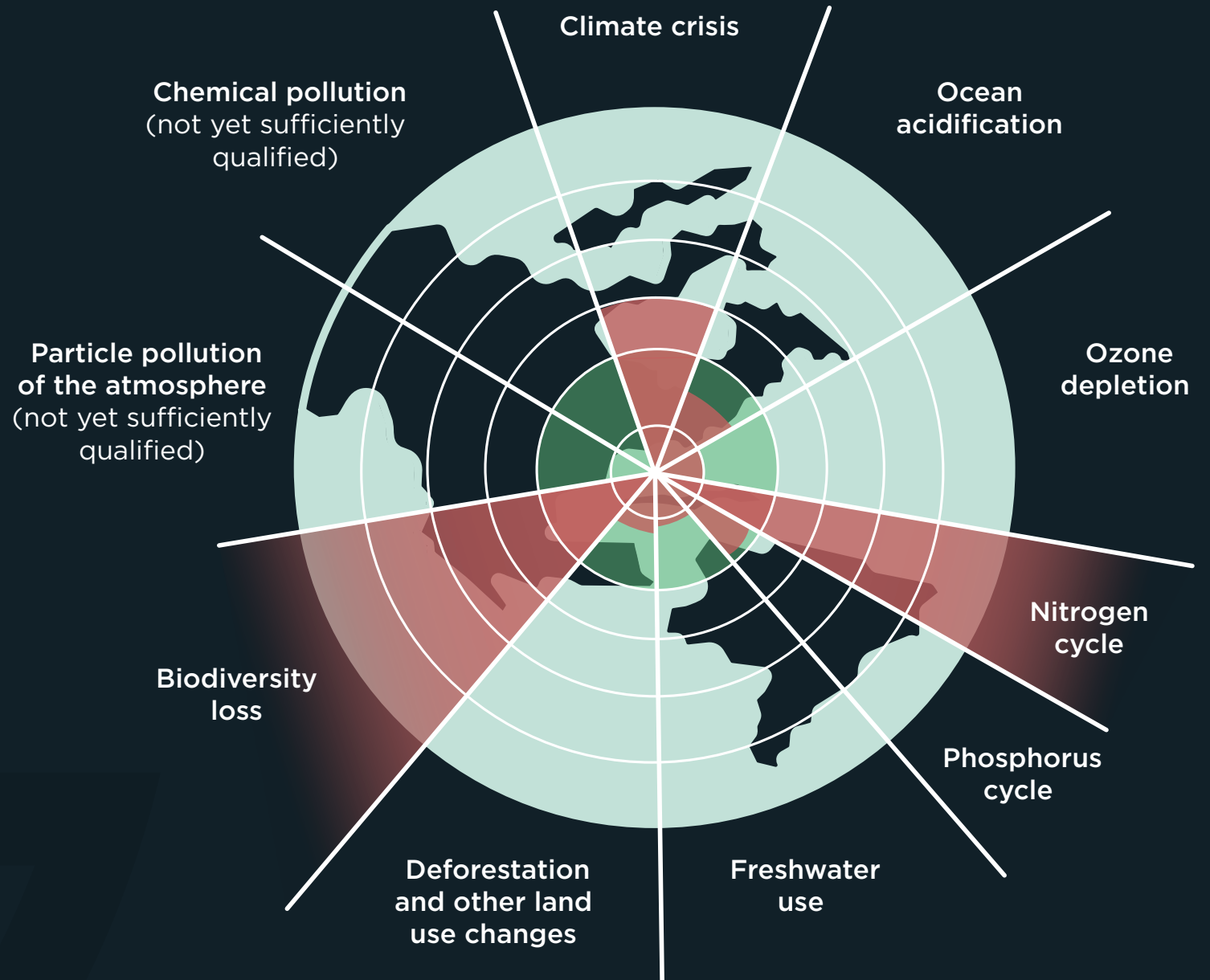




CLIMATE  
FARMERS

**THE CLIMATE FARMERS APPROACH**  
**THEORY OF CHANGE**



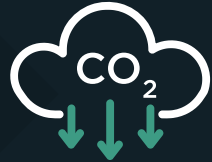
**Agriculture** is a central player to each of the planetary boundaries which have already been crossed.

## AGRIFOOD MEGATRENDS

Regenerative agriculture plays into a number of larger trends.



Adaptation to  
climate change



Reduction of  
CO<sub>2</sub> emissions



Growing appreciation  
for local and healthy  
food



Water shortages



The biodiversity  
crisis



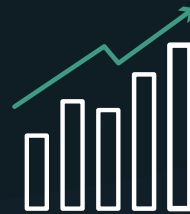
The economic  
crisis of farmers



The social crisis  
of farmers



The loss of farmland  
to erosion and  
desertification



Increased global food  
demand at dwindling  
growth of yields



New regulation of  
synthetic fertilizer



Rising fuel  
(fertilizer) costs



Insecure weather  
patterns

## THE POTENTIAL OF REGENERATIVE AGRICULTURE

Regenerative agriculture shows the potential of building the resilience of farms to grow a good average harvest of high quality crops, at lower water, fertiliser and pesticide input costs.

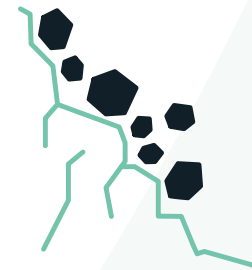
Reversing some of the most worrying trends of the recent decades, regenerative agriculture



CAPTURES CARBON



BUILDS BIODIVERSITY



REVERSES EROSION

and through that, increases farm productivity, as well as ecological and economic resilience to climate change.

## THE MISSING LINK

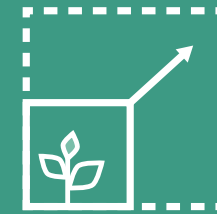
However, regenerative agriculture misses essential infrastructure for scaling.

## CLIMATE FARMERS BASIC PREMISES

CLIMATE  
CHANGE



SCALED REGENERATIVE AGRICULTURE



When 10% of Europe's farmland is under regenerative management, an avalanche-effect will happen

When it's recognised that regenerative agriculture makes more sense economically (intrinsically, without subsidies), farmers and industry will convert automatically

PRIMARY LEVERS FOR ENABLING  
REGENERATIVE AGRICULTURE

KNOWLEDGE



FINANCE



# BUILDING THE ELEMENTS FOR SELF-SUSTAINED GROWTH OF REGENERATIVE AGRICULTURE

## KNOWLEDGE



Shift mindset towards regeneration (own values + economic potential)

Assessment of ecological regeneration potential/benchmarks (Where does ecosystem want to go to)

Practices to implement in given context and in order to reach ecological and economic regeneration potential

Iterative implementation process (build, measure, learn, build, ...)



## BUILDING THE ELEMENTS FOR SELF-SUSTAINED GROWTH OF REGENERATIVE AGRICULTURE

PROVIDE ADEQUATE FINANCING INSTRUMENTS FOR FARMERS' CONTRIBUTIONS



Scalable monitoring of  
regeneration aspects

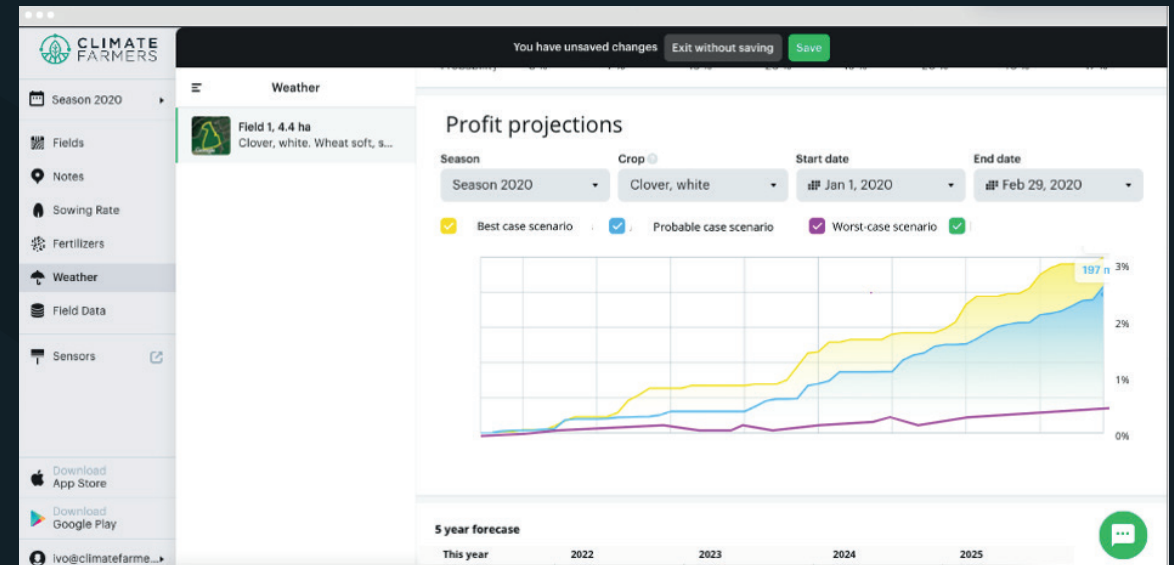
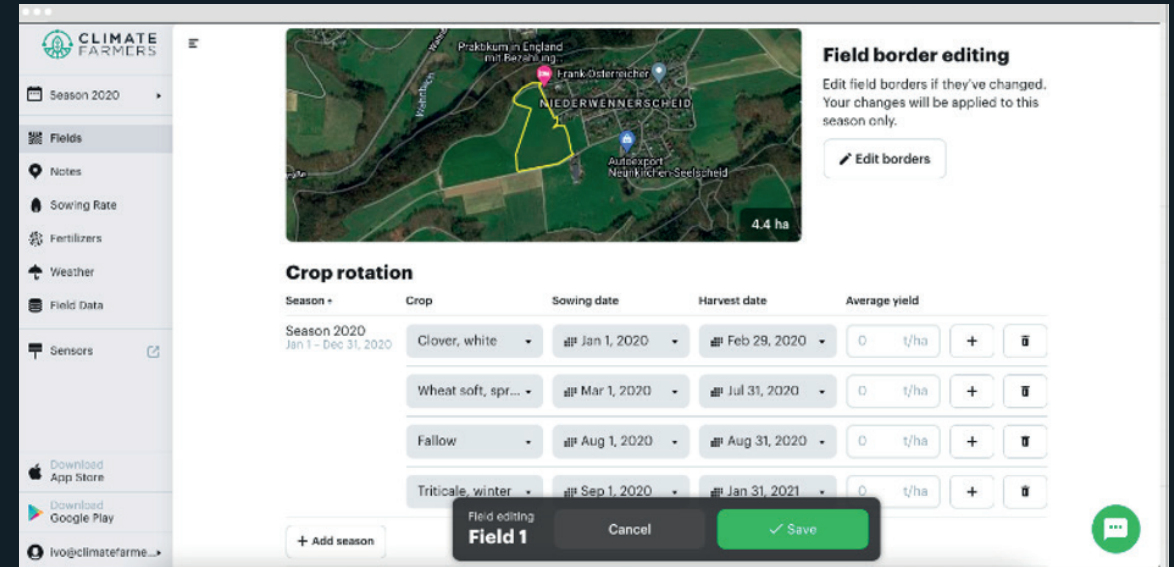
Payments from society (subsidies or other)  
for improved ecosystem services  
(e.g. rainwater infiltration, CO<sub>2</sub>-capture)

Developing essential infrastructure projects for the transformation of the agricultural sector. Based on testing in 2021, these projects would bring most value.

# PROJECT: FARM ENTERPRISE ANALYSIS

## Attractive farm enterprise analysis

- incl. business-as-usual & regenerative scenario
- different climate models
- Analysis tool of farm-critical ecosystem services



# PROJECT: COMMUNITY-AS-A-SERVICE

Drilling cereal rye with crimson clover and camelina. The last 4 ha 5:37 pm

🍌🌾🌾🌾👍 5:38 pm

Adding 30 kg of elementary sulphur to the seedband 5:39 pm

I want to have to show you something in November 🤔 5:39 pm

5:18

Beautiful and brave words [redacted]. Thank you! 7:38 pm

Thank you very much! 7:38 pm

You're welcome! I love this group. 7:49 pm

👊 [redacted] I have a wife and 3 beautiful children  
And farms sometimes suck us!! Respect your words and attitude 7:52 pm

Tired 🤔👍 6:51 pm

So happy today That we have enough feed for 15 months 6:51 pm

That's amazing! Good work 6:52 pm

Yes. But it's enough now  
1/2 a day of doing nothing in 4 weeks is not good. But it makes fun, when you see the work you do is senseful 7:02 pm

👍👊🌾 agreed 7:08 pm

are you finally going to get some rest now? 7:08 pm

A normal day with breakfast with my wife is like holidays 😂👍 7:24 pm

Share the worksheets i have done.  
Statement of purpose....

Perfect!! 🙌👊 congratulations [redacted]  
It's really you and your amazing project ❤️ 10:19 am

Thanks guys, great group and everything becomes easier with the great work of Climate Farmers and the great communicator Oliver 🙌👊👊👊 10:44 am

Share the worksheets i have done.  
Statement of purpose....

I love the part in your Quality of life statement saying "...so that they can live on the same frequency" 😊 11:44 am

# PROJECT: PLATFORM OF EUROPEAN EXPERT CONSULTANTS



ABOUT US ▾ OUR EXPERTS ▾ FOR FARMERS ▾ FOR COMPANIES ▾



## Leon Bucher

*Ambassador Germany*

✉ hallo[at]leonbucher.com

💬 Languages: German, English

📍 Location: Berlin, Germany

## Leon Bucher

*»I support each with passion and no matter what point you are at. We find a solution to work together – even when financial is the biggest hurdle.«*

MY WORK & EXPERIENCE



MY SERVICE



MY EXPERTISE



**PROJECT:**  
**TRANSITION BLUEPRINT PROCESS**



Mindset / Personal context



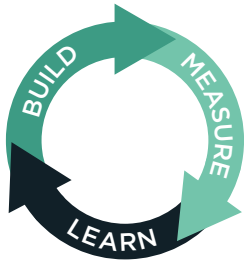
Farm business context



Ecological context

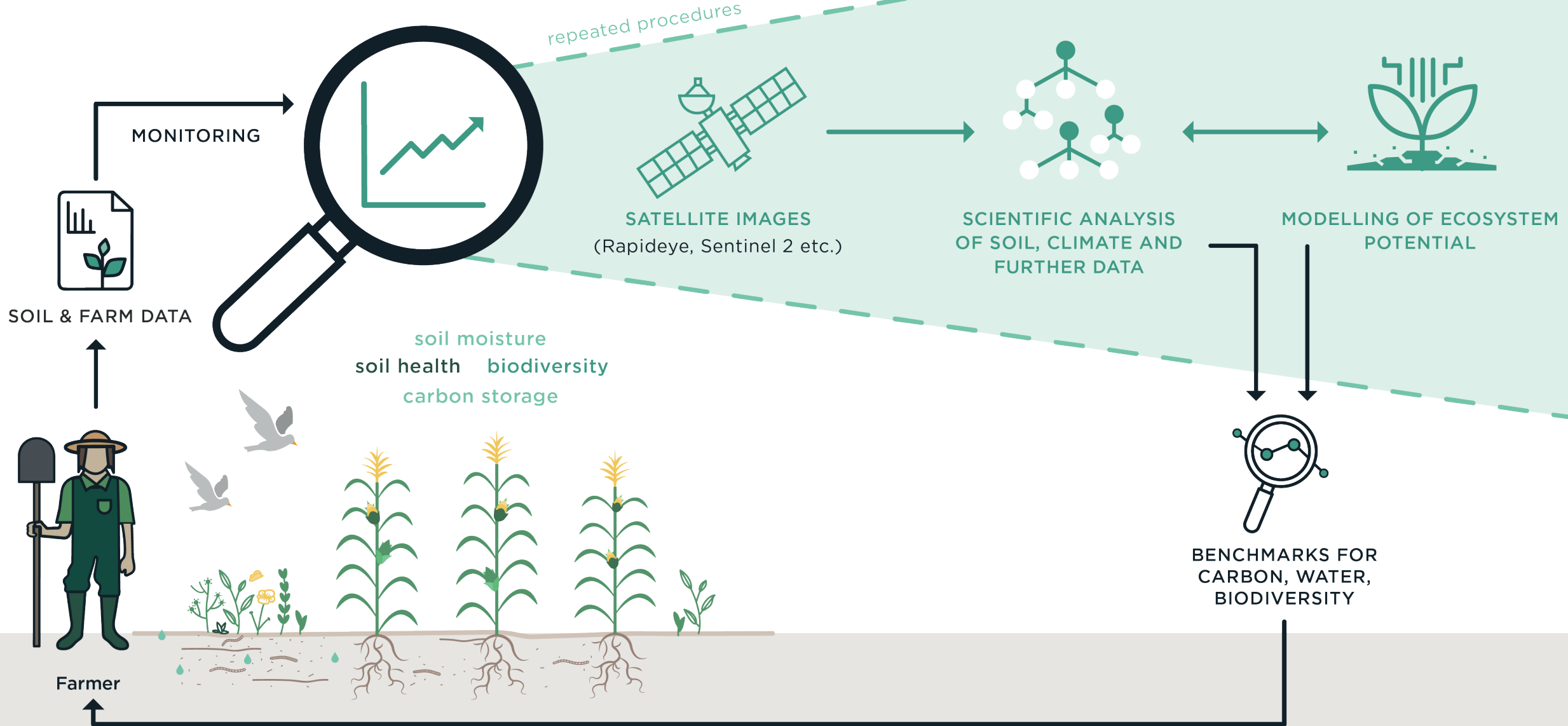


Implementation plan with peers & experts



Supported data collection & adaptation process annually

# PROJECT: AUTOMATISED CONTEXT & RECOGNISED MRV METHODOLOGIES



**PROJECT:**  
**FULLY VALORISED REGENERATION CREDIT**

Proving that the potential effect of agriculture goes significantly beyond carbon farming.

**TRADITIONAL  
CO<sub>2</sub>-VALUE**

**ECOSYSTEM BENEFITS**

— so far undervalued



**Carbon capture  
in soils**



**Water availability  
and -infiltration**



**Primary  
productivity**



**Habitat for  
biodiversity**



**Nutrient  
cycles**



## HOW WE WORK AT CLIMATE FARMERS



We identify systemic challenges hindering the faster and more qualitative scaling of regenerative agriculture



We partner with organisations committed to the same goal



Together we develop essential infrastructure pieces, test and implement them



Together we communicate the learnings and outcomes in order to advance the entire sector (industry & policy)



**LOOKING FORWARD TO  
THE CONVERSATION**