

**REGENERATIVE
AGRICULTURE
SUMMIT EUROPE**



IN CONVERSATION WITH

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**Kisaco
Research**

HOW ARE YOU TRANSLATING YOUR COMPANY'S SUSTAINABILITY GOALS INTO PRACTICAL PROCUREMENT CRITERIA THAT INCENTIVISE REGENERATIVE PRACTICES AT THE FARM LEVEL?

We are actively working to align our sustainability goals with procurement by first gaining a thorough understanding of the existing procurement processes. Since we source our oats via a mass balance approach, it's critical to strike the right balance between these processes and our sustainability ambitions. Our regenerative agriculture strategy takes a landscape-level perspective.

We collaborate closely with our mill partners to map out specific supply sheds and then engage with growers within those regions. Instead of focusing solely on growers supplying to Oatly, we aim to drive large-scale regional impact by promoting regenerative practices across the entire supply area.

To embed sustainability into procurement criteria effectively, we have developed clear, standardized sustainability metrics. These include calculating supplier-level emission factors with all mill partners, identifying mills that are best positioned to support regenerative programs, and creating consistent benchmarks that both sustainability and procurement teams can use to evaluate progress.

By integrating these metrics into procurement decisions, we incentivize mills and growers to adopt regenerative practices, thereby driving measurable environmental benefits at the farm level while ensuring alignment with procurement requirements.



WHAT'S ONE CHALLENGE YOU'VE FACED IN ENGAGING SUPPLIERS AROUND REGENERATIVE PRACTICES AND WHAT'S WORKED IN OVERCOMING IT?

One of the biggest challenges we faced when engaging suppliers around regenerative practices was determining where to begin, given the many initiatives we wanted to pursue. To address this, we committed to a 3-4 year phased approach for our first regenerative program. In the first year, we focused on simplicity—inviting growers to participate on a few hundred acres to build positive early experiences.

During the second year, we expanded our efforts by collecting supplier-level emissions data in collaboration with our mill partners and developing a clear roadmap for scaling to more detailed project-level data. By the third year, we significantly expanded the program with a four-tiered approach, while still allowing growers autonomy in selecting practices that suited their operations.

What has been key to overcoming challenges throughout this process is maintaining frequent, open communication with our mill partners—meeting several times a month to review program progress, discuss grower feedback, align on long-term plans, and troubleshoot issues in real-time. This ongoing collaboration has helped us adapt and grow the program effectively.

WHY IS IT IMPORTANT FOR LEADERS FROM ACROSS THE AGRICULTURE VALUE CHAIN TO COME TOGETHER AT EVENTS LIKE THE REGENERATIVE AGRICULTURE SUMMIT EUROPE — AND WHAT KIND OF COLLABORATION DO YOU HOPE TO SEE EMERGE?

Events like the Regenerative Agriculture Summit Europe are invaluable because they bring together leaders from across the agriculture value chain to openly discuss both the challenges and successes in advancing regenerative practices.

I really appreciate the opportunity to have frank conversations about the difficult parts of this work, while also celebrating the meaningful progress we've made. I hope to see more in-depth collaboration focused on understanding the different supply chain models and the specific processes needed to scale regenerative agriculture effectively.

What's particularly encouraging is the growing interest in innovative, cross-rotational partnerships that incorporate diverse accounting mechanisms. These creative collaborations have the potential to accelerate adoption and drive real impact across regions.



LOOKING AHEAD, WHAT WILL DETERMINE WHETHER REGENERATIVE AGRICULTURE BECOMES THE DEFAULT MODEL AND WHAT'S ONE STRUCTURAL SHIFT THAT'S ESSENTIAL TO MAKE THAT HAPPEN?

Looking ahead, whether regenerative agriculture becomes the default model will largely depend on growers seeing clear economic benefits from adopting these practices. When the financial case is compelling, we may see regenerative approaches becoming more standard in certain regions. To achieve this, it's essential to make the economic case across the entire agricultural sector—not just focusing on environmental benefits, but also demonstrating how regenerative practices positively impact land, water, ecosystems, local communities, and ultimately, growers' bottom lines. Proving these broad benefits will be a crucial structural shift needed to drive widespread adoption.

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