

Risk-proofing agrifood supply chains: demonstrating the business case for regenerative agriculture

Q&A Report

15th September 2025

- [To watch the video recording, click here](#)

Below are the questions asked live through the Zoom Q&A function. Some logistical comments have been

1. Have you effectively made the business case for regen. ag related to biodiversity? '
2. I have seen small-scale coffee farmers and their organizations successfully promoting regenerative practices (against all odds and with very little support) for more than a decade, what's stopping us from decentralizing the financing and power to the farmers --- the people whose lives depend on successful transition? (Coffee4Climate)
3. Barry Clausen Economic Sense agribusiness development consultancy working in compost development in Burkina Faso and a cashew VC risk analysis in African and Asia for GIZ. Some export companies are sceptical of the role of platforms scubas the EUDR and Sustainable Nut Initiative (SNI) What is there role ?
4. How do you as a brand address regen ag claims when you are only sourcing 1 crop from a crop rotation?
5. Are there specific tools available in the market that help to predict future ROI on regenerative? This is a tricky indeed so any guidance on specific tools, either for brands or farmers, would be welcome.
6. "What is the incentive for farmers?
Declining yield and quality are driving up costs for organisations sourcing coffee/cocoa, but farmers are seeing increased pay per kg for these crops. What is the motivation for farmers to change practices when the motive from buyers is to keep sourcing costs down. Are Nestle and Unilever offering increased pay for regeneratively produced commodities to counter this?"

7. With Regen Ag being such a broad concept, including many types of practices, how can brands and retailers measure progress against implementing regen ag in their supply chains? (KPIs)
8. How do you balance investments in restorative actions in declining areas and protective actions in areas at risk of overexploitation?
9. How do you manage potential claims that regenerative agriculture is only exploited after environmental harm has already been done?
10. Focusing on smallholders in the global south, could you share examples of how organisations have successfully built a business case to strengthen the wider ecosystem, for example the input supply chain to enable the adoption of regenerative practices? I'm especially interested in approaches that go beyond farmer training and address systemic barriers to scale
11. As an investor I want to know much more than ""acres of regen ag"". I would like to see metrics disclosures for both practices and outcomes. I understand it is difficult because practices are place-specific and crop-specific. But it is still important for companies making a big invest to say more about what they are actually doing and getting.
12. Have the panellists planned for increased disclosures? And do they have an opinion on the WBCSD proposed framework for output metrics?"
13. Emma- Nestle just left the Dairy Methane Action Alliance, how will that impact efforts to reduce scope 3 methane emissions and regen ag initiatives? And how can your suppliers and consumers be sure that Nestle is actually going to stick with regen initiatives considering the backtracking on dairy emissions?
14. You mentioned the balance between ensuring enough data is collected for verification but not becoming a burden. Please can you elaborate on how to address these two pieces in your businesses? Thanks!
15. I am working at Solidaridad Network which is having a clear cut focus on Regenerative Agriculture . As I am from India , I would like know both Nestle and Unilever's plan for India

16. Lissy, could you share again that matrix you developed together with Campina and WWF for better risk assessments? Thanks
17. Do you have any quantified examples of where regenerative practices have improved yield resilience? How can you accurately gather resilience improvement data, and are financial institutions able to adapt financing terms based on this data?
18. What may be the most practical way to scale regen ag? Soil sampling provides great on the ground data however this does not seem feasible at scale.
19. Can you provide the link to University of Wageningen & Rabobank study?
20. How do Unilever & Nestlé see the role of the large trading houses in the value chain? They are obviously very influential, are closer to the farmer, yet may not find supply chain resilience equally important.
21. Is deforestation free soy measured by the RTSS certificate @lissy Smit? (since these certificates are quite controversial unfortunately)
22. Hi, we're building a regenerative agri platform in Peru. Could you envision CPG's becoming partners in a longer-term off-take commitment to leverage in blended and conventional finance.
23. What is the role of cooperatives for regenerative practices?
24. Do you see any ways to combine reg Ag and improving social security and labour conditions of farmers?
25. how can we move from practice-based programs to outcome-based to attract more funding from private sector
26. Many of the frameworks for regen ag are based on improvement/advancement. How to you avoid punishing farmers who adopted these practices before the time horizon?
27. How is farmer resilience being measured?

28. How is Klim helping companies translate regen ag action on farms towards carbon reductions in their corporate CCF reporting?
29. There was a lot of chat about aligning incentives and goals to give farmers clearer indications from suppliers and retailers. What unified incentives or goals would you like to see the value chain show to farmers
30. Will this recording be shared with participants? There are key insights I'd like to listen to again, if possible. Thank you
31. I've observed that regenerative agriculture practices are gaining strong traction across Europe, helping farmers view their operations more as sustainable businesses than ever before. Considering the vital role Africa plays in global food security, do the panellists see plans or opportunities to extend these regenerative agriculture models and partnerships to the African continent in the future?
32. What government policy would you like to see to support this agenda (beyond subsidies)? (Eg, standardized and mandating the measurement of environmental outcomes on farm?)
33. Can investing in SMME off-takers (traders and processors) or large companies to invest in their supply chain unlock on farm regenerative agriculture?