

# WHAT IS YOUR ROLE IN THE TRANSITION TO SUSTAINABLE FOOD PRODUCTION?

Each company can have its own way of making the transition. Let's recap the ways in which companies can have an impact.

## A CHECKLIST OF CONCRETE ACTIONS THAT CAN BE TAKEN BY COMPANIES

### Strategic level

- Include regenerative agriculture in the company's climate or sustainability programmes.
- Making commitments (for example, BSAG Baltic Sea Commitment).
- Social advocacy work to promote structural reforms.

### Training and communications

- Training, counselling and communities for regenerative farmers.
- Information about regenerative farming within your own company.
- Consumer-focused content.

## Procurement and product development

- Include regenerative farming in your procurement criteria.
- Products or product groups that are mainly produced using regenerative farming methods.

## Financial activities

- Support for research projects.
- Transitional support for farms that are starting to farm regeneratively.
- Paying higher compensation to producers for regeneratively farmed products and ingredients
- Carbon market.

## Now consider the actions outlined above from your own perspective

- What types of regenerative farming activities could be right for your business?
- What is the first thing you will do?
- Can you think of anything else in addition to the measures described above?
- How would you justify these measures to your colleagues within the company? Why is regenerative farming important to you?