

ABOUT LENS

LENs (Landscape Enterprise Networks) brings together businesses, public bodies, NGOs, farmers and land managers, to finance and implement initiatives to improve the health, productivity and resilience of landscapes they all rely on.

LENs facilitates positive, long-term impacts on the local environment, with organisations working together to ensure their region thrives and continues to meet the needs of businesses, communities and nature.

LENs was established in 2020 by UK sustainability consultancy 3Keel. It is supported centrally by three Strategic Partners: Diageo, Nestlé and PepsiCo. There are currently six active LENs: East of England; Yorkshire (England); Leven (Scotland); Hungary; Italy; and Poland.

For more information, visit our [website](#).

How does LENs enhance and support existing land management initiatives?

Payments to LENs farmers are structured around available public funding. Where a LENs farmer has secured funding to support a particular regenerative farming practice, LENs can be used to increase the quality or quantity for greater impact. LENs encourages farmers to apply for public funding, so that they can maximise financial support.



How do I get involved?

Email the LENs team: lens@3keel.com



Hungary

TOWARDS A RESILIENT AGRICULTURAL SUPPLY CHAIN

Nestlé Purina has invested in a Landscape Enterprise Network in the Western Transdanubia region, with the support of 3Keel and Preferred by Nature. French organization, Biospheres, an agribusiness company, Syngenta Hungary, have teamed up to explore and test innovative agronomic and environmental practices at farm level. Biospheres designs and implements the trials, while Syngenta Hungary provides on-farm support and monitors the outcomes. LENs Hungary is supported by the Hungarian Ministry of Agriculture, with technical advice on harmonization of measures with agricultural practices.

3
YEARS IN OPERATION

15
VARIETY OF MEASURES

33
FARMS OR LAND ENTERPRISES INVOLVED (2024)

€2,850,555
INVESTED (2024)

13,479
TOTAL HECTARES COVERED (2024)

Scope 2024

2024 funding has been invested in regenerative practices on 13,479 hectares of arable land in Western Transdanubia, focused on in-field soil management and crop production measures, which include:



Reduced cultivation or no-till
Designed to improve soil health, increase organic carbon content and support soil biology development, which leads to better soil structure and water infiltration. This helps deeper plant root penetration for better access to water and nutrients, leading to more stable yields in challenging conditions, like drought.



Summer and winter cover crops
Grown between two primary cash crops, this is designed to increase soil organic matter and fertility, reduce erosion, improve soil structure, promote water infiltration, and limit pest and disease outbreaks.



Soil pH management
Soil pH management is crucial in Western Hungary due to predominantly acidic, clay, silt and pebble soils with weak

structure. Soil acidity can lead to nutrient deficiency and hinder microbial activity, resulting in reduced crop yields and decreased legume nodulation. LENs supports regular application liming at low rates to boost fertilizers' efficiency and reduce fertilizer expenses and environmental pollution.



Plant grass or wildflower strips in arable fields and/or in margins
This provides a habitat for pollinating insects. Wildflower strips may also provide habitat for predatory insects, which can contribute to in-field pest control, as well as acting as buffers to help reduce the quantity of sediment, nutrients and pesticides washed into waterways by runoff.



A Farmers Network was established in 2023 to facilitate experience and knowledge exchange around regenerative agriculture and activity has continued in 2024 with training covering soil structure improvement and cover crop management. The sessions are also open to farmers who are interested in applying regenerative agriculture practices but who are not yet formally in the trades.

Stakeholders

Founder
3Keel

Founding Partner
Nestlé Purina

Supply Aggregator
Preferred by Nature

LENs Operator
Preferred by Nature

Measurement, Reporting and Verification Providers
Agricarbon
Soil Health Sampling
xFarm

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 Hungary funded?

LENs Hungary is funded by one organisation, which has increased its funding every year since the programme launched in 2022. The medium-to long-term aim is to create a self-financing programme, with a small percentage of each trade funding management and support.

How long will it last?

3Keel and Nestlé Purina 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.

