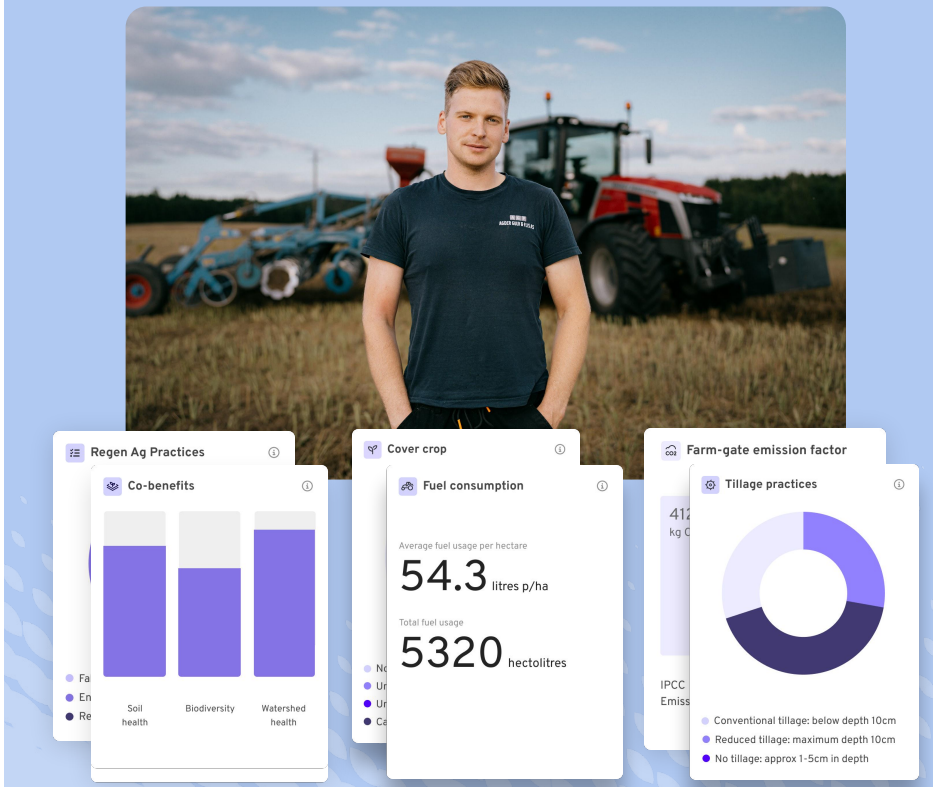
Ag+ Engagement Programme

Improve long-term sustainability and resilience of your supply chain by scaling Regen Ag among farmers

- Access to primary field-level sustainability data from your direct farmer suppliers or farmers in your supply shed
- Secure the emission and Regen Ag data that fit your sustainability strategy
- End-to-end support from farmer recruitment and support to data delivery
- Monitoring capabilities and data export
- Ensure alignment with GHG Protocol, SBTi and CSRD

How it works

1. Design programme to your needs and requirements
2. Identify target farmers and farmer criteria
3. Agreena recruit and onboard farmers to programme
4. Monitor roll-out through digital dashboard
5. Analysis and export data for own accounting and reporting
6. Report on scope 3 impact within value chain



Example case

Ag+ Engagement Programme

Regen Ag programme for wheat farmers in Eastern European supply shed in collaboration with Global Food & Bev Company

Client

Leading global food & beverage company with global footprint wanting to decarbonise its supply chain, equivalent to 35,000 tons of wheat, and promote Regen Ag in Eastern Europe, in line with set Scope 3 targets under SBTi.

Key challenges

- Sourcing through local mills with no direct farmer contact
- Only sourcing one specific crop from farmers
- General low level of Regen Ag adoption in sourcing region

Solution

Roll-out of Regen Ag programme to farmers located in defined Eastern European supply shed:

- Targeting farmers representing up to 10K Ha of wheat-specific farmers land to match annual volume
- Commitment in securing farmer compensation for achieved emission reductions and removals generated
- Agronomic expertise and training as integrated part of offer, delivered by local independent agronomic advisor
- Parallel AgreenaCarbon enrollment, to enable transition financing of non-wheat fields from the value chain or VCM
- Data outcomes delivered as wheat-specific emission factors (CO_2e / ton of wheat) and achieved removals (ton of CO_2e)