



ANNUAL EVENT 2026

HIGHLIGHTS REPORT





120+
ATTENDEES



15
COUNTRIES



76
COMPANIES AND
ORGANISATIONS

Key Speakers



Cheryllyn Jolly-Nagel

International Director,
Global Farmer Network,
Farmer



Alanna Koch

Board Chair, Global
Institute for Food
Security- GIFS, Farmer



Prof. Stuart Smyth

University of
Saskatchewan



Rodrigo Pizzatto Lass

Strategy and
Sustainability Manager,
Cooperativa Agrária



Andy Griffiths

Global Head of
Transformational
Partnerships, Diageo



Victoria Crawford

Director, Agriculture and
Food, WBSCD



Lana Shaw

SERF- Executive
Director South East
Research Farm, Farmer



Liz Hunt

Head of Sustainability -
North America, Syngenta
Group



Florencia Abram

Strategy Manager for
Sustainable Agriculture,
The Nature Conservancy



Curtis de Gooijer

Agronomy Manager,
Bourgault Industries



Julie Maw

Director, Grain Farmers
of Ontario, Farmer



Mike Ferguson

Co-Founder, Collective
Impact, Farmer



Erika Stewart

Rancher, Pine Ranch
Ltd.



Dallas Norek

Norenda Farm,
Owner, Farmer



Yves Leclerc

Senior Director of Global
Agronomy and Planet-
Friendly Practices,
McCain Foods



Pascal Chapot

Group Head of
Sustainable Agriculture
Development, Nestlé



Anco van Schaik

Agriculture & Plant
Based Director Cycles &
Procurement, Danone



Sophie Godier

Chief Sustainability
Officer, Soufflet Malt,
InVivo



Paul Hrycyk

Project Manager,
Regenerative Agriculture
LDC



Hon. Warren Kaeding

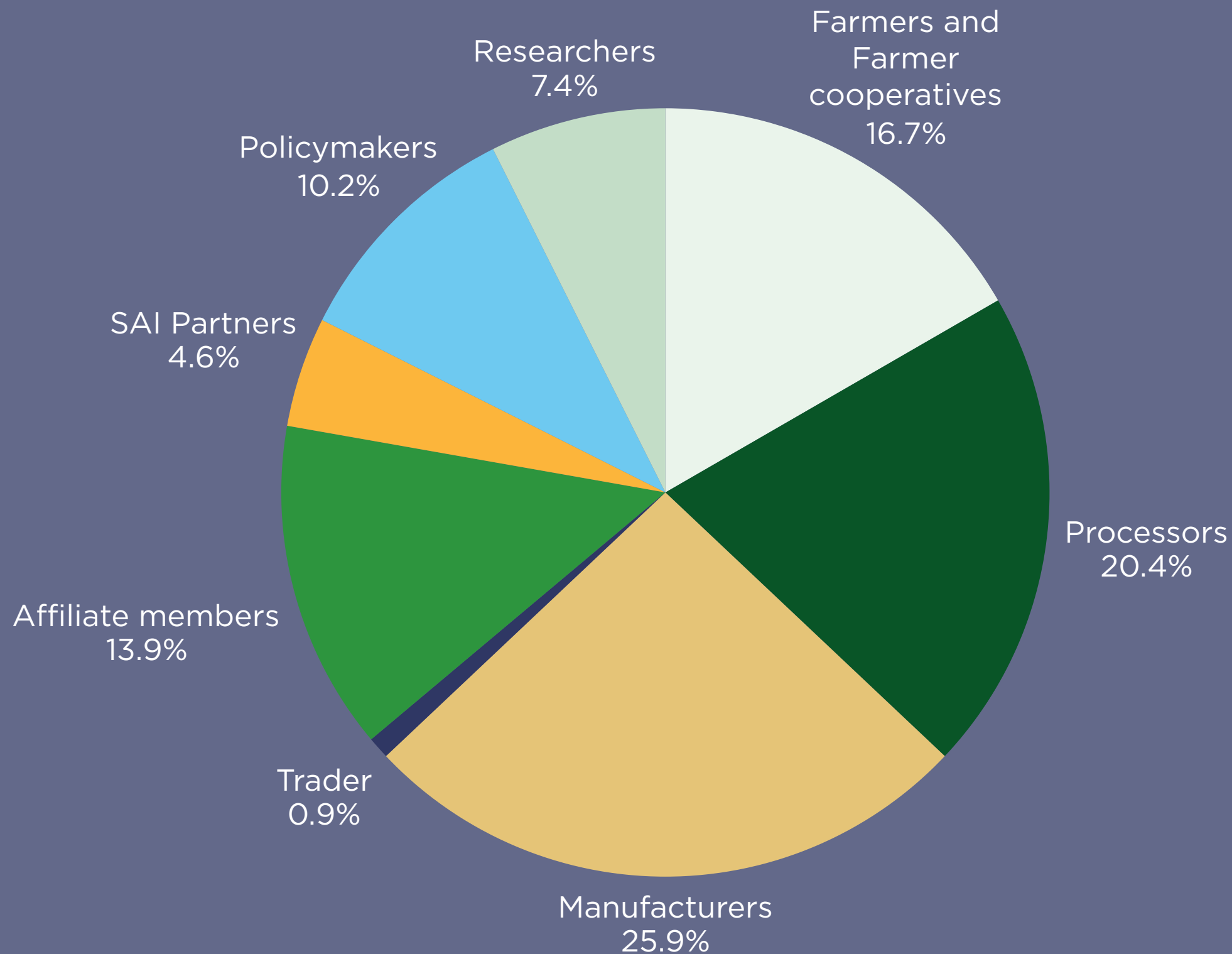
Minister of Trade and
Export Development



Bryan Ulmer

Global Environmental
Services Strategist,
Syngenta Group

Audience Overview



Top 10 Countries

Canada

USA

Switzerland

UK

Denmark

Netherlands

Chile

France

Brazil

Australia



Key Takeaways from the field



- **Resilience was the dominant theme** across farms, researchers and companies: the focus has shifted from maximising efficiency to building systems that can withstand drought, extreme rainfall and market volatility.
- Farmers repeatedly stressed the importance of understanding **soil as a living system**, with biological activity, microbes, root growth and water infiltration seen as foundations of long-term productivity.
- The most advanced farms were not pursuing a single practice, but **a suite of approaches**: no-till, diverse rotations, biologicals, precision agriculture, cover crops, grazing management and targeted nutrient use.
- **Technology and measurement** are increasingly important. Farmers emphasised data-driven management, from soil maps and yield mapping to Brix testing, variable-rate applications and GPS-controlled equipment.
- A striking observation was that many leading producers **do not necessarily identify as "regenerative farmers"**; they described their practices as simply good farming and risk management, refined over decades.



Key Discussion Insights



- **Profitability remains the main barrier to adoption.** The challenge is not convincing farmers of the value of regenerative agriculture but ensuring there is a viable economic case. Without profitability and shared value, scaling will be difficult.
- **Farmers need flexibility, not rigid requirements.** Successful programmes provide a clear framework while allowing farmers to choose the practices that make sense for their specific operation, crop rotation and geography.
- **Collaboration is essential for impact.** Many speakers stressed the value of collaboration and collective action, where businesses face shared sustainability and sourcing challenges.
- **Supply-chain resilience and farmer resilience are inseparable.** Long-term business success depends on profitable, resilient farmers. Supporting producer livelihoods is increasingly seen as a core business issue rather than a sustainability add-on.
- **Sustainability now has strong regulatory requirements.** Growing expectations for measurable sustainability outcomes, making implementation and data integration more urgent.
- **Humility and listening matter.** One of the strongest impressions from the event was the openness between farmers and industry representatives, with meaningful learning occurring through direct field engagement and honest dialogue rather than expert-led assumptions.



“Lots of time to chat with people and the sessions felt worth attending. Really enjoyed the heritage site visit as well. I appreciate acknowledging the local people and history of the places we visit.”

- Megan Reavis, DFA



“Great opportunity to network and talk with other companies who are working in this same space, as well as to ideate on new project ideas”.

- Miya Howell, Bayer



“The organisation was brilliant; I’ve never been to a conference where everything was prepared in such detail and presented to the participants in such a thorough manner.”

- Karolina Śluzek, Doehler



“A great combination of learning, networking, sitting and moving around! Felt like it went by fast in a good way and appreciated all the time for making connections and getting out on the land”.

- Emily Robinson, CANZA



“The contrasting approaches between the 2 Farms [All in Acres and Monchuk Farms] made the visit really interesting”.

- Yves Leclerc, McCain Foods

WITH THANKS TO



Space to feel comfortably you