



Your partner
in progress



A practical guide to getting started

This checklist is designed to help organisations move from early-stage pilots to scalable regenerative agriculture programmes in relation to food and fibers.

It focuses on practical, low-risk actions first, while building the systems, data and governance structures needed for long-term impact.

It is structured in two parts:

Tier 1: A simple, action-oriented checklist for executives

Tier 2: Expanded guidance on what good looks like in practice

Tier 1: Board checklist

Step 1: Set direction (Board & C-Suite level)

- ☐ Define the business rationale internally (e.g. supply security, cost volatility, regulatory exposure)
- ☐ Assign executive ownership and governance structure
- ☐ Agree on the initial scope (priority crops, regions, pilot areas)
- ☐ Embed into risk management. Inclusive of KPI list, reporting schedule and executive owner's position/job role.

Step 2: Understand your exposure

- ☐ Identify priority raw materials (e.g. agricultural crops, cotton, wool, leather)
- ☐ Map sourcing regions and environmental risk hotspots
- ☐ Identify key supplier tiers (aiming towards farm-level visibility)
- ☐ Assess exposure to climate and biodiversity risks, specifically key degradation risks (e.g. number of risks, area affected in hectares)

Step 3: Establish baselines and KPIs

- ☐ Collect baseline data (e.g. soil, water, biodiversity indicators where feasible)
- ☐ Define a small set of measurable KPIs from Board level KPIs (e.g. soil carbon, ground cover, input use)
- ☐ Ensure data can be tracked consistently over time
- ☐ Avoid making claims without baseline measurement

Step 4: Start with pilots

- ☐ Launch pilots in high-impact or high-risk regions
- ☐ Trial low-risk regenerative practices (e.g. reduced tillage, cover crops)
- ☐ Set short-term 12 to 24 month improvement targets (e.g. reduce soil disturbance, maintain ground cover thresholds)
- ☐ Design pilots with scalability in mind to be rolled out to similar regions

Step 5: Engage and support suppliers

- ☐ Integrate regenerative expectations into supplier engagement on pilot projects
- ☐ Provide support (training, technical assistance, financial incentives)
- ☐ Explore long-term sourcing relationships or offtake agreements
- ☐ Collaborate directly with producers where possible

Step 6: Monitor, learn, and adapt

- ☐ Track performance against baseline metrics
- ☐ Review trends regularly (not one-off data points)
- ☐ Adjust practices based on results and feedback
- ☐ Maintain internal accountability and reporting

Continue over

Step 7: Align reporting and communicate carefully

- ☐ Align with emerging frameworks (e.g. TNFD, SBTN, SBTi FLAG)
- ☐ Ensure claims are evidence-based and verifiable
- ☐ Engage with industry initiatives and peers
- ☐ Monitor regulatory developments (e.g. CSRD, CSDDD, EUDR)
- ☐ Quarterly or bi-annual reporting updates to board

Early signals of success definition (Board view)

The organisation is credibly beginning its regenerative agriculture strategy and practices when:

- ✓ Baseline land data exists
- ✓ Degradation risks are identified and addressed
- ✓ Low-risk practice changes are active
- ✓ Monitoring and governance are functioning

Not required yet: Certification and standards or whole-portfolio rollout.

Message to Directors

Early-stage regenerative agriculture is primarily a scoping, risk-management and data-building exercise. The role of governance is to ensure discipline, measurement, and decision-readiness before scaling initiatives, communicating on them and aligning with regulatory disclosures.



Tier 2 – A framework for what good looks like

1 Strategic direction and governance structure

Regenerative agriculture should be positioned as a core business priority, not a sustainability add-on. Leading organisations:

- Link regeneration to risk mitigation, resilience, and value creation
- Embed it into board oversight and executive KPIs
- Align it with capital allocation and long-term strategy

2 Defining regenerative agriculture internally

A clear internal definition is essential to avoid ambiguity and greenwashing. This should:

- Be outcome-based, not just practice-based
- Focus on measurable indicators such as:
 - › Soil organic carbon
 - › Water infiltration/efficiency
 - › Biodiversity (species, habitats)
- Be consistent across sourcing regions
- Be usable in contracts, reporting, and disclosure

3 Supply chain mapping and risk identification

Organisations should understand where regenerative agriculture is most material by:

- Identifying priority commodities and sourcing regions
- Mapping environmental degradation and biodiversity hotspots
- Assessing dependencies on fragile ecosystems
- Building visibility towards farm-level (Tier 4) where possible

4 Pilots and early implementation

Effective programmes start small but are designed to scale:

- Focus on high-impact regions and commodities
- Use clear KPIs and baseline data
- Prioritise low-risk practice changes initially
- Capture learnings systematically to inform expansion

5 Supplier engagement and transition support

Transitioning to regenerative agriculture requires active support:

- Provide technical assistance and training
- Offer financial incentives (e.g. premiums, co-investment)
- Explore blended finance models to de-risk transition for farmers
- Move from transactional sourcing to long-term partnerships

6 Data, monitoring, and decision-making

Data is critical to building the business case and credibility:

- Track outcome-based KPIs over time
- Link environmental outcomes to:
 - › Yield stability
 - › Cost volatility
 - › Supply continuity
- Integrate into risk dashboards and sourcing decisions

Continue over

7 Traceability, assurance, and governance systems

To support credible claims and scaling:

- Establish farm-level traceability systems (physical and digital)
- Build audit-ready data systems
- Implement third-party verification mechanisms
- Ensure clear internal accountability

8 Scaling through procurement and finance

Procurement is a key lever for scaling regenerative agriculture:

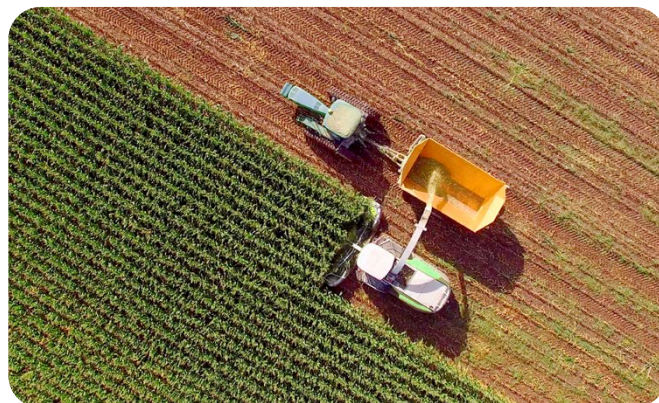
- Integrate regenerative criteria into:
 - › Supplier selection
 - › Contracts
 - › Long-term sourcing strategies
- Use outcome-based incentives
- Align with capital allocation and investment decisions

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9 Policy, standards, and industry alignment

To reduce fragmentation and ensure credibility:

- Align with frameworks such as:
 - › TNFD
 - › SBTN
 - › SBTi FLAG
- Monitor regulatory requirements (e.g. CSRD, CSDDD, EUDR)
- Engage in industry initiatives and standard-setting efforts
- Collaborate with peers to harmonise definitions and metrics



Stages of maturity

Ad hoc

Pilots, unclear definition, marketing-led

Emerging

Defined strategy, initial supplier engagement

Structured

Metrics, traceability, procurement integration

Scaled

Embedding in sourcing, multi-region deployment

Leading

Outcome-linked finance, industry alignment, verified impact