

**FACT FILE 2023**

# East of England

Landscape Enterprise Networks (LENs) facilitate investment in and delivery of nature-based and agricultural measures to make local landscapes healthier, more productive and resilient, to meet business and society's long-term needs. They do this by bringing together businesses, landowners, farmers and other organisations with an active interest in a locality, to work together to influence the quality and performance of the landscape they all rely on. The LENS initiative is overseen by UK-based sustainability consultancy 3Keel, with support from our Strategic Partners Nestlé Purina, PepsiCo and Diageo. The initiative is currently operational in six regions – three in the UK and one each in Hungary, Italy & Poland. For more information, visit our [website](#).

**WHY DO WE NEED LENSs?**

Businesses, organisations and investors recognise that the condition of natural systems is material to their long-term ability to thrive. For example, degraded farmland is a risk for long-term food crop productivity and water quality. By partnering to understand and manage businesses' impacts and dependencies on the natural environment, we can work more effectively to ensure the health, productivity and resilience of local landscapes.

**LENSs EAST OF ENGLAND PARTNERS**

Founder	<b>3Keel</b>
Founding Partners	<b>Nestlé Purina, Anglian Water, Cereal Partners UK, West Northamptonshire Council</b>
LENSs Operator	<b>Resilient Landscapes EOE CIC</b>
Project Partners	<b>Affinity Water, Agricarbon, Anglian Water, Camgrain, Cargill, Cefetra, Cereal Partners UK, Charles Jackson, Chilton Grain, Frontier Agriculture, Nene Rivers Trust, Nestlé Purina, NFU Sugar, Openfield Agriculture, PepsiCo, Soil Association Exchange, Trinity Agtech, West Northamptonshire Council</b>

**KEY DATA EAST OF ENGLAND 2023**

Years in operation (inc. 2023)	<b>3</b>
Euros/£s invested, 2023	<b>£3,933,446</b>
Farms/lands involved, 2023	<b>110</b>
Total hectares covered, 2023	<b>16,324 hectares; 7399 metres</b>



WELLAND VALLEY VIADUCT, RUTLAND

**WHY DO THESE PARTNERS WANT TO WORK TOGETHER?**

Partners are collaborating to maximise environmental outcomes and create an enduring model that more businesses and land managers will join. Interventions on farms usually deliver multiple outcomes, of interest to multiple partners, so sharing the cost delivers more and better outcomes for all.

**HOW IS LENSs EAST OF ENGLAND FUNDED?**

East of England LENS is funded by eight organisations and has doubled available funding for land management practices which generate environmental outcomes each year since 2021. The medium- and long-term aim is to create a self-financing programme, with a small percentage of each trade funding an independent, local delivery organisation, which convenes the demand and supply sides, facilitates transactions and builds the pipeline of trades.

**HOW LONG WILL IT LAST?**

3Keel and Nestlé Purina have designed LENSs to become an enduring model with an increasing number of buyers and sellers involved, to enable a systemic change that will deliver long-term outcomes.

**HOW DOES LENSs WORK WITH EXISTING LAND MANAGEMENT SCHEMES THAT A FARMER OR LAND MANAGER IS PART OF?**

LENSs seek to complement, support and augment existing initiatives, and their measures are designed with these in mind. LENSs cannot pay for a measure that is already being funded via another route, neither will they pay for activities that farmers have a legal duty to undertake.

**HOW DO I GET INVOLVED?**

Email the LENSs team: [lens@3keel.com](mailto:lens@3keel.com)





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# East of England

### 2023 SCOPE

The East of England accounts for 15% of England's total land area and supports diverse habitats. Through LENSs, funders have invested in measures to achieve carbon reduction and sequestration, flood risk mitigation, soil regeneration, biodiversity and habitat creation, water quality improvements and resilient supply chains. 2023 funding has been invested in regenerative practices across 23 measure types and 87 individual innovations proposed by farmers. Most popular measures in 2023:

#### Adopt reduced cultivation systems (reduced/no till cultivations)

Reduced/no-till cultivations can retain soil surface organic matter, preserve good soil structure and fertility, resulting in soil conditions that improve water infiltration rates and reduce risk of loss of particulate P and sediment. 2023 Funding - £1,315,414

#### Farmer innovation: capital measures and in-field

Allows applicants to suggest in-field, capital and/or infrastructure innovations and trials. Examples include direct drills, soil sampling, and new fertiliser applicator. 2023 Funding – capital/infrastructure: £982,087, in-field: £208,733

#### Year-long fallow with cover crops

Planting cover crops reduces nutrient loss, improves soil fertility, reduces nitrate leaching, improves soil structure, counteracts compaction, and helps protect soils from erosion, and can provide short-term suppression of weeds. A year-long fallow with cover crops offers greater scope to introduce seed mixes with multiple benefits and reduces the need for pesticides and fertiliser. 2023 Funding - £359,965

#### Winter cover crops

Planting cover crops for ground cover in winter protects soils from erosion and reduces nutrient leaching and runoff. They intercept and reduce the impact of rainfall and store nitrogen. When the cover crop is destroyed in spring, some of the nitrogen feeds the spring crop, reducing fertiliser requirements. Cover crops also provide carbon sequestration and improve biodiversity. 2023 Funding - £299,180

#### Planting new woodland

Planting new native broadleaf woodland improves biodiversity, creates habitat, sequesters carbon, reduces run-off, improves infiltration, retains water in the landscape and improves flood mitigation. 2023 Funding - £105,501

A first-year pilot of Measurement, Reporting and Verification is being run by 3Keel's MRV team. Soil Association Exchange, Trinity Agtech and Agricarbon are supporting farmers to collect data, which will be used to track progress against targets, measure the impact of investments, and provide a clear picture of farms' sustainability.

## STAKEHOLDERS

### FOUNDER

**3Keel** is a leading sustainability consultancy based in the UK. It has developed the LENSs approach to address critical challenges in agriculture, food systems and landscapes, and has established LENSs in a growing number of regions in the UK and Europe, working with partners to build long-term resilience.

### FOUNDING PARTNERS

**Nestlé Purina** specialises in the production of pet food and sources key ingredients in the region. In line with Nestlé Group targets to reach Net Zero by 2050 and source 50% of key ingredients through regenerative agriculture by 2030, Purina is supporting farmers in their regenerative farming journey through LENSs.

**Anglian Water** is the largest water and water recycling company in England and Wales by geographic area.

**Cereal Partners UK** is the UK's second largest breakfast cereals manufacturer, with over 25% of the market.

**West Northamptonshire Council** has been involved in LENSs East of England from its inception, pursuing flood mitigation measures.

### LENS OPERATOR

**Resilient Landscapes EOE CIC** is the community interest company running the East of England network. It was established in 2023 after a successful two-year pilot LENSs in the East of England, to formalise and scale the network.

### PROJECT PARTNERS

**Affinity Water** is the largest water-only supplier in the UK, covering parts of Bedfordshire, Berkshire, Buckinghamshire, Essex, Hertfordshire, Surrey, London, Essex and Kent.

**Camgrain** provides a reliable, safe and secure co-operative grain storage facility for farmers, blending member's crops to meet specifications required for premium markets.

**Cargill** provides food, agriculture, financial and industrial products and services. It is committed to feeding the world in a responsible way, reducing environmental impact.

**Cefetra** is one of the major traders of grains and animal feed raw materials in the UK and Ireland.

**Charles Jackson & Co Ltd** is an agri-business offering crop storage, processing and marketing for wheat, barley, oat, oilseed rape and bean growers.

**Chilton Grain** specialises in buying and marketing grain, dry beans, soybeans, and inedible beans.

**Frontier Agriculture** is the UK's leading crop production and grain marketing business.

**Nene Rivers Trust** works for the conservation, protection, restoration and improvement of Nene Catchment rivers.

**NFU Sugar** represents all sugar beet growers in the UK, negotiating on their collective behalf with British Sugar Plc.

**Openfield Agriculture** is Britain's only national grain marketing and arable inputs co-operative, owned by 4,000 British farmers.

**PepsiCo** owns brands such as Walkers, Pepsi and Doritos. Its goals include supporting regenerative agriculture, sustainably sourcing 100% of key ingredients by 2030, and achieving Net Zero by 2040.

### MEASUREMENT, REPORTING & VERIFICATION PROVIDERS

**Agricarbon** provides affordable, accurate soil carbon stock audits, based on high-intensity direct sampling.

**Soil Association Exchange** is a new service to help farmers measure the environmental and social impact of their practices.

**Trinity Agtech** provides trusted software to measure, manage, and monetise a farm's natural capital.