

**FACT FILE 2023**

# Yorkshire



SWALEDALE, YORKSHIRE DALES

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.

**HOW IS LENs YORKSHIRE FUNDED?**

Nestlé Purina and Diageo are the founding demand-side organisations in LENs Yorkshire, providing initial funding to develop and set up the trade in 2023. Yorkshire Water has also supported the establishment of the first trade. PepsiCo has recently been onboarded into the LENs Yorkshire team, ready to support the project scale-up - together with our founding demand-side organisations - in trade 2024.

**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](mailto:lens@3keel.com)

**LENs YORKSHIRE PARTNERS**

Founder	<b>3Keel</b>
Founding Partners	<b>Nestlé Purina, Diageo</b>
LENs Operator	<b>3Keel</b>
Project Partners	<b>Frontier, Openfield Agriculture, Sedamyl, York and North Yorkshire LEP, Yorkshire Water</b>

**KEY DATA YORKSHIRE 2023**

Years in operation (inc. 2023)	<b>1</b>
Farms/lands involved	<b>4</b>
Total hectares covered	<b>687</b>



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**2023 SCOPE**

Nestlé Purina and Diageo have invested in a range of regenerative agriculture practices across the Yorkshire region. Both companies source derivatives of feed wheat from local farmers, and seek through LENS Yorkshire to work with supply chain partners to build resilience and reduce their scope 3 carbon footprints. Delivering for biodiversity and water quality is also an aim of this trade, with Purina and Diageo funding measures that contribute to improving these outcomes. Openfield and Frontier have been working to engage their farmer networks and develop measure proposals in collaboration with farmers looking to secure funding through LENS. Trade 2023 in Yorkshire is currently in the contracting phase, with both demand and supply side players working to finalise details and attain sign off.

**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 PARTNERS**

**Nestlé Purina** specialises in the production of pet food and sources key ingredients, derived from feed wheat, from Yorkshire. 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.

**Diageo** is a multinational alcoholic beverage company, owning brands such as Smirnoff, Gordons, and Tanqueray. Diageo's involvement in LENS is driven by aims to reduce scope 3 carbon by 50% by 2030, as well as sourcing from landscapes that deliver for biodiversity, water, and people.

**PROJECT PARTNERS**

**Frontier Agriculture** is the UK's leading crop production and grain marketing business. Frontier supplies seeds, crop protection products and fertiliser to farms, as well as providing specialist agronomy advice. Frontiers' close relationships with farmers position them well as a supply aggregator in LENS.

**Openfield Agriculture** is Britain's only national grain market and arable inputs cooperative, committed to putting their members' needs first. As a farmer owner cooperative, Openfield builds unique relationships and creates value for their farmers.

**Sedamyl** is a leading manufacturer of starches, sweeteners, proteins and alcohol. We supply and sell ingredients to major industries throughout Europe.

**York & North Yorkshire Local Enterprise Partnership (LEP)** is a public-private partnership charged with driving economic growth and prosperity across York and North Yorkshire. It is one of 38 LEPs in the national [LEP Network](#) and one of the 11 LEPs in the [NP11 partnership](#).

**Yorkshire Water** provides essential water and wastewater services to Yorkshire, serving over 5 million customers and millions of visitors to Yorkshire every day.

