

# Nutritional OUTLOOK

## Sustainability in the Field: Regenerative agriculture and biodiversity in the natural products industry:

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### Sustainable Farming Methods

Implementing sustainable practices and establishing new techniques, and even supply chains, can be overwhelming. Faced with these daunting challenges, where should companies start?

Ingredients supplier Sabinsa Corp. (East Windsor, NJ) also finds value in training farmers in best agricultural practices, as well as practicing corporate social responsibility. In 2004, the company hired botanists and soil experts and began contracting with farmers across India to ensure a sustainable, transparent, and traceable supply of raw materials. Sabinsa funded new irrigation systems and advocated for the use of sustainable farming methods. Farmers are also guaranteed a

minimum purchase price, even when harvests are poor, and they are paid above that contracted price if market rates increase.

“We started the program to ensure we would have a continued supply of raw material, but the program became much more—a social mission where we fund the small rural schools and improve local infrastructure,” says Shaheen Majeed, president worldwide, Sabinsa.

Today, Sabinsa’s farming network expands over 40,000 acres and involves more than 6,000 farmers all over India. “I have stood with these farmers on the land and heard them say that their child will be the first in the family to go to a university thanks to our efforts,” says Majeed. “Planning ahead, we’ve expanded the program into parts of Africa and Southeast Asia as we continue to look toward the future and anticipate the effects of weather patterns and climate change.”