



**Join our growing
Regenerative Agriculture Transition Map**

August 2026

Foodvalley's Practical Approach



Innovation Domains

Protein transition



Protein Transition

Priorities

- Increase protein self-sufficiency
- Foster plan-based solutions in the Protein Industry
- Shorten time to market for plant-based protein innovations

The Protein Community:
150 partners, 20 countries
and 4 initiatives

Food and health



Food & Health

Priorities

- Making the healthy choice, the easy choice
- Reducing risks through a collective approach
- Increasing SME's access to business skills and knowledge

The Healthier Food Community: 48 partners, 3 initiatives

Regenerative Agriculture



Regenerative Agriculture

Priorities

- Strengthening and building regenerative value chains
- Enhance collaboration among stakeholders to develop regenerative landscapes

The Regenerative Agriculture Community: 16 partners, 2 initiatives

Upcycling



Upcycling

Priorities

- Enhance the visibility and accessibility of upcycled products and ingredients
- Explore new product categories for upcycling, such as bakery, confectionary & pastry products, soups & sauces.

The Upcycling Community: 46 partners, 2 initiatives

Foodvalley regenerative Agriculture: Our mission and way of working

Our mission

Building regenerative food systems for a healthy and sustainable future



Our guiding principles:

- **Farmer centered**
- **Fair value chains**
- **Future proof systems**



Practical Approach

- **Discover the playing field:** Develop a shared understanding of the strengths and needs of the current value chain or landscape.
- **Get everyone to their role:** Identify key stakeholders and align them around a shared ambition by weaving their interests together.
- **Bolster the ecosystem:** Strengthen & support key stakeholders by facilitating knowledge exchange and access to expertise and network.
- **Develop new or grow existing initiatives:** As a neutral convenor develop initiatives to accelerate and scale regenerative ambitions.

Foodvalley activities on regenerative agriculture in development

Strengthen collaboration and investment in landscapes & economic perspectives of farmers

Thriving Together Programme

With landscapes in various countries in Europe, potentially starting in Romania in design phase.

ReGeNL

Supporting Dutch landscapes and 1000 farmers in transitioning to regenerative agriculture with market perspectives.



Accelerate collaboration, knowledge exchange and co-creation

Regenerative Agriculture Community

Collective of stakeholders acting as breeding ground for connection, collaboration & innovation.

Regenerative Agriculture Transition Map

Overview of landscapes, organizations & test farms driving regenerative agriculture transition in Europe.



The Regenerative Agriculture Community: everybody to their role!



What does the Regenerative Agriculture Community bring you?



Innovation Insights & solutions access

Stay up-to-date with the latest developments in Regenerative Agriculture



Connect with likeminded professionals

Access to a supportive international network for collaboration



Co-create food solutions

Collaborate in a group on regen ag sourcing to have bigger impact



Practical initiatives from the community

Get involved in hands-on actions and pilot projects driven by the community



Knowledge sharing & learning

Exchange expertise and learn from others within regen ag

The Regenerative Agriculture Transition Map

Accelerate connections and collaborations across Europe

Regenerative Agriculture Map

Landscapes

Actors

Landscape: Lower Silesia 360°

X

**Bunge**

At Bunge (NYSE: BG), our purpose is to connect farmers to consumers to deliver essential food, feed and fuel to the world....

**PepsiCo**

Veumle Snack Foods /PepsiCo Belux operates as a part of PepsiCo, Inc., an American multinational food, snack, and...

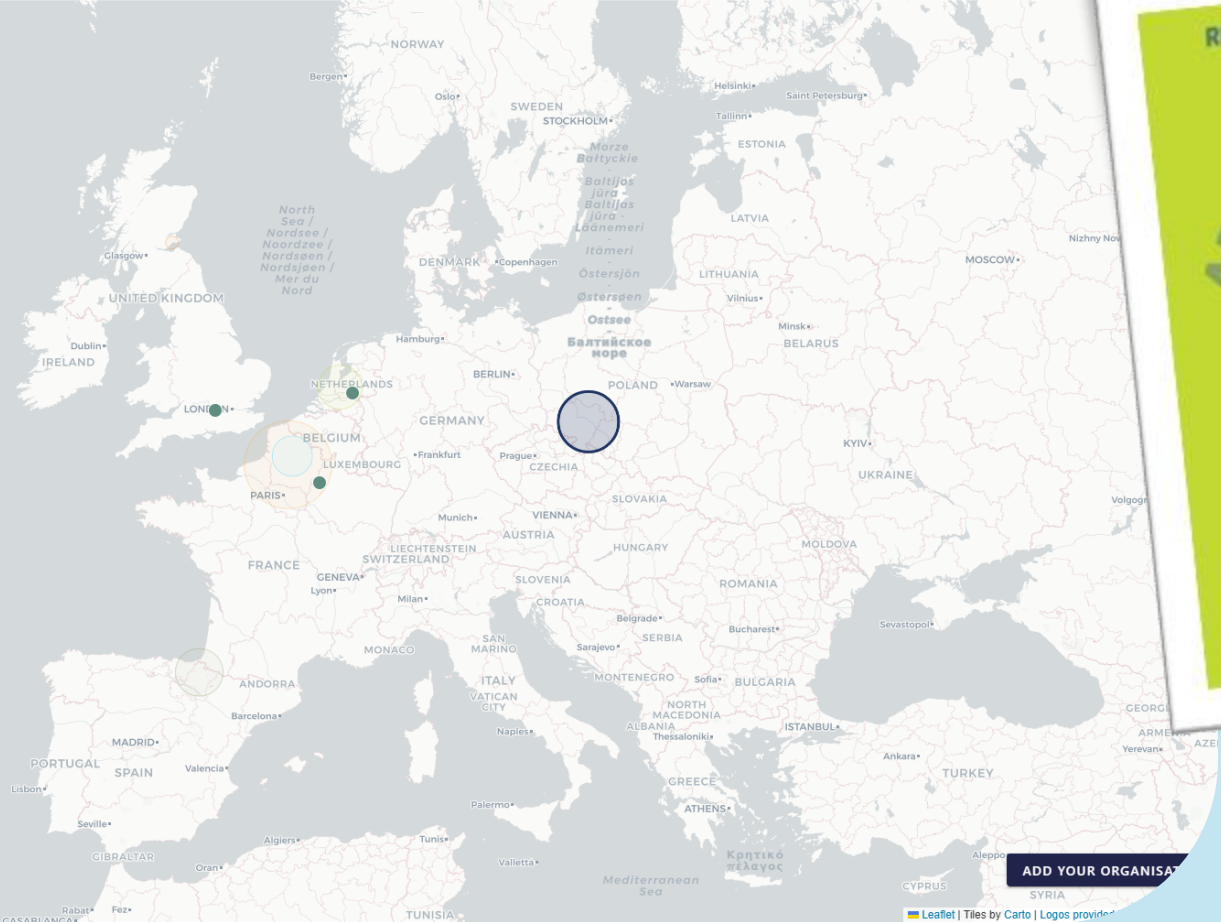
**EIT Food**

EIT Food Academy is part of EIT Food, a consortium aimed at driving consumer confidence and improving global health...

**InterMalt**

At Malteurop, we do more than malt; we support brewers in making the best beers, distillers the best spirits and food...

**Viking Malt**



ADD YOUR ORGANISATION

Leaflet | Tiles by Carto | Logos provided by

REGENERATIVE AGRICULTURE TRANSITION MAP

ARE U ON THE MAP YET?



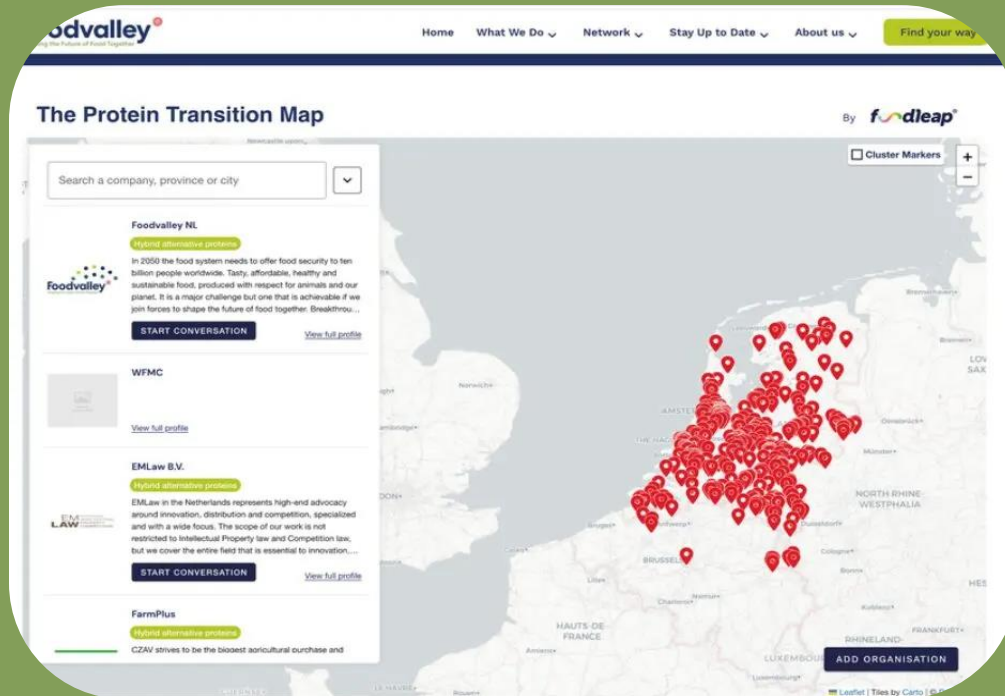


Foodvalley



Regenerative Agriculture Transition Map: follow up of earlier developed Foodvalley & Foodleap maps

The Protein Transition Map



Global Food Upcycling Map



Why a regenerative Agriculture Transition map?

→ Mapping our own community & initiatives ecosystem

→ Collaborate collaborate collaborate

We notice a growing and more and more crowded ecosystem, still opportunities for acceleration if stakeholders can find collaboration partners more easy

→ Under exhaustion of Eol's in Europe

Several calls out there, but only a few developing landscapes. How can not selected parties still find each other and join forces to develop new landscapes even when not selected?

→ Create oversight and accelerate transition!

Different ecosystem parties working on partly oversight. Joint forces could establish a breakthrough acceleration and more focused business development, funding and speed in transition, thus more impact faster!

Alone you go fast, together you create impact!

“
If you want to go
fast, go alone.
If you want to go
far, go together.
”

Ambitions & Purpose Regenerative Agriculture Transition Map



**Gateway to wide
European
regenerative
agriculture ecosystem**



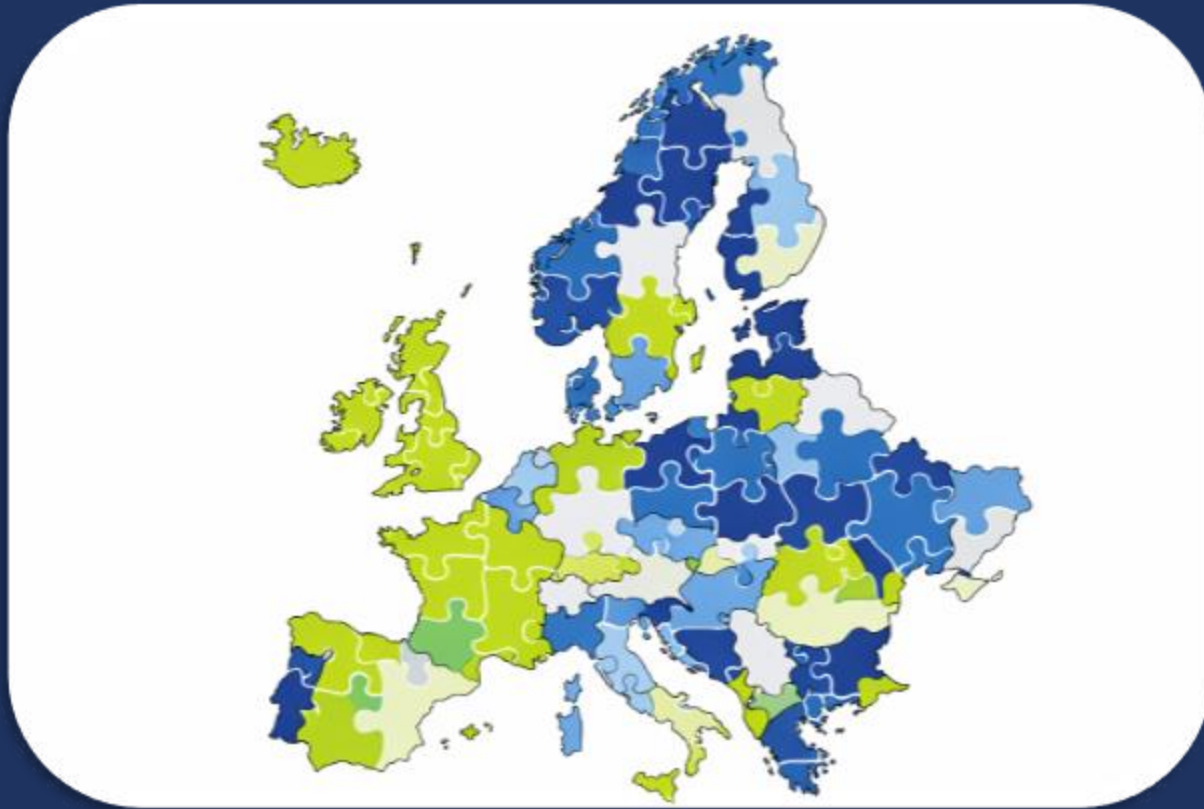
**Get in touch/
matchmaking**



**Accelerate
collaboration and
transition of more
regen ag landscapes**

Vision for Regenerative Agriculture Transition Map

Map developed by a growing ecosystem of partners mapping landscapes and ecosystem partners together!

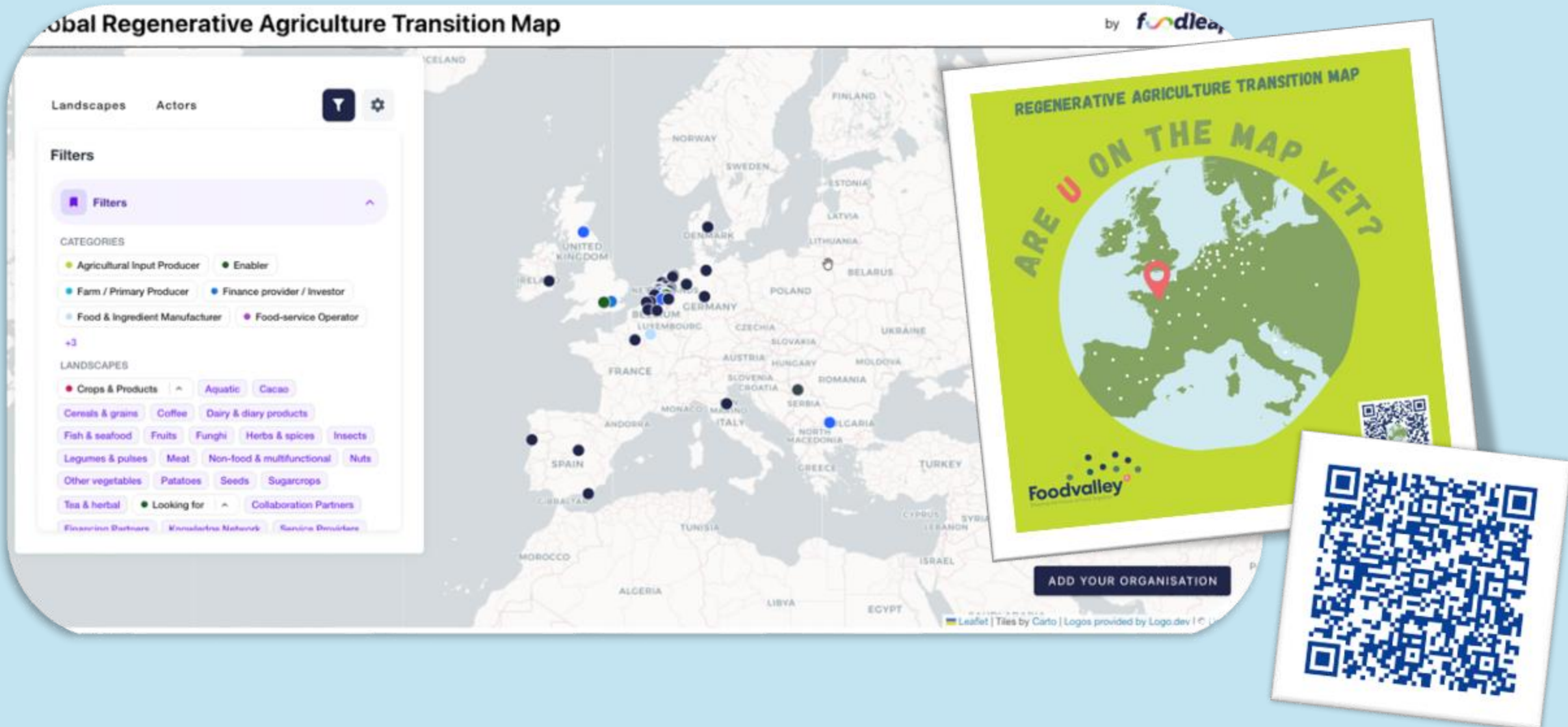


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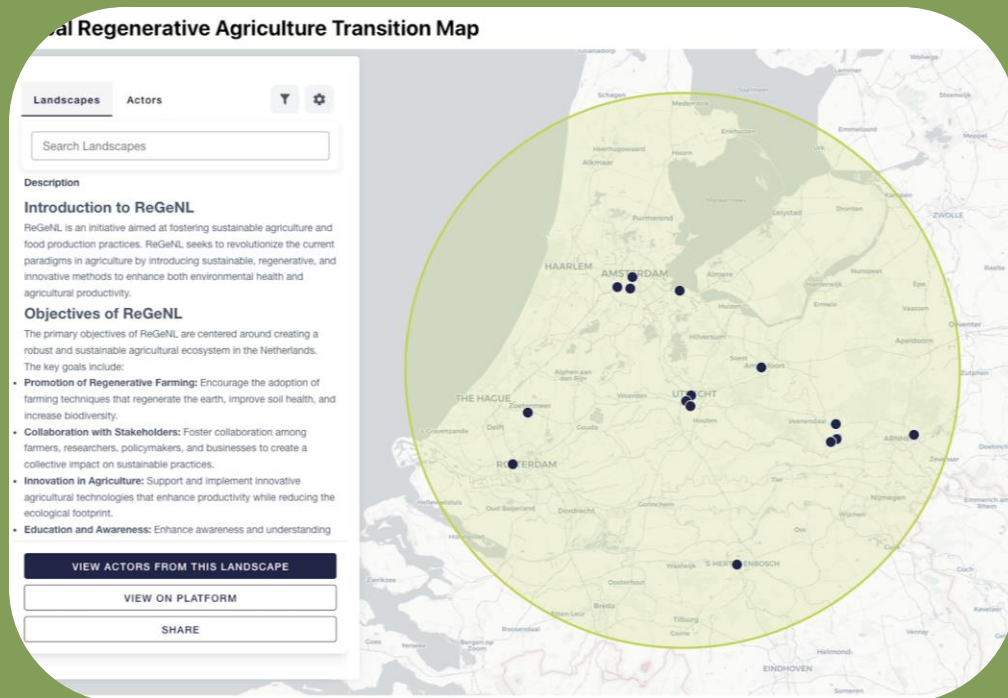
The Regenerative Agriculture Transition Map

Stakeholders and collaborations across Europe

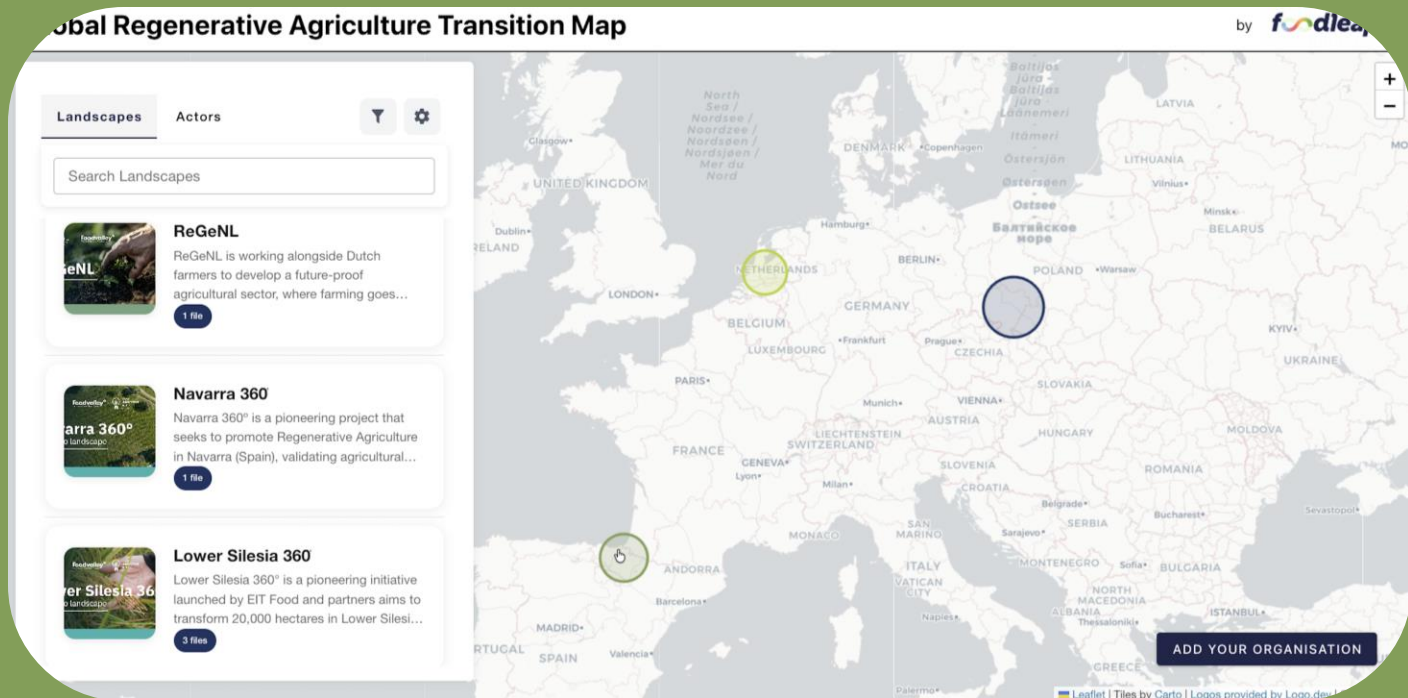


Regenerative Agriculture Transition Map: follow up of earlier developed stakeholder maps with extra feature of regenerative landscapes

Close up of a Regenerative Landscape



Overview of all mapped Regenerative Landscapes



Regenerative Agriculture Transition Map: Explore, discover and connect

01 / THE ORGANISATION

About Navarra 360°.

The **Navarra 360°** initiative represents a groundbreaking project aimed at fostering *Regenerative Agriculture* within the Navarra region. It devotes €2.5 million over three years (2024-2027) to support 80 farmers in Navarra to implement regenerative agriculture in their crops on wheat, barley, oats, rapeseed and sunflower.

Navarra 360° focusses on:

- **Promoting sustainable practices:** Encourage farming techniques that restore soil health, increase biodiversity, and enhance ecosystem services.
- **Validation of techniques:** Test and validate practices at a territorial level to ensure their effectiveness and adaptability to different contexts.
- **Knowledge sharing:** Establish a platform for sharing insights and breakthroughs with the broader agricultural community across the region.
- **Institutional support:** Work collaboratively with governments, NGOs, and other stakeholders to integrate regenerative agriculture into existing frameworks.

Project Maturity and Current State

Navarra 360° has progressed substantially since its inception, evolving from conceptual stages to practical implementation. Current farming methods are being piloted throughout Navarra, providing critical data and insights. Key milestones include:

- Establishment of demonstration farms to showcase regenerative techniques.
- Ongoing research partnerships with leading agricultural institutions.
- Successful engagement with the local farming community, encouraging widespread adoption of regenerative practices.

Partners and Collaboration

Navarra 360° is co-financed by [Alpro](#), [Cargill](#), [Danone Ecosystems](#), [Intermalta](#) and [EIT Food](#). The project is part of the Regenerative Agriculture Transition Map, a collaboration between EIT food and Foodvalley. For its digital platform it partners with [Improvein](#) and for MRV services with [Coo](#), also supported by a relevant set of local partners, such as cooperatives, financial institutions and local government representative bodies.

Conclusion

As Navarra 360° continues to mature, it exemplifies a robust framework for adopting and implementing regenerative agriculture. Beyond the initiative not only benefits local farmers but also contributes to the wider regenerative ecosystem.

INNOVATION DOMAINS

Expertise, with a visible basis.

No unexplained rating. Expertise is derived from confirmed innovation domains, activities, technologies and evidence—and remains editable by the actor.

Arable farming	
Regenerative farming	Arable farming
Crop / plant science	
Soil health	Crop / plant science
Plant health	Crop / plant science

What you offer. What you adopt.

We separate the technologies an actor works with from the innovation domains it operates in—making capabilities and transformation intent visible.

Regenerative landscape

6 mapped capabilities

TECHNOLOGIES

CAPABILITY

Irrigation & water technology

Agritech

INGREDIENTS & PRODUCTS

FOCUS

Barley

Plant based primary products

Oat

Plant based primary products

Wheat

Plant based primary products

Rapeseed

Plant based primary products

Sunflower

Plant based primary products

Edit technology

Landscapes & enabling partners displayed on the map



Landscapes
initiatives/projects



Consulting &
Advisory Services



Farms & Agricultural
Enterprises



Consumer Organisations



Technology &
Innovation
Companies



Initiatives, NGO's &
Non-profits



Cooperatives



Research, Education &
Advocacy



Corporations & Agrifood
Companies



Policy, Governance &
Ecosystem Building



Retail & Consumer
Goods



Financial Institutions &
Investment



Monthly Foodleap Insights

WHAT HAPPENED THIS MONTH

Regenerative agriculture moved closer to day-to-day sourcing and product development programme covering 40,000 acres of wheat, while Nestlé UK began testing regenerative products. PepsiCo also reported that regenerative, restorative or protective practices no chain.

Supporting structures continued to develop around these initiatives. Nestlé joined the to improve transparency and consistency in reporting. Policy activity also increased, with domestic protein production and fertiliser resilience.

Consumer demand remains less straightforward. Recent research found that sustainable purchasing decisions on their own. At the same time, inconsistent definitions and sustainability credibility of regenerative claims.

Overall, regenerative agriculture is becoming more integrated into commercial supply procurement level is not yet matched by equally strong consumer demand.

Capital & Investment

↑↑ **regenerative wheat acreage contracts**
General Mills/ADM/Walmart fund 40,000 acres

↑↑ **branded supply programme scaling**
Nestlé joins Regenerative Together Programme

↑↑ **positive agriculture acreage expansion**
PepsiCo scales to 4.7 million acres

↑↑ **farmer adoption funding via schemes**
ACRES funding supports environmental farm practices

Policy & Regulatory

↑↑ **regenerative practice transparency standard**
Regenerative Together targets consistent reporting

↑ **2050 food systems transformation modelling**
study evaluates coordinated transformation pathways

↑↑ **CAP rewilding incentives**
Ireland incentivizes rewilding under CAP

↑ **EU domestic protein production plan**
Protein Action Plan boosts EU protein resilience

Technology & Innovation

→ **dietary change agro-economic modelling**
economic models assess productivity impacts

↑ **AWD rice methane reduction**
R&D implements alternate wetting drying

↑ **in-egg sex determination for poultry**
technology enables reduced male chick culling

↑ **GM microbial collagen production**
developing GM vegan collagen alternatives

Consumer & Market

↓ **sustainable farming not purchase-driving**
awareness without buying priority

↑ **domestic protein crop substitution**
Aardaia develops aardaker vs imports

↑ **cocoa-free and microbial protein interest**
cocoa-free chocolate and microbial proteins gain

↑ **alternative cocoa reformulation pressure**
volatile cocoa markets drive substitutes

The Regenerative Agriculture Transition Map

Is powered by a growing ecosystem of partners sharing ecosystem data on the map:



Your logo?

Examples of possible ecosystem partners we will contact:



Why join the Regenerative Agriculture Transition Map with your ecosystem?

- Other Foodvalley maps have already proven to accelerate transitions and scale innovative businesses, such as the [Protein Transition Map](#) and the [Global Food Upcycling Map](#).
- Your partners can easily find and connect within the ecosystem.
- We use only publicly available information, so there are no GDPR concerns.
- OFFER: The Regenerative Agriculture Transition Map can as ecosystem partner be embedded directly on your website.
- Together, you are part of a growing partner ecosystem creating a gateway to regenerative agriculture—something no single organization can achieve alone.

The Regenerative Agriculture Transition Map promotion after launch

Powered by a growing ecosystem of partners promoting the map and their ecosystem on it!

All ecosystems can get sticker design!



The Regenerative Agriculture Transition Map promotion



Powered by a LinkedIn promotion from all ecosystem partners with own message:

Regenerative Agriculture Transition Map template for ecosystem Partners

Exciting news! We're proud to have contributed to the launch of the Regenerative Agriculture Transition Map: a new initiative that helps make Europe's regenerative agriculture ecosystem more visible, connected and actionable. The map is designed to connect regenerative agriculture initiatives, landscapes, test farms and enabling organisations across Europe, making it easier for stakeholders to find one another and collaborate.

At [Organisation Name], we were pleased to contribute our expertise and data to this collective effort. By bringing together actors from across value chains, regions and commodities, the map supports matchmaking, knowledge exchange and the development of new collaborations that can accelerate the transition to regenerative agriculture.

We believe that scaling regenerative agriculture requires strong ecosystems, not isolated projects. Greater visibility of ongoing initiatives can help organisations identify opportunities, align efforts and build the partnerships needed to drive meaningful change at scale.

Congratulations to Foodvalley and all contributing partners on this important milestone. We look forward to continuing our collaboration to strengthen regenerative agriculture across Europe.

🔗 Explore the map: [Regenerative Agriculture Transition Map](#)
#RegenerativeAgriculture #FoodSystems #LandscapeCollaboration #SustainableAgriculture
#RegenerativeTransition

Our proposition to you



Put your ecosystem onto the map, and we will put your logo as **ecosystem partner** on the Foodvalley map-page



Get to display the European map on your own website.

For example: **Matchmaking | Food Upcycling**



Connect your ecosystem on Foodleap and become a moderator for your ecosystem on the independent Foodleap platform



Put yourself on the map! Datasharing is already opened!

[Register your organisation](#)



[Register your landscape](#)



[Register your farm](#)



*Achieving visibility and connectivity among all stakeholders is essential for **advancing regenerative agriculture** from preliminary efforts to **widescale, systemic transformation**.*

Purpose of the map

The Regenerative Agriculture Transition Map is developed to:

- Create **visibility** of regenerative agriculture initiatives, landscapes/bioregions (big and small) and (enabling) actors across Europe
- **Connect** landscapes/bioregions with the wider regenerative agriculture ecosystem, including test farms and supporting initiatives
- Support **matchmaking** between relevant stakeholders across regions, commodities and value chains
- Strengthen **understanding** of how initiatives relate to one another
- Enable more effective **collaboration** to accelerate the regenerative transition at scale.

Powered by a growing ecosystem



The platform powering the Regenerative Agriculture Transition Map and the broader agrifood transition: Datascouts

Want to know more, get in touch!

The logo for Foodleap, featuring the word "foodleap" in a bold, dark blue, sans-serif font. The "oo" is replaced by a stylized infinity symbol or a continuous loop. The left side of the loop is blue, transitioning through green, yellow, and orange to a red on the right side. A registered trademark symbol (®) is located at the top right of the word.

Foodleap, by

The logo for DataScouts, featuring a teal circular icon with a white diagonal line, followed by the word "DataScouts" in a bold, dark blue, sans-serif font.

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**Thank you for
your attention**

Foodvalley
Shaping the Future of Food Together

foodleap[®]