



Latina Fresh and Landcare Australia Partner on Soil Management



MELBOURNE (NOVEMBER 2019) - *Latina Fresh* is proud to announce we have partnered with Landcare Australia to improve sustainability of farm production systems. General Mills, the parent company of the *Latina Fresh* brand, is supporting the effort by providing over \$200,000 AUD charitable contribution to Landcare Australia, an environmental not-for-profit organisation, to run a program focused on soil management.

Latina Fresh has been making fresh pasta using Australian durum wheat for over 20 years and our pasta relies on high quality Australian durum wheat. Some 50% to 70% of durum wheat is grown in northwest New South Wales which has been hit hard by the effects of drought in recent times.

Farmers in this area have told us they would like to understand more about the benefits of cover crops and managing harvest stubble. With Landcare Australia's help we will work with farmers to develop methods for conserving more of the spring and summer rainfall in the soils and storing it for when needed by crops. These activities have been shown to help stabilise soils, increase fallow efficiency, and help improve resilience of regional farming systems.

We look forward to sharing more details as we continue our long-term commitment to working with farmers.

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