

NEWS RELEASE 14 April 2019:

WORLD FAMOUS FASHION BRANDS LINKING TO AUSTRALIAN ECOLOGICAL VERIFIED SUPPLIES

Global luxury group Kering is visiting farms in Australia to identify potential sources of ecological verified supplies for world-famous fashion brands.

Kering manages the development of a series of renowned fashion brands or 'Maisons,' including Gucci and Saint Laurent, with 2017 turnover of €10.3 billion, employing 29,000 people worldwide.

Kering representatives will meet with farmers to discuss and inspect their engagement with the world-first process of Ecological Outcome Verification (EOV).

Ecological Outcome Verification is being implemented as part of a new brand called 'Land to Market Australia,' that for the first time provides robust measurement of the ecological health of farmland and develops community-wide recognition of the efforts of farmers to care for their land.

EOV is part of an international effort to demonstrate the importance of the ecological health of grassland and pasture and its contribution to the environmental health of the planet.

'We join farmers on their land to measure the state of the soil, local biodiversity and ecosystem processes, measuring aspects of the environment that can prove whole farm ecological improvement,' said Tony Hill, Mount Fairy beef producer and leader of the Land to Market Australia project.

'In our first monitoring season, we have already successfully conducted EOV baseline monitoring on more than 50,000 ha of agricultural land. Farmers are enthusiastically participating in the monitoring and we continue to welcome new members of the project. We look forward to developing a verified supplied arrangement for Kering.'

END

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BACKGROUND

About Kering: a global Luxury group, Kering manages the development of a series of renowned Maisons in Fashion, Leather Goods, Jewelry and Watchmaking: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, Dodo, Qeelin, Ulysse Nardin, Girard-Perregaux, as well as Kering Eyewear. See:

<https://www.kering.com/en/news/savory-institute-collaborate-first-verified-regenerative-sourcing-in-fashion>

Land to Market Australia is delivered by the Australian Holistic Management Co-operative Limited. The Co-operative has worked closely with farmers since 2017 to ensure that EOV can be implemented in a practical and cost-effective way to fit with the operation of all farms, but still provide robust results that can give confidence to consumers and businesses. The new co-operative was established in 2018 to give farmers full control over the brand and its supporting processes. See: <http://landtomarket.com.au>