Press Release

Kraft Heinz and Ministry of Agriculture Launch Three-Year Partnership to Build a More Resilient Supply Chain for Egyptian Tomato Growers

'Growing the Future Together' initiative will utilize Farmer Field Schools to scale best practice and strengthen grower livelihoods in Egypt, where Kraft Heinz currently sources 90% of its ingredients for local production.

Cairo, November 17, 2026: Kraft Heinz's Ahmed Fahmy, together with Egypt's Ministry of Agriculture and Land Reclamation, signed a Memorandum of Understanding (MoU) to advance supply chain resilience and grower livelihoods in Egypt. The signing ceremony was witnessed by His Excellency Minister of Agriculture and Land Reclamation Alaa Farouk.

The landmark initiative will combine Kraft Heinz's agricultural expertise with the Ministry's local reach to give growers the tools and knowledge to optimize yields, reduce pesticide use and ultimately increase export value and incomes.

Upskilling Egyptian tomato farmers to manage Tuta Absoluta, a highly adaptable pest whose detrimental impact is intensifying with climate change, is a key focus of the program.

Rolling out in three key phases, phase one will focus on 60 Field Schools in Assiut, Sohag and Luxor, with the program set to reach nine governorates and a projected 180 Field Schools over three years. These in-field demonstration plots allow smallholder farmers to see, test and share improved practices including integrated pest management (IPM), while digital communication channels reinforce year-round, accessible learning.

To make sure this learning endures, a train-the-trainer approach will build local capacity: the Ministry will train 90 extension officers over the course of three years. Cascaded through the Ministry's own extension system, the knowledge and skills built in communities will continue to be shared and passed on, long after the programme ends.

Ahmed Fahmy, Managing Director of Kraft Heinz Africa and Trade Markets, said: "This partnership reflects our shared vision for a stronger, more resilient supply chain and Kraft Heinz's long-standing relationship with Egypt, one of the world's largest tomato producers. Every tomato we source starts with a grower and today's signing is an important step in our commitment to a more prosperous future for Egyptian farmers."

Agriculture Minister Alaa Farouk said: "The Ministry of Agriculture and Land Reclamation is committed to supporting the Egyptian farmer and strengthening their role in developing the agricultural sector and enhancing food security. This project embodies our priorities by providing farmers with hands-on training and advanced extension services, supporting sustainable agricultural practices and improving productivity and resource management. Through partnership with the private sector, including our collaboration with Kraft Heinz, we can turn policies into tangible results on the ground by providing technical expertise, investment and

innovation, and by expanding the reach of modern services and technology to support farmers and strengthen rural communities."

"We're really pleased to be building on our work with the Ministry of Agriculture. Egypt is a serious player on the global stage, and this is a great chance to bring our shared vision for the global food system to life. With its location and trade agreements, Egypt is not only a huge consumer market; it's also a natural base for growing our presence across the region," said Bill Behrens, Global VP, Kraft Heinz.

The MoU marks an important step in Kraft Heinz' commitment to scale Heinz across Egypt and the broader Middle East and Africa region, and builds on the $50M investment in its Cairo factory, which has doubled production capacity and increased exports by 65% since 2024.

The signing comes in context of a high-level visit from Kraft Heinz executives including Behrens and Mary Gukasyan, Kraft Heinz Managing Director, Middle East and Africa - highlighting the importance of Egypt as an export hub for tomato products, as Egypt competes globally among the highest recording countries in fresh tomato exports since 2020.

Over the recent years, The Kraft Heinz Company has increased the local constituent of its production in Egypt to 90% through growing over 2000 feddans/acres of tomato produce via contracting local farmers. The signing marks a further step in its earlier announced vision for Egypt as a hub for global exports and talent and the ministry's efforts to compound the results of its public-private partnerships.

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Notes to Editors

A Model built on four pillars:

- **Farmer field schools:** Groups of about 20 farmers follow the tomato season together. They see, test and share better practices on demonstration plots using improved practices including integrated pest management (IPM). The programme will establish **180 field schools** by Year 3, with one field day at each key crop stage.
- **Train the trainer:** The Ministry will train **90 extension officers** by Year 3, starting with 30 in Year 1, and **60 lead farmer facilitators**. Training runs through the Ministry's own extension system, so it continues after the programme ends.
- **Open partnership:** The programme is open to other organizations and foreign Ministries that can bring the best technology to Egyptian tomato farmers. One example is strengthening government predator pest breeding centers to support IPM programmes.

Phased rollout:

- **Year 1 | pilot:** 3 governorates, 1,200 farmers, 30 extension officers, 60 field schools and more than 10,000 people reached.
- **Year 2 | expand:** 6 governorates, 2,400 farmers and 120 field schools.

- **Year 3 | embed:** 9 governorates, 3,600 farmers, 180 field schools, 90 extension officers and 32,000 people reached.

Additional Supporting Quotes:

Mary Gukasyan, Kraft Heinz VP Middle East and Africa*: "Growing the Future Together is a vast opportunity to build on our growing assets in Egypt following our factory expansion in 2024 and is an affirmation of our belief in the endless potential of Egypt's production capacities. It is a program that translates into action our joint efforts to support value chains, from the field to the final consumer, by empowering small farmers, decreasing crop losses, and multiplying economic value."*

Sara Zeidan, Regional Head of Agriculture and Sustainability, Kraft Heinz: *"At its heart, this partnership builds on three years of working side by side with our growers and partners to develop farmer-centric solutions that help farmers protect their harvests and respond to growing challenges such as Tuta Absoluta and climate change. Now, we have an opportunity to take what we have learned and scale it nationally, reaching thousands more farmers, strengthening livelihoods and building a safer, more resilient tomato supply chain for the future."*

ABOUT THE KRAFT HEINZ COMPANY

Kraft Heinz (NYSE: KHC) is one of the world's largest food and beverage companies, with approximately $25 billion in net sales in 2025 and a portfolio of iconic brands enjoyed by consumers in more than 40 countries. By investing in our capabilities and brands, including Heinz, Kraft, Philadelphia, Primal Kitchen, and Lunchables, we are unlocking the full power of our portfolio. We deliver high-quality, great-tasting, and affordable food for the consumers of today, while shaping the future of food. Learn more at www.kraftheinzcompany.com.