

From farm to framework:

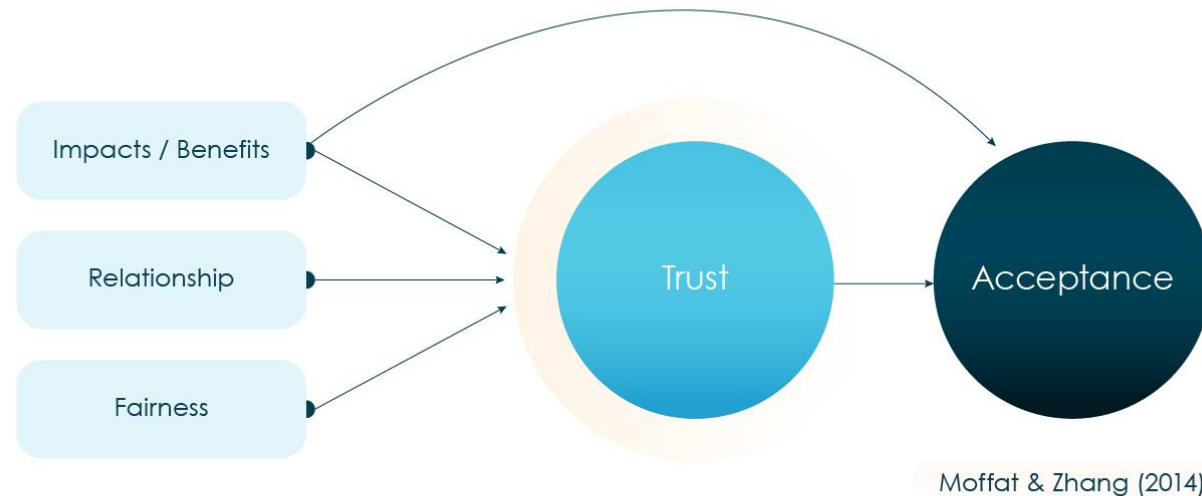
Embedding community trust in Agriculture's sustainability story

Dr Kieren Moffat
CEO & Co-founder



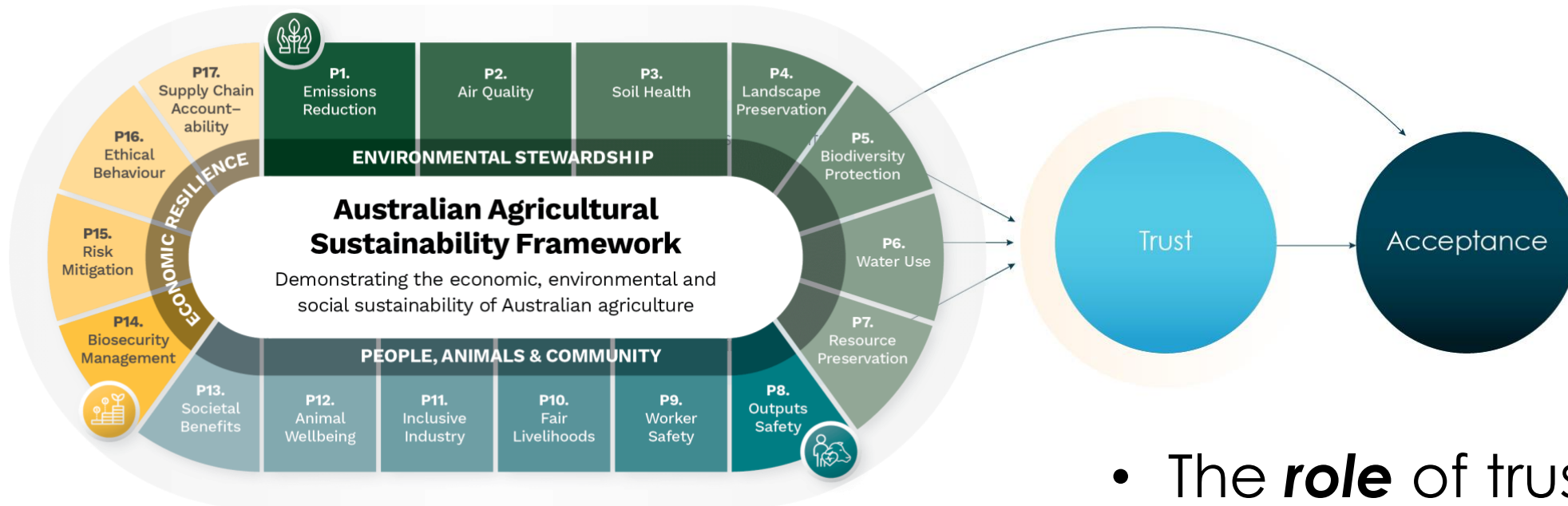
The shift in expectations

- From production focus → holistic sustainability (E, S, G)
- Rising community expectations for transparency and accountability
- Global supply chains demanding proof of responsible practices



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- The **role** of trust

Community Trust in Rural Industries

4,301

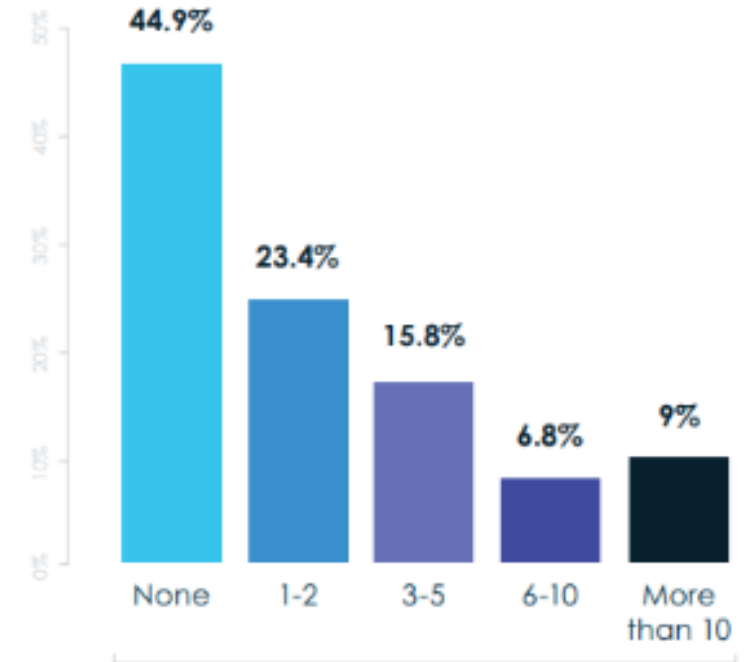
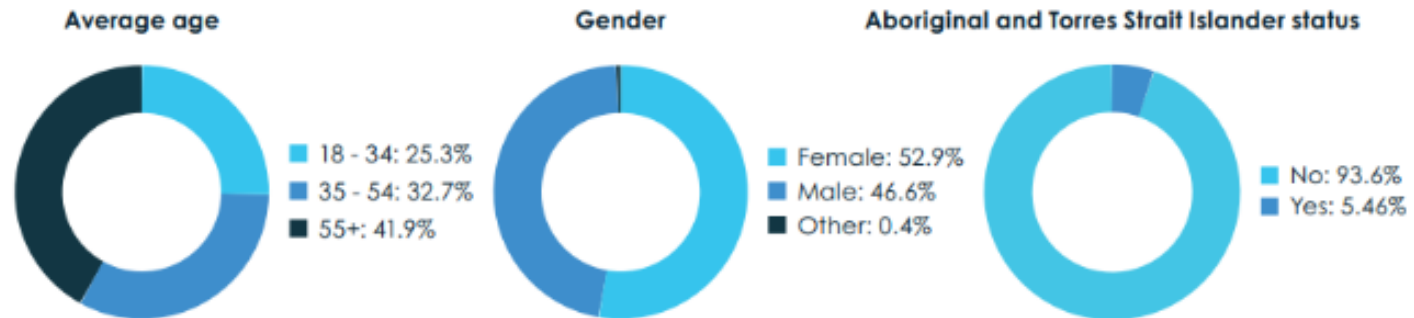
Number participated in this years survey

29,611

Participants in the program overall

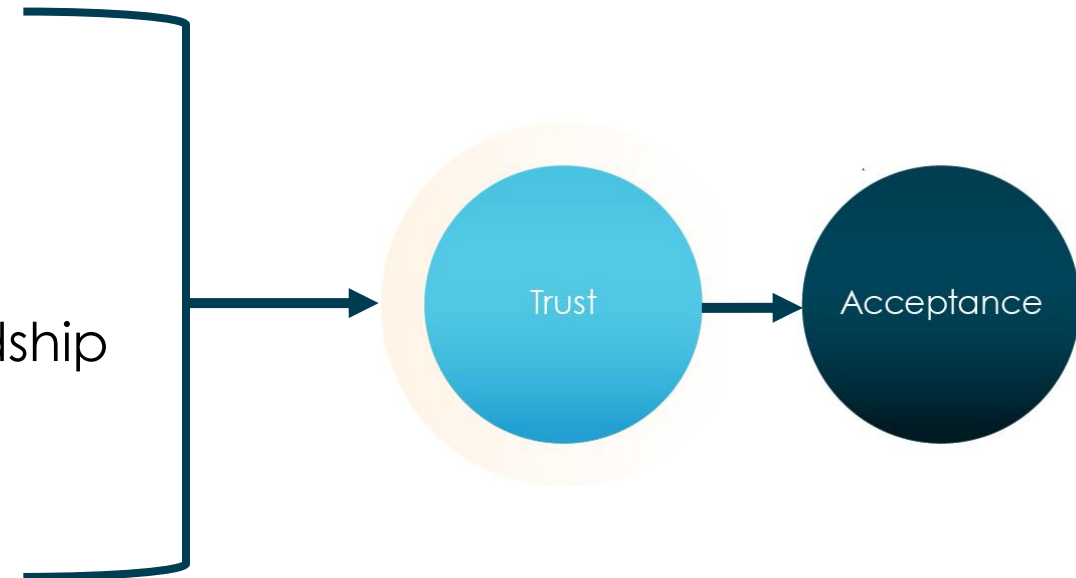
0 5,000 10,000 15,000 20,000 25,000 30,000

How many people do you know personally who work in Australian rural industries?



Community Trust in Rural Industries

- On-farm sustainability practices (chemicals, additives, water use)
- Industry commitment to sustainability, impact management, resource stewardship
- Industry responsiveness



Community Trust in Rural Industries

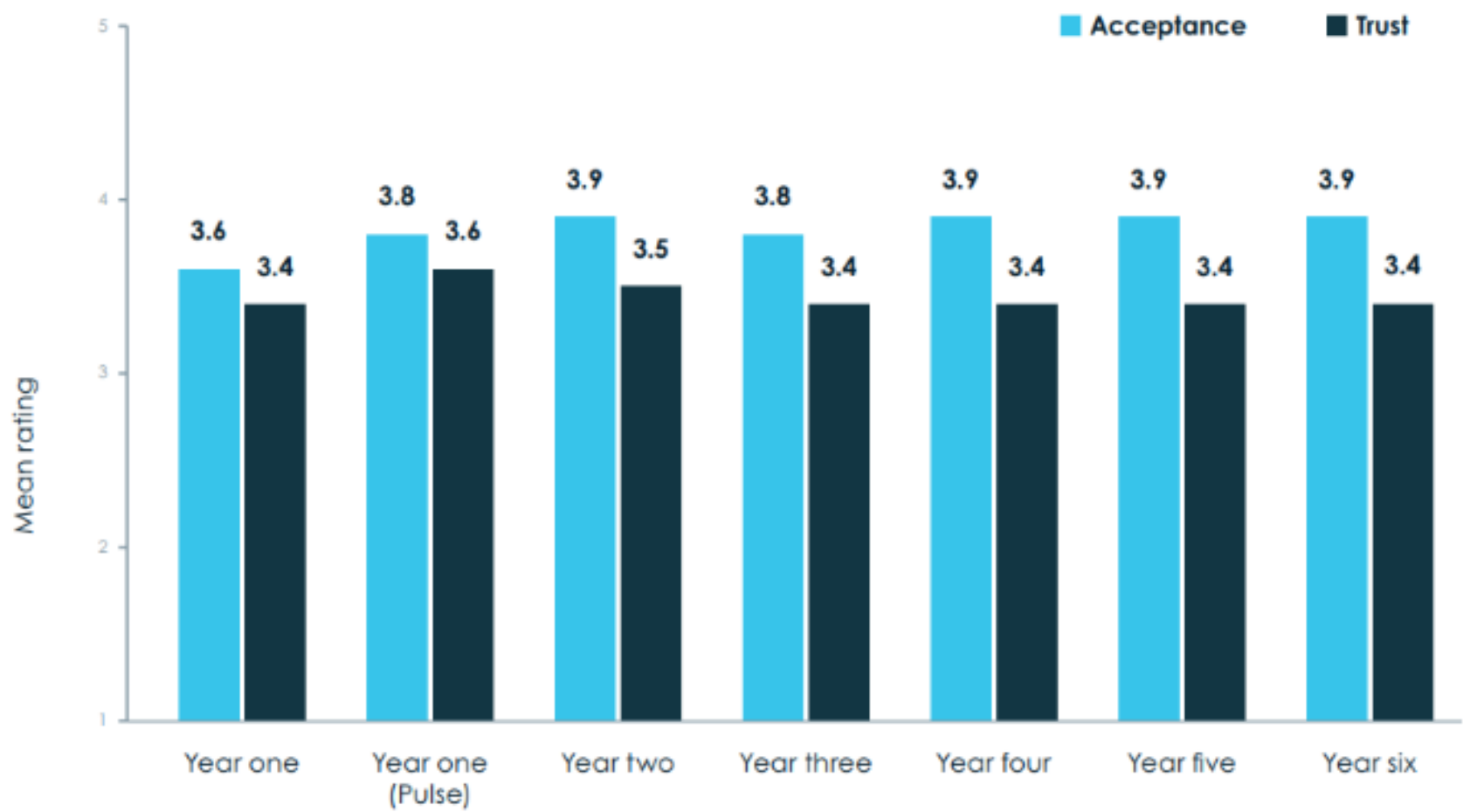
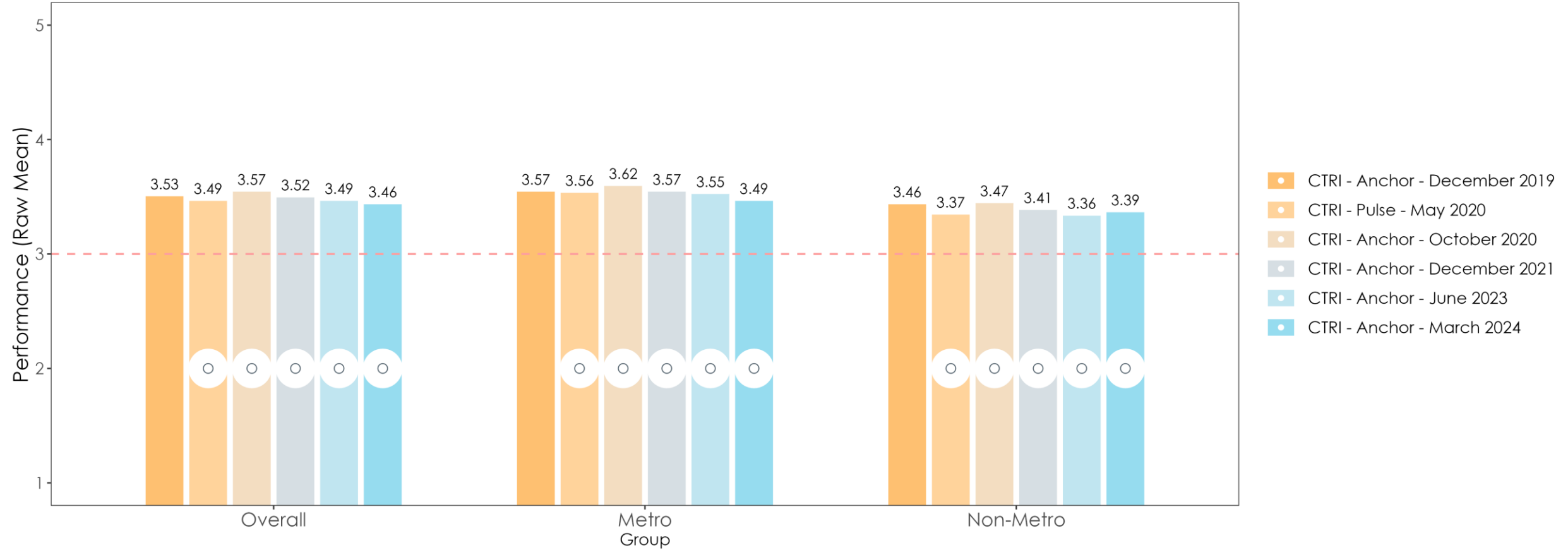


Figure 6: Mean ratings of trust and acceptance of Australia's rural industries, Year One (2019) to Year Six (2025).

Community Trust in Rural Industries

The use of weed control chemicals in Australian rural industries worries me

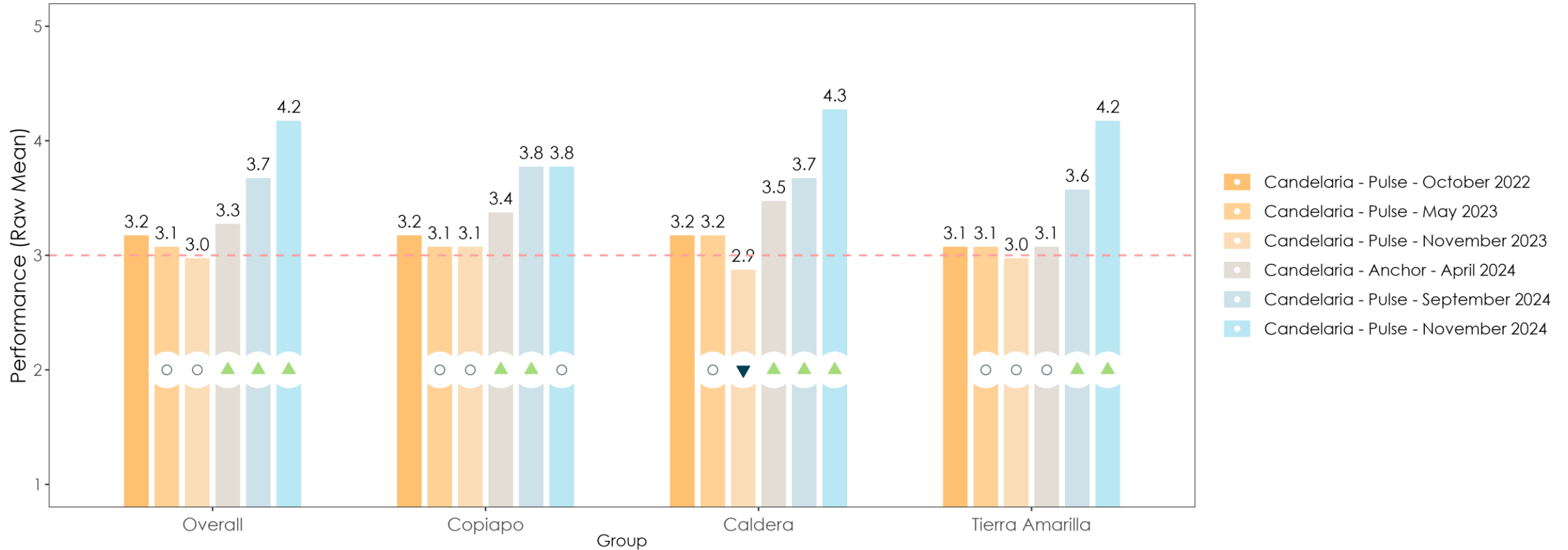


Community Trust in Mining

- Tracking community sentiment 6-monthly, multiple mines
 - In 2024, Lundin secured a **\$2.5B Sustainability Linked Loan (SLL)**
 - 50% GHG abatement
 - 50% company responsiveness to community
-
- Driven by & integrated into Sustainability Framework / reporting
 - Aligns community and company interests
 - Elevates Trust and social licence to CFO / CEO level

Focused effort on the right issues

How much do you accept the continued operations of Lundin Mining in your community?



Thank you



Dr Kieren Moffat
Kieren.Moffat@voconiq.com

