



EARA

EUROPEAN ALLIANCE
FOR REGENERATIVE
AGRICULTURE

Regenerating Europe from the Ground Up

PRESS RELEASE

Launching the

**REGENERATING
EUROPE TOUR**

2025 - 2026

Regenerating Europe
from the Ground Up

REGENERATING EUROPE TOUR

2025 - 2026

**JOIN US AND BECOME A
PARTNER TO THE TOUR**

*The time to act is yesterday, now and tomorrow!
To act cohesively, decisively, systemically and
regeneratively - we need your support.*

PRESS RELEASE

Coordinated collective action isn't just relevant—it's crucial to transforming the systems that control the world we all depend on. That's why we launched the Regenerating Agriculture Tour—a farmer-led initiative bringing together key players for strategic dialogue and unified action to create roadmaps, commitments and momentum for change amongst all stakeholders in the agrifood ecosystem.

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Regenerating Europe
from the Ground Up



REGENERATING EUROPE TOUR

2025 - 2026

PRESS RELEASE | Brussels, Belgium, 11 February 2025

The European Alliance for Regenerative Agriculture (EARA) launched their Regenerating Europe Tour to unite pioneering farmers and decision makers behind a common actionable agenda for the future of agriculture and food in Europe.

Europe finds itself at a historic crossroads between unprecedented political, economic, and ecological challenges. **Pioneering farmers and businesses are proving that regenerating forms of agriculture hold systemic solutions**, which can provide long-term pathways towards resilient food systems that support generational renewal in agrarian communities and rural areas.

EARA, a farmer-led alliance, convened a landmark event series in Brussels, bringing together over 300 key stakeholders, high-level decision-makers, and the leading pioneers of the agricultural space. The diverse events held between 5 and 7 February underscored the urgent and **uncompromising need to regenerate soils, communities and economies, in order to strengthen European cohesion, prosperity, strategic autonomy, ecosystem health, and sustainable competitiveness.**

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Throughout the week, participants engaged in various activities, starting with a public dialogue **featuring practitioners of regenerative agriculture, food-as-medicine advocates, and water systems experts.**

EARA hosted a high-level dinner at the European Parliament to present regenerative agriculture concepts and reforms to stakeholders and MEPs. A full-day workshop followed, uniting farmers, businesses, investors, scientists, and civil society to explore transition challenges and drive policy innovation.

The outcomes will be finalized and published soon, guiding European and national agricultural policy discussions along EARA's Regenerating Europe Tour.

The week ended with a visit to EARA Founding Member Géraud Dumont de Chassart's farm, highlighting regenerative farming's soil and water benefits over conventional methods.

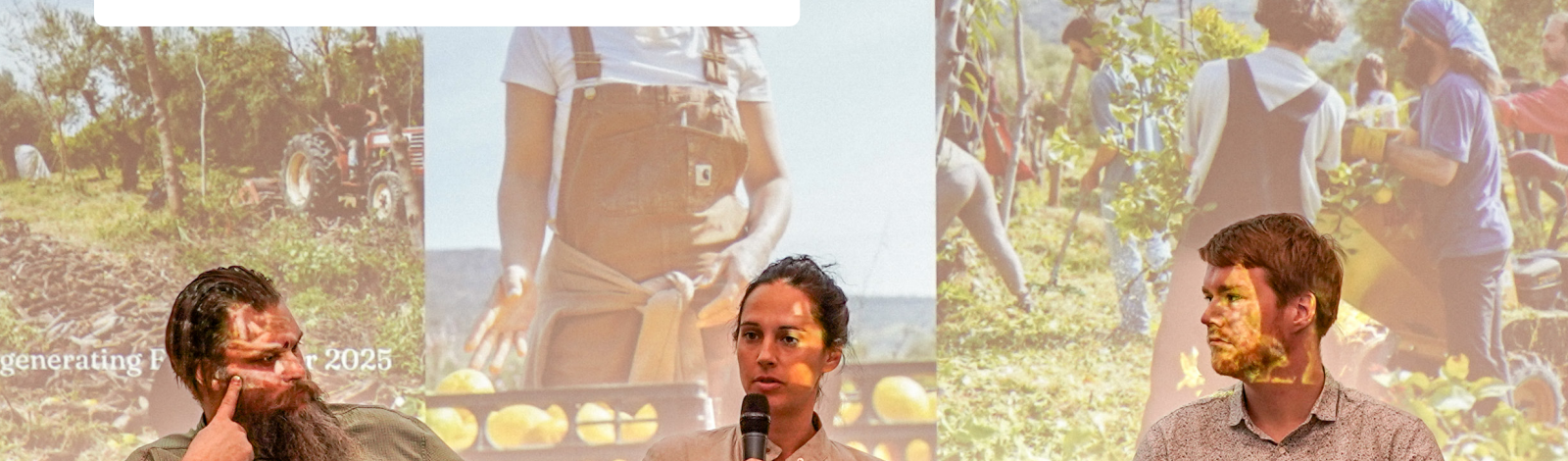


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The Brussels event marked the **official launch of EARA’s Regenerating Europe Tour 2025**, a two-year initiative designed to pave the way for tangible transition plans and an ambitious yet pragmatic CAP reform.

After kicking off in Brussels, EARA will host events in over ten European capitals, starting with Copenhagen in May 2025, and continuing in the U.K., Germany, Italy, Cyprus next before heading to more memberstates in 2026 stopping in Brussel inbetween.

“This tour is about action, collaboration, and real policy transformation,” says Meghan Sapp, Founding Farmer and External Relations Director of EARA *“By bringing together farmers, policymakers, and industry leaders, we aim to create a regenerative future that ensures food security, environmental sustainability, and economic resilience across Europe.”*

Join us in shaping the future of agriculture in Europe from the pioneering farmers perspectives! Be an integral part of the tour! Visit www.eara.farm for full details on upcoming tour stops and how you can actively participate. Follow us on [LinkedIn](#) to stay connected and seize every opportunity to get involved.

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Voices who joined

Vincent Levavasseur, Farmer, President of Centre National d'Agroécologie and Triple Performance, said:

„It's incredible to see that we are speaking the same language, and I find it incredible to find in the last documents produced at the end of the day yesterday keywords like: farmer-centric, agri-health, food scanner, impact assessment based on simple key indicators, sound of birds, soil organic carbon as the best biodiversity indicator, investment and insurance for regenerative agriculture... So many concepts also promoted by our French organization!“

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Voices who joined

**Claire Bentson, Executive Director,
FAIRR Initiative, said:**

"FAIRR, a global collaborative investor network with over 400 members representing more than \$75 trillion in combined assets, is proud to have participated in the farmer-led discussions organized by EARA on the future of European agrifood systems. Through our extensive research, FAIRR aims to raise investor awareness of regenerative agriculture as a critical solution for enhancing farmland ecosystems, achieving climate goals through carbon reduction and sequestration, and addressing biodiversity targets. We fully support and encourage continued dialogue that brings together all practitioners and stakeholders to advance the creation of resilient and sustainable food systems for everyone."

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Core Participating Organisations

Agroecology Europe, Baltic Sea Action Group, BC3 Basque Centre for Climate Change, CEMA - European Agricultural Machinery Industry Association, Commonland, CrowdFarming, Diageo, EESC - European Economic and Social Committee, Elanco Animal Health, ELO - European Landowners' Organization, European Commission (DG AGRI, CLIMA; ENVI), European Conservation Agriculture Federation, European Environmental Bureau (EEB), European Sustainable Food Coalition, European Vegetarian Union, FAIRR, Ferme de l'Alliance, Foodprint Nordic, Greenpeace, HarvestCare, IFOAM Organics Europe, John Deere, Metabolic, NOW Partners Foundation, PAN Europe, People and Water, Rabobank, ReGeNL, Savory Institute, Soil Capital, Soil Heroes Foundation, The Nature Conservancy, Top 50 Farmers, Trinomics B.V., Wageningen University and Research (WUR), We Are The ReGeneration, Water Holistic, WBCSD and more.

Our most genuine gratitude to all of the support from the Permanent Representations of the Member States and members of the European Parliament in particular our **hosting MEPs Michal Wieszick and Christina Guarda.**

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Regenerating Europe
Joint Proposal

Asking for your collaboration!

By 26 Feb 2025

Joint response to EU Vision for Agriculture and Food (published 19 Feb).
Media outlets will publish our response the following week.

By April 2025

Joint input for the EU Commission's CAP consultation.
Option: Unified or individual submissions—share your preference.

Next 2 Years & Beyond

Ongoing development via the Regenerating Europe Tour, including:

- Further development and refinement of this document as part of the Regenerating Europe Tour, together with your active engagement from national networks and stakeholders.
- Policy advocacy and strategic action in form of an Open Letter on the MFF by EU AgriFood Pioneers
- Further joint advocacy actions, events and publications, such as our pioneering public servants' working group on strategic result-based indicators

You will receive an invitation to join the writing via email. Should you not receive an email and would like to contribute, please contact the team at jherz@eara.farm or fvolkmann@eara.farm.

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