

**REGENERATIVE  
AGRICULTURE  
SUMMIT EUROPE**



*IN CONVERSATION WITH*

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## WHAT'S THE MOST EFFECTIVE WAY YOU'VE FOUND TO DEMONSTRATE ROI IN REGENERATIVE AGRICULTURE, WHETHER THAT'S THROUGH FINANCIAL, ENVIRONMENTAL, OR RISK-REDUCTION METRICS?

At Soil Capital, we've found the most effective way to demonstrate ROI in regenerative agriculture is through our comprehensive **"Beyond Carbon" metrics**.

By quantifying the impact of farming practices on soil health, climate, water, biodiversity and farm socio-economics, these metrics provide a robust and flexible foundation, not just for farmers to improve profitability, but critically, for corporate partners.

They allow companies to showcase **holistic progress on their climate and nature goals**, move beyond just carbon accounting, and genuinely quantify **enhanced resilience within their supply chains**. This verified data enables businesses to better understand and mitigate risk, while also effectively responding to the ever-evolving landscape of **regulatory and reporting requirements** related to sustainable sourcing and environmental impact.



## HOW CAN WE DE-RISK REGENERATIVE TRANSITIONS FOR FARMERS WITHOUT SIMPLY SHIFTING THE BURDEN ELSEWHERE IN THE VALUE CHAIN?

De-risking regenerative transitions for farmers without burden-shifting requires blended finance solutions, strategically combining public funding with private sector payments.

We're actively demonstrating this by carefully analysing **Common Agricultural Policy (CAP) schemes**, ensuring our farmer support programmes are genuinely additional and maximise public benefit.

Furthermore, we're engaging policymakers at both **Brussels and national government levels**. We're showing them how proactively designing **co-funding mechanisms**—where public funds leverage and amplify private investment from the agri-food chain—creates a win-win for farmers, businesses, and society.

This shared financial commitment can drive a scalable and equitable transition.



## 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?

Bringing together leaders from across the agriculture value chain at events like the Regenerative Agriculture Summit Europe is vital for fostering systemic change.

True progress demands more than isolated efforts; it requires genuine collaboration.

I hope to see the emergence of more "Coalitions of the Doing", where suppliers, customers, and even competitors make tangible financial commitments, particularly concentrated in specific regions.

This focused investment can unlock economies of scale in farmer support and data collection. Critically, this demonstration of significant market-led commitment provides the **critical mass** needed to persuade policymakers that there's robust private sector momentum, giving them the confidence to target public policy measures effectively through co-funding.

## 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?

Instead of asking if regenerative agriculture will become the default, we should be focused on **how quickly and widely it can scale**, because the current dominant agricultural model is demonstrably fragile and vulnerable to climatic and geopolitical shocks.

What will determine its universal adoption is embedding the **quantification and reward for how well land is managed** into all forms of financing around the farm. This fundamental structural shift means moving beyond simply paying for production.

Subsidies, offtake agreements, lending products, and even insurance must evolve to explicitly recognize and compensate farmers for improvements in soil health, biodiversity, and ecosystem services, making regenerative practices the most financially attractive and resilient option.

HEAR MORE FROM ANDREW AT THE

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