



NOURISHING A BETTER WORLD



WATER SUSTAINABILITY  
JORGE ZÁRATE LUPERCIO  
JULY, 2019



## GB STRATEGY



## PLANET PILLAR



## PLANTS



Consumer Reduction
 New Tech
 Treatment and Reuse



New technologies in rainwater collection system

**11**  
 New WWTE  
 in the last 5 years

**3**  
 New Tech  
 Filtration (Membrane)

**57**  
 Water Treatment  
 Plants

**74%**  
 Reused Water

## VALUE CHAIN

VEHICLES



RAW MATERIALS



**57**  
 Rainwater  
 collection system  
**3,900 m<sup>3</sup>**



**228**  
 Water recyclers  
 in vehicle workshops

Agriculture policy  
 pilot McCOMYT



**7**  
 Events

**209**  
 Participating  
 farmers

**6%**  
 reduction of water  
 used in irrigation



PROCUREMENT



**648**  
 SME suppliers in  
 Mexico already in  
 DFSD Mexico  
 Program  
**61%** advance



**295**  
 50 action plans  
 to improve their  
 environmental  
 performance  
 in Mexico



Global Water  
 Risk Scarcity  
**33** risk points  
 identified

GRUPO  
**BIMBO**  
 Baking a Better World