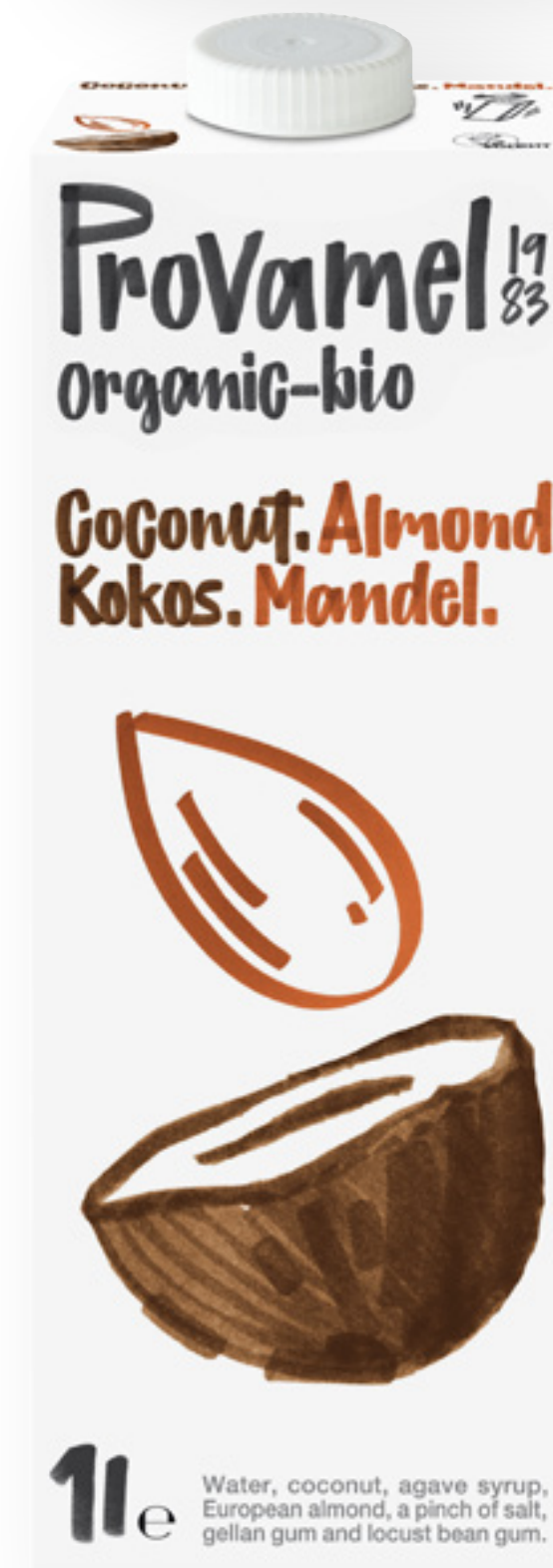


# about our products

**They're GMO-free, organic certified and contain no artificial additives, preservatives or colourings.** We source our ingredients as locally as possible, with our soya, oats, rice and almonds coming from organic farmers in Europe, while our factories are located in Wevelgem (BE) and Issenheim (FR).

Where local supplies are not available, we source our organic ingredients from their natural climate or from regions that have the same conditions as their natural habitat (read: requiring fewer resources to produce). Our coconuts, for example, come from farms in South-East Asia, because they don't grow anywhere closer.

Once our ingredients are turned into final products, we (currently) sell them in Germany, the UK, France, Belgium, the Netherlands, Italy, Spain and Portugal.





# the earthlings behind Provamel

Say hello to the people behind Provamel. We're an eclectic bunch!  
To help you get to know us, we asked our **Global Brand Manager Charlotte** to describe herself and some of us in one sentence.  
**Kinda like a speed date, but better.**

Charlotte



Global Brand Manager

*"If you read this Manifesto, you'll already know me very well."*

Jennifer



Global Head of Provamel

*"Organized messy girl (Jens words!) who will change the world one day."*

Celien



Global Senior Manager  
Portfolio & Innovation

*"She makes the silliest jokes AND the best organic products."*

Suzanne



Global Plant-based  
Acceleration Manager

*"Suzanne is sweet on the outside, but a rebel on the inside. Don't let the cute cap fool you."*



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**Kinda like a speed date, but better.**

Eva



Sustainability Manager

"If you get Eva started on sustainability, you better cancel your plans for the day!"

Laurent



Global R&I Plant-based Drinks Category Director

"Laurent is Provamel's magician, specializing in creating clean & organic products."

Noelie



Food Law Counsel

"Noelie makes food law — wait for it — fun. There, I said it."

Jasmien



Internal & External Communication Manager

"Real superheroes wear raincoats, not capes."



## why we're part of Danone

**We have been part of Danone since 2017. You'll be pleased to hear we've remained 100% true to who we are, to our ambitions for packaging, our plant-based products, our clean label, and our sustainability commitments.**

Joining a big company means joining a big team. With Danone's support, we can do even more. It has allowed us to fully commit to transitioning to regenerative organic agriculture (ROA). This is a major investment that we couldn't have managed without their support. We're able to use their know-how on ROA (which they've been researching for some time now) AND their ROA funds. Which leads us to the next – BIG – step of our Manifesto.





# our 2 key battles by 2025





## our 2 key battles

**Leading the transition to regenerative organic agriculture to #SaveOurSoil.**

**Starting with:**

- soya
- almonds
- oats

1

**Becoming a front-runner in transparency to make you #TrustYourFood again.**

**By:**

- launching a brand-new digital tool to scan and trace the entire supply chain of our core ingredients, from soil to shelf.
- removing or replacing additives that consumers don't understand, recognize or find relevant, without compromising the Provamel experience.
- source certain ingredients (even) more locally than we do today.

2



# **battle** **support transition to regenerative organic agriculture to #saveoursoil**

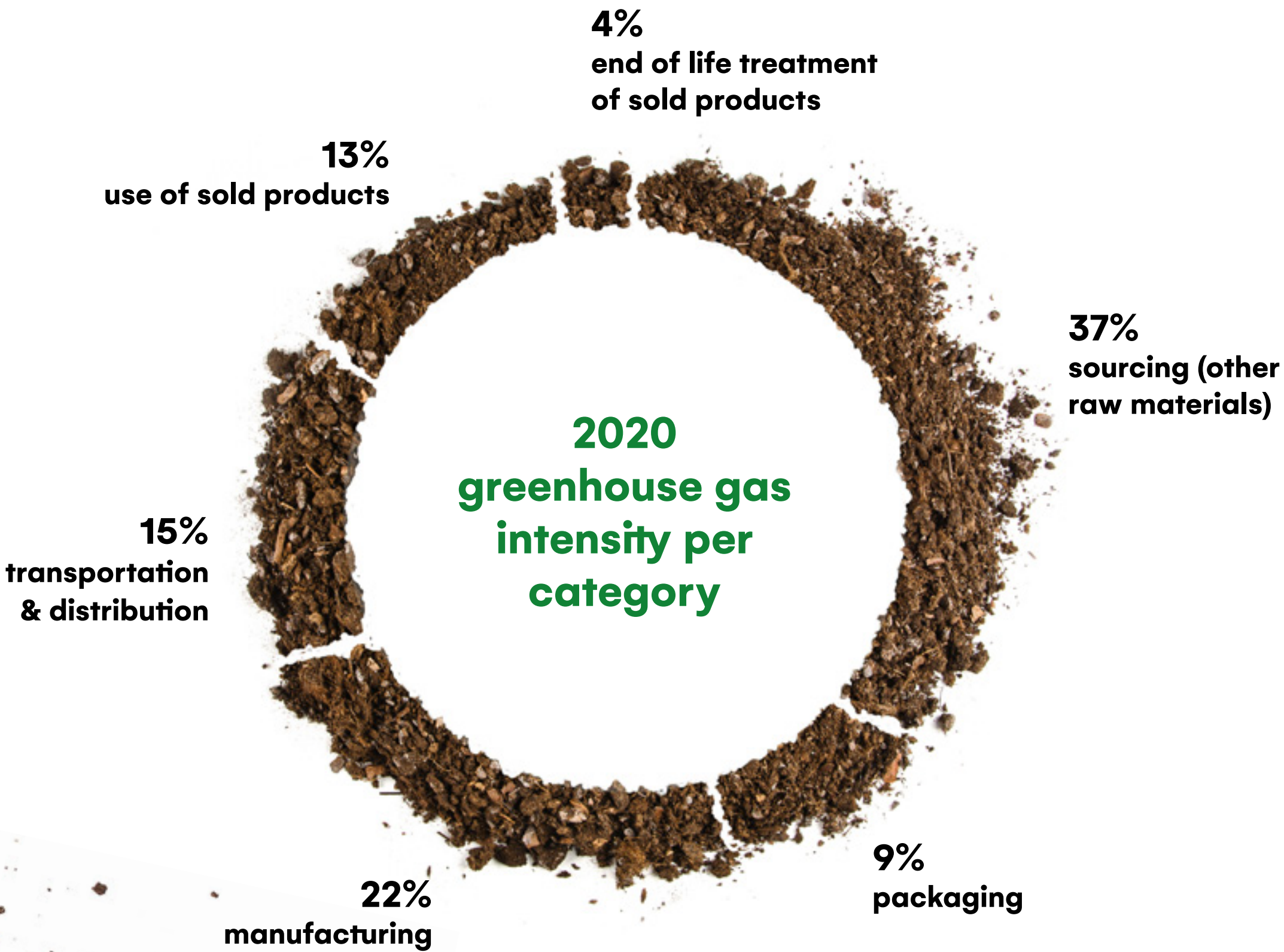


# why we're doing it

As you read a couple of scrolls ago, we all depend on soil big time. Unfortunately, our soil is degrading faster than we can imagine, putting the incredible benefits it offers us at risk.

It's time to turn this around and take the lead.

Since our ingredients (that come from, yes, soil) are our biggest source of carbon emissions (37%) we've committed to give back to, and not just take from, nature and to #SaveOurSoil.







# we really need to stop treating soil like dirt

We're already on our way. **Today our go-to (and only) way of farming is organic farming.** We believe it's a holistic, sustainable way to reduce and avoid all the potential negative impacts of agriculture. It offers a framework to farmers to apply more sustainable farming practices.

Organic agriculture provides great benefits for soils, water and biodiversity. Moreover, it reduces emissions and builds on reduced inputs.\* **Organic farming basically minimizes the negative impact on the environment.** But since our climate, biodiversity, water resources and soil health are experiencing such a crisis, simply sustaining nature isn't good enough. **We need to make a positive impact.**

Sadly, there's not a lot of data on soil (yet). Nor are there many rules and regulations about how to protect it. Which is pretty terrible, considering soil is so essential for our existence AND that of our planet.

We really need to stop treating soil like dirt, and save it instead. We need to work in harmony with nature and change things from the ground up. **Which is where we come in with regenerative organic agriculture (ROA).** ROA is all about making sure we can keep on cultivating healthy, sustainable crops over and over again. And again. And again.

**This transformation of our food system is essential to reversing climate change.**

Sounds too good to be true, right? Well, this Manifesto is all about making muddy waters crystal clear. Keep on scrolling to find out how exactly we're helping farmers make the switch. And nope, it's not all roses.





## what we will do by 2025

We're committed to saving our soil by going beyond organic. This means: investing in local and sustainable sourcing, with a positive impact on people, land, water and air.

**We'll be leading the transition to ROA to #SaveOurSoil.**

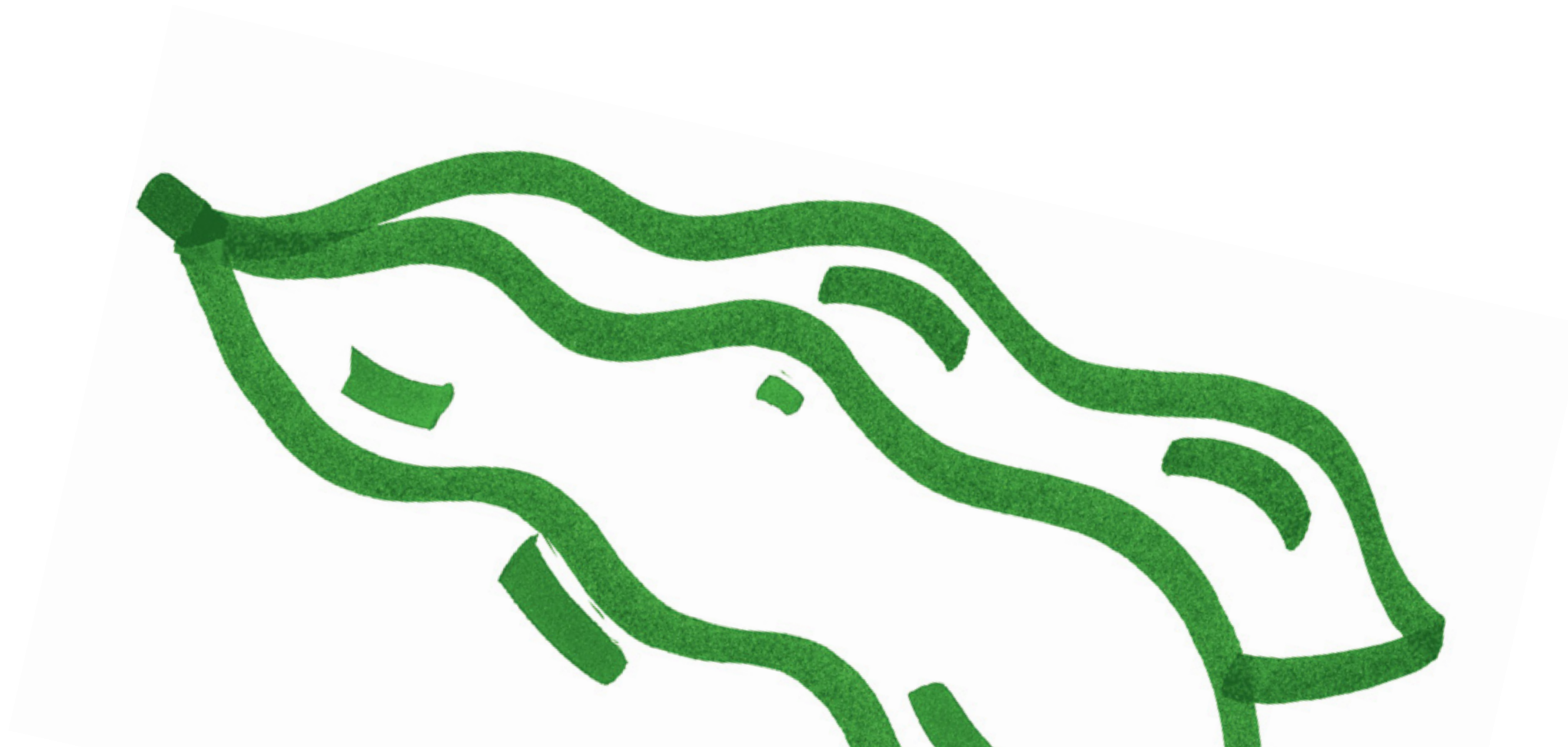
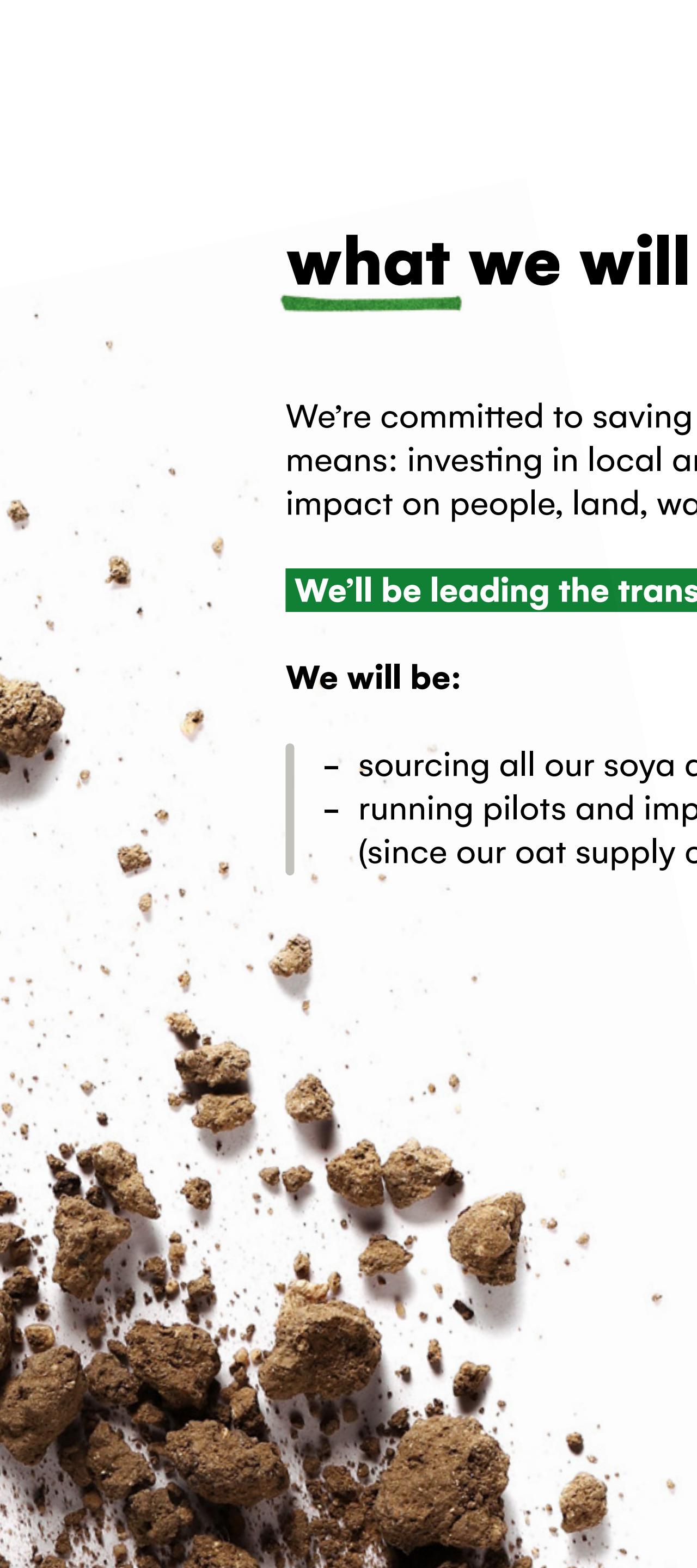
### **We will be:**

- sourcing all our soya and almonds exclusively from ROA.
- running pilots and implementing a strategy on oats (since our oat supply chain is more complex).

## how we'll do it

To do the right thing, you need the right people on your team. That's why **we've partnered up with experts** like Ferme d'Avenir, Icosystem, Soil Capital and Syrphys to design and pilot a strategy for the soya and almond farmers we work with to make the switch to ROA.

**We're building our research on a general framework, created by WWF and Danone.** As they've been working on this for a while now, we have the advantage of being able to draw on their ROA knowledge, and their ROA funds. But we need specific research and a transition plan tailored to our crops.





that's why we're leading research in 4 targets



**soil quality  
restoration**



**biodiversity  
improvement**



**water  
protection**



**carbon  
sequestration**

Of course, ROA practices are very holistic and go way beyond our 4 targets. But we believe the areas of soil, water, biodiversity and carbon sequestration are in most urgent need of action and are where we can achieve the biggest impact. Currently, we're working with our soy farmers. In 2022 we'll start the same cycle for almond farmers.





## soil quality restoration

Improving soil health is the first step in regenerative agriculture.

**Soil is the original source of the nutrients we use to grow crops.**

Healthy soil is slow to renew and needs specific conditions to thrive. Did you know it takes more than 100 years to build 5mm (yep, that's half a centimetre) of soil, but it only takes a few seconds to destroy it through things like erosion, chemical pollution, urbanisation and landslides, ...?\*

*Regenerative soil management focuses on increasing resilience and productivity, while lowering emissions.*

Healthy soil contains lots of organic matter that stores water AND offers a habitat to a variety of soil microorganisms, like earthworms, that improve soil structure and create nutrients for crops to grow.

**In 1 single teaspoon of soil you'll find more living organisms than there are people on the planet.\*** Our favourite is – you guessed it – the earthworm: it creates breathing holes in the soil that function like lungs. These holes also provide extra space for plant roots to grow.\* Just as Santa has his little helpers, the soil has its earthworms.

### ROA practices contributing to quality soil

- Reduced tillage: to minimize disturbance in the soil and improve soil structure.
- Use of cover crops: for natural fertilization, erosion prevention, water retention, carbon sequestration and increased biodiversity. Some cover crops also act as a natural pesticide.

Here are some pics (#nofilter) of the soil tests during our pilots.



\*Source: The Royal Society. Soil structure and its benefits, an evidence synthesis. 2020



## DIY SOIL TEST

Do try this at home. Dig out a 10 cm thick slice of soil with a spade.

### 1. check soil texture and colour

Soil is healthy if it's:

- browner: equals more organic matter  
= food for microorganisms and plants.
- smaller: sign of more biological life  
breaking down the structure.
- porous: holes create open spaces for roots  
= plants grow and drink better.
- packed with roots: deeper roots  
= better porosity and structure of the soil.

### 2. check organic matter

Soil is healthy if it's:

full of biological life, like earthworms  
(5 - 10 per 10 cm thick slice of soil)  
and other insects.



↖ **Healthy**

**Unhealthy**







## biodiversity improvement

Nature in all its variety isn't just beautiful, it also has essential functions called 'ecosystem services'. You see, **biodiversity affects climate stability, water availability, soil structure, pest and disease control.**

*Regenerative biodiversity management focuses on working in harmony with nature.*

### ROA practices contributing to soil biodiversity

- Increasing the number of crop rotation species: brings higher yields with better crop quality, while reducing the need for fertilizers and weed management.
- Pollinator strips (aka bits of land filled with flowers and plants): serve as habitats for bees, butterflies and other pollinators..
- Prohibiting toxic chemicals and pesticides, as well as GMOs.



## protecting water

Water is an essential resource for crops. Demand for water may vary throughout the year. And since water generally comes from a local supply, a variety of different users may rely on the same water source in one basin. This means that **water withdrawal, consumption and pollution typically only impact the basin in which they occur.** Not to mention the fact that the effects of climate change are becoming more real, meaning less predictable rainfall and more frequent floods.

*Regenerative water management first happens through healthy, rich soil that can store more water, keeping it available for the plants. But farmers can also adapt their irrigation and drainage strategies.*

### ROA practices contributing to water protection

- Erosion prevention practices.
- Minimizing water pollution by planting buffer zones and grass strips.







## carbon sequestration

One part of resolving the climate crisis is taking carbon out of the atmosphere. Amazingly, soil is able to sequester carbon (read: absorb it into the ground) from the air through certain biological processes. These include building up organic matter and nurturing living microorganisms (earthworms unite!) in the soil. **Did you know soil stores 3x as much carbon as all plants (including trees) combined?** Incredible, right?\*

**Unfortunately, farming contributes to carbon release from our soils, which are depleting 50 to 100 times faster than we are able to rebuild them.\*** So, we need to #SaveOurSoil by protecting and restoring it. It may be a slow process, but an essential one if we want to reverse climate change.

### ROA practices contributing to carbon sequestration

- Reduced tillage.
- Use of compost or manure as fertilizers.
- Incorporating crop residues in the soil.

**That's that for our 4 targets.**  
**Now let's get to the bottom of the 4 stages of our research.**



\*Source: The Royal Society. Soil structure and its benefits, an evidence synthesis. 2020

\*\*Source: Schmidt, M., Torn, M., Abiven, S. et al. Persistence of soil organic matter as an ecosystem property. Nature 478, 49—56 (2011).



## stage defining our methods

Since ROA is a complex topic, we first need to find out what we'll be monitoring at our pilot farms in Stage 2.

**There are two big questions at this stage.**

- 1 How we define a farm's ROA adaptability: what indicators and information can we gather in order to go beyond the Danone and WWF framework?
- 2 What questions do we need to ask the farmers to determine the feasibility of our ROA-propositions?

The ultimate mission of this stage is to define a complete set of tools to monitor ROA in our own organic supply chain.

## stage launching pilot programmes

Once we have our toolbox, first we'll test it at 4 farms we work with. Think of it as a try-out with your favourite band. We'll organise workshops with the farmers to discuss the toolbox results and explore how we can improve them. We'll be digging into the farmers' current farming practices and habits to find out where they are today.

**Our goal is to understand:**

- each farmer's view on ROA.
- what effort is required to start the transition to ROA.
- how realistic these specific methods are for each farm.
- what the potential social or financial barriers are.
- how we can play a role in overcoming these barriers through training, financial support, ...

After we've tested the toolbox and researched our 4 targets with the 4 pilot farms, we will apply the results on a larger scale with a group of enthusiastic farmers. This will allow us to draw practical conclusions at supply chain level.

where we  
are at the  
moment



## stage scaling up

The Stage 2 conclusions and recommendations will form our final report, which sets out our transition strategy and upscaling plan. It will contain all the results on our farmers current performances.

It also includes a practical action plan to completely transition our entire supply chain to ROA by 2025.

## stage following up the farmers

Once the soya and almond farmers have started transitioning to ROA, the plan is to follow them through their transition years. Yes, that's right: it's still a plan, since this stage isn't happening yet. The idea being that whenever our farmers need help or extra resources, we're right on hand to assist in any way we can. We believe that by investing in the personal relationships with the farmers we work with, it will be that much easier for them to reach out for help, as we are so much closer.

This stage is still a work in progress, and one that we're really trying to make a reality.



## where's the dirt?

**We're not holier than the Pope. Getting all this stuff done in the blink of an eye is impossible. You know that too – whether you're a soil-enthusiast or a rookie. But we'll give it our all to get there by 2025. Our potential pitfalls?**

**Convincing an entire supply chain of farmers isn't easy.** We work with a looot of farmers and each of them will have different motivations for making the switch to ROA with us. Others might not want to make the transition at all. We're used to calling them 'our' farmers, because we have such close relationships with them. But of course, they're independent from us, which means they can choose their own paths. We're just happy partners. So, we need to hear them out (which is exactly what we're doing in our pilot studies and why we started them in the first place). Understandably, there's more involved than their love for the environment.

First of all, there's the financial aspect, which is obviously a huge barrier, since their whole life depends on their fields. Switching to ROA potentially means investing in new machines, more employees, different materials, ...

And secondly, there's also the impact on their work-life balance. These farmers have already had their own routines for years. Routines that have brought them to where they are today. Transitioning might mean longer hours (to start with), different schedules, hiring more employees, ...

In the long run, ROA is better for their land and the environment as a whole, but for some farmers the end might not justify the means. We're aware of that and we intend to do our best to support them.





## where's the dirt?

**What role we should play and how to play it is still an open question.**

Like we've said, switching to ROA is quite an investment for a lot of our farmers. And it's up to us to help (financially and structurally), since we're the ones who want this positive impact to happen. Still, it's hard to know how ready each farm is and what the farmers need to make the transition. Hence our pilots. The outcome might take us by surprise, and maybe not in a good way. We see it as our duty to be transparent about the whole project, so we'll keep you updated about the developments. Positive OR negative.

**Scaling up is really hard work.** Same goes for measuring the impact of it upfront. Soya is a rotation crop – it's planted on average once every 5 years. So if we want to shift to ROA completely, we'll need a lot of farmers with A LOT of farmland on our team. And it goes well beyond soya beans – the other crops grown in between are also part of our challenge. One we can't face alone. Our farmers – all 2000+ of them – are key to our success.

**Following up the farmers will be quite an investment for us,** since it's an expensive and time-consuming process. It's a stage we haven't reached yet, so for now we can't foresee how much work and financial investment it requires. We'll discover this once we get there (in the near future).





# **battle** **front-runner in transparency to #trustyourfood again**



## why we're doing it

We're already doing pretty well as a clean, organic label. But we want to take it up a notch – going beyond organic legislation and paving the way for the future of our food and our planet. And this is an evolution people clearly care about, when you look at the numbers.

Consumer research also showed us that consumers are sceptical about some of the additives we use (and which are permitted under European organic law), such as gellan gum and carrageenan.\* We recognize that you only trust ingredients you can actually recognize.

**That's why we want to regain your trust in food, by also being honest about it at the same time. Hence our second key battle.**



**4 in 5 global consumers**  
say that “brands should be transparent  
about their production process”.

**3 in 4 global consumers**  
say they “want to know where  
ingredients come from”.

**1 in 2 European consumers**  
are willing to pay more for food  
produced sustainably.\*

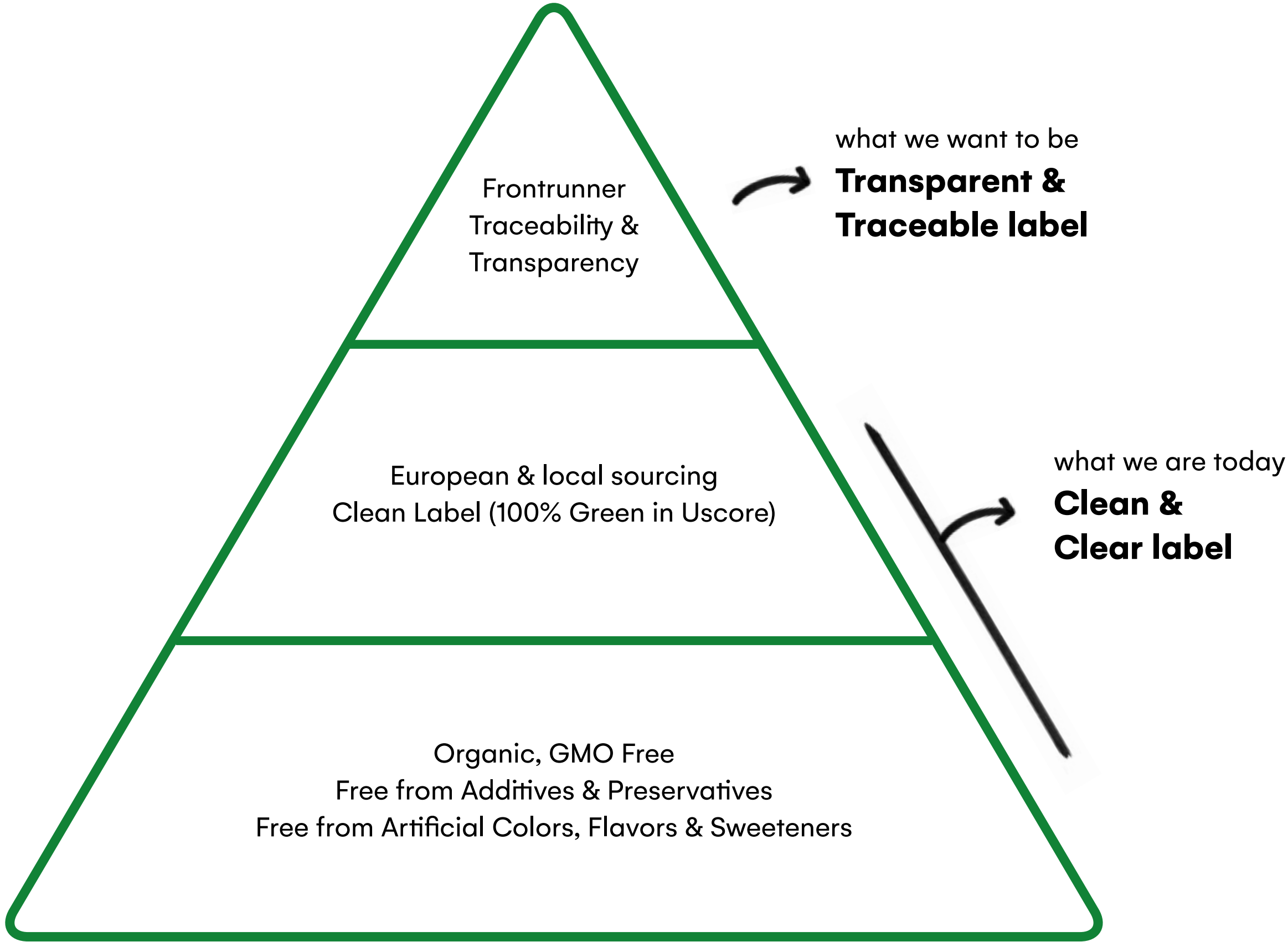


# what we will do by 2025

To become the best in class when it comes to transparency and offering consumers easy and quick access to our traceability Information, we'll have to work hard. But we're up for it. We owe it to you, ourselves and the planet.

## By 2025, we want to:

- launch a brand-new digital tool to scan and trace the entire supply chain of our core ingredients, from soil to shelf.
- remove or replace additives that consumers don't understand, recognize or find relevant, without compromising the Provamel experience.
- source certain ingredients (even) more locally than we do today.





# how we'll do it

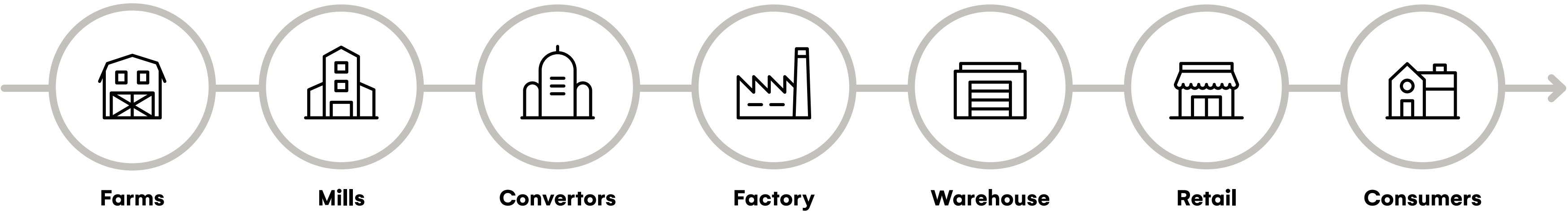
To become 100% transparent, we have to tackle different aspects and make several practical changes – constantly checking in with our community to try and meet their needs. All while keeping both our feet on the ground and being honest about what is (im)possible for us to achieve.

- 1 Launching our Scan & Trace tool
- 2 Replacing or removing ingredients
- 3 Improving local sourcing

## 1 Launching our Scan & Trace tool

With our new Scan & Trace tool, you'll be able to trace the whole journey of our core ingredients back to the soil, including sustainability certifications and the stories of the farmers behind them. We're introducing scannable labels in 2022, and by 2025 the complete Provamel range will be covered. The label will take you directly to our web app, where you'll find everything you ever wanted to know about, say, the soya in your soya drink.

In terms of traceability we will make our entire supply chain transparent – being completely honest and open about our quality, naturalness, sourcing, values and sustainability.

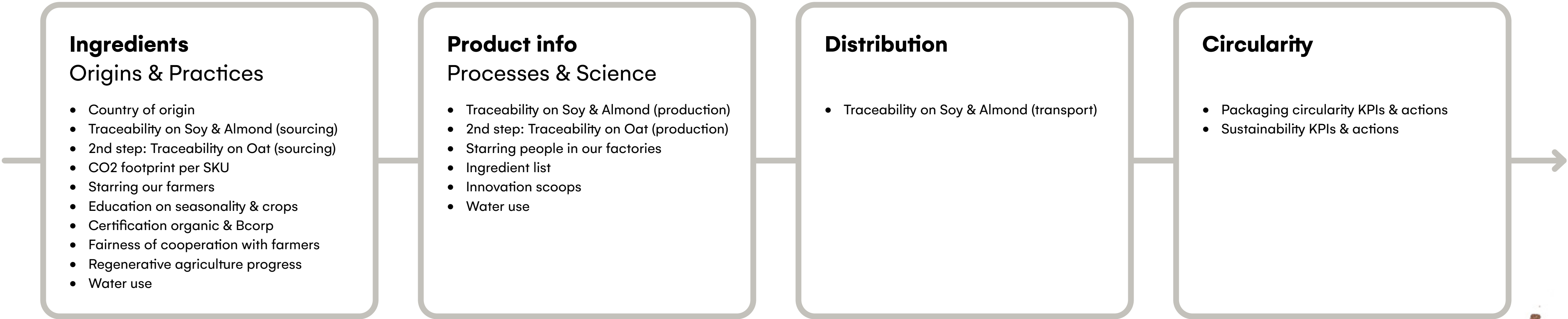




# how we'll do it

In terms of transparency we will share relevant information about our supply chain's process and the farmers we work with (read: show you their stories, how they farm our ingredients and their everyday lives). Plus our overall commitment towards a more sustainable world.

In a nutshell, you'll get a tool that shows you a map with each ingredient's full journey, its sustainability certificates and our farmers. It will also contain the stories of those farmers and how our ingredients are produced and transported. Call it a digital passport for Provamel products, from farm to fork. It'll be an extra way to monitor our flows and inventories (in real time) to strengthen our supply chain.





# how we'll do it

## 2 Replacing or removing ingredients

According to consumer research studies, there are a couple of additives in our products that consumers don't understand or perceive well, even though they're permitted under European organic law.\*

**The troublemakers? Gellan gum, carrageenan and maltodextrin.**

Gellan gum is produced by fermentation. Carrageenan is extracted from seaweed. And maltodextrin is a fancy name for a carbohydrate that we get from organic corn by enzymatic hydrolysis. However, perception and first impressions are everything, so we're looking for alternatives, such as fibre, flour, protein, starch or pectin, to replace these ingredients without changing the taste or texture of your favourite products (too much). We're busy with gellan gum first. The others are up next, but they are harder to change – as you will discover later on. So we can't always guarantee finding worthy alternatives.

Besides that, we'll keep on measuring your perception of each product based on consumer ratings. Because we really want you to fully understand what you eat, so you can **#TrustYourFood** to be good food.

## 3 Improving local sourcing

As you have read [here](#), we already source as many ingredients as possible locally (read: close to our factories) or from their natural climate. But we believe we can do better. The sourcing of some of our ingredients needs to be improved. We will search for other suppliers closer to home in order to take our sourcing to the next sustainable level by 2025. We're sure we can find excellent ingredients without having to cross oceans or even borders.

Ingredients	Now sourced from
Organic sea salt	Australia
Raw sugar cane	Brazil
Blueberries	Ukraine, Latvia and Belarus
Raspberries	Poland



\* Source: Danone UScore Consumer Study, July 2019



# where's the dirt?

**Changing a thought-out, carefully assembled winning team (read: product) doesn't happen overnight. Nor does getting full access to all of the information we need from all our farmers. But, again, we'll try to reach our goals by 2025. Our potential pitfalls?**

**Full access to all our farmers is hard to obtain.** 100% transparency implies that we know everything at all times about all our 2000+ farmers. You see where we're going with this: it's very challenging. From a privacy point of view (we don't want to give them the feeling that we're monitoring them 24/7, because we're not), and from a financial and practical perspective. We'll try to give and show you as much as we can.



**Replacing or removing additives without compromising on texture is very difficult.** Gellan gum gives our drinks just the right consistency. So, changing these things is quite complex, since we want to offer you the same textural experience, while combining all the ingredients nicely together without splitting or separating (like water and almonds in our Almond Drink for example), during the drink's shelf life. Then there's carrageenan, which makes your dessert taste creamy and maltodextrin, which is also used for a bit of extra texture. Replacing them with an alternative that is better perceived or understood by our customers, but has the exact same effect (e.g. consistency, taste, texture, ...) is sometimes practically impossible.

**Changing consumers' perceptions isn't easy either.** Even though these ingredients sound unnatural due to their incomprehensible or weird names, they all have a natural origin (see for yourself). Let's just say it's a balancing exercise of pros and cons. We won't give up before we've given it 100%.



**let's fight  
with our heart  
and soil**





# congratulations, fellow earthling

**You made it to the bottom of our Manifesto, which means you're a true soilmate. You understand how incredibly important soil is and that it's high time to start protecting it.**

Which is why we need you with us on the front line, together with brands, activists, farmers and other soilmates to turn those 70% unhealthy European soils back into good dirt. Armed with regenerative organic agriculture, we will combat climate change together. Because soil is literally the ground beneath our feet: we'd be lost without it.

**Join us to #SaveOurSoil and #TrustYourFood on @Instagram,  Twitter,  Facebook, ... but most importantly:  offline.**







let's become the  
groundskeepers  
of healthy soil

**ProVamel**<sup>19</sup><sub>83</sub>  
organic-bio