



Regenerating Europe *from the Ground Up*

**Enabling the transformation of
agrifood system through accountable
ecologic, economic and social regeneration**

EESC Public hearing on Regenerative agriculture as a target towards sustainable agriculture and food production; supporting climate and biodiversity objectives

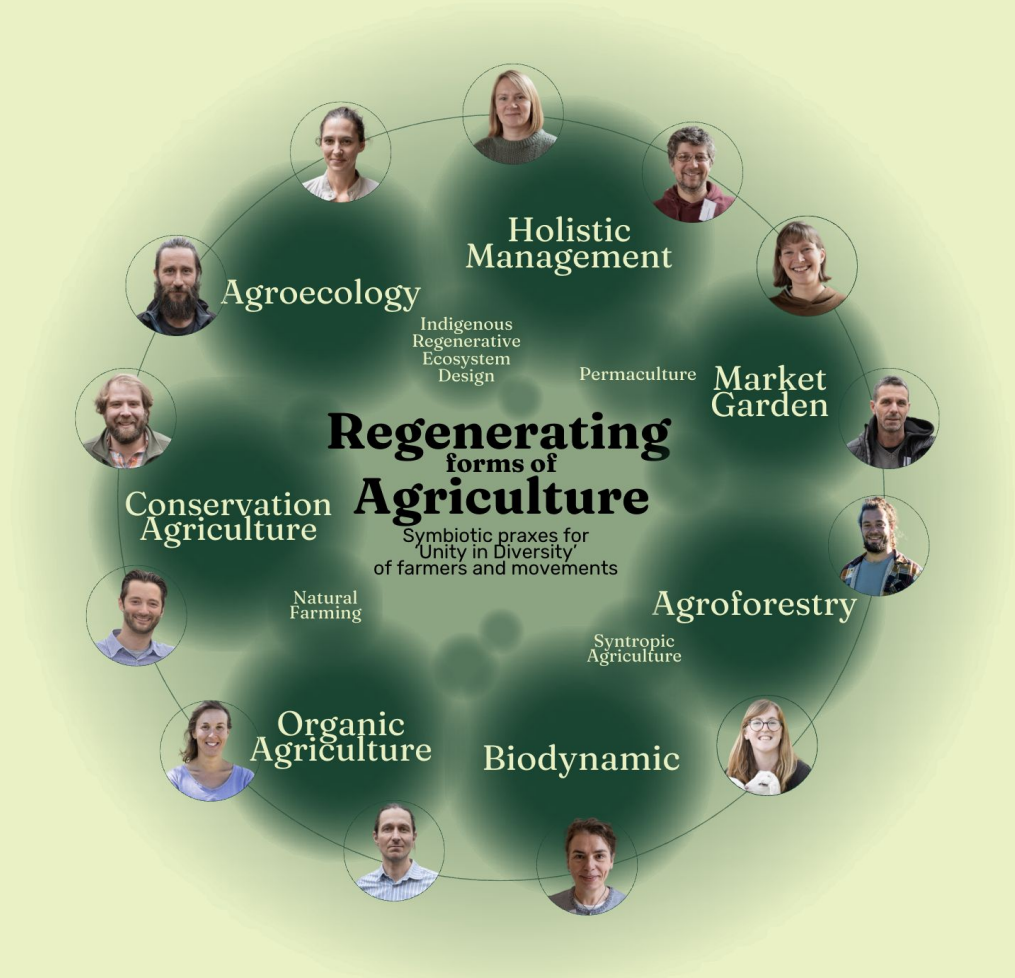
16 April 2025

Who is EARA?

EARA is an alliance started and led by 70+ of Europe's most innovative and progressive farmers from all contexts.

Many of our member farmers are leaders in their field, pioneers and local entrepreneurs serving their communities.

All of them have a common vision of a European transformation towards a regenerative future.





Our Mission

EARA is striving to enable the transformation of our agrifood ecosystems through accountable ecologic, economic and social regeneration.

Our Window of Opportunity is now

In a time of crises with political economic deadlocks **pioneering farmers and businesses are proving that regenerative agriculture** holds systemic solutions.

As we enter the beginning of a **new cycle of the EU MFF and CAP** starting in 2027, we have **a unique opportunity to change public governance**, so that the achievements of our pioneering farmers and businesses can be rapidly scaled-out in Europe.

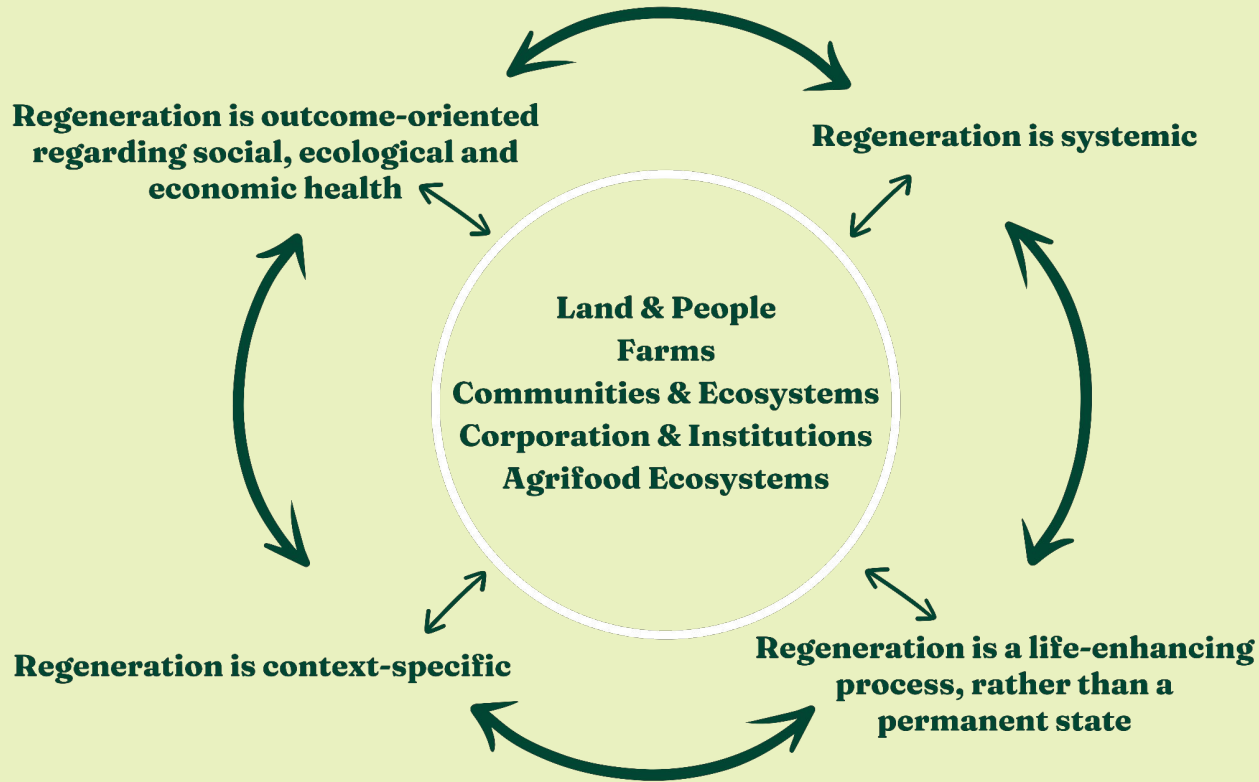
At the same time the whole of the **agrifood sector is recognizing its dependency on resilient agroecosystems**. Companies can rely less and less on a stable supply of raw materials. Many embrace **Regenerative Agriculture** as the answer, but its **implementation is staggering**. The main hurdle is capacity and adoption.



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Principles for Stewarding Regenerating Forms of Agriculture



To embark and succeed on regeneration journeys farmers need most of all

Less bureaucratic workload

Less risk

More planning security

Better deals

Better knowledge

Better land access

→ More coherent and harmonized public & private data demands

→ Context-specific transition insurance and financial support

→ Predictable regulatory, market and subsidy environment

→ Secure offtake at fair prices and qualities

→ Faster and better management and peer support

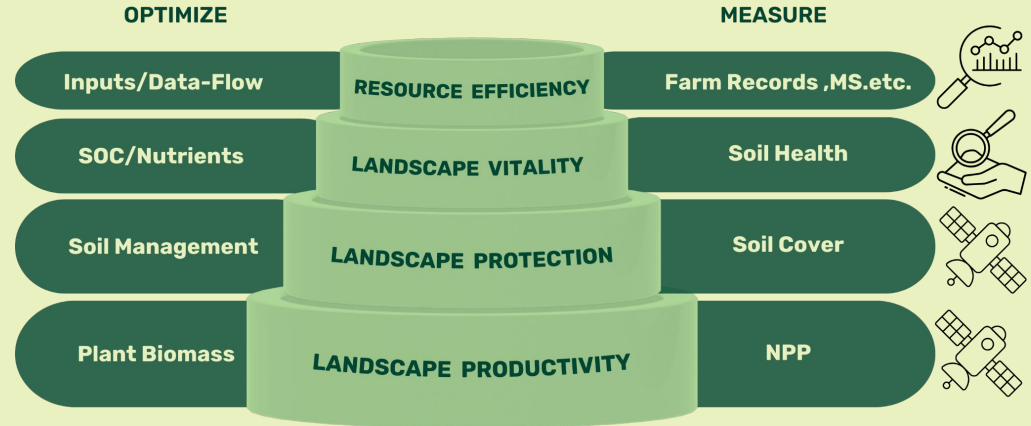
→ Buying and lease conditions coupled to socio-economic indicators

Shared Data and Action Infrastructure

Growing practical harmonization of all actors by simple and holistic performance measurement

We have operationalized key performance indicators (KPIs) to measure and manage the transition towards regenerating agronomic praxes that provide practical information for farm management, while measuring both economic and ecological performance.

Shared KPIs are central to enable and incentivise broad uptake and support land stewards in their transition with harmonized private and public finance and knowledge support.



= **Regenerating Productivity**

designed for coherence with



Regenerating Europe from the Ground Up



Our Pilot Programme and Study

**Pragmatic collaboration of practical pioneers
to prove feasibility and empirical evidence of
Regenerating Total Factor Productivity**

Our Pilot Programme and Study

Farmer-Led Study Introducing and Proving Regenerating Productivity The Realities of Producing More and Better with Less - for the Good of All

The study pioneers epistemological and methodological innovation, presenting novel empirical ground truth that highlights the impressive results of Europe's pioneering farmers in agricultural and ecological productivity. It introduces a novel productivity index, Regenerating Productivity (RP), along with the simple measurability of RP.

Some may call it the most important revolution in the most important of modern sciences. We just call it documenting what Europe's innovators, our pioneering farmers, agrifood businesses and rural community leaders say and do.

- **Validating that we can produce more (food, biomass, ESS, gross margin) with less (non farm inputs) = Regenerating Productivity (RP)**
- **Proofing simple and robust measurability of RP**
- **Testing fit for purpose CAP result-based RP indicators**
- **Enabling public-private coherence**
- **Catalyzing farmer capacity building**

Study Participants and Advisors



PRELIMINARY SUMMARY EUROPE

Regenerating Total Factor Productivity (RTFP) per UAA

All indicators of the preceding slide summarized by weighted contribution

+38%

Fit for purpose CAP result-based indicators

On average in this context pioneering farmers had more NPP & Soil Cover by

+16%

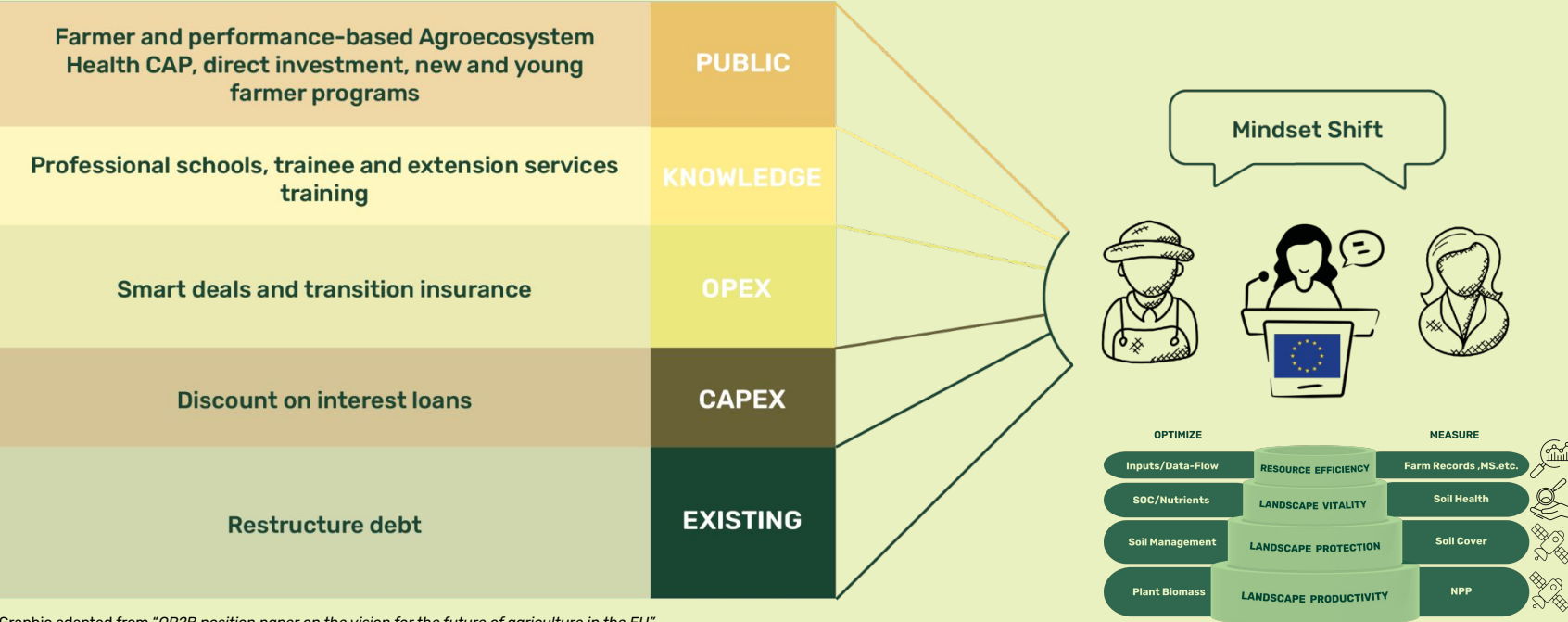


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**What it takes
Farmer-led, harmonized and catalyzed support with
context-specific CAPEX/OPEX public and private
transition finance**

Farmer-led, harmonized and catalyzed support at all fronts



Graphic adapted from "OP2B position paper on the vision for the future of agriculture in the EU"

A man and a woman are standing in a field of tall grasses at sunset. The man is on the left, wearing a dark hat and a jacket. The woman is on the right, wearing a cap and overalls. The sun is low on the horizon, creating a warm, golden glow. The background shows a line of trees and a building.

The global agricultural innovation leap is happening.
Europe *can* lead the world's regeneration.
Let's enable all our farmers to lead us.

Join the Movement!

Start planting and nourishing the seeds
of regeneration now!

Reach out to Meghan

