

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



Yorkshire

DEVELOPING AT PACE AND SCALE IN THE SECOND YEAR

Yorkshire is known for being a major production area of livestock and crops such as wheat, barley, oilseed rape and oats. In 2024, three funders invested in measures to achieve carbon reduction and sequestration; regenerative agriculture improvements; biodiversity and water quality improvement with the goal to achieve greater supply chain resilience.

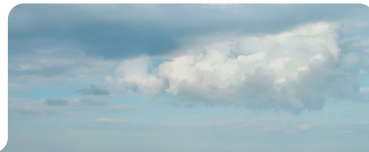
2
YEARS IN OPERATION

28
VARIETY OF MEASURES

13
FARMS OR LAND ENTERPRISES INVOLVED (2024)

£865,615
€S/£S INVESTED (2024)

3,205
TOTAL HECTARES COVERED (2024)



Scope 2024

In 2024, regenerative measures were funded across 13 farms stretching from North Yorkshire down to the Lincolnshire border.

In total, 28 different sustainable farming practices were taken up by farmers and funded through the LENS Yorkshire programme. 2024 will be the first funding year to undergo the full suite of measurement, reporting and verification methods to understand the full impact of these practices on the landscape. The 3Keel MRV team is working with experts ADAS and AgriCarbon to support farmers to collect data and report accurate carbon, biodiversity and water quality improvements to funders.



Farmer innovation measures

A diverse array of capital and in-field farmer innovation measures received funding. In-field measures included variable rate fertiliser spreading, zero N wheat and early establishment of cover crops using a drone. Capital items that received funding included a 6-metre direct drill, low disturbance subsoiler and yield monitoring on combine.



One year reduced till / direct drill trial

Reduced cultivation (rather than ploughing) combined with no till on an alternate basis will help to retain soil surface organic matter

and preserve good soil structure and fertility, with the resulting soil conditions improving water infiltration rates and reducing risk of loss of particulate P and sediment. LENS funding will allow this practice to be applied to over 120ha in the coming year.



Companion cropping

Companion crops are a range of crop species which are planted alongside the planned cash crop either before or at planting to help aid crop establishment by giving some protection from pests, increasing beneficial predatory insects and improving soil health. Two farmers will be implementing this practice with the goal to improve soil structure and to help to manage the cabbage stem flea beetle.



Mechanical Weeding in place of pesticides

Using man-made mechanical (and/or autonomous) weed control implements to physically remove or destroy weeds rather than place greater dependency on herbicides / active ingredients. This is particularly advantageous for farmers transitioning to organic farming or looking to reduce herbicide usage and weed resistance. One farmer is implementing this practice in with supported by LENS funding this year.



Incorporate inhibitors with fertilisers

Nitrification inhibitors slow the microbial conversion of ammonium nitrate to nitrates (nitrification), reducing the risk of loss through leaching or denitrification, and improving nitrogen use efficiency. In Yorkshire, six farms received funding to apply this practice to over 1,900ha.

Stakeholders

Founder
3Keel

Demand Partners
Diageo
Nestlé Purina
PepsiCo

Project Partners
North Yorkshire Council
York and North Yorkshire
Combined Authority
Yorkshire Water

Supply Aggregators
Frontier Agriculture
Openfield Agriculture

LENS Operator
3Keel

Measurement, Reporting and Verification Providers
Agricarbon
ADAS
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 Yorkshire funded?

LENS Yorkshire is funded by three organisations and launched in 2023. The medium- and 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.

