

FACT FILE 2023

Poland

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 LENs?

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.

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.



WESTERN ROZTOCZE, POLAND

HOW IS LENs POLAND FUNDED?

Nestlé Purina and Cereal Partners Poland have provided the initial funding to develop the partnership and set up the first trade in 2023. The benefits are co-acquired by both partners. 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 will convene the demand and supply sides, facilitate transactions and build the pipeline of trades.

HOW LONG WILL IT LAST?

3Keel and Nestlé Purina have designed LENs 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 LENs WORK WITH EXISTING LAND MANAGEMENT SCHEMES THAT A FARMER OR LAND MANAGER IS PART OF?

LENs seek to complement, support and augment existing initiatives, and their measures are designed with these in mind. LENs 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 LENs team: lens@3keel.com

LENs POLAND PARTNERS

Founder	3Keel
Founding Partners	Nestlé Purina, Cereal Partners Poland
LENs Operator	Preferred by Nature
Project Partners	Agricarbon, Agroekoton, CarbonChange
Technical Expert	Terra Nostra Foundation

KEY DATA POLAND 2023

Years in operation (inc. 2023)	1
Euros/£s invested, 2023	€601,366.83
Farms/lands involved, 2023	29
Total hectares covered, 2023	2,407



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2023 SCOPE

Nestlé Purina and Cereal Partners Poland have invested in a Landscape Enterprise Network in the Greater Poland, Kuyavian-Pomeranian, Lubusz and Warmian–Masurian voivodeships of Poland, with the support of 3Keel and Preferred by Nature. Terra Nostra Foundation delivered farmers training on regenerative agriculture. In the trade 2023, funding has been invested in regenerative practices on 2,312 hectares of arable land mostly in Greater Poland and Kuyavian-Pomeranian. The implemented practices covered in-field agronomic practices and farmer innovation investments.

Substituting synthetic fertilisers with organic ones

Integrating manure, compost and other organic fertilisers, including mycorrhizae/ biostimulants to substitute synthetic fertiliser, reduces the risk of leaching and carbon emissions from fertilisation, as synthetic fertilisers are often the top contributor to an arable farm's carbon footprint. Manure and compost can also help increase soil biology, structure and fertility.

Implementation of soil activators improving the soil structure, health and fertility

Some of the parameters of the soil (sorption capacity, humus content, soil structure) can be improved by application of different soil activators, effective microorganisms or products based on the natural minerals, which are not defined as fertilisers. Although the main way to improve these soil parameters should be green manure implementation and the use of appropriate agrotechnical practices, it can be improved by the above mentioned products.

Inclusion of grain legumes in arable rotations

Legumes are N-fixing crops because they form symbiotic relationships with bacteria in the soil that allows them to fix atmospheric N and use this in place of N provided by synthetic fertilisers. Increasing the area of grain legumes in arable rotation reduces N fertiliser use and increases soil health and biodiversity.

Farmer innovation investments

Compost production facility that can be moved every year to a different location, which fully covers the needs of natural fertilisation of the farm. Compost is produced from organic matter (leftovers after the crops) with addition of horse and chicken manure, as well as effective microorganisms.



WESTERN ROZTOCZE, POLAND

STAKEHOLDERS

FOUNDER

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

FOUNDING PARTNER

Nestlé Purina specialises in the production of pet food and sources key ingredients in this 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 LENS.

Cereal Partners Poland produces and sells loved Nestlé breakfast cereals. It constantly innovates and improves – from how it sources ingredients to how it makes products. Supporting local farmers to transition & scale up regenerative agriculture practices is part of its commitment to make breakfast better.

LENS OPERATOR

Preferred by Nature is an international non-profit working to support better land management and business practices that benefit people, nature and the climate. It operates through a combination of sustainability certification services, projects supporting awareness raising, and capacity building.

PROJECT PARTNERS

Agricarbon provides accurate soil carbon stock audits, based on high-intensity direct sampling, that underpin carbon-buyer confidence in soil carbon sequestration. In turn, this unlocks a wealth of value and finance to support the global transition to regenerative farming and a healthier planet.

Agroekoton focuses on the intersections between different agriculture-related communities, connecting scientists, growers, consumers, local governments, industry organisations and others. It aims to create new ideas and adapt them for use in agriculture, according to EU strategies.

CarbonChange has created a calculation system for establishing carbon sequestration capacity of soils, evaluating the effect of: production levels of crops; cover crops; tillage/no-tillage techniques; types and levels of fertilisation; and crop rotation.

TECHNICAL EXPERT

Terra Nostra Foundation for Agricultural Development is an expert in the agriculture and sustainability sector in Poland. Its overarching idea is to educate people about respect for natural environmental resources. For several years, the Terra Nostra Foundation has been supporting farmers in converting from conventional to regenerative agriculture.