



Timeline of Corporate Regenerative Agriculture Initiatives from the UK and International

2025

Mccain Foods launched a [campaign](#) to drive consumer awareness about regenerative farming with actress Rachel Brosnahan.

[‘Routes to Regen’](#) launched by members of the **Sustainable Markets Initiative** (SMI) including **McCain Foods** to demonstrate how regenerative farming can be made into a more attractive business proposition for UK farmers when supported by cross-sector collaboration.

2024

Waitrose announced its plans to source all meat, milk, eggs, fruit and vegetables from UK farms which use [regenerative practices](#) by 2035. This will include developing mechanisms to help farmers access affordable finance to support their transition, provide a market for regeneratively produced products and enable knowledge sharing and training via a permanent Centre for Excellence.

Heineken launched their first [large scale regenerative programme](#) for barley with its industry coalition led by VIVESCIA, the French cooperative farming and food processing. It focuses on an outcome-based farming approach that aims to protect and improve soil health, biodiversity, climate, and water resources while supporting farming business development.

Unilever has announced its first [regenerative agriculture programme](#) in the UK, which will include the use of low carbon fertiliser and the introduction of cover crops on trial farms.

Food processing and commodities trading firm **ADM** has partnered with the Farmer Business Network to support farmers to adopt [regenerative practices](#). The organisations have come together to expand a platform which provides farmers with the ability to predict the impact of adopting practices such as low or no-till and cover cropping, generating data which helps them prove their environmental credentials to buyers.

A Welsh [vineyard](#) has become the first in the UK to receive regenerative certification from **A Greener World (AGW)**. The AGW certification audits and certifies sustainable farming systems and launched in the UK in 2018.

2023

Diageo announced [two regenerative agriculture programmes](#) in Scotland and Mexico for the scotch and tequila sectors, to enhance biodiversity, improve water stewardship, carbon reduction and soil health management. The programmes aim to support a reduction in scope 3 carbon-emissions as part of Diageo's 10-year ESG action plan.

Cargill expanded their [RegenConnect](#) programme which aims to connect farmers with regenerative practices and new market opportunities, to farmers and customers in four European countries — France, Poland, Germany and Romania — and nine new states in the U.S.

Arla continues work with FAI on six [regenerative pilot farms](#). Soil health is being measured to inform their regenerative transition and their Sustainable Incentive Model. [Arla's 360 Programme](#) also pays for soil sampling (no specific metrics are required other than Soil Organic Matter).

G's Fresh continues developing their Regenerative Agriculture Blueprint for all supplying farms. The aim is for them to have started transitioning by 2030, and will in time include soil health metrics.

Nestlé and Cargill have teamed up on a new regenerative project. CCm Technologies is transforming [cocoa shells](#) discarded at Cargill factory into low-carbon fertiliser pellets for wheat farmers supplying Nestlé.

PepsiCo and **Walmart** announced a [7-year collaboration](#) to pursue \$120 million worth of investments focused on supporting U.S. and Canadian farmers to farm regeneratively, including improvements to soil health and water quality.

Nestlé and **PepsiCo** are amongst some of the F&D businesses who are part of the [Regenerating Together](#) project rolled out by the Sustainable Agriculture Initiative (SAI) Platform. Members have signed up to a new framework agreement for the transition to regenerative agriculture.

The **Sustainable Markets Initiative's Agribusiness Task Force** launched a [blended finance framework](#) to make regenerative farming financially viable. The framework will be explored in the UK, India and the US.

Yeo Valley and **First Milk** have recruited a [regenerative agriculture dairy group](#). These farmers will receive support for certain practices – largely based around 5 regenerative agriculture principals.

Carlsberg Marston's Brewing Company (CMBC) is partnering with 23 UK farmers to grow [regenerative barley in 2023](#). Their target is to only use this barley in all Carlsberg Danish Pilsner brews by 2027, and across CMBC's other UK-brewed brands by 2030.

McCain published its [Regenerative Agriculture Framework](#), a pathway to progress and guide for farmers to support transition towards a more regenerative model. The Framework measures progress based on seven indicators, including armoring soils, minimizing soil disturbance and increasing soil organic matter.

McCain Foods and banking group **NatWest** launched an initiative to [reduce financial barriers](#) for potato farmers to transition to sustainable agricultural practices. This will include additional financial support

via NatWest's asset finance arm Lombard, and McCain will be offering a contribution towards the interest payable for assets that support regenerative agriculture practices.

DEMOS and McCain published a [new report](#) calling for greater industry collaboration around regenerative agriculture.

Oatly launched [F.A.R.M \(Future Agriculture Renovation Movement\)](#), a global regenerative agriculture movement to reduce the climate footprint of its oat drinks by at least 70% per litre by 2029. They are currently working with pilot farms in Canada, Sweden, the US, Finland, and the UK.

2022

The Sustainable Markets Initiative Agribusiness Task Force published its [Action Plan](#) to scale up regenerative farming. Made up of some of the world's largest agribusiness companies and organisations, including SHIP members **PepsiCo** and **Waitrose**, the Task Force calls for common environmental metrics, market-based financial incentives, targeted government policy and an overhaul of food sourcing to make regenerative agriculture a 'no brainer' business decision for farmers.

PepsiCo announced the opening of an [oat testing lab in partnership with NIAB](#). It aims to analyse oat samples from regenerative agricultural trials in relation to their milling and nutritional requirements, to help 300 UK Quaker Oats growers roll out more sustainable practices to support nature including improving soil health.

The **Nestlé** [Wheat Plan](#) launched in the UK, encouraging more regenerative farming practices in wheat and cereal production. Farmers will receive training and support to reduce pesticide use and carbon emissions while improving soil organic matter and biodiversity. It hopes to reduce the environmental impact of its wheat production, help mitigate flooding, climate change, and improve water and air quality.

Nestlé and Anglian Water have invested in a landscape initiative across East Anglia as part of a new trading community called [Landscape Enterprise Networks \(LENs\)](#). Under the scheme, farmers are being funded to implement regenerative farming measures which will deliver benefits including improving water quality and availability, prevent flooding and soil erosion, regenerate soils, reduce carbon emissions, capture carbon, and enhance biodiversity.

The organic dairy brand **Yeo Valley** has launched its [Regenerative Organic Farming Project](#) with the target of increasing soil carbon by 25% in the next 40 years at its two dairies in Blagdon, Somerset.

Unilever, alongside the insurer AXA, plans to invest €100 million into a €1 billion [regenerative agriculture fund](#), managed by Tikehau capital. The fund will focus on three core areas: Protecting soil health, contributing to the future supply of regenerative ingredients and helping to unlock technological solutions.

2017-2021

In 2021 **Unilever** developed a new set of [“Regenerative Agriculture Principles”](#) to enhance their existing Sustainable Agriculture Code.

McDonalds Plan for Change strategy includes a goal on regenerative agriculture. McDonald’s has also [partnered up with FAI](#) to trial a regenerative grazing technique: Adaptive Multi Paddock (AMP) grazing.

In 2021, **Cargill** launched their [RegenConnect programme](#) in the US, connecting farmers with regenerative practices and new market opportunities.

In 2020, **McCain** committed to supporting regenerative agriculture. Commit to regenerative agriculture [across all farms by 2030](#).

[Since 2017](#) **Danone** has been working to develop and promote regenerative models of agriculture.