ProTerra Foundation Vision and Mission

The ProTerra Foundation’s mission is to be a global network of businesses and coalitions supporting more sustainable agricultural practices, in the food and feed supply chains, where relevant the conversion to non-GMOs and full respect of workers and communities’ dignity.

We envisage a world where all businesses contribute to the protection of biodiversity by switching to sustainable production, conserve natural resources and ensure that local communities are treated with dignity and respect.

ProTerra Associate Members’ commitment

The Associate Members support the ProTerra Foundation’s mission and vision and, by signing this declaration, commit to:

- Support the development of the ProTerra Sustainability Standard.
- Raise awareness about sustainability topics, such as biodiversity and climate change.
- Empower farms and businesses throughout the food and feed supply chains to become vectors of environmentally and socially responsible business practices.
- Work together based on mutual trust, develop partnerships working towards common values and goals; share a sense of community between both organisations and/or coalitions.
- Enhance a collaborative culture to innovate and greatly improve aspects of their common goals.
- Establish strategic alliances to create value and innovation to collaborate for more sustainable world.
- Appoint a person to serve as the main contact with the ProTerra Foundation.

SIGNATURE, (DATE and PLACE)

Name and title