Frequently Asked Questions about the Regen Compact

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What is the Regen Compact, and what does it aim to achieve?

The Regen Compact is an action-led initiative involving retailers and food companies which aims to accelerate farmer-led adoption of regenerative agriculture and strengthen the resilience of farming systems and supply chains.

Nature is the keystone infrastructure regulating our planetary system, underpinning our entire economy and our food security. However, climate change and nature degradation are disrupting agricultural landscapes, farmer livelihoods and food supply chains on an unprecedented scale.

There is increasing evidence that sustainable, nature-positive and regenerative solutions exist, but they are not scaling fast enough. For example, regenerative agriculture is a holistic approach that aims to regenerate nature and restore the health, resilience and long-term productivity of soil and the wider socio-ecological system, and support farmer livelihoods.

The Regen Compact is signed at C-suite level by retailers and food companies. It aims to unlock the regenerative transformation of food systems by accelerating farmer-led adoption and empowering stakeholders to build on and advance individual strategies that are nature-positive, economically sound and resilient at scale.

The involvement of major food businesses and retailers reflects growing recognition that the long-term resilience of food supply chains depends on the resilience of farming landscapes. By demonstrating what works, the Compact aims to encourage others across the food sector to follow.

The Compact also builds an ecosystem of support around farmers. It brings together farmers, experts, companies, retailers, financial institutions, NGOs and other actors to reduce barriers to adoption, strengthen farmer resilience, and attract investment into the regenerative transition.

Why do we need it?

The transition to regenerative landscapes and value chains is an economic and food security imperative.

Our food systems account for about one-third of global greenhouse gas emissions. Agriculture has been the strongest driver of biodiversity loss to date, and the identified threat to 86% of species at risk of extinction. At the same time, the sector is among the most exposed to the nature and climate crises it contributes to.

Geopolitical instability and trade disruption are compounding these pressures. These shocks expose the fragility of input-dependent food systems and make the case for a regenerative transition not just on environmental grounds, but as a necessity for supply chain resilience, and farmer viability.

Evidence is increasingly showing that regenerative transitions can happen faster, and with lower risk and cost, than previously assumed (see CBA white paper / Action Brief 1 for further information). Regenerative agriculture works with biological processes rather than against them: as soil health and biodiversity are restored, farming systems draw less on synthetic inputs and more on nature's own capacity to sustain productivity. Farmers who are making the transition are achieving comparable yields with significantly lower inputs, stronger margins and better ecological outcomes. That direction of travel is common to every credible definition of regenerative agriculture, though the pace and the path will differ by farm, crop and geography, and will be led by farmers. All that is crucial to ensure the resilience of our food systems in a context of accelerated global change.

What makes it different from other initiatives?

Many organisations across the food and agriculture sector have already taken steps toward regenerative sourcing. Individual company action has taken the sector a long way, but no single company can transform a landscape on its own. The Regen Compact builds on what is already happening and helps it go further and faster. Three things set it apart.

First, retailers and food companies sign the Compact at C-suite level with a shared set of principles, and look at changing the way they operate, not only what they fund. Signatories embed more regenerative agriculture into their core business, each setting its own path and building on the work it is already doing.

Second, it strengthens the signal for a regenerative transition from the demand end of the supply chain. Signatories independently adopt the 'priority actions' best suited to their own supply chains and sourcing regions, in good faith and subject to commercial viability. This might be through multi-year supply arrangements, regenerative criteria in sourcing decisions, transition finance, or direct investment in agronomic support.

Third, it builds an ecosystem of support around farmers with the aim of increasing resilience. Much of the knowledge and many of the programmes needed already exist, but they are spread across companies, research institutions, farmer networks and initiatives. The Compact joins the dots between them. Signatories work with farmers, experts, financial institutions, public actors and trusted local partners to share knowledge,

build capacity and take collective action across landscapes. They focus on barriers no single actor can overcome alone, such as access to agronomic support, the cost of measurement, and finance and risk-sharing at landscape level. Signatories may also draw on the CBA Living Lab model to complement or scale existing projects, or to develop landscape-level transition blueprints.

What practical actions will the Regen Compact encourage?

The Regen Compact sets out priority voluntary actions. Signatories will adopt those best suited to their individual circumstances, supply chains and sourcing regions.

Areas of action include:

- Long-term agreements with farmers and suppliers transitioning to or practicing regenerative agriculture.
- Reflecting regenerative criteria in sourcing decisions and procurement.
- Investing in farmer support and capacity building, such as advisory services and peer-learning networks.
- Enabling transition finance by working with financial institutions, lenders, investors and insurers to develop mechanisms that support regenerative transition, recognise resilience outcomes and lower risk over time, including at landscape level.
- Working with others to build an enabling ecosystem, recognizing that no single actor can bring about change alone.

What are the Regen Compact's principles?

- **Be farmer-led and nature-based**. Recognise farmers as central to regenerating nature and nature as the keystone infrastructure for regenerative food production.
- **Be resilient**. Strengthen the capacity of landscapes, farmers, communities and businesses to withstand and adapt to climate-driven and other shocks and provide security of food supply.
- **Be holistic**. Take a systems approach, working in harmony with people, nature and climate, and drawing on ecological knowledge and biological processes.
- **Be context-specific**. Embrace diversity, adapting to local realities and contexts as an ongoing and evolving learning journey.
- **Be transparent and affordable**. Be a transparent, measurable and affordable process, grounded in continuous learning and data.

Which organisations are involved?

The signatories of the Regen Compact are retailers and companies:

Bernardo Coca, Chief Sustainability Officer, **Agrolimen**

Thomas Udesen, Group Chief Commercial Officer, **Aldi Süd**

Nathalie Alquier, Global Chief Sustainability Officer, **Danone**

Tom Molnar, Co-Founder & Chief Executive Officer, **Gail's**

Richard Bourns, Chief Commercial Officer, **Lidl GB**

Alex Freudmann, Managing Director, M&S Food, **Marks & Spencer**

Anna Turrell, Global Chief Sustainability Officer, Mars Snacking, on behalf of **Mars**

Charlie Angelakos, Global Vice President, External Affairs & Sustainability, **McCain Foods**

Jon Banner, Executive Vice President & Global Chief Impact Officer, **McDonald's**

Anna Manz, Executive Vice President & Chief Financial Officer, **Nestlé**

Dan Boulton, Chief Executive Officer, **Silver Fern Farms**

Tom Denyard, Managing Director, **Waitrose**

Edd Lees, Co-Founder & Chief Executive Officer, **Wildfarmed**

Dr Fay Cooke, Chief Impact & Financial Officer, **Yeo Valley**

The delivery of the Regen Compact is supported by a wider group of stakeholders, including farmer organizations, NGOs, financial institutions, banks and insurers. These supporters will be involved in and support projects and activities in an enabling ecosystem, that will accelerate the adoption of regenerative agriculture in line with the Compact's guiding principles.

How is the Regen Compact organized and governed?

The Regen Compact is an initiative convened by the Circular Bioeconomy Alliance (CBA), a registered UK charity.

The Regen Compact Secretariat is led by the CBA with the European Alliance for Regenerative Agriculture (EARA) as an adviser.

The Secretariat convenes signatories annually, identifies and supports the delivery of projects (including Living Labs), facilitates reporting, and conducts independent benchmarking of standards and frameworks.

An Advisory Committee supports the Regen Compact and the Secretariat.

How is progress tracked and reported?

We aim to actively minimise the burden of measurement and reporting for both farmers and signatories, building on, rather than duplicating existing farm-level and corporate reporting.

Considerable work on measuring regenerative outcomes and practices is already underway across the sector. The goal of the Regen Compact is not to create a new

standard or framework, but to recognise how different frameworks and standards reflect the Compact's principles.

The signatory organisations will share progress under the Regen Compact each year, based on their existing reports and disclosures.

The Secretariat will independently benchmark the frameworks and standards in use against the Compact's principles, in a way that is transparent and farmer-led. This does not rate, rank or score individual signatories.

Progress will be shown in the Regen Compact's annual summary report.

Can any organisation join the Regen Compact?

The Regen Compact has two types of members: signatories and supporters.

Signatories are retailers and food companies who sign the Compact at C-suite level and take forward the actions best suited to their own supply chains and sourcing regions. The founding signatories will be announced on 17 November 2026. Further companies will be able to sign from 2027.

Supporters are organisations that share the Compact's vision and principles, such as farming organisations, financial institutions, research bodies and civil society groups. They may help raise awareness, take part in Living Labs, and support projects on the ground.

If your organisation is interested in joining as a signatory or supporter, please contact: info@circularbioeconomyalliance.org

What is regenerative agriculture?

Regenerative agriculture is a holistic approach that aims to regenerate nature and restore the health, resilience and long-term productivity of soil and wider socio-ecological system, and support farmer livelihoods. It employs techniques and practices that promote the reduction of both synthetic chemical inputs and physical disturbance of soils, focusing on building soil health, increasing biodiversity, enhancing natural carbon sinks, and in turn increasing the resilience of farms and value chains to extreme weather and climate events.

While there is no broadly agreed-upon definition of regenerative agriculture, common to all definitions is the idea that regenerative agriculture is not a one-size fits-all approach. Rather, it is a context-specific journey that depends for its specific implementation on the type and condition of the soil, the local ecosystem and microclimate, the land use, but also on local social, economic and cultural factors. Regenerative agriculture is a process that requires continuous learning, data collection and on-farm innovation.

Regenerative agriculture is interpreted and defined in different ways, and similar approaches are also described as resilient, nature-positive or nature-friendly agriculture. For the Compact, what counts is the principles behind it, not the name, and it welcomes all who share those principles, whatever term they use.