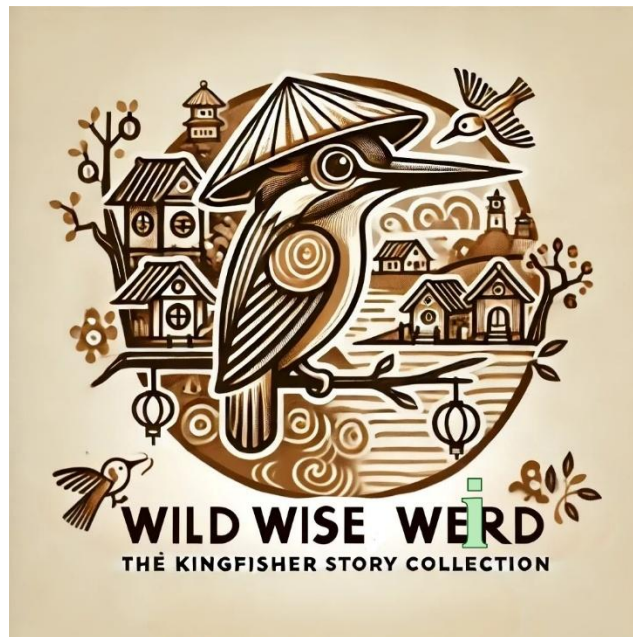


Regenerative Farming: How Companies Are Supporting a Greener Future

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25-03-2025



“– It has been a very difficult fishing season. If we want to be full, we have to create a joint venture.”

In “Joint Venture”; *Wild Wise Weird* [1]



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Regenerative agriculture—a holistic approach to farming that restores soil health, boosts biodiversity, and captures carbon—is gaining traction as a powerful solution to climate change and global food insecurity. Unlike conventional agriculture, regenerative practices prioritize long-term ecosystem health, making them essential for building resilient food systems. In response, both global corporations and emerging startups are increasingly supporting the shift toward regenerative models, recognizing the intersection between environmental stewardship and economic resilience.

Leading companies in the food and agriculture sectors are embedding regenerative practices into their supply chains at scale. PepsiCo, for example, has committed to adopting regenerative farming across 7 million acres by 2030 as part of its broader pep+ (PepsiCo Positive) sustainability strategy. This initiative includes direct support to farmers through its Positive Agriculture Outcomes (PAO) Fund and a partnership with Syngenta, which rewards producers for verified regenerative practices such as crop rotation, cover cropping, and habitat restoration. In Argentina, these practices are already improving the traceability and sustainability of PepsiCo’s sunflower oil supply chain [2,3].

Walmart is similarly investing in regenerative agriculture, focusing on key crops like wheat, corn, rice, and cotton. In collaboration with the Midwest Row Crop Collaborative, Walmart aims to support regenerative practices across 30 million acres in the U.S. Midwest. The company’s philanthropic arm also supports the U.S. Regenerative Cotton Fund, which promotes soil health and sustainable cotton production through science-based programs [2].

The fashion industry is also embracing regeneration. VF Corporation—owner of Timberland, The North Face, and Vans—is shifting to regenerative sources for cotton, leather, and rubber. Meanwhile, luxury brand group Kering has established the Regenerative Fund for Nature to finance ecosystem restoration projects in six countries. These initiatives reflect a growing recognition that climate action and supply chain ethics go hand in hand, especially in resource-intensive sectors like fashion [2].

Alongside these corporate efforts, a new wave of agriculture startups is scaling regenerative agriculture through innovation. Companies such as Biome Makers are leveraging microbiome analytics to assess soil health and optimize crop performance. InPlanet, working in tropical Brazil, applies Enhanced Rock Weathering (ERW) to sequester carbon and restore soil fertility. These technologies help bring precision and scalability to regenerative methods, making them more accessible for farmers worldwide [4].

Other tech-forward companies include Livestock Water Recycling (LWR), which has developed systems to treat manure and recover clean water, reducing greenhouse gas emissions from livestock farms. Meanwhile, digital platforms like MyEasyFarm and eAgronom offer carbon tracking and farm management tools, bridging the gap between regenerative practices and sustainability reporting [4].

Supporting regenerative agriculture is no longer a fringe effort—it is becoming a cornerstone of responsible business [5]. Beyond environmental benefits, these practices improve farmer livelihoods, strengthen supply chains, and contribute to climate resilience.

With both corporate giants and tech startups leading the charge, regenerative farming can be poised to transform not just how we grow food but how we care for the planet and the people who depend on it.

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