

## Introduction

The purpose of this monitoring and evaluation guide is to orient Keurig Dr Pepper (KDP) regenerative agriculture and conservation project partners to monitoring & evaluation methodology, and to provide templates for standard reporting. This enables KDP to measure project progress against our public goal of supporting regenerative agriculture and conservation on 250,000 acres by 2030. The document outlines Key Performance Indicators (KPIs), acceptable data sources for monitoring and verification activities, and standard data reporting templates.

**Project partner reporting should occur annually for the duration of the participating project.** A copy (saved with a unique filename) of the Reporting Template Overview, Reporting Template Data Entry, and (where appropriate) Greenhouse Gas (GHG) and Nitrogen (N) Baseline tabs should be submitted annually to your KDP point of contact.

In instances where post-implementation impact measurement may need to be validated beyond the project implementation stage, KDP may request additional verification for a pre-determined and agreed upon period of time, to be documented in the project contract. For further specifics if applicable, please see project documentation and any relevant contractual language.

## Key Documents

### 1. Key Performance Indicators

The Key Performance Indicators sheet outlines KPIs by reporting metric for each of the three priority crops. Each crop KPI outlines what data is acceptable in order for the metric to be considered. **FOR REFERENCE ONLY.**

### 2. Required Supporting Data

The Required Supporting Data sheet outlines the acceptable methods for monitoring projects and verifying that the monitored activities are valid. **FOR REFERENCE ONLY.**

### 3. Reporting Data Availability & Verification

The Reporting Data Availability offers a quick checklist for project partners to assess their data availability and verification methods for each KPI metric by crop. **THIS SHOULD BE COMPLETED AT PROJECT OUTSET BY EACH IMPLEMENTATION PARTNER FOR EACH PROJECT.**

### 4. Reporting Template Data Entry

The Reporting Template Data Entry is the location for project partners to record the results of their projects in KDP's metrics so that project acreage can be scored towards the 2030 Goal. **THIS SHOULD BE COMPLETED ANNUALLY BY EACH IMPLEMENTATION PARTNER FOR EACH PROJECT.**

### 5. Reporting GHG & N Baseline

The Greenhouse Gas and Nitrogen Baseline sheet is for baseline GHG emissions and N inputs data to enable calculating change in these measures over time. **THIS SHOULD BE COMPLETED ONCE BASELINE DATA IS AVAILABLE BY EACH IMPLEMENTATION PARTNER FOR ANY PROJECT UTILIZING YEAR OVER YEAR BASELINING FOR GHG & N.**

*\*\*Important note: If you are reporting data for a Corn project that is comparing treated to untreated fields on an annual basis, enter baseline data in tab 6.*

### 6. Reporting GHG & N Baseline (Same Year Treated/Untreated Comparison, Corn Only)

This alternative Greenhouse Gas and Nitrogen Baseline sheet is for baseline data for any Corn projects comparing treated and untreated fields annually. **THIS SHOULD BE COMPLETED ONCE BASELINE DATA IS AVAILABLE BY EACH IMPLEMENTATION PARTNER FOR ANY PROJECT UTILIZING SAME YEAR TREATED/UNTREATED BASELINING FOR GHG & N.**

### Definitions & FAQ

Definitions & explanations of key terms and rationale used throughout the Guide. **FOR REFERENCE ONLY.**

### Acknowledgements

A list of organizations and entities whose generous expertise and contributions have helped shaped this methodology and Guide.

## Key Performance Indicators (KPI)

KPI	BASELINE REQUIRED?	IMPROVEMENT THRESHOLD REQUIRED?	COFFEE DETAIL
Living Soil Cover	Y - Narrative Description of Current or Untreated Practices.  To be submitted separately.	Practice Based - See Detail Cells	This indicator will be considered to be achieved on any coffee producing acreage that features a living ground cover (cover crop or permanent perennial cover) beneath or between coffee production rows, for a minimum of 5 months of the year. This includes intentionally seeded/planted living covers, in addition to naturally present living vegetative cover managed by the farmer (as long as such naturally present living cover is achieving full ground coverage without bare soil). Nonliving ground covers such as mulches will not, by themselves, qualify.
Conservation Acreage	Y - Narrative Description of Current Conditions (for on-farm acreage) or Conservation Status & Stewardship Actions (for off-farm acreage).  To be submitted separately.	Practice Based - See Detail Cells	Conservation acreage will be counted through ascertaining that program activities have helped to bring non-agricultural land into greater conservation protection, and/or by supporting an increase in level of protection and/or stewardship actions on already conserved lands. Monitoring and data collection on nonagricultural lands, by itself, will not be considered to qualify.
Net Greenhouse Gas (GHG) Emissions Reduction	Y - See Appropriate Baseline Tab	15% Over Baseline	Net GHG emissions are modeled through the use of the Cool Farm Tool (CFT) or a methodologically similar greenhouse gas calculation tool approved by KDP. Data is input into the GHG calculation tool by partner organizations or an associated 3rd party technical service provider, using survey data collected from farmers as inputs. In projects contractually initiated in 2022 or later, a baseline net GHG emissions factor averaged from a minimum of 3 years' data must be established. The baseline may be established using data from up to 3 years prior to project establishment if sufficient records are available to do so. The indicator will be considered to have "improved" if, by 3 years from project establishment, a 15% improvement in net GHG balance/hectare over that established baseline has been achieved on a 3-year average basis. In projects initiated in 2021 or earlier, a 15% improvement on a single year baseline, or 3-year averaged improvement over a single year baseline, will also be accepted.
Crop Diversification (Rotation or Intercropping)	Y - Narrative Description of Current or Untreated Practices.  To be submitted separately.	Practice Based - See Detail Cells	This indicator will be considered to be achieved on any coffee producing acreage that features a total of 3+ crops, including coffee, grown through intercropping (alternating rows) and/or polyculture (multiple species interspersed within a production row or between production rows). Additional non-coffee crops may be for market sale and/or subsistence use to qualify.

## Key Performance Indicators (KPI)

KPI	BASELINE REQUIRED?	IMPROVEMENT THRESHOLD REQUIRED?	COFFEE DETAIL, CONTINUED
Nitrogen Input Reduction	Y - See Appropriate Baseline Tab	15% Over Baseline	<p>This indicator may be measured through nitrogen (N) balance in kilograms per hectare, OR in Nitrogen Use Efficiency (NUE expressed as a 0-100%). This indicator is expected to be considered mainly in KDP's coffee projects in Brazil, as upland smallholder growers often under-fertilize relative to optimum yields.</p> <p>In projects contractually initiated in 2022 or later, a baseline N balance or NUE factor of an averaged minimum of 3 years' data must be established. The baseline may be established using data from up to 3 years prior to project establishment if sufficient records are available to do so. The indicator will be considered to have improved if, by 3 years after project establishment, a 15% improvement in N balance or NUE over that established baseline has been achieved on a 3-year average basis. In projects initiated in 2021 or earlier, a 3-year averaged 15% improvement on a single year baseline will also be accepted.</p>
Farm-Customized Technical Assistance Participation	N	Practice Based - See Detail Cells	<p>This indicator will be considered to be achieved if a farm is receiving farm-specific advising and/or planning related *both* to improved agricultural and environmental practices. Education, awareness raising, information sharing, generic "best practices" advising, or technical assistance solely focused on agronomic measures without additional focus on environmental practices, will not be considered sufficient to achieve this indicator.</p>
Overstory Tree Cover	Y - Measure of Current Overstory Trees/Hectare. To be submitted separately.	Outcome Based - See Detail Cells	<p>This indicator will be considered to be achieved on the hectareage of any coffee producing land area featuring a minimum of 70 overstory trees per hectare, as per the 2005 Rainforest Alliance standard.</p>

## Key Performance Indicators (KPI)

KPI	BASELINE REQUIRED?	IMPROVEMENT THRESHOLD REQUIRED?	CORN DETAIL
Living Soil Cover	Y - Narrative Description of Current or Untreated Practices.  To be submitted separately.	Practice Based - See Detail Cells	This indicator will be considered to be achieved on any acreage producing corn within its rotation that features a living cover crop for a minimum of 5 months of the year, within the period of time between crop harvest and the following year's crop establishment.
Conservation Acreage	Y - Narrative Description of Current Conditions (for on-farm acreage) or Conservation Status & Stewardship Actions (for off-farm acreage).  To be submitted separately.	Practice Based - See Detail Cells	Conservation acreage will be counted through ascertaining that program activities have helped to bring non-agricultural land into greater conservation protection, and/or by supporting an increase in level of protection and/or stewardship actions on already conserved lands. Monitoring and data collection on nonagricultural lands, by itself, will not be considered to qualify.
Net Greenhouse Gas (GHG) Emissions Reduction	Y - See Appropriate Baseline Tab	15% Over Baseline	Net GHG emissions are modeled through the use of the Cool Farm Tool (CFT) or a methodologically similar greenhouse gas calculation tool approved by KDP. Data is input into the GHG calculation tool by partner organizations or an associated 3rd party technical service provider, using survey data collected from farmers as inputs. In projects contractually initiated in 2022 or later, a baseline net GHG emissions factor of an averaged minimum of 3 years' data must be established. The baseline may be established using data from up to 3 years prior to project establishment if sufficient records are available to do so. If utilizing a year-over-year baseline, the indicator will be considered to have "improved" if, by 3 years after project establishment, a 3-year averaged 15% improvement in GHG emissions over the established baseline has been achieved. If utilizing a treated-untreated field comparison, the indicator will be considered to have "improved" if treated acreage shows a minimum of 15% improvement over untreated acreage. In projects initiated in 2021 or earlier, a 3-year averaged 15% improvement on a single year baseline will also be accepted.
Crop Diversification (Rotation or Intercropping)	Y - Narrative Description of Current or Untreated Practices.  To be submitted separately.	Practice Based - See Detail Cells	This indicator will be considered to be achieved on any corn producing acreage whose multi-year crop rotation includes 3+ commercially harvested crops in total. The rotation must be evaluated over a minimum of 3 years to ensure that 3+ crops are in fact grown in the rotation (i.e., a plan or intention to grow a 3rd crop in the future of a 1- or 2- crop rotation will not by itself qualify).

## Key Performance Indicators (KPI)

KPI	BASELINE REQUIRED?	IMPROVEMENT THRESHOLD REQUIRED?	CORN DETAIL, CONTINUED
Nitrogen Input Reduction	Y - See Appropriate Baseline Tab	15% Over Baseline	<p>This indicator may be measured through nitrogen (N) balance in kilograms per hectare, OR in Nitrogen Use Efficiency (NUE expressed as a 0-100%). In projects contractually initiated in 2022 or later, a baseline N balance or NUE factor must be established. This can be achieved by EITHER an averaged minimum of 3 years' data, OR documentation of untreated fields each year. The baseline may be established using data from up to 3 years prior to project establishment if sufficient records are available to do so. If utilizing a year-over-year baseline, the indicator will be considered to have "improved" if, by 3 years after project establishment, a 3-year averaged 15% improvement in N balance or NUE over the established baseline has been achieved. If utilizing a treated-untreated field comparison, the indicator will be considered to have "improved" if treated acreage shows a minimum of 15% improvement over untreated acreage. In projects initiated in 2021 or earlier, a 3-year averaged 15% improvement on a single year baseline will also be accepted.</p>
Farm-Customized Technical Assistance Participation	N	Practice Based - See Detail Cells	<p>This indicator will be considered to be achieved if a farm is receiving farm-specific advising or planning related both to improved agricultural and environmental practices. Education, awareness raising, information sharing, generic "best practices" advising, or technical assistance solely focused on agronomic measures without additional focus on environmental practices, will not be considered sufficient to achieve this indicator.</p>
Overstory Tree Cover	Y - Measure of Current Overstory Trees/Hectare. To be submitted separately.	Outcome Based - See Detail Cells	<p><b>N/A</b> - practice not utilized in North American commodity corn production. Tree alley cropping may be supported under "Crop Diversification".</p>

## Key Performance Indicators (KPI)

KPI	BASELINE REQUIRED?	IMPROVEMENT THRESHOLD REQUIRED?	APPLE DETAIL
Living Soil Cover	Y - Narrative Description of Current or Untreated Practices.  To be submitted separately.	Practice Based - See Detail Cells	This indicator will be considered to be achieved in any newly planted apple producing area, on the acreage of that area featuring an established living ground cover (cover crop or permanent perennial cover) beneath or between new apple production rows.
Conservation Acreage	Y - Narrative Description of Current Conditions (for on-farm acreage) or Conservation Status & Stewardship Actions (for off-farm acreage).  To be submitted separately.	Practice Based - See Detail Cells	Conservation acreage will be counted through ascertaining that program activities have helped to bring non-agricultural land into greater conservation protection, and/or by supporting an increase in level of protection and/or stewardship actions on already conserved lands. Specifically, enrollment of land acreage into any of the following conservation practices through the KDP cost share program will qualify: New York (NY) state forest management planning; NY state recognized conservation easement; pollinator meadows or prairie strips; windbreaks or hedgerows; other intentional tree plantations such as locust groves. Monitoring and data collection on nonagricultural lands, by itself, will not be considered to qualify.
Net Greenhouse Gas (GHG) Emissions Reduction	Y - See Appropriate Baseline Tab	15% Over Baseline	<b>N/A</b> - this indicator is considered unlikely to be achieved with current commonly adopted industry practices. However, project partners who believe 15+% net GHG emissions reductions are achievable in apple are encouraged to propose methods and project structure for doing so.
Crop Diversification (Rotation or Intercropping)	Y - Narrative Description of Current or Untreated Practices.  To be submitted separately.	Practice Based - See Detail Cells	<b>N/A</b> - polyculture practices not typically utilized in commodity apple production. On-farm functional tree plantations such as windbreaks or locust groves may be supported under "Conservation Acreage".

## Key Performance Indicators (KPI)

KPI	BASELINE REQUIRED?	IMPROVEMENT THRESHOLD REQUIRED?	APPLE DETAIL, CONTINUED
Nitrogen Input Reduction	Y - See Appropriate Baseline Tab	15% Over Baseline	<b>N/A</b> - this indicator is considered unlikely to be achieved with current commonly adopted industry practices. However, project partners who believe 15+% nitrogen application reductions are achievable in apple are encouraged to propose methods and project structure for doing so.
Farm-Customized Technical Assistance Participation	N	Practice Based - See Detail Cells	This indicator will be considered to be achieved if a farm is participating in a project partner supported technical assistance program that offers farm-specific advising or planning related to both improved agricultural and environmental practices. Education, awareness raising, information sharing, generic advising on best practices, or technical assistance that is solely focused on improving agronomic measures such as yield will not be considered sufficient to achieve this indicator.
Overstory Tree Cover	Y - Measure of Current Overstory Trees/Hectare. To be submitted separately.	Outcome Based - See Detail Cells	<b>N/A</b> - practice not utilized in commodity apple production. On-farm functional tree plantations such as windbreaks or locust groves may be supported under "Conservation Acreage".

## Required Supporting Data for Key Performance Indicators

KPI	COFFEE		
	Data Collection	Verification	Collection Frequency
Living Soil Cover	Farmer survey response (Y/N, acreage)	via site visit and/or remote sensing and/or inputs documentation	annual
Conservation Acreage	Farmer or project partner survey response (Y/N, land cover type, acres) AND description of nature of conservation protection or activity achieved	via project specific methodologies, to be jointly defined and agreed upon prior to project launch	TBD / project specific
Net GHG Emissions Reduction	Farmer survey responses (based on Cool Farm Tool documentation)	Data input by project partner utilizing Cool Farm Tool or other approved GHG calculator, or by technical service provider	annual
Crop Diversification (Rotation or Intercropping)	Farmer survey response (Y/N, diversification practice, acreage utilized)	via annual site visit and/or remote sensing	annual
Nitrogen Fertilizer Input Reduction	Farmer survey responses (Fertilizer type, application rate, # of applications, crop harvest volumes)	via inputs documentation	annual
Farm-Customized Technical Assistance Participation	Certifier or technical service provider verified		annual
Overstory Tree Cover	Farmer survey response (Y/N, tree species, density)	via technical service provider site visit and/or remote sensing	x2-3 years



## Required Supporting Data for Key Performance Indicators

KPI	CORN		
	Data Collection	Verification	Collection Frequency
Living Soil Cover	Farmer survey response (Y/N, acreage)	via annual site visit and/or remote sensing and/or inputs documentation	annual
Conservation Acreage	Farmer survey response (Y/N, land cover type, acres) AND description of nature of conservation protection or activity achieved	via project specific methodologies, to be jointly defined and agreed upon prior to project launch	TBD / project specific
Net GHG Emissions Reduction	Farmer survey responses (based on GHG calculator documentation)	Data input by project partner utilizing Cool Farm Tool or other approved GHG calculator, or by technical service provider	annual
Crop Diversification (Rotation or Intercropping)	Farmer survey response (Y/N, diversification practice, acreage utilized)	via annual site visit and/or remote sensing and/or inputs documentation	annual
Nitrogen Fertilizer Input Reduction	Farmer survey responses (Fertilizer type, application rate, # of applications, crop harvest volumes, field residue retained)	via inputs documentation	annual
Farm-Customized Technical Assistance Participation	Certifier or technical service provider verified		annual
Overstory Tree Cover	N/A		N/A

## Required Supporting Data for Key Performance Indicators

KPI	APPLE		
	Data Collection	Verification	Collection Frequency
Living Soil Cover	Farmer survey response (Y/N, acreage)	via annual site visit and/or remote sensing and/or inputs documentation	annual
Conservation Acreage	Farmer participation in KDP conservation practice cost share program (Practice type, acreage enrolled)	Implementation documentation	annual
Net GHG Emissions Reduction	N/A		N/A
Crop Diversification (Rotation or Intercropping)	N/A		N/A
Nitrogen Fertilizer Input Reduction	N/A		N/A
Farm-Customized Technical Assistance Participation	Certifier or technical service provider verified		annual
Overstory Tree Cover	N/A		N/A

## KDP Project Partner Reporting Template | Data Availability Assessment

Coffee					
Expected KPIs	Data Collection	Verification Data - Confirm Y/N			
		NOT ALL DATA REQUIRED FOR ALL INDICATORS			
	Y/N	Site Visit	Remote Sensing	Supporting Documentation	Links to Supporting Documentation (Where Applicable)
Living Soil Cover (Hectares)					
Coservation Hectares Supported					
Net GHG Emissions Reductions (CFT Outputs)					
Crop Diversification (Rotation or Intercropping, Hectares)					
Nitrogen Fertilizer Inputs (NUE or N Balance)					
Farm-Customized Technical Assistance Participation					
Overstory Tree Cover (Trees/Ha)					
Corn					
Expected KPIs	Data Collection	Verification Data - Confirm Y/N			
		NOT ALL DATA REQUIRED FOR ALL INDICATORS			
	Y/N	Site Visit	Remote Sensing	Supporting Documentation	Links to Supporting Documentation (Where Applicable)
Living Soil Cover (Acres)					
Coservation Acres Supported					
Net GHG Emissions Reductions (CFT Outputs)					
Crop Diversification (Rotation or Intercropping, Acres)					
Nitrogen Fertilizer Inputs (NUE or N Balance)					
Farm-Customized Technical Assistance Participation					
Apple					
Expected KPIs	Data Collection	Verification Data - Confirm Y/N			
		NOT ALL DATA REQUIRED FOR ALL INDICATORS			
	Y/N	Site Visit	Remote Sensing	Supporting Documentation	Links to Supporting Documentation (Where Applicable)
Conservation Practices Acreage					
Other Activities TBD					

## Reporting Template | Data Entry (continued on next page)

This reporting template for project partner data entry is designed for recording all required project-specific data as outlined by the Required Supporting Data and Reporting Template Overview sheets. Instructions for the type of data that needs to be recorded in each section is outlined in the notes in each column header. NOTE: if a project partner and KDP have agreed that the partner will report acreage figures as a percentage of total impacted land based on a percentage allocation of KDP project support, please calculate that percentage and enter the applicable reduced acreage quantities here. For project specific information please see project documentation and contractual language.

**Definitions: Land Unit:** a unit of land area within which a single set of data has been collected or aggregated. **Examples:** if data is collected on multiple individual farms, each farm is entered as a unique land unit. If data is aggregated from across multiple farms and cannot be disaggregated to farm level, each group of farms that share aggregated data is entered as a unique land unit.

Year	KDP Ingredient	Project	Land Unit	Conservation Hectares Supported - On-Farm	Conservation Hectares Supported - Off-Farm	Total Ag Hectarage	Net GHG Emissions	Nitrogen Inputs	Extended Rotations
Year	Coffee, Corn, or Apple	Project Name	Unique #	# Hectares	# Hectares	# Hectares	Kg CO2eq	N Balance (kg N/ha)	# Hectares
Ex: 2022	Coffee	Project ABC	1		0	46	-250	100	0
			2						
			3						
			4						
			5						
			6						
			7						
			8						
			9						
			10						
			11						
			12						
			13						
			14						
			15						
			16						
			17						
			18						

## Reporting Template | Data Entry (continued from previous page)

This reporting template for project partner data entry is designed for recording all required project-specific data as outlined by the Required Supporting Data and Reporting Template Overview sheets. Instructions for the type of data that needs to be recorded in each section is outlined in the notes in each column header. NOTE: if a project partner and KDP have agreed that the partner will report acreage figures as a percentage of total impacted land based on a percentage allocation of KDP project support, please calculate that percentage and enter the applicable reduced acreage quantities here. For project specific information please see project documentation and contractual language.

**Definitions: Land Unit:** a unit of land area within which a single set of data has been collected or aggregated. **Examples:** if data is collected on multiple individual farms, each farm is entered as a unique land unit. If data is aggregated from across multiple farms and cannot be disaggregated to farm level, each group of farms that share aggregated data is entered as a unique land unit.

Year	KDP Ingredient	Project	Land Unit	Living Soil Cover	Intercropping/ Polyculture	Overstory Tree Cover	Farm-Customized Technical Assistance Participation	Area Counted
Year	Coffee, Corn, or Apple	Project Name	Unique #	# Hectares	# Hectares	# Hectares	# Hectares	# Hectares
Ex: 2022	Coffee	Project ABC	1	0	15	15	46	
			2					
			3					
			4					
			5					
			6					
			7					
			8					
			9					
			10					
			11					
			12					
			13					
			14					
			15					
			16					
			17					
			18					





# KDP Regenerative Agriculture & Conservation

## Monitoring and Evaluation Guide for Project Partners

v. 1.1 - JUNE 2022



### Definitions

**Regenerative agriculture**, as supported by KDP, is a holistic, localized approach to agricultural production and land management that seeks to mitigate climate change, increase soil health, support resilient landscapes, and improve farmer livelihoods.

KDP supports **conservation** by helping to bring non agricultural land areas into greater conservation protection or stewardship.

**Land Unit:** A unit of land area within which a single set of data has been collected or aggregated. Examples: if data is collected on multiple individual farms, each farm is entered as a unique land unit. If data is aggregated from across multiple farms and cannot be disaggregated to farm level, each aggregation of farms that share data is entered as a unique land unit.

### KPI Definitions

**Net GHG Emissions:** In a single reporting year, the quantity of all net greenhouse gas emissions (total gross emissions minus total added carbon storage, in CO<sub>2</sub> equivalents) produced from agricultural production activities in a single land unit.

**Nitrogen Inputs:** A measure, expressed either in N Balance or N Use Efficiency, of the quantity of surplus nitrogen added to farmland through fertilizer application in a single reporting year.

**Extended Rotations:** In annual cropping systems, crop rotations that plant a minimum of three distinct commercial crop species on the same acreage over a 5-year period. Cover cropping is documented under "Living Soil Cover".

**Living Soil Cover:** In annual cropping systems, the application of cover cropping in between successive commercial crop establishment. In perennial cropping systems, the use of cover cropping between rows during block replanting or on an annual basis.

**Intercropping / Polyculture:** In perennial cropping systems, the production of multiple crops simultaneously from the same acreage through intercropping (alternating rows) or polyculturing (species combined in-row).

**Overstory Tree Cover:** In coffee systems, the production of crops under partial or full shade of a living overstory tree canopy.

**Farm-Customized Technical Assistance:** Support provided to growers to improve their agronomic *and* environmental performance, in a way that is customized to the specific situation of each farm and based on skilled assessment of each farm's needs (rather than sharing a set of generic best practices).



# KDP Regenerative Agriculture & Conservation

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## FAQ & Methods Explanations

### **When do activities "count" towards KDP's acreage goal as Regenerative Agriculture?**

To contribute as Supporting Regenerative Agriculture acreage towards KDP's global 250,000 acres goal, a Land Unit must achieve at least TWO of KDP's Key Performance Indicators over an established baseline. For instance, a collection of corn producing farm fields applying cover crops and improving Nitrogen Use Efficiency by over 15% would count towards the acreage goal, but acreage on a similar farm that had received customized technical assistance, but NOT implemented practice changes or improved nitrogen or greenhouse gas measures, would not count. *\*Note that KDP is developing a unique methodology for supporting regenerative agriculture in its fresh apple supply in NY, USA, which may result in a distinct set of guidelines for acreage in that production system.*

### **When do activities "count" towards KDP's acreage goal as Conservation?**

To contribute as Supporting Conservation acreage towards KDP's global 250,000 acres goal, an area of land not currently in agricultural production must achieve an increase in either conservation protections or stewardship actions over its prior baseline state, as a result of KDP's financial and project support.

# KDP Regenerative Agriculture & Conservation

Monitoring and Evaluation Guide for Project Partners

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Practical Farmers of Iowa  
RGC Coffee  
OFI / Olam Food Ingredients  
Rainforest Alliance  
Ecotierra  
Anthesis  
IPM Institute of North America  
Smithsonian Bird Friendly  
Danforth Lab at Cornell University

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