

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



Poland

INCREASING SUPPLY CHAIN RESILIENCE

Nestlé Purina, Cereal Partners Poland and PepsiCo have invested in a Landscape Enterprise Network in the Greater Poland, Kuyavian-Pomeranian, Lubusz, Western-Pomeranian and Warmian-Masurian voivodeships of Poland, with the support of 3Keel and Preferred by Nature. Biospheres delivered farmers training on regenerative agriculture.

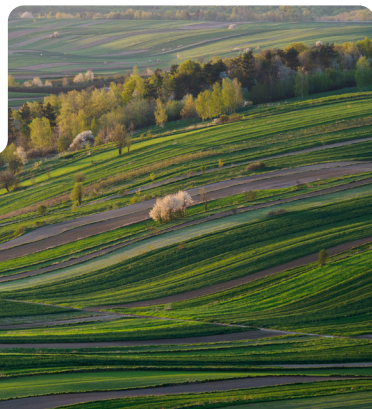
2
YEARS IN OPERATION

11
VARIETY OF MEASURES

113
FARMS OR LAND ENTERPRISES INVOLVED (2024)

€1,949,889
INVESTED (2024)

10,841
TOTAL HECTARES COVERED (2024)



Scope 2024

In the 2024 trade, funding was invested in regenerative practices on more than 10,000 hectares of arable land. The implemented practices covered in-field agronomic practices and farmer innovation investments. Among the most popular were:



Adopt a reduced cultivation system on more than 50% of the arable land area

Reduced cultivation (rather than ploughing) can retain soil surface organic matter and preserve good soil structure, which result in improving water infiltration rates and reducing loss risks of nutrients and sediment.



Establish cover crops in autumn on more than 30% of the arable land area

Planting cover crops in the autumn can reduce nutrient loss. By trapping nitrogen and enhancing organic material in soil they can improve its fertility, reducing both the need for synthetic fertilizer and nitrate leaching into water courses. Cover crops may improve soil structure and counteract compaction, as well as protect soil from erosion during winter. They provide short-term suppression of weeds, beneficially reducing the need for herbicides.



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.



Farmer innovation investments

- An agricultural drone that can be used for precision farming, e.g. precise fertilizer and soil activators application, which enables more efficient distribution and reduction of doses used per ha. It also helps to limit soil compaction by reducing the impact of heavy machinery in the field.
- Reduced-till machinery such as chisel plows, which are designed for deep loosening of soil without turning it over, and disc seed drills, which allow for minimum tillage and direct seeding.

Stakeholders

Founder
3Keel

Founding Partners
Nestlé Purina
Cereal Partners Poland

Demand Partners
Cereal Partners Poland
Nestlé Purina
PepsiCo

Supply Aggregators
Agraves
Preferred by Nature

LENs Operator
Preferred by Nature

Measurement, Reporting and Verification Providers
Agricarbon
Agroekoton
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 Poland funded?

LENs Poland is funded by three organisations: Nestlé Purina, Cereal Partners Poland and PepsiCo.

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.

