

We have an urgent need for a food system that restores our world



DEGENERATIVE



TODAY'S PREVAILING FARMING AND FOOD SYSTEM

Conventional farming is increasingly intensive and reliant on synthetic fertilisers and pesticides



WE URGENTLY NEED A NEW SYSTEM

Producing food by working with nature with true value put on health and welfare of animals, people and the planet

RESTORATIVE



OUTCOMES



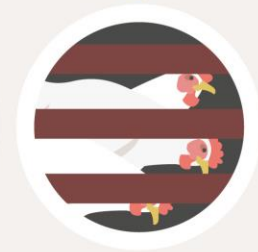
Insect & biodiversity loss



Polluted rivers



Soil erosion



Antibiotic resistance & risk of pandemic diseases

OUTCOMES



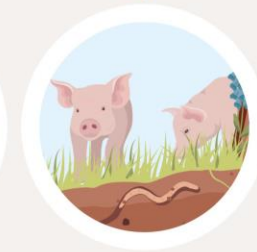
Restore nature



Climate Resilience



Restore soil health



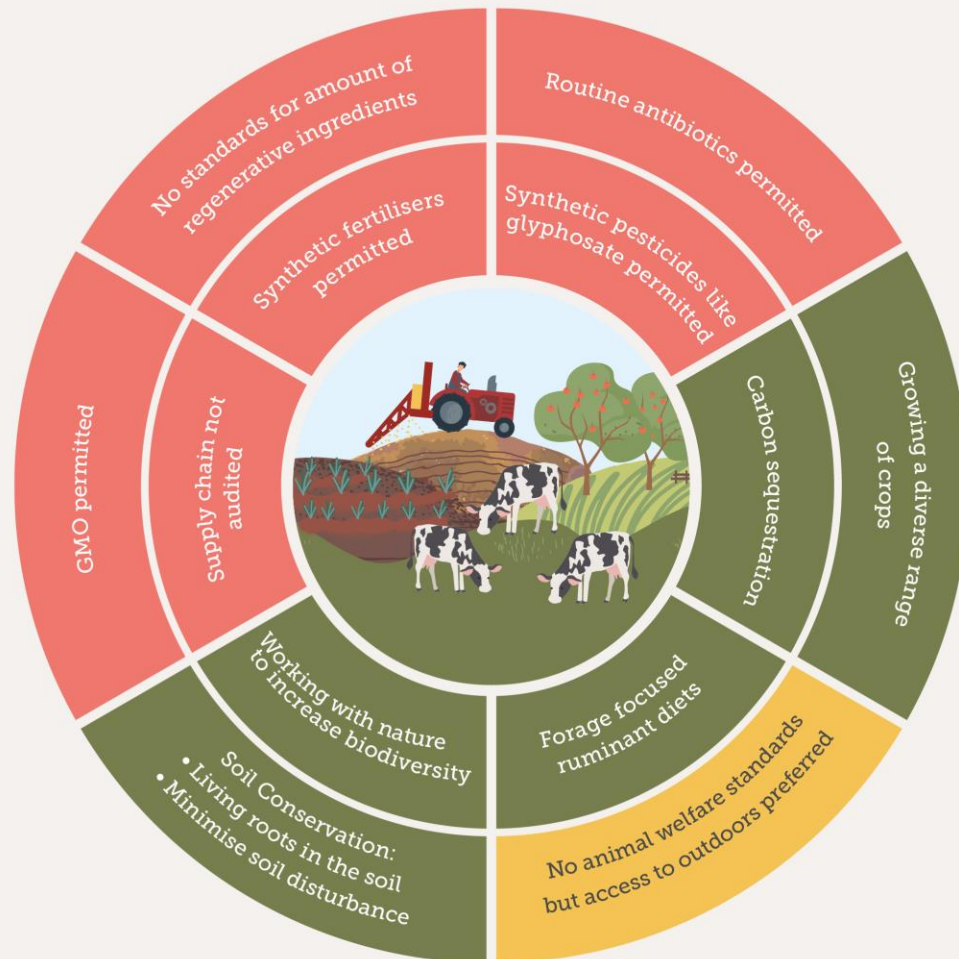
Good life for animals

Within restorative farming systems, there are different approaches



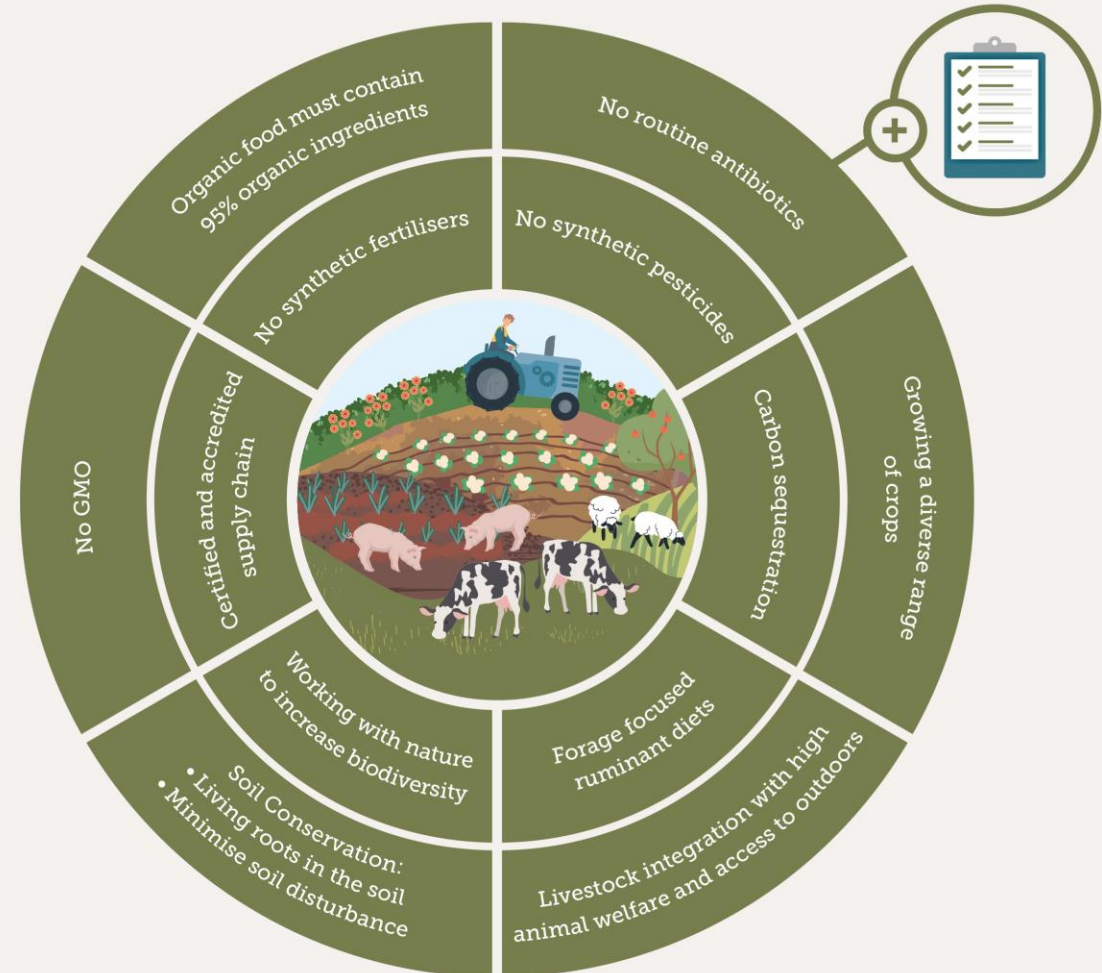
REGENERATIVE PRACTICES

look to improve impacts by focusing on soil health and crop diversity



ORGANIC

incorporates multiple regenerative practices across the whole farm, alongside higher animal welfare within a legally regulated standard



As a defined system, organic delivers quantifiable outcomes



There is clear peer-reviewed evidence around the benefits of organic compared to current conventional agriculture. Modelling suggests that a wholesale shift to an organic food and farming system could see a reduction in greenhouse gas emissions of at least

40%



25% more effective at storing carbon in soils



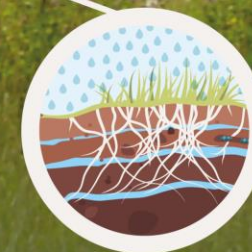
Organic farms are 50% more abundant in wildlife, with up to 34% more species



Subject to dietary changes, can provide a nutritious and healthy diet for a growing population



up to 100% more water storage



Better flooding and drought resilience