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TODAY'S WEBINAR WILL BEGIN SHORTLY

How to Create Value from Regenerative Agriculture in Your Business

QUESTIONS?

Use the questions box on your screen

AUDIO ISSUES?

Use the global dial-in number in your confirmation email

How to Create Value from Regenerative Agriculture in Your Business



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The
Deciding
Factor

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In case you missed it....

Regenerative Sustainability: The New Frontier in the Sustainability Movement

MAY 25, 2020 | BY NNAEMEKA UGOCHUKWU

The New York Times

Why Is Fashion Talking About Regenerative Farming?

Forbes

Beyond Sustainability: The Regenerative Business

SUSTAINABLE FUTURE

ReGeneration. Better Sustainability? Why and What Is It?

Giving back to nature will align the economy and ecology



Desiree Driesenaar

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Mar 17, 2020 · 6 min read ★



From sustainable to regenerative: bold business moves to transform the agriculture system

By [Sandra Seru](#) & [Lesley Mitchell](#)

January 16, 2020



**How do you get
regenerative ag
to work for you
and avoid
pitfalls?**

Agenda

- 1 | **Challenges facing conventional agriculture**
- 2 | Capturing value with regenerative agriculture through the lens of the CPG supply chain
- 3 | Reality check: Avoiding potential pitfalls

What's coming?





Resource degradation

34%

of agricultural land, has been degraded worldwide.



Decrease in biodiversity

68%

global species loss in less than 50 years.



Loss of nutrients in food

5%-40%

of the nutritional content of vegetables has decreased in the past 50 to 70 years.

A person wearing a red jacket is holding two apples in their hands. The image is overlaid with a red tint.

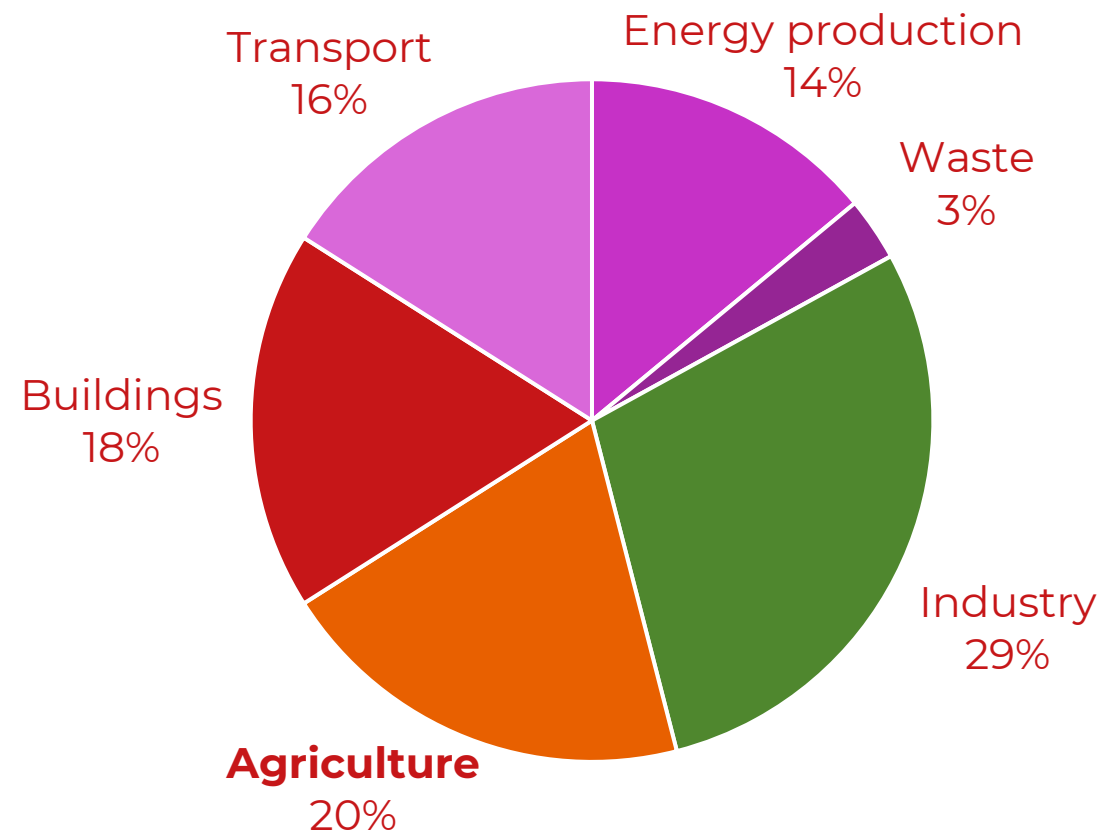
Farmer migration to
urban areas

276

farming operations in the U.S. filed for bankruptcy in
2021.

Climate change

Global Greenhouse Gas Emissions by Sector % of total emissions



**Act now with
urgency to prevent
ecological collapse**

Resource
degradation

Decrease in
biodiversity

Loss of nutrients

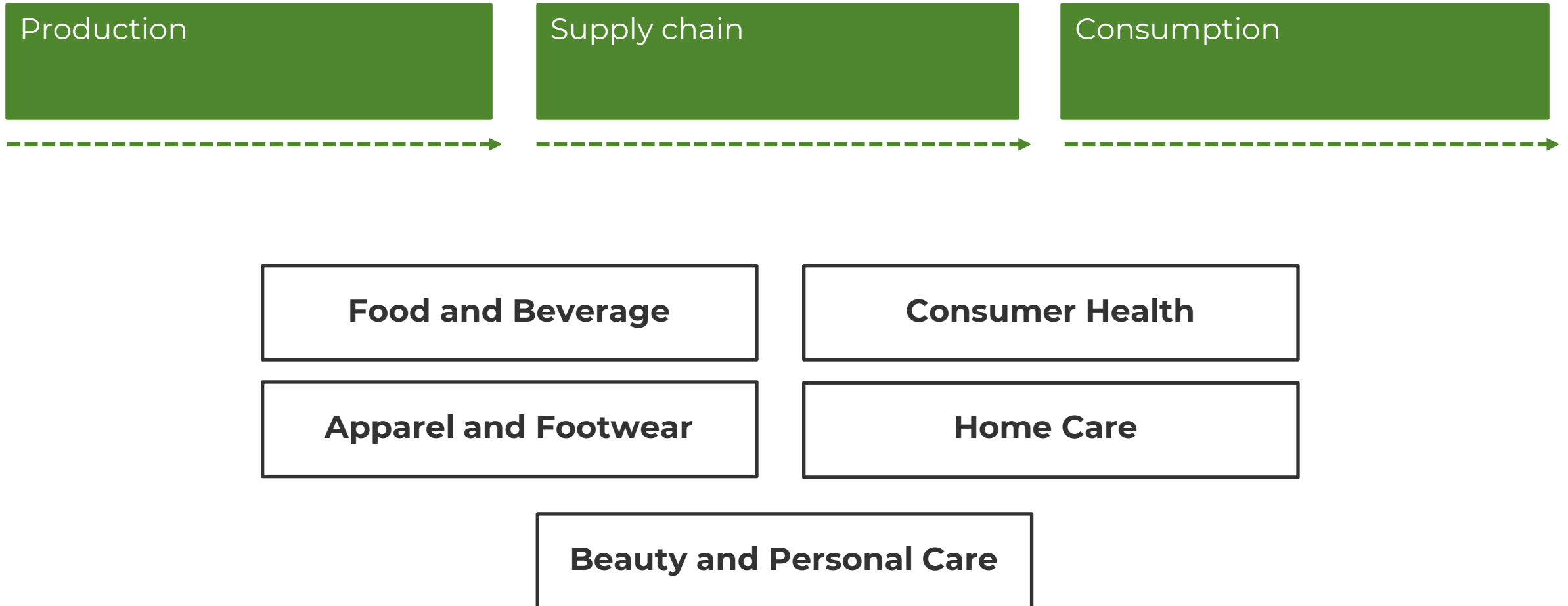
Farmer migration
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Climate change

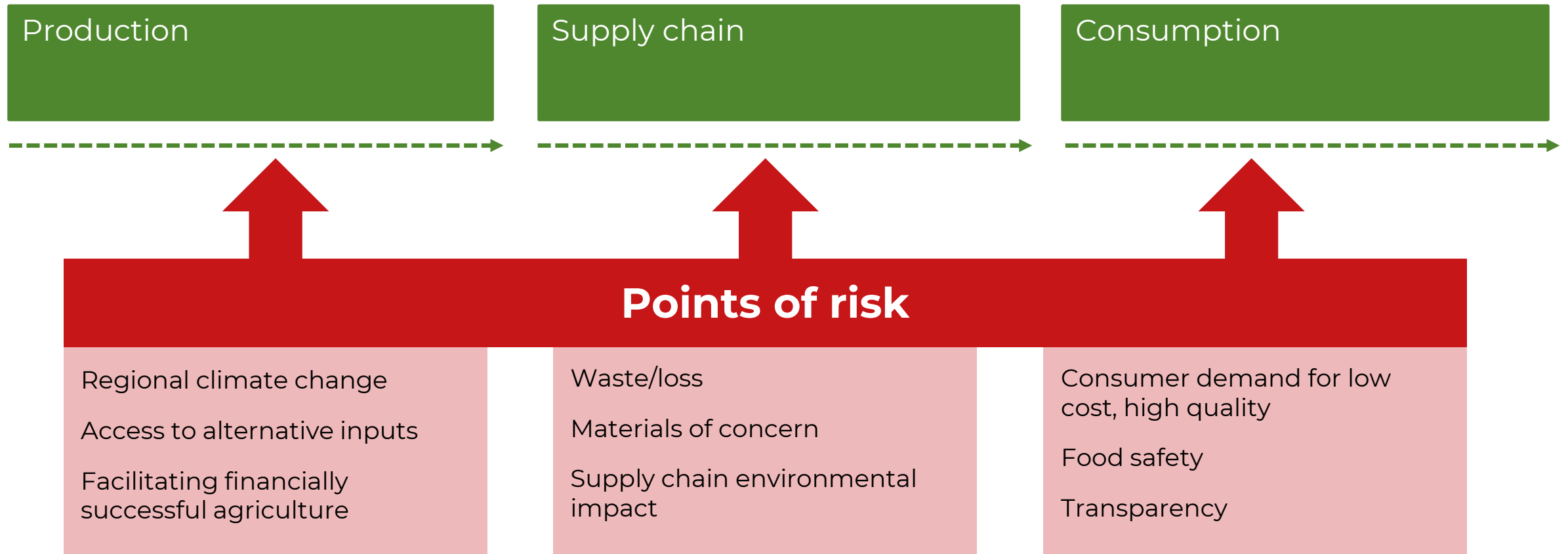
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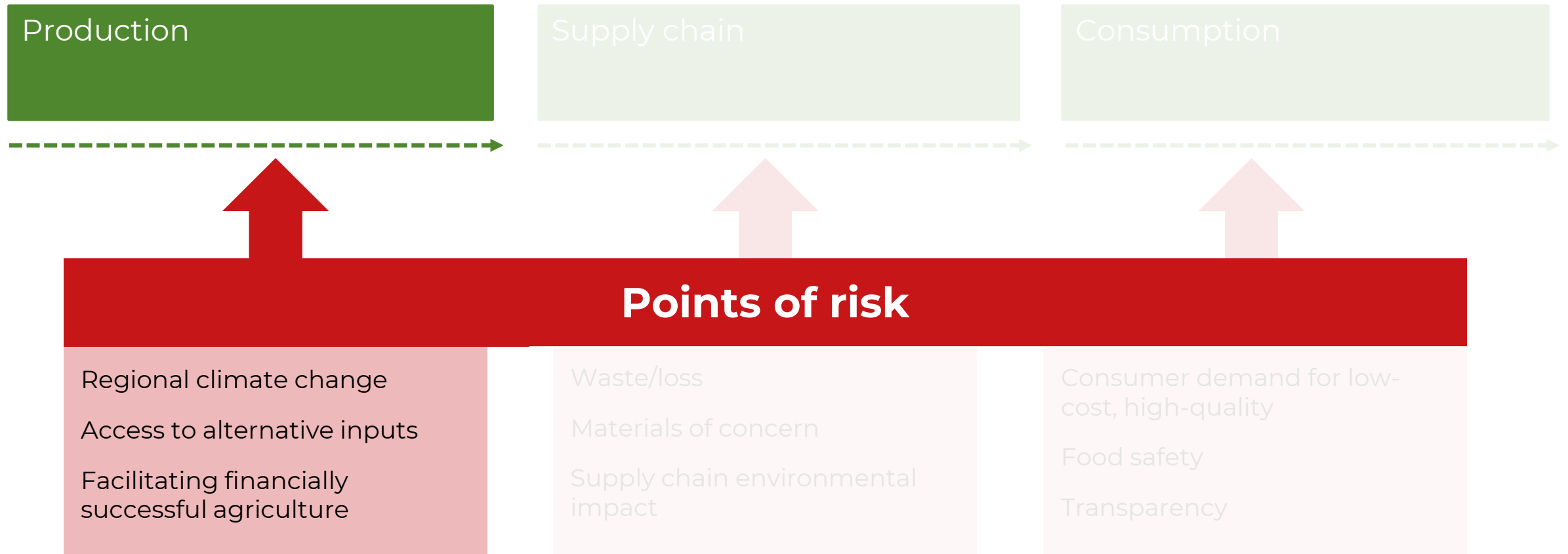
The CPG value chain: A simplified view



Points of risk arising from the challenges facing agriculture



Points of risk arising from the challenges facing agriculture



Climate change

Key players



Frost destroyed 100 million kgs of coffee in Brazil, the world's largest coffee producer

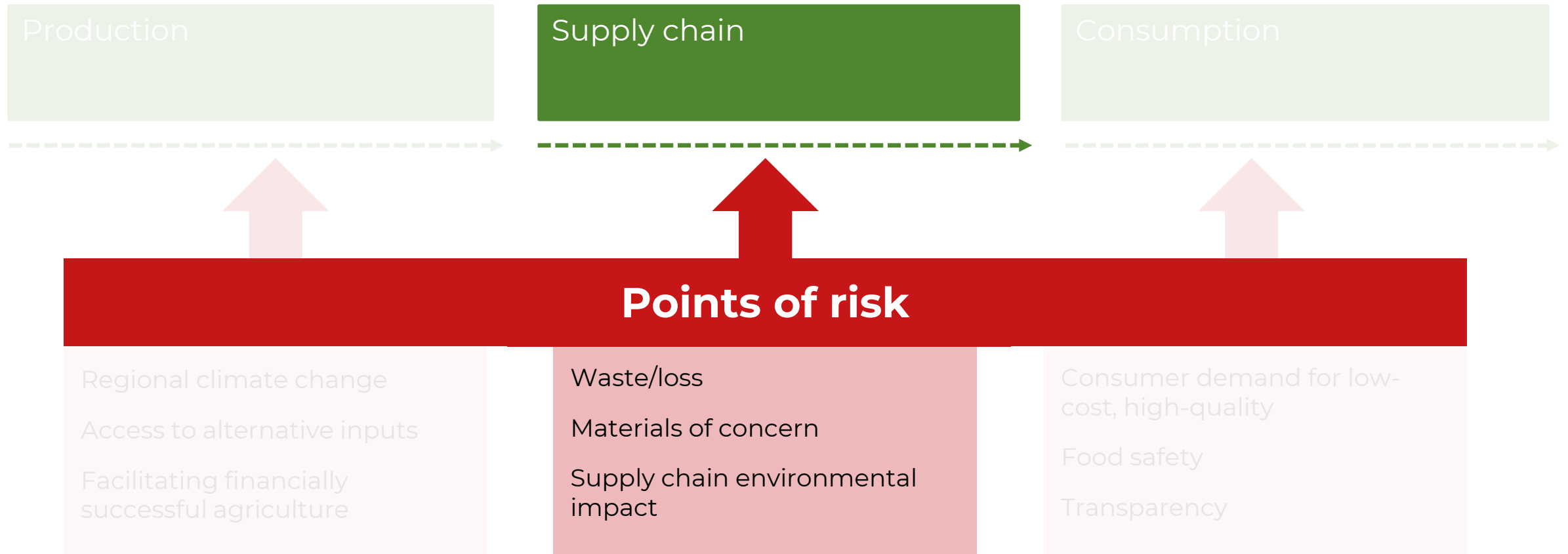
Wholesale prices reached USD 2 per pound

Losses are expected to continue from a range of climate-change-related extreme weather events

"Tackling climate change can't wait and neither can we. It is imperative to the long-term success of our business."

Mark Schneider, Nestlé CEO

Points of risk arising from the challenges facing agriculture



Supply chain uncertainties cause price hikes

Key players



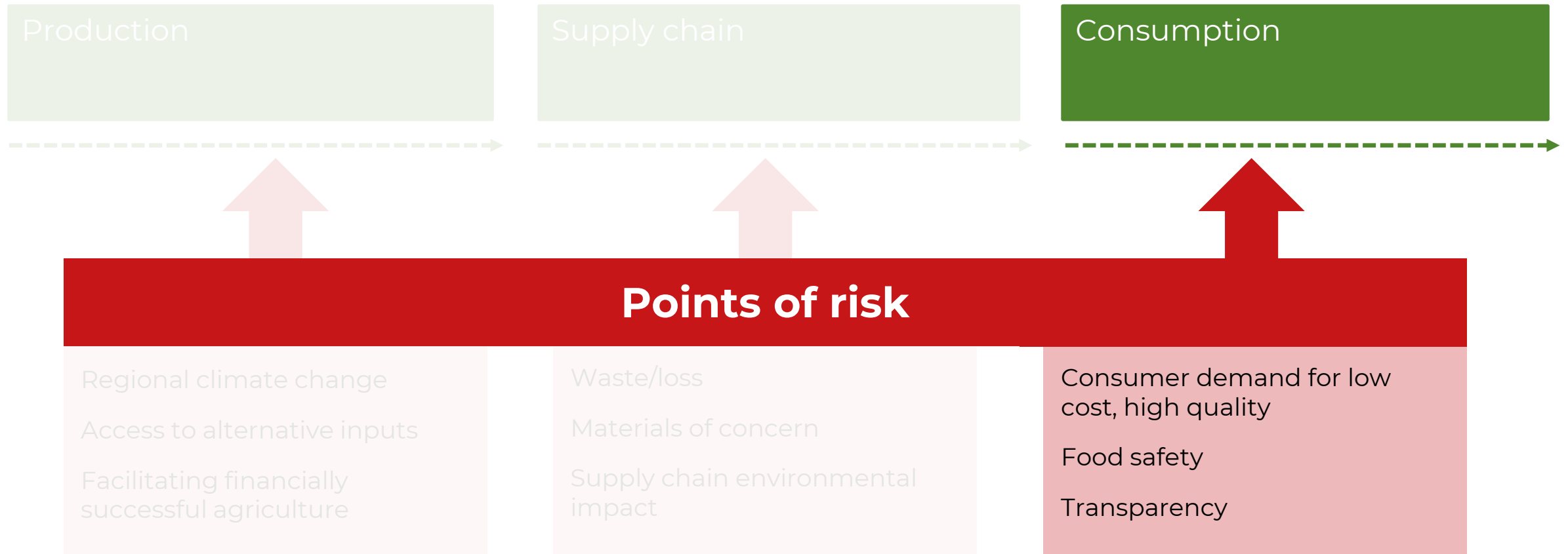
General Mills announced in December of 2021 that wholesale prices would increase by 20% for brands utilizing a range of agriculture products.

With supply chain disruption likely to continue, how do you increase prices without losing customers?

"Given the inflationary environment, increasing productivity alone will not solve the challenge."

Kelsey Roemhildt, a General Mills spokesperson

Points of risk arising from the challenges facing agriculture



CPGs fail to accurately communicate sustainability

Key players



Lawsuits facing the CPG sector are on the rise even as companies grope toward alignment with consumer demand for sustainable or natural products

California's false advertising and unfair competition laws drive activity

The examples total USD 43 million in settlement fees

"Consumers' expectations about what is in their food are changing as public concerns grow over animal welfare and the environmental impact of agriculture — and as more becomes known about how what we eat impacts our health."

The Washington Post – Woman sues Kellogg over lack of strawberries in strawberry Pop-Tarts, seeks \$5 million



**The value
chain
requires
resiliency and
scientific
support**

Can regenerative agriculture drive resilience and profits?



Farm profits

78%

Higher [profits in regenerative farms](#) compared to conventional

20%

Increase in [whole farm income](#) with the addition of livestock



Biodiversity reduces
input application rate

10x

More pests on conventional corn farms when compared to regenerative farms

44%

Lower insect feeding rate in biodiverse farms compared to monocultures

35%

Soil microbial respiration decreases significantly on conventionally managed lands



Carbon sequestration

83%

increase carbon sequestration under no-till systems

30%

potential for global climate mitigation through emissions reductions and carbon sequestration

South America embraces Regenerative Agriculture

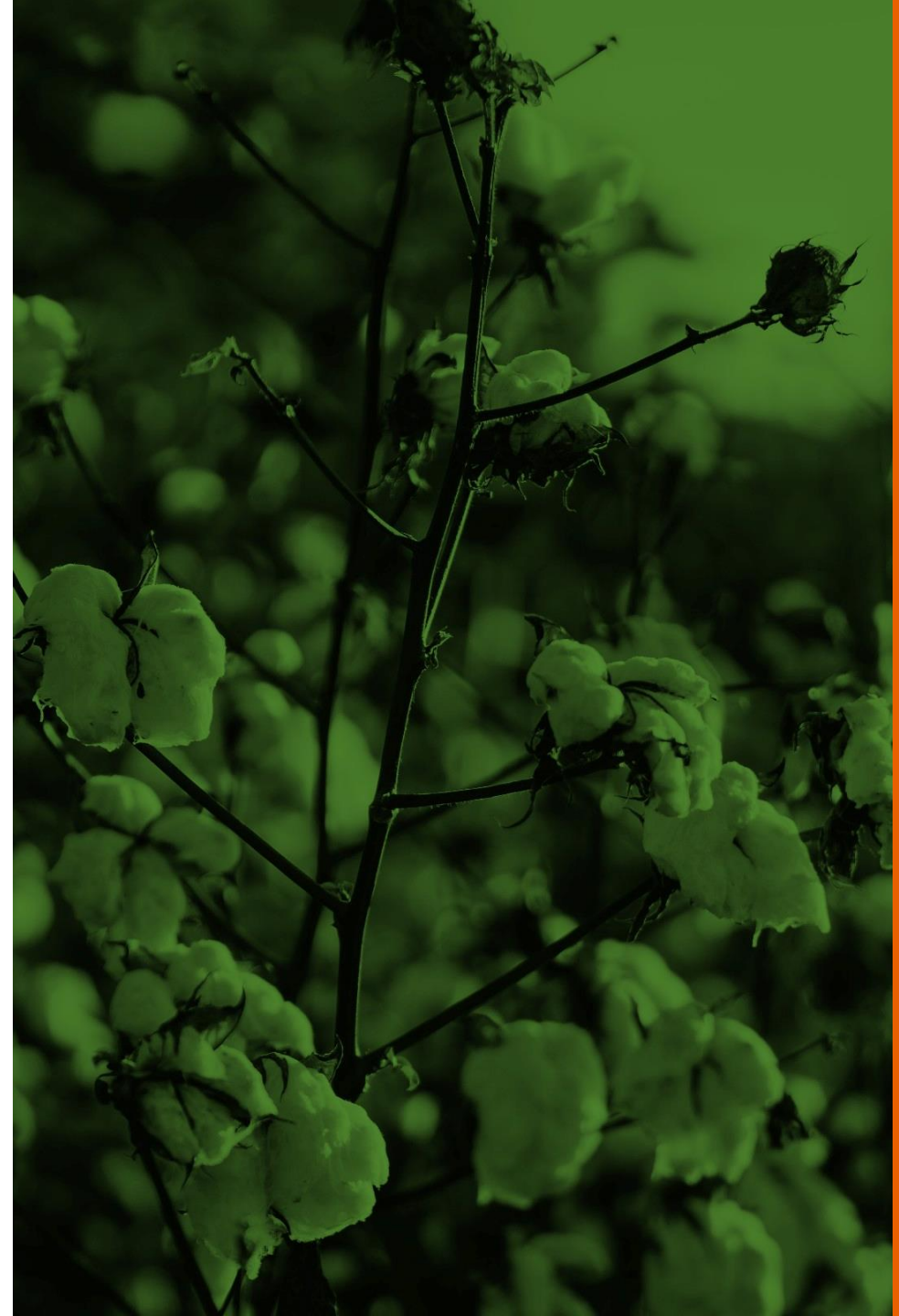
46 cotton-farming families in Brazil's Minas Gerais began practicing regenerative agriculture.

Farm Profits Cotton production tripled, saffron yields were 7x

Biodiversity Along with cotton, fruits , vegetables and saffron was cultivated

Carbon sequestration

- Revived the cotton spinning tradition



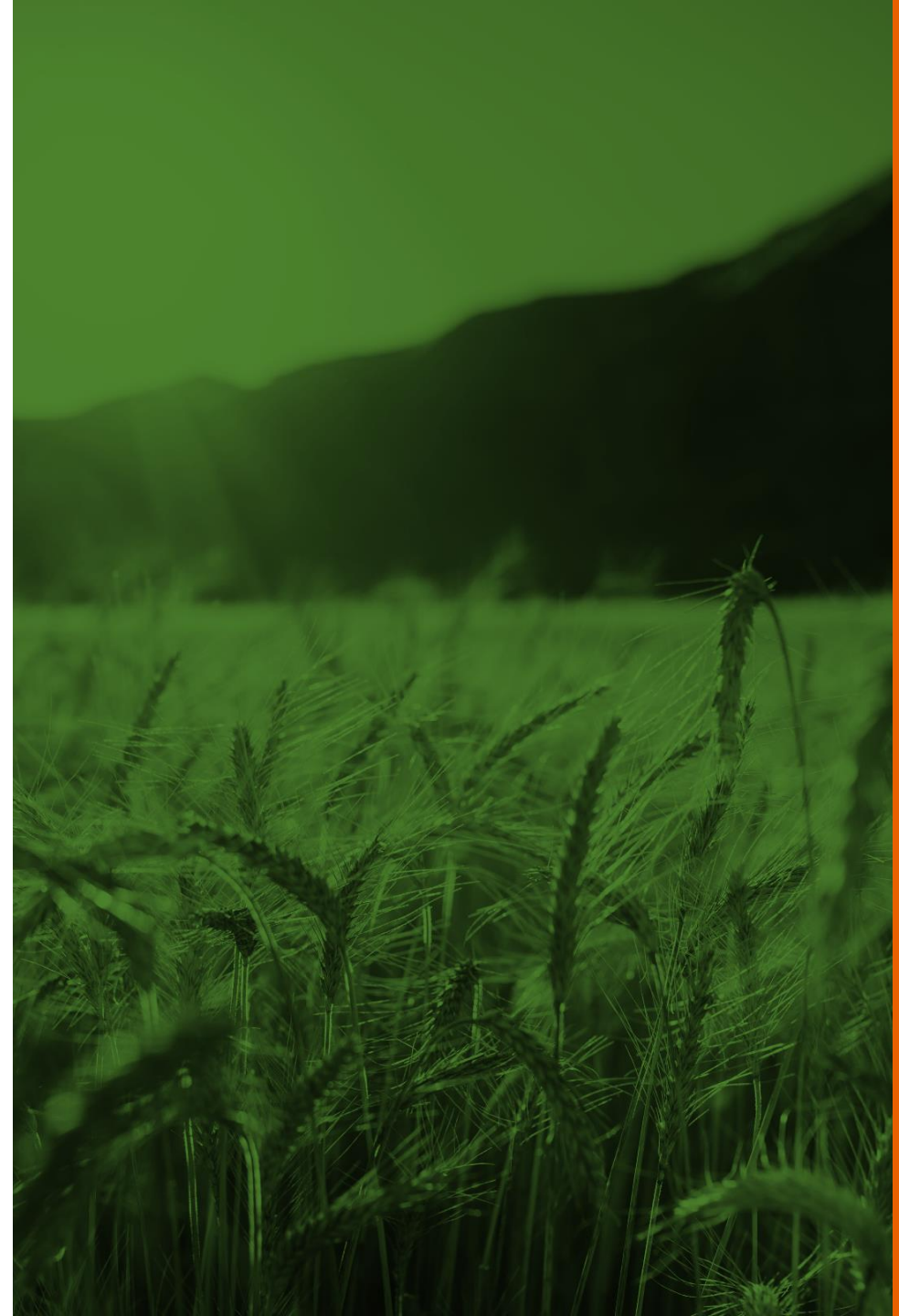
General Mills



In 2019, General Mills commits to transition one million acres of farmland to regenerative agriculture by 2030.


Partnering farmers are reaping the benefits of regenerative agriculture

- Partnered with Soil health Academy and Understanding Ag in North America to pilot projects
- Developed practical tools to facilitate farmers for transition and measure the impact
- Commercialized Kerenza and promoted diversity.



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**How do you get
regenerative ag
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while avoiding
pitfalls?**

Sri Lankan Government fails to transition its agriculture system



20%

Decrease in rice production

USD 450 million

Value of tea exports decreases

3X

Nation-wide increase in food prices



**Pipeline foods, the
largest producer of
organic and non-GMO
grains filed bankruptcy**

USD 66 million

Acquired SunOpta corn and Soyabean unit

USD 44 million

loan from Rabo bank

USD 100-500 million

In liabilities

What should you not do?

Replicate the conventional agriculture model

Don't take on all of the risk yourself

Consider transformation a short-term strategy

What should you do?

Understand outcomes to motivate adoption and identify achievable regenerative goals

Connect data from farm to consumer to drive diverse opportunities

Initiate projects in regions with an enabling ecosystem of policy, financial incentives, and technology support

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Key Takeaways

1 Regenerative agriculture can help you overcome multiple challenges

2 The potential value of regenerative agriculture extends beyond the farm

3 Regenerative agriculture is enabled by modern biology and less on chemistry

Thank You

A link to the webinar recording will be emailed within 24–48 hours.

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UPCOMING WEBINARS

April 19th

Greenwashing, or Profitable Corporate Social Responsibility?
Making Strategic Sense of Carbon Credits

May 24th

Blockchain: Hype vs. Reality?

June 21st

2030: A Horizon of Agrifood's Future