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

6-7 September 2023
AMSTERDAM
#RAFSS

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.

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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
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.
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.

**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 Wils Van Kersbergen, Investment Director, The Yield Lab
- Tijl Hoefnagels, Venture Partner, Rubio VC
- Simon Evill, Partner, Pelican Ag
- Naeem Lakhani, Founding Partner, The First Thirty

**Applications close Friday 21st July 2023**

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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

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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  Wildfirmed Case Study: Building a Regenerative Farming and Food Brand
Hear from Wildfirmed 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 Wildfirmed holds.
Andy Cato, Co-Founder, Wildfirmed
Edd Lees, Co-Founder, Wildfirmed

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

10:00am  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  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
DAY TWO  THURSDAY 7 SEPTEMBER, 2023

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, FARMYEYE
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
ef@kisacoresearch.com
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### REGISTRATION

**Sending your team?**

Make the most of your time in Amsterdam. Ensure you don't miss a session and have triple the conversations when you send a team of three or more.

### Book a Team

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  - **SAVE 10%**
  - **€899** (Super Early Bird)
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