

# REGENERATIVE AGRICULTURE AND FOOD SYSTEMS SUMMIT 2023



6-7 September 2023  
AMSTERDAM  
#RAFSS

Unifying the food industry to accelerate regenerative agriculture practices through partnership and harmonisation

## INDUSTRY LEADING SPEAKER FACULTY



**Pascal Chapot**

Group Head of Sustainable Agriculture Development  
**Nestlé**



**Loraiza Davies**

Sustainability and Ethics (Biodiversity and Water Stewardship)  
**Waitrose**



**Ben Makowiecki**

Agricultural Sustainability Director,  
**Lloyds Bank**



**Philippe Birker**

CEO  
**Climate Farmers**



**Graham Wilkinson**

VP Agriculture  
**Arla Foods**



**Adele Jones**

Executive Director  
**Sustainable Food Trust**



Identify new opportunities and challenges for incentivising and onboarding more hesitant farmers with **Climate Farmers, ALUS and Arla Foods**.



Discuss strategies for **solving scaling challenges** and moving from planning to implementation.



Implement a **nature positive strategy** that focuses on carbon, promoting biodiversity and improving water risk and resilience.



Gain insight into the role of traditional banks and how they can evolve to better support regenerative over conventional agriculture with **ABN AMRO** and **Soil Associate Exchange**.



[regenerativeagriculturesummit.com](https://regenerativeagriculturesummit.com)



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# WELCOME

**Regenerative agriculture holds the potential to reduce global greenhouse gas emissions, prevent land degradation and protect biodiversity whilst improving the livelihoods of more than 1 billion farm workers worldwide.**

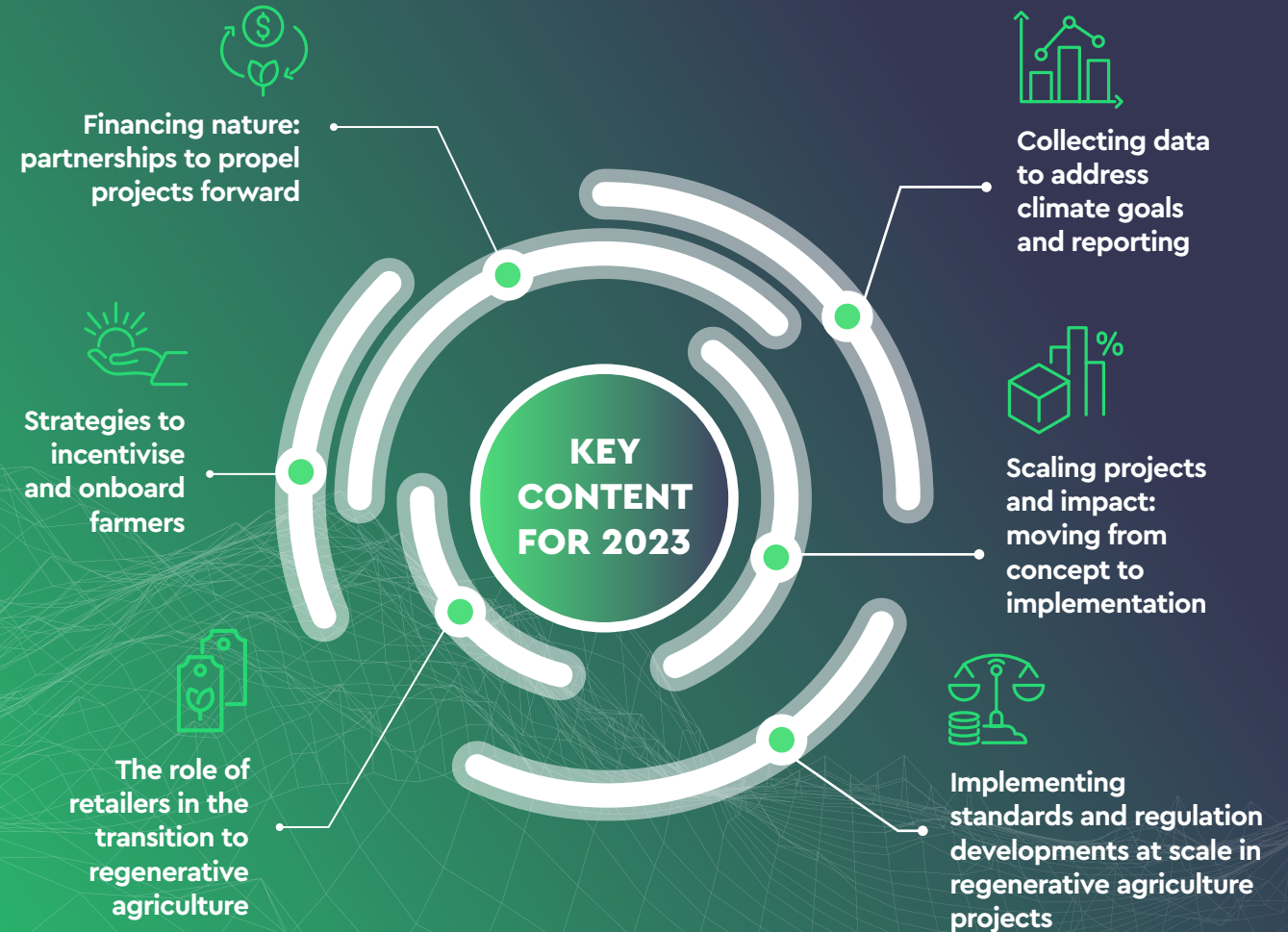
According to the Sustainable Markets Initiative, to limit climate change to 1.5 degrees, it must be scaled faster, and move from covering around 15% of global cropland today to 40% by 2030. Only scale can bring down costs and increase reach to the point that regenerative food becomes commonplace.

Despite pockets of progress, adoption rates are far too slow as the short-term economic case for change is not compelling enough for farmers. A farmer-first approach must be implemented, and immediate action must be taken to scale support for farmers by creating mechanisms and developing new sourcing models to share the cost of transition, building farmers' income from environmental outcomes, and advocating for government policy that enables and rewards farmers for the transition.

The **Regenerative Agriculture & Food Systems Summit Europe** returns to **Amsterdam** on the **6 & 7 September**. Bringing together key players across the food value chain from grower through to brand and retailer to explore the challenges and opportunities in the transition to regenerative practices. Focusing this year on moving pilot projects to scale, the Summit will facilitate and accelerate adoption and provide insights to inform corporate strategies to effectively achieve sustainability goals.

Real transformation from a degenerative to a regenerative food system is required. The speed of progress must triple to tackle the ever-worsening impacts of climate change. Join us in Amsterdam to accelerate this progress and build a more abundant and resilient food system for generations to come.

# WHY ATTEND?





# INNOVATION SHOWCASE

The Innovation Showcase aims to give start-ups with unique and interesting technologies, services and products within the agriculture space, the chance to pitch their innovations in front of our audience of investors and industry leaders.

All applications are stage agnostic and can relate to any solution within regenerative agriculture. Applications close **Friday 21st July 2023**.

Our esteemed Selection Committee will judge and select five emerging companies to take to the stage to present their vision of the future of the regenerative agriculture space.

Each finalist will have five minutes to pitch their innovation to our entire audience on the main stage. This will be followed by a live Q&A session from our Selection Committee and questions from the audience.

Applications close **Friday 21st July 2023**

## BENEFITS FOR FINALISTS



Pitch your brand story and raise awareness of your innovation



Network face-to-face with future investors, retailers and strategic partners



Get the opportunity to answer questions and receive feedback on your innovation



Be seen as a thought leader in your category

## SELECTION COMMITTEE



**Jaap Strengers,**  
Managing Partner,  
**Future Food Fund**



**Daan Wilms  
Van Kersbergen,**  
Investment  
Director,  
**The Yield Lab**



**Naeem Lakhani,**  
Founding Partner,  
**The First Thirty**



**Tijl Hoefnagels,**  
Venture Partner,  
**Rubio VC**



**Simon Evill,**  
Partner,  
**Pelican Ag**

# MEET OUR INDUSTRY LEADING SPEAKER FACULTY



**Alex Godfrey**  
Joint Head of  
Natural Capital  
Savills



**Pascal Chapot**  
Group Head of Sustainable  
Agriculture Development  
Nestlé



**Anastasia Volkova**  
CEO & Co-Founder  
Regrow



**Matteo Zanotti**  
CEO  
xFarm



**Franco Costantini**  
Managing Director  
regenagri



**Philippe Birker**  
CEO  
Climate Farmers



**Harry Farnsworth**  
Regenerative-Carbon Bank  
Rabobank



**Joseph Gridley**  
CEO  
Soil Association Exchange



**Annie Leeson**  
CEO & Co-Founder  
Agricarbon



**Thijs van Ballegoijen de Jong**  
Sustainability Advisory –  
Corporate Banking,  
ABN AMRO Bank



**Daniel Baertschi**  
Global Land and  
Agriculture Expert  
Quantis



**Graham Wilkinson**  
VP Agriculture  
Arla Foods



**Kelly Ann Ross**  
Global Ingredients  
Carbon Lead  
Barry Callebaut Group



**Lesley Mitchell**  
Director of Policy  
Sustainable Food Trust



**Stéphane Hallaire**  
CEO  
Reforest'Action



**Bryan Gilvesy**  
CEO  
ALUS



**Andrew Voysey**  
Chief Impact Officer  
Soil Capital



**Adele Jones**  
Executive Director  
Sustainable Food Trust



**Alastair Trickett**  
Co-Founder  
Grassroots Farming



**Vanessa Maire**  
Global Head of Regenerative  
Agriculture  
Diageo





# MEET OUR INDUSTRY LEADING SPEAKER FACULTY



**Martina Henry**  
Director Agriculture  
Sustainability  
**Kraft Heinz**



**Anne van Doorn**  
Project Leader  
**Wageningen University**



**Dr. Eoghan Finneran**  
CEO  
**Farmeye**



**Myriam Sainz**  
Senior Director for  
Strategic Initiatives  
**TechnoServe**



**Dr. Saskia Visser**  
Lead, Resilient & Climate  
Neutral Regions (EIT)  
**Climate KIC**



**Aleksandra Zaborowska**  
Policy Advisor in the  
Committee on Agriculture  
and Rural Development,  
**European Parliament**



**Jocelyn Orr**  
Agriculture Manager  
**Sainsbury's**



**Aurelie Oberti**  
Global Sustainable Sourcing  
Lead (Grains & Soy)  
**Mars**



**Ben Makowiecki**  
Agricultural Sustainability  
Director  
**Lloyds Bank**



**Edd Lees**  
Co-Founder  
**Wildfarmed**



**Andy Cato**  
Co-Founder  
**Wildfarmed**



**Nathalie Meurer**  
Director of Sustainable  
Development & 2030 Projects  
**Hennessy**



**Felix Ricken**  
Farmer  
**Rieckens Landmilch**



# DAY ONE WEDNESDAY 6 SEPTEMBER, 2023

8:00am **Registration**

9:00am **Welcome & Chair's Opening Remarks**

**Lesley Mitchell**, Director of Policy, **Sustainable Food Trust**

9:10am **Wildfarmed Case Study: Building a Regenerative Farming and Food Brand**

Hear from Wildfarmed co-founders Andy Cato and Edd Lees, on their resilient supply chain which incorporates regenerative agriculture whilst achieving scale, with a deep dive into the roadblocks they faced throughout the journey and what the future of Wildfarmed holds.

**Andy Cato**, Co-Founder, **Wildfarmed**

**Edd Lees**, Co-Founder, **Wildfarmed**

9:40am **Scaling Projects and Impact: Moving from Concept to Implementation**

- How to scale up and go from planning to implementation
- Overcoming barriers to scale such as lack of incentives and transparency when it comes to measurement
- How to solve scaling challenges while being cost effective, maintaining authenticity, and ensuring value for farmers and the rest of the supply chain

**Anastasia Volkova**, CEO & Co-Founder, **Regrow Ag**

10:30am **Morning Break & 1-2-1 Meetings**

11:15am **Financing Nature: Partnerships to Propel Projects Forward**

- Offering financial incentives that move beyond cost share for farmers to adopt regenerative practices
- Innovative financing to take the industry from pilots to landscape level shifts in practice
- Collaborating with other industry-leading partners to come together with shared KPIs and solutions to come to the farmer aligned and allow for scale

**Andrew Voysey**, Chief Impact Officer, **Soil Capital**

**Alastair Trickett**, Co-Founder, **Grassroots Farming**

**Anne van Doorn**, Project Leader, **Wageningen University**

**Harry Farnsworth**, Regenerative-Carbon Bank, **Rabobank**



12:05pm **Strategies to Incentivise and Onboard Farmers**

Learn how to progress to Stage 2 of the farmer onboarding process after finding success in the onboarding of early adopters and pioneers.

- What are the new opportunities and challenges when it comes to incentivising and onboarding the more hesitant farmers?
- Building a strong case for farmers that is technical, economical and psychological
- What incentive strategies have found most success?

**Philippe Birker**, CEO, **Climate Farmers**

**Graham Wilkinson**, VP Agriculture, **Arla Foods**

**Bryan Gilvesy**, CEO, **ALUS**

**Felix Ricken**, Farmer, **Rieckens Landmilch**

12:55pm **Lunch**

1:55pm **Translating the Boardroom's Business Case for the Farm, Translating the Farm's Business Case for the Boardroom**

This session will present a set of case studies centred around how to deliver regenerative supply chains based on speaking the business language of the corporation and the smallholder farmers. It will showcase projects with Nespresso, Unilever, Walmart, and Danone, with a focus on projects that have delivered concrete results.

**Myriam Sainz**, Senior Director for Strategic Initiatives, **TechnoServe**

2:25pm **Pre-Scheduled 1-2-1 Meetings**

Meeting scheduler opens 2 weeks prior to the event, and includes all speakers, partners, and attendees.

2:25pm **Innovation Showcase**

**Best-In-Class Ag Tech Companies Helping Scale Regenerative Agriculture**

Hear from some of the ag-tech start-ups with solutions to help accelerate regenerative agriculture implementation at scale. Discover the most innovative start-ups with solutions helping to accelerate the transition to regenerative agriculture implementation at scale. Have your say and vote for this year's 'Audience Choice Winner'.

3:25pm **Afternoon Break & 1-2-1 Meetings**

## 4:20pm Roundtable Sessions

### Roundtable A

#### Increasing Transparency and Traceability in your Supply Chain

- Verifying that the land is regenerative without certifying practices that are contextual
- Avoiding making regenerative prescriptive
- Creating a standard to avoid greenwashing
- Certification vs. Verification

### Roundtable B

#### Understanding Scope 3 from the Perspective of Farmers and Corporates

With farmers concerned that crop buyers are simply going to expect them to deliver zero carbon produce for free as a condition for selling produce to them and with corporates understanding the need to pay farmers more but facing competitive pressures join this discussion to hear the perspective of both farmers and corporates.

**Aurelie Oberti**, Global Sustainable Sourcing Lead (Grains & Soy), **Mars**

### Roundtable C

#### Soil Carbon Measurement at Scale

- Methods to implement affordable, auditable, and statistically robust measurement strategies at scale
- Stay up to date with GHG Protocols and Science Based Targets Initiative guidance
- Lessons learned from creating the world's largest soil carbon database

**Annie Leeson**, CEO & Co-Founder, **Agricarbon**

### Roundtable D

#### Double Counting: Keeping Carbon within your Supply Chain

- Inset vs Offset
- How is carbon accounted for within your supply chain?
- Exploring the new GHG Protocol and SBT Initiative guidance on measuring and accounting for carbon sequestration

### Roundtable E

#### Building your Digital Tool Set to Bring Projects to Scale

- What tools and services are available to growers and the entire supply chain?
- Utilizing the right tool set to increase efficiency and scale your projects

**Matteo Vanotti**, CEO, **xFarm**

## 5:30pm Nestlé Case Study: Scaling Regenerative Coffee Production

Nestlé shares key learnings from their coffee projects:

- Scaling regenerative coffee production
- Strategies for and challenges with training and onboarding farmers
- Next steps and opportunities to scale further

**Pascal Chapot**, Group Head of Sustainable Agriculture Development, **Nestlé**

## 6:00pm Closing Remarks & Drinks Reception





8:30am **Registration**

9:10am **The Role of Traditional Banks in the Transition to Regenerative Agriculture**

With banks coming to the understanding that there is more risk in conventional agriculture than regenerative agriculture explore:

- What role banks play in the transition?
- How banks evolve and change to be able to give preferential prices to farmers that are implementing regenerative practices?

**Joseph Gridley**, CEO, **Soil Association Exchange**

**Ben Makowiecki**, Agricultural Sustainability Director, **Lloyds Bank**

**Thijs van Ballegoijen de Jong**, Sustainability Advisory – Corporate Banking, **ABN AMRO Bank**

10:00am **The Application of Technology in Regenerative Agriculture**

Accenture believes every business must be a sustainable business, as customers, employees, partners, regulators and communities demand more progress and greater transparency. We will share how technology can be used to solve challenges with supply chain traceability and verification of practices, while providing consumers with farm to fork assurance.

Senior Representative, **Accenture**

10:30am **Morning Break & 1-2-1 Meetings**

11:50am **Implementing Standards and Regulation Developments at Scale in Regenerative Agriculture Projects**

In this session, explore recent updates from the GHG Protocol's 'Land Sector and Removals Guidance' and Science Based Target's 'Forest, Land and Agriculture Guidance'.

- Incorporating new guidance into your strategies
- How companies can retain accountability and work with farmers to tackle Scope 3 emissions
- Measuring, monitoring, and verifying impact on the ground

**Kelly Ann Ross**, Global Ingredients Carbon Lead, **Barry Callebaut Group**

**Dr. Eoghan Finneran**, CEO, **FARMEYE**

**Dr. Saskia Visser**, Lead, Resilient & Climate Neutral Regions (EIT), **Climate KIC**

**Aleksandra Zaborowska**, Policy Advisor in the Committee on Agriculture and Rural Development, **European Parliament**

**Franco Costantini**, Managing Director, **regenagri**

12:40pm **Networking Lunch**

2:00pm **Carbon, Biodiversity and Water: Taking a Holistic Approach to your Nature Positive Strategy**

Following on from the historic Global Biodiversity Framework set out at COP15 guaranteeing the protection of at least 30% of nature on our planet by 2030, join this session to discuss: What are the practical steps for businesses to navigate forthcoming legislation and successfully implement a regenerative agriculture strategy that doesn't solely focus on carbon but also on promoting biodiversity and improving water risk and resilience?

**Alex Godrey**, Joint Head of Natural Capital, **Savills**

**Loraiza Davies**, Sustainability and Ethics (Biodiversity and Water Stewardship), **Waitrose**

**Stéphane Hallaire**, CEO, **Reforest'Action**

**Nathalie Meurer**, Director of Sustainable Development & 2030 Projects, **Hennessy**

2:50pm **Building the Value of Regenerative Agriculture from Food to Brand**

Hear from leading brands about their strategies to:

- Build and translate the value of regenerative agriculture right through to the consumer
- Educating consumers
- Commercialising the value of regenerative agriculture

Moderator:

**Daniel Baertschi**, Global Land and Agriculture Expert, **Quantis**

**Adele Jones**, Executive Director, **Sustainable Food Trust**

3:40pm **The Role of Retailers in the Transition to Regenerative Agriculture**

- What role do retailers play in the transition?
- How can they best engage with suppliers?
- Engaging in the transition in a meaningful way

**Jocelyn Orr**, Agriculture Manager, **Sainsbury's**

4:30pm **End of Conference & 1-2-1 Meetings**





# PARTNERING OPPORTUNITIES

Based on your objectives, we can create bespoke packages designed specifically for you.

## Interested in partnering with us?

For questions regarding exhibition, digital and sponsorship opportunities, please contact our team.



**Emma Forrest**

Commercial Partnerships Director  
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## THOUGHT LEADERSHIP

- Keynotes
- Webinars
- Industry / Research Reports
- Workshops
- Panels & Chairing
- Customer & Tech Insight Sessions

## BRANDING

- White Papers
- Onsite Visibility
- Webinars & Podcasts
- Marketing Exchange
- Social Media Coverage
- Booth Area

## NETWORKING

- Drinks Reception
- Boardroom Briefings
- One-to-one Meetings
- Hosting Private Dinners

## 2023 PARTNERS

### Platinum Partners:



### Gold Partners:



### Event Partners:



# PRICING

| Ticket Type  | Super Early Bird<br>(Ends 7 July)  | Early Bird<br>(Ends 11 August) | Standard      |
|--|--|--------------------------------|---------------|
| <b>FARMERS/ACADEMICS</b>   | <b>€299</b><br>Please contact us to find out more about financial support available for farmers. |                                |               |
| <b>NGOS/ POLICY MAKERS</b>   | <b>€899</b><br>(save €200)   | <b>€999</b><br>(save €100)     | <b>€1,099</b> |
| <b>MULTINATIONALS, RETAILERS &amp; INDEPENDENT F&amp;B BRANDS</b>  | <b>€1,599</b><br>(save €500)   | <b>€1,799</b><br>(save €300)   | <b>€2,099</b> |
| <b>SERVICE PROVIDERS UNDER €2M REVENUE</b><br>(AgTech, Consultants, Private Label Food Producers, Farming Service Providers, Distributors & Investors) | <b>€1,299</b><br>(save €500)   | <b>€1,599</b><br>(save €200)   | <b>€1,799</b> |
| <b>SERVICE PROVIDERS ABOVE €2M REVENUE</b><br>(AgTech, Consultants, Private Label Food Producers, Farming Service Providers & Distributors)            | <b>€1,999</b><br>(save €500)   | <b>€2,299</b><br>(save €200)   | <b>€2,499</b> |

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