SOAP & SUSTAINABILITY

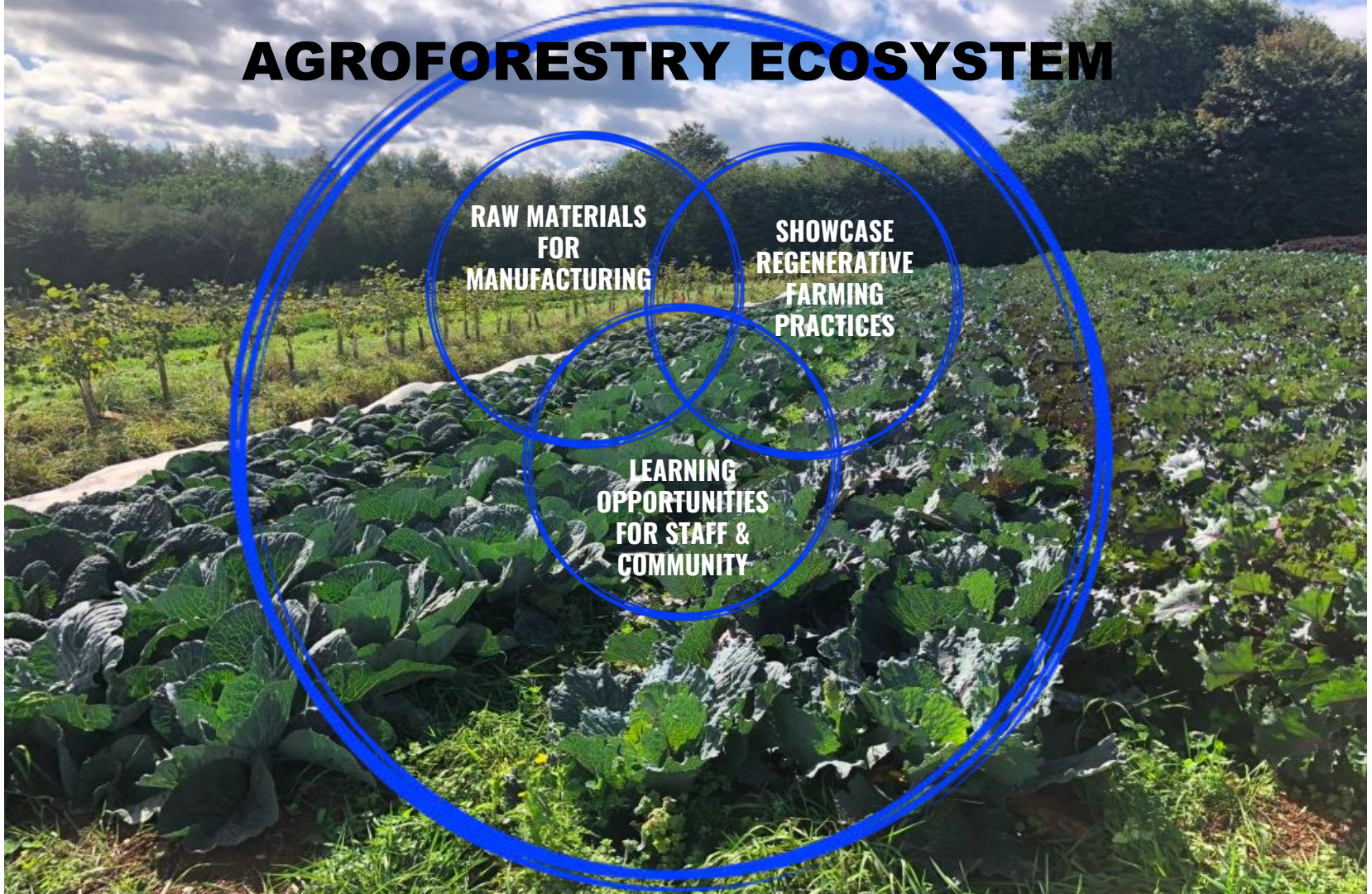
How agroforestry offers diversified opportunities for LUSH

LUSH VISION

RAW MATERIALS FOR MANUFACTURING

SHOWCASE REGENERATIVE FARMING PRACTICES

LEARNING OPPORTUNITIES FOR STAFF & COMMUNITY


AGROFORESTRY ECOSYSTEM
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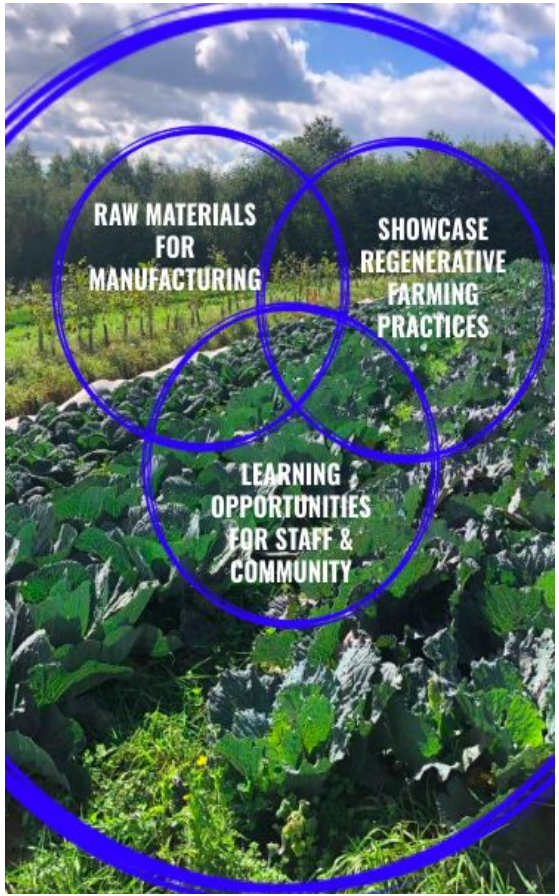


RAW MATERIALS FOR MANUFACTURING

Why agroforestry?

Diverse production for diverse manufacturing needs

- A number of crops from one area
- Extending seasonal supply - smooth out labour demands / workload

A supply chain that is suited to agroforestry?

- Majority of Lush natural raw materials are from perennial crops
- Good examples of investment projects overseas - tropical regions

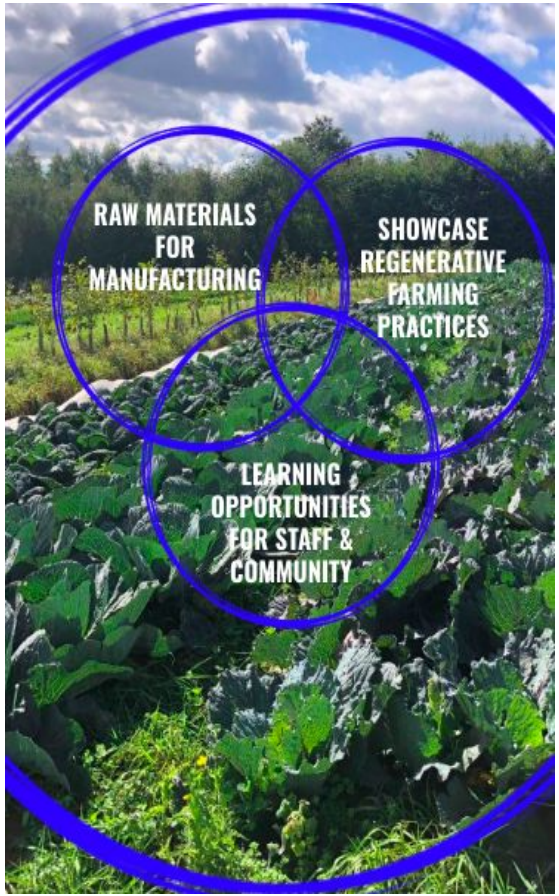
R&D, experimentation

- New materials (from forest garden system?)

Security of supply

- Sourcing direct for full visibility / traceability and to increase transparency
- Long-term strategy
- Resilience through diversity - climate change adaptation?
- Enhance local, decentralised supply - make new products available nearby


The Curious
Case of Cork



RAW MATERIALS FOR MANUFACTURING

Challenges of agroforestry

Establishment

- Timeframe is years in many cases! Need security of land tenure and patience
- High upfront cost with long-term payback
- Lack of expertise / advice / data - lots of technical issues to consider
- Lack of policy clarity - support available

A supply chain that is suited to agroforestry?

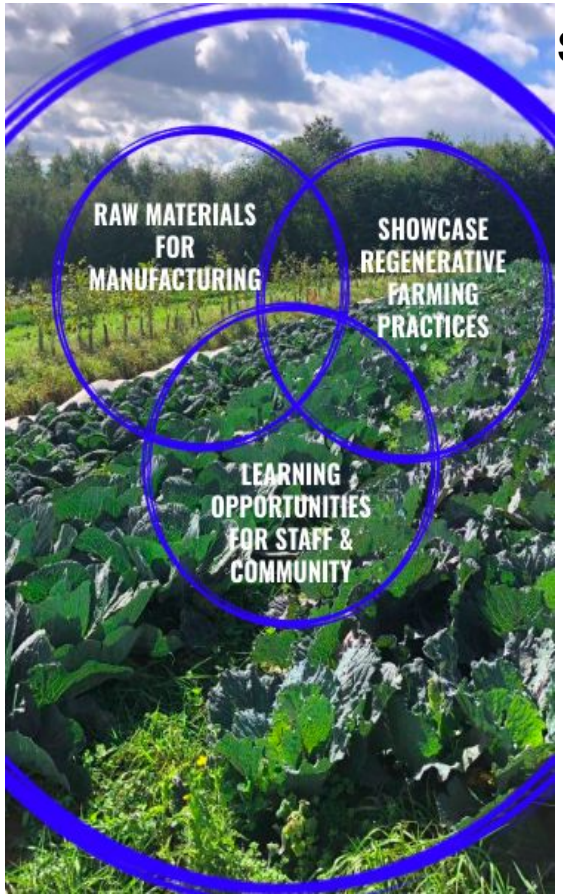
- Difficult to integrate concept of seasonality into cosmetics!
- Lead times for raw materials are often very short

R&D, experimentation

- Very small volumes?
- What if unsuitable?

Localised supply

- Route to market could be challenge - where to sell excess / rejected harvest?



SHOWCASE REGENERATIVE FARMING PRACTICES

Why agroforestry?

Carbon sequestration

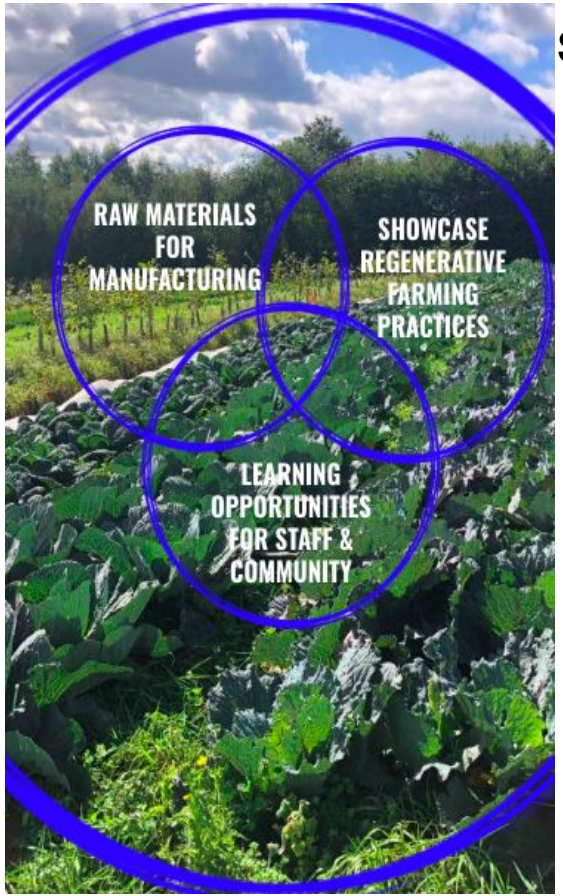
- ‘Along with perennial crops, it is one of the two most powerful carbon farming strategies in terms of per-hectare sequestration rates’ - Toensmeier (2016)

Diversity

- In ecology there are positive correlations between diversity and stability, diversity and productivity
- Climate change adaptation?

Increased ecosystem services

- Wildlife - increased habitat, better connectivity (above and below ground) and more food sources
- Mitigate soil erosion and leaching / pollution (roots)
- Decrease flood risk - improve soil filtration and water retention (roots)
- Increase organic matter and improve soil structure - eg leaf litter
- Roots bring up nutrients from deeper layers in soil
- Shade for animals and people, shelter for crops (canopy)

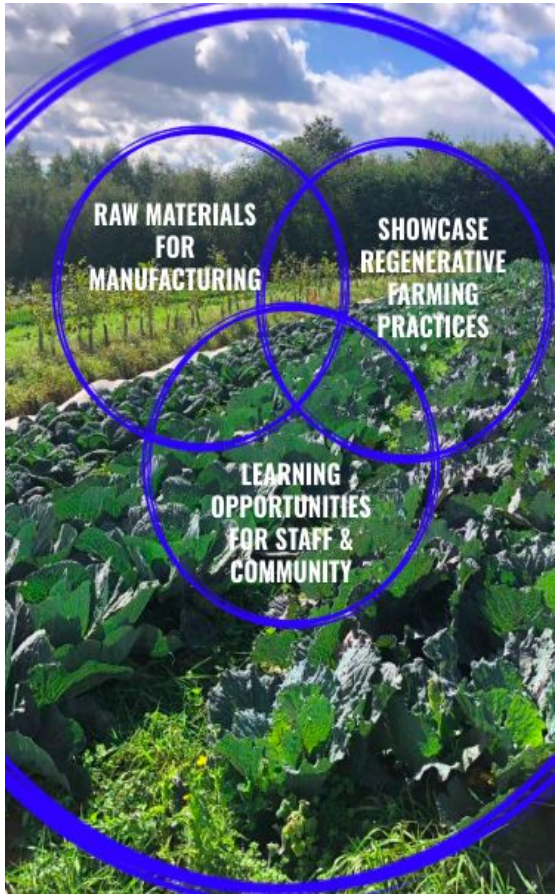


SHOWCASE REGENERATIVE FARMING PRACTICES

Challenges of agroforestry

Planning and managing the system properly for maximum benefit

- Trees / understorey / perennial or annual crops need management to make sure they're all functioning properly - avoid competition, allelopathic effect
- Getting the plan right in the beginning - where to look for help? How to choose your system and your trees?
- Technical issues: longer rotations, machinery size and what kit? Pruning and root pruning, livestock consideration (protection)
- What to do if you've made a mistake?
- What does success look like? - setting a baseline and monitoring progress
- What does regenerative look like?



LEARNING OPPORTUNITIES FOR STAFF & COMMUNITY

Why agroforestry?

Diverse system with lots going on

- Plenty of opportunities for getting your hands dirty with work needed all year round - building knowledge and new skills together

Training

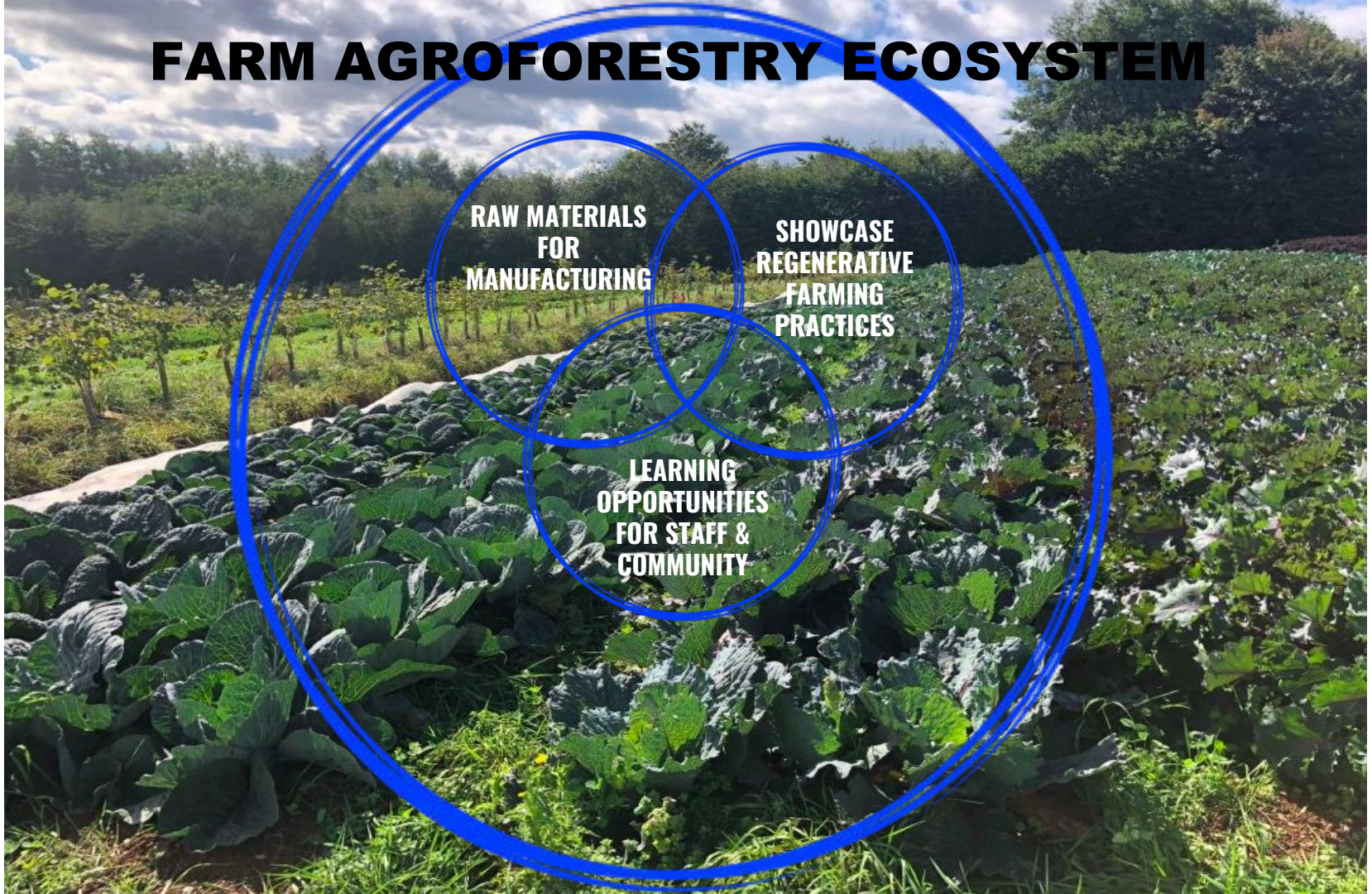
- New skills, or bringing back old ones (coppicing, traditional forestry skills)

Aesthetics and therapeutic value

- Trees are amazing!
- Japanese forest bathing - mindfulness, nature therapy

Research

- Be part of community of shared learning and new discovery!
- Join groups such as AFINET, Farm Woodland Forum


FARM AGROFORESTRY ECOSYSTEM
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THANKS!

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