

# Planetpro

NESTLÉ PROFESSIONAL SUSTAINABILITY MAGAZINE

The need to  
protect soil, water  
& biodiversity

Does this  
matter to  
your guests?

How you  
can spread  
the word

## Farms, Food, & Our Future

What is regenerative agriculture – and why does it matter to the food & beverage industry?

# *regenerative* AGRICULTURE

## TOWARDS A RESILIENT FUTURE



### **Regenerative Agriculture - what is it?**

In this issue, we'll introduce you to a group of farming practices known as "regenerative agriculture." We will discuss why this topic is relevant to the foodservice sector, explain how you can help support this transition and spread the word to your suppliers and customers.



### **Better agricultural techniques are needed.**

To continue growing enough food to feed the world in the face of increasing climate change, agriculture may need some different solutions. Scientists and farmers are continuously studying alternative agriculture practices focusing on soil, water quality, and biodiversity on farms.



### **Farms are challenged by practices depleting limited resources.**

Farms have helped feed the world for centuries, but some farming practices deplete soil and water quality, with resources like land and water becoming more and more limited over time, adding to the challenges of the farmers who are growing the very food we put on our tables.



### **Future-proofing our land.**

In the long run, transitioning to alternative farming practices may also make farming communities more resilient, supporting the livelihood of farmers for years to come.

### **DID YOU KNOW?**

- Regenerative agriculture may help improve long-term farmer livelihood through reduced costs, improved crop yield and quality, and greater resilience to extreme climate events.<sup>1</sup>
- 79% of farmers state they "would improve sustainability of their farms to meet consumer needs and expectations and because it's the future of farming."<sup>2</sup>

# THE CHALLENGE FOR: 21<sup>ST</sup> CENTURY FARMS



## Population boom

The global population is growing every year. Between 1961 and 2000, it more than doubled. By 2050, in order to provide enough nutrition for the expected 9.7 billion people in the world,<sup>3</sup> the amount of food farms deliver will need to increase substantially. Meanwhile, the percentage of people who work in agriculture has dropped from 43% in 1991 to 26% by 2022.<sup>4</sup>



## Biodiversity

Converting land to agriculture may result in habitat destruction and biodiversity loss, reducing the rich variety of plant, animal, and microbial life on the planet.<sup>5</sup> While pesticides help increase crop yields and safeguard food security, their exposure is linked to a wide range of effects on biodiversity, contributing to declines in populations of insects, birds, bats, earthworms, aquatic plants, fish and amphibians, among others.<sup>6</sup>



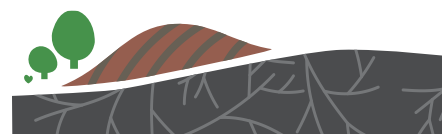
## Farmers' finances

Almost half of the world's population lives in households linked to agrifood systems.<sup>7</sup> Extreme weather events are already generating more uncertainty in yields. Research shows that climate change will continue to impact agricultural output, incomes, prices, food access, food quality, and food safety,<sup>8</sup> and degrading soil, water quality, and biodiversity could also decrease harvests. In the face of these pressures, food farms may need to build resilience to protect their livelihoods.



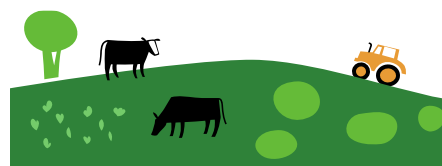
## Land and water use

Given our planet's limited resources, farms cannot expand indefinitely, so they need techniques to help them grow more food more efficiently. In 2020, the global agricultural land area was 4.74 billion hectares, 3% less than in 2000. During that same period, the production of primary crops was 9.3 billion tonnes, an increase of 52%.<sup>9</sup> Meanwhile, agriculture accounts for roughly 70% of freshwater withdrawals worldwide.<sup>10</sup>



## Soil quality

Frequent tilling and other practices have contributed to erosion, depleting soil faster than it can be replenished through natural fertilization by animals and decaying plant matter. Soil erosion could result in as much as a 50% loss in crop yields,<sup>11</sup> and 16% of conventionally managed soils will last less than 100 years if they keep eroding at their current rates.<sup>12</sup>



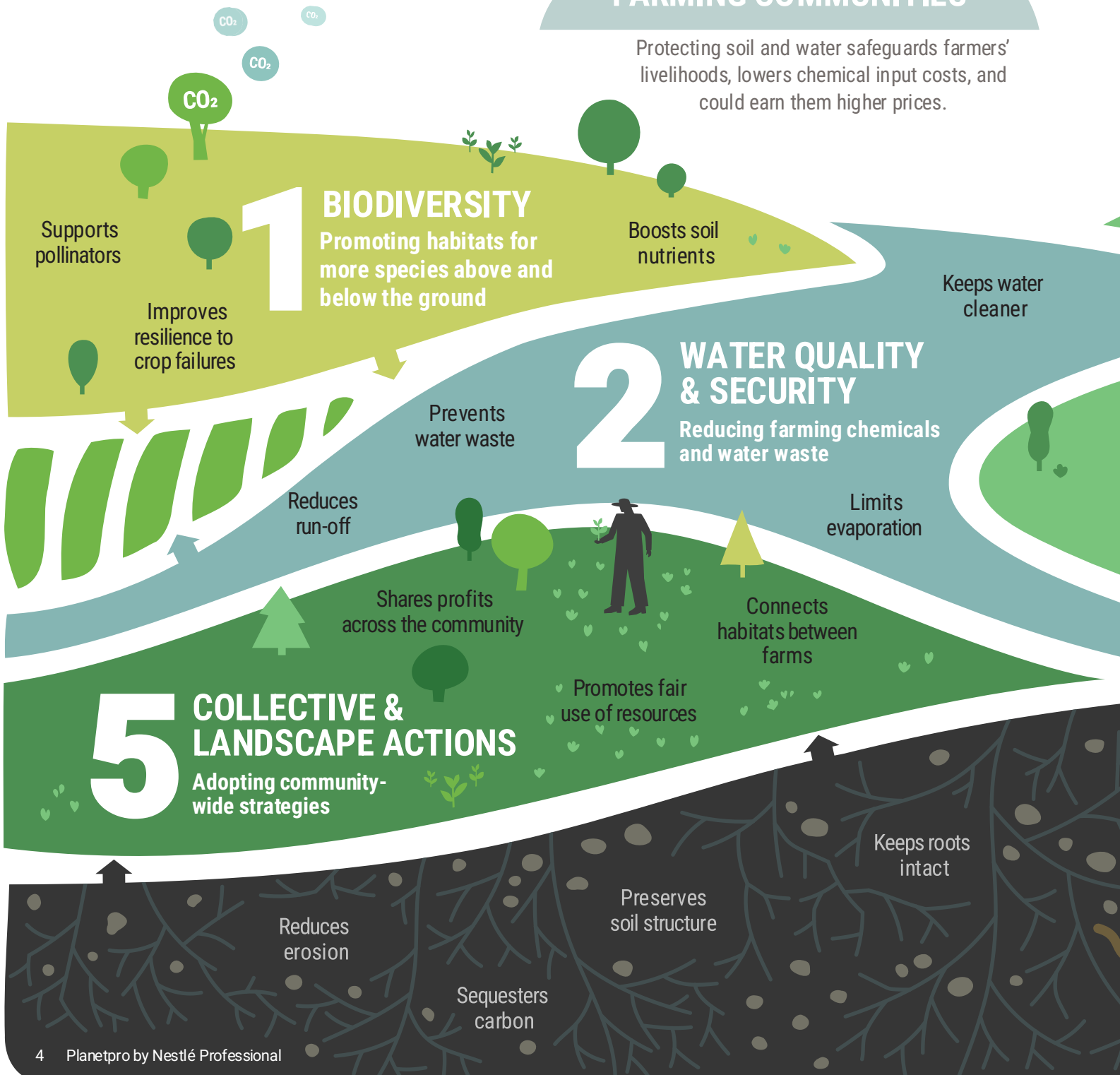
## Carbon emissions

Total agriculture-related emissions in 2020 amounted to 10.5 billion tons of CO<sub>2</sub> equivalent of GHG released into the atmosphere. Activities within the farm-gate (those related to the production of crops and livestock) accounted for 70% of those emissions—growing 13% between 2000 and 2020—followed by deforestation (28%) and fires in humid tropical forests and organic soils (2%).<sup>9</sup>

# future-proofing FARMING

## STRONGER FARMING COMMUNITIES

Protecting soil and water safeguards farmers' livelihoods, lowers chemical input costs, and could earn them higher prices.



# REGENERATIVE AGRICULTURE – WHAT IS IT?

While there is no single, globally recognised definition for regenerative agriculture, this holistic approach to farming is gaining interest for its potential to lower input costs, capture carbon, improve soil health, and boost farming systems' resilience.<sup>13</sup>

**It contributes to put carbon back in the soil, and it is based on 5 pillars that interact and work together to contribute to environmental and economic benefits.**<sup>14,15</sup>

1. Biodiversity
2. Water quality and security
3. Soil health
4. Diverse cropping systems and livestock integration
5. Collective and landscape actions



# IT MATTERS

*to your business*



There is value in discovering innovative ways to cultivate our land, but you may wonder: why does this matter to you? How will it resonate with your guests?

## Consumers Care

Recent data suggests that these practices could be a plus with your guests; after the concept of Regenerative Agriculture was introduced to consumers, 73% agreed they would be more likely to trust retailers and brands that implement those practices. 72% agreed that they would be more likely to purchase from them.<sup>16</sup>





## DID YOU KNOW?

70% of consumers say that sustainability is more important when choosing a product than two years ago. This trend underlines the increasing significance of regenerative agriculture in consumer decision-making.<sup>17</sup>

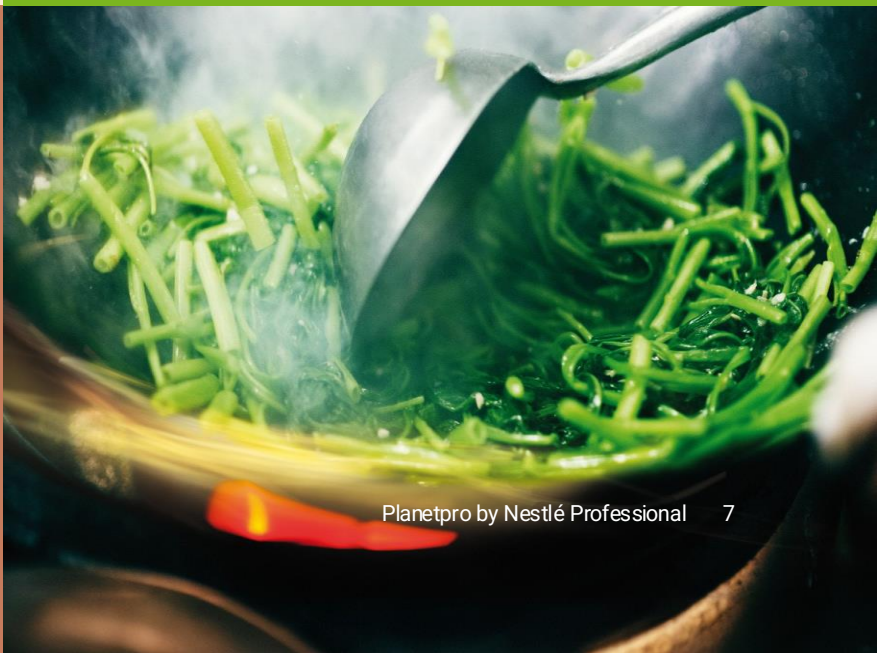


## Connect to your Consumers

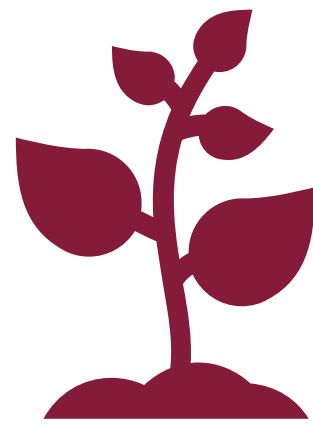
Regenerative agriculture could boost perceptions among consumers, as they intuitively link it to nutrition, health and quality.<sup>18</sup> Consumers are won over by products that can claim sustainable manufacturing processes, carbon neutrality, organic and regenerative credentials, including regenerative agriculture. Consumers lean into products like these, not only because they promote soil health and traditional farming practices – but also because they align with other concerns like health and nutrition, budget-friendliness and social fairness.<sup>19</sup>

## Ecosystems & Community

Over 50% of Australian consumers prefer to shop local across several market categories<sup>20</sup> – showing the community's deep care about our local people, biological diversity and ecosystems. Regenerative agriculture supports soil health, improves biodiversity, and protects watersheds, contributing significantly to ecological and economic resilience<sup>21</sup>. Resonate with customers and differentiate by showing customers you play a part in protecting our land.



# THE CASE FOR REGENERATIVE AGRICULTURE



Regenerative agriculture may be a new term to many people, but consumers do care:

65% of Australians believe that environmental issues are just as critical or more important than before the pandemic,<sup>22</sup> while 68% of New Zealanders believe brands should do more to safeguard the planet.<sup>23</sup>



**Here are a some ways that could make regenerative agriculture feel more relevant to your team, your suppliers, and your customers:**

## Appeal to the senses

Highlight dishes made with ingredients and produce grown with regenerative practices on your menu

## Ask your suppliers

Try asking your suppliers if they are implementing regenerative agriculture practices or buy from farmers who use these methods. Let them know you're interested in growers who use this approach.

## Share it with your customers and educate your team

If one of your suppliers is implementing regenerative agriculture practices, ask for some specific facts that you can share with your customers and employees. Ingredients and produce may vary throughout the year, so keep in touch with your suppliers, and update communication regularly.



Making changes that benefit both you and your customers starts with awareness – speak now.

“ Over the past five years, there have been significant shifts in consumer habits, concerns, and perceptions of responsibility regarding sustainability and environmental issues. Consumers are increasingly seeking sustainable options, but they often struggle to make informed decisions due to a lack of expertise and understanding of sustainability concepts.<sup>24</sup>

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# Everyday Q&A

## What is the difference between responsible sourcing and regenerative agriculture?

These are two separate topics. There is currently no regulatory or global standard for “responsible sourcing,” so many companies are creating their own definitions. For Nestlé, this approach applies to 14 key ingredients sourced as per the Nestlé Responsible Sourcing Core Requirements.<sup>25</sup>

Responsible sourcing means that our ingredients are traceable to the group of farms where they were grown and produced in accordance with sustainability standards from external programmes.

Meanwhile, “regenerative agriculture” relates to farming practices and how ingredients are grown. Farms which produce “responsibly sourced” ingredients may be practicing regenerative agriculture practices.

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## How to know if ingredients are grown this way?

It's best to ask your suppliers and farmers directly and confirm how they measure and validate their practices. As there are no international standards for regenerative agriculture, there is currently no requirement for ingredients grown under these practices to be claimed as such. Some suppliers or producers may voluntarily provide this information, but without defined standards, the approaches may vary. Some suppliers may also adopt regenerative agriculture practices such as planting cover crops, reforestation, or strategic irrigation, without mentioning it.

## Does food grown with this approach cost more?

Not necessarily. Nestlé's global investment in deploying regenerative agriculture at scale aims to support the long-term resilience of our agricultural supply chains, while ensuring business continuity for customers in the future. It could also be an investment to help mitigate the costs of severe weather effects and climate change.

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## Is there an international seal for regenerative agriculture?

Currently, there are no international standards, global certification schemes, or harmonised regulatory definitions for “regenerative agriculture.” However, various initiatives have been developed to help translate global concepts of regenerative agriculture into actionable practices at the farm level. For instance, some commodity-specific definitions are emerging to provide practical guidance for crops such as coffee.<sup>26</sup>

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Nestlé Professional  
Société des Produits Nestlé S.A.  
Avenue Nestlé 55  
CH-1800 Vevey  
Switzerland

Planetpro is a publication of  
Nestlé Professional © 2024

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