



THE ROYAL  
COUNTRYSIDE  
FUND

# Routes to Regen: The Pilot Impact and Learnings

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Testing a blueprint for cross-industry collaboration to support farmers to move towards regenerative farming



# About The Royal Countryside Fund

We're The Royal Countryside Fund – a UK-wide charity working alongside farming families and rural communities to provide the support and funding they need to thrive.

Right now, hardworking family farms and rural communities face social, environmental and economic pressures that threaten the livelihoods they love. They shouldn't have to face these alone – and with us, they don't have to. That's why HM King Charles III founded The Royal Countryside Fund back in 2010 – to recognise the real challenges that come with rural life and do something about it.

Our locally based programmes help farming families discover achievable ways to make their farms more financially and environmentally resilient. And by combining their ideas with our funding and guidance, we help rural communities run community-led projects that will stand the test of time. So far, we've supported over 5,100 farming families, and invested more than £12.7 million in more than 556 rural community-led projects.

Whether it's through farming support or rural projects, we're all about bringing people together and making changes that last. Helping countryside communities thrive now and for generations to come.

To find out more, visit The Royal Countryside Fund's website at [www.royalcountrysidefund.org.uk](http://www.royalcountrysidefund.org.uk)

**Royal Founding Patron:**

HM King Charles III

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## About the Sustainable Markets Initiative

The Sustainable Markets Initiative (SMI) is the world's go-to private sector organisation for sustainable transition; characterised by their unique brand of 'private sector diplomacy'. With the vision of their founder, His Majesty King Charles III, and their unique convening power, the SMI facilitates action between world leaders and CEOs to position sustainability at the heart of global value creation.

## About Ceres Rural

Ceres Rural is a market leading consultancy providing smart business solutions for progressive farmers, landowners, and the rural economy, guided by science and independent advice. Their specialisms are broad, offering a full scope of experience-led farming consultancy, technical support and business management, covering everything from regular farm management to more specific advice on areas such as regenerative agriculture, carbon auditing and sustainability.



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© The Royal Countryside Fund. Published: January 2026

**Editorial team:** Chloë Goodridge, Tor Harris, Julie Pybus

**Design:** Ford Creative Ltd

**Print:** Partridges Ltd

**Routes to Regen** is a lighthouse project of The Sustainable Markets Initiative Agribusiness Hub, supported by Aon, Barclays, Lloyds Banking Group, Lloyd's of London, McCain Foods, McDonald's UK & Ireland, NatWest, Tokio Marine Kiln and Waitrose & Partners, and managed by The Royal Countryside Fund.

This publication is based on an evaluation report commissioned by The Royal Countryside Fund and produced by Connie Flude and Ceres Rural. It was not directly funded by any of the supporters of Routes to Regen.

# Welcome

At The Royal Countryside Fund, we recognise that farming in a sustainable way can often feel overwhelming for busy farmers who are facing relentless economic, environmental and social challenges.

Against this backdrop, regenerative practices can sometimes seem complex or inaccessible. Routes to Regen was therefore designed with this in mind: a practical, consolidated programme that brings together resources, guidance and incentives from industry-leading businesses into one simplified menu of offers. Our aim has been to make regenerative farming feel not only more achievable, but rewarding, both environmentally and financially.

During 2025, we were delighted to pilot the programme with 100 arable and mixed farm businesses across East Anglia. Through this pilot, we sought to bring to life the vision of the companies involved in the Sustainable Markets Initiative and demonstrate how regenerative farming can become a compelling business proposition when supported by genuine cross-sector collaboration. With expert technical advice from Ceres Rural, Routes to Regen has helped open conversations among farmers around soil health, input reduction, business resilience and the long-term value of a regenerative approach.

This impact report showcases the key outcomes from the pilot and the personal reflections shared by participants. Notably, farmers welcomed Routes to Regen and appreciated corporates' efforts during a difficult and uncertain time for them. We hope these findings will inspire more farmers to explore the options available to support them on their own regenerative route, whether through financial incentives from their bank, technical support from trusted advisers, or the encouragement that comes from peer-to-peer networks. We are also keen for more businesses and other stakeholders from across the agricultural sector to get involved.



Thank you to all those who contributed to the Routes to Regen pilot and to the partners who helped make this programme possible. Above all, we extend our sincere appreciation to the farmers across the East of England who engaged with Routes to Regen with openness and curiosity.

We hope you enjoy reading this report and that, as we move towards Routes to Regen Phase II, it sparks further conversation, collaboration and action towards creating more resilient farm businesses as part of a thriving countryside for generations to come.



**Keith Halstead**  
Executive Director  
The Royal Countryside Fund

# Introduction

This project began back in 2020 when Grant Reid, then CEO of Mars Inc., was asked by The King to convene a group of global business leaders to identify how they could accelerate the pace of adoption of regenerative farming across the world.

McCain, along with companies including McDonald's, Waitrose and others who were trying to answer the same question, came together to form the Sustainable Markets Initiative agribusiness industry taskforce, called the Agribusiness Hub, and set to work.

Through studying a range of supply chains across the world we developed recommendations as to what we as global businesses needed to do, and a model for putting them into practice that we called our 'blueprint'. Routes to Regen is that blueprint brought to life on the ground for the very first time in the East of England.

At its heart, it's a cross-industry collaboration to make moving in a regenerative direction easier and more attractive for farmers. Our businesses succeed or fail on the back of the success of the farmers that supply or buy from us. And we know that in an increasingly volatile world where the climate continues to change, building resilience through farming more regeneratively is absolutely critical for us all.

I would like to thank all the participants who took part in this pilot for taking the leap of faith to support the programme and help us learn what works and what doesn't. The insights in this report will directly inform how we refine and improve the model. I'm delighted that on the back of the results you see here, we will continue Routes to



Regen during 2026 aiming to strengthen it and bring it to many more farmers in the region. Whether you're a food business, financial institution, farmer or part of the agribusiness value chain with an interest in the area, I'd urge you to join our efforts.

*K.C. Angelakos*

**Charlie Angelakos**

Vice President External Affairs and Sustainability, McCain Foods  
Chair, Routes to Regen Project Board

# Executive summary

## A fresh approach to supporting farmers to move towards sustainability

At a time when farmers are facing an extraordinary set of pressures, there is also a recognition – led by HM King Charles III – that agriculture must become more sustainable, not only to benefit the environment but also to increase the resilience of farm businesses. Farmers, however, cannot do this alone. Routes to Regen is a new approach to supporting farmers to transition to regenerative practices, backed by leading businesses. It brings together stakeholders from

across the agricultural sector to work collaboratively, often for the first time.

Routes to Regen offers farmers a menu of support, simplifying the sometimes overwhelming range of options offered by corporates and others. This is delivered with guidance for farmers from trusted, expert advisors.



## A Royal request

King Charles III founded the Sustainable Markets Initiative in 2020, which brings together world leaders and CEOs to position sustainability at the heart of global value creation. As part of this, The King asked Grant Reid, then CEO of Mars Inc., to convene a group of global business leaders to identify how they could accelerate the pace of adoption of regenerative farming across the world. The SMI's Agribusiness Hub was formed, bringing together key industry players, including McCain, McDonald's, Waitrose and others.

The Agribusiness Hub undertook several years of research and consensus building which led to the development of the 'blueprint model' on which Routes to Regen is built.

## The pilot phase

During 2025, a pilot of Routes to Regen was conducted with 100 farmers from the East of England. The Agribusiness Hub chose national charity The Royal Countryside Fund (also founded by HM The King) and farming consultancy Ceres Rural as delivery partners for the pilot.

The pilot sought to understand the effectiveness of the blueprint model, the experiences of all the people and organisations involved in delivering and participating in it, and the impact on farmers' attitudes towards regenerative agriculture, as well as whether they made any changes in their practice.

## The successes

Farmers pointed out that Routes to Regen was a step change from other farming support schemes. They highlighted:

- ✓ The menu of support, which simplified what was on offer to them.
- ✓ Expert consultancy from trusted advisors.
- ✓ Involvement of respected corporate brands which gave credibility.
- ✓ Cross-sector collaboration which enabled a 'one-stop shop' of support.
- ✓ The accessibility of the programme which didn't seem overwhelming.
- ✓ The whole-farm approach rather than focusing on just one aspect of the farm business.
- ✓ The flexibility of the programme which gave farmers control.

The Routes to Regen pilot was delivered within a very short timeframe, so the aim was to create attitudinal shifts in the participating farmers, rather than changes in on-farm practice. As a result of participating,

**80%** agreed that their attitudes towards regenerative practices had become more positive.

**57%** reported that they were likely to farm more regeneratively as a result.

**73%** rated ease of access as better or much better than other farming schemes.

**82%** rated the multi-company collaboration as important in their decision to take part.

Corporate partners appreciated:

- ✓ The design of the Routes to Regen programme as a whole.
- ✓ The alignment with their business and ESG strategies.
- ✓ That it enabled sector-wide collaboration and awakened an appetite for more.
- ✓ The opportunity it offered to engage with farmers.
- ✓ That it signalled they were genuinely backing the regenerative transition.
- ✓ The reputational and brand benefits of collaborating with other respected partners.
- ✓ The level of involvement being pitched right for them.

## The shortcomings

All participants highlighted two key issues:

- ✗ Timings were a challenge, limiting the levels of participation of the farmers during a busy time in their farming calendar and affecting recruitment and quality of menu options.
- ✗ There was surprisingly low uptake of options on the menu of support by farmers, for a variety of reasons including how the options were communicated, their design and the length of time farmers had to use them by the time of the pilot evaluation.

## Get involved in Phase II

There was an overwhelmingly positive response from farmers and companies to the Routes to Regen pilot. In a short space of time, this unique model began to demonstrate to farmers how regenerative farming could become a compelling business proposition when supported by cross-sector collaboration. It also showed leading businesses and other stakeholders in the agricultural sector how they could work together effectively and efficiently to strengthen their value chains.

The project board intends to continue with, expand and strengthen Routes to Regen by launching Phase II in 2026. This impact and learnings report lists a number of improvements to make. The programme will maintain the focus on the East of England region, aiming to reach a wider group of farmers and companies with an improved iteration that incorporates the recommendations outlined in this report.

Are you an organisation looking to encourage regenerative farming? Or a farmer in the East of England interested in how it can benefit your business? If so, you could have a role to play in Routes to Regen Phase II. Find out more by contacting [info@countrysidefund.org.uk](mailto:info@countrysidefund.org.uk)



# Routes to Regen: the journey so far

## Our goal

The Routes to Regen project, which has just completed its pilot phase, is the result of several years of work by the Sustainable Markets Initiative Agribusiness Hub, which set out four years ago to identify what companies in the agribusiness sector could do to scale up the adoption of regenerative farming worldwide.

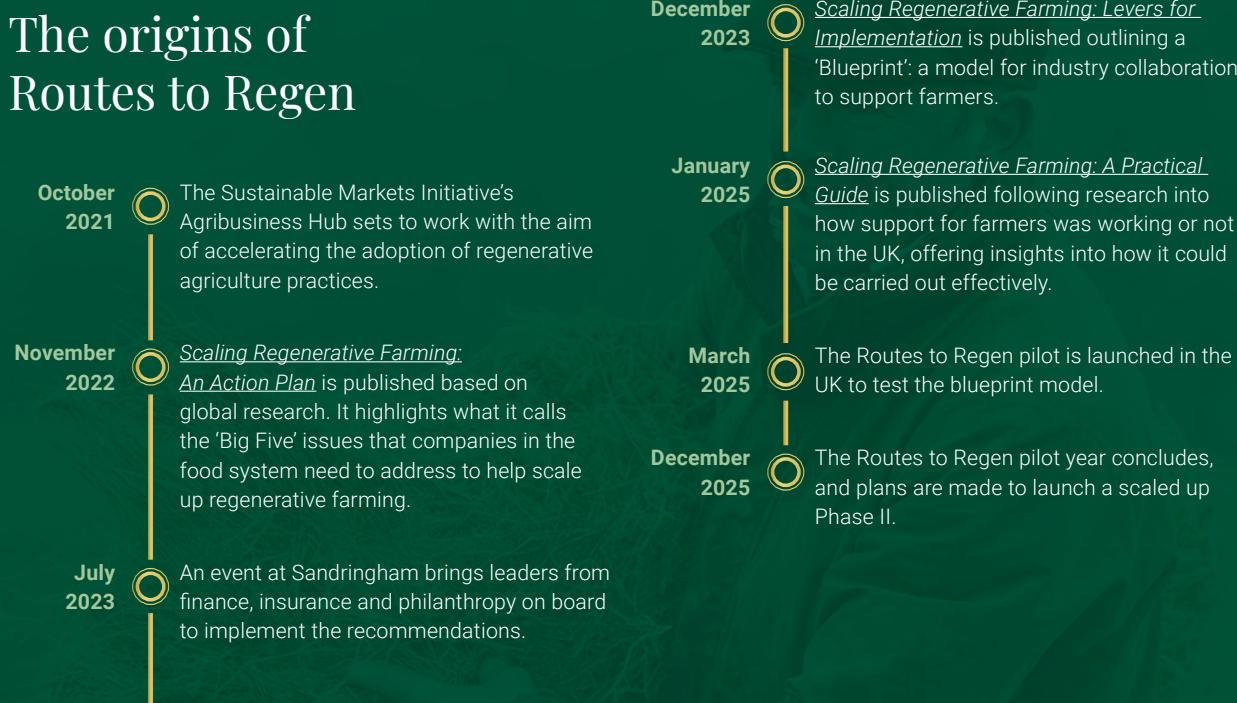
Through studying a range of supply chains, the members of the Agribusiness Hub identified that for regenerative farming to be attractive to the majority of farmers:

**It must become a 'no-brainer':** so the risk of changing their approach must be shared with other stakeholders in agriculture.

**Industry collaboration is essential:** no single stakeholder can provide, or afford, the support package needed alone.

They also found that few existing programmes were proving to be quickly scalable. As a result of these insights, a new 'blueprint model' was developed, which aimed to test a new approach to industry collaboration that would be affordable and easy to scale. By joining up our efforts, the aim was to make the impact greater than the sum of the parts.

## The origins of Routes to Regen



## The blueprint model

Among the farming community there is a diversity of attitudes towards regenerative farming: some are enthusiastically transitioning their practices, some are yet to be convinced of its merits, and the majority fall somewhere in the middle. The blueprint model was designed to appeal to the majority in the middle.

Our hope was that for farmers, the blueprint model would simplify the overwhelming range of offers and programmes, with guidance from expert advisors. And for companies, it would help them support farmers more effectively by being part of a comprehensive package, which offers farmers more than each company would be able to provide individually.

The attributes of the blueprint model mean that the whole is greater than the sum of its parts. These include:

- **Cross-sector collaboration:** Spreading costs across multiple stakeholders and making their programmes of support simpler for farmers.
- **A whole-farm approach:** Supporting the entire farming system rather than one crop.
- **Flexibility which puts farmers in control:** Allowing farmers to select support that aligns with their unique context and readiness levels.
- **Built on trusted relationships:** Delivering the programme through existing commercial relationships.
- **Operational simplicity and affordability:** Centralising programme management while keeping delivery roles 'light touch'.

Figure 1: The blueprint model

The blueprint model is based on a three-pronged approach. Farmers supplying/banking with Routes to Regen participants can access:



Figure 2: The farmers' menu of support

Farmers are offered a range of options to choose from via organisations that they already have a trusted, existing relationship with, such as their bank or off-takers (buyers), as well as others involved in the project. A longer-term goal is that the options would require the same farm practices and measurement and data-reporting processes from the farmers.

#### Financial incentives

- Price premiums from existing and new off-takers for regeneratively farmed produce.
- Access to capital and lower cost capital.
- Tailored repayment schedules.
- Crop warranty.
- Revenue protection.

#### Technical support

- Planning and implementation advice on transitioning to regenerative farming.
- Benchmarking.
- Funding application support.
- Baseline surveys, such as soil testing.
- Data collection and reporting support.

#### Peer-to-peer support

- Visits to demonstration farms.
- Facilitated peer networking (online and in person).
- Case study sharing.

*All of the above are illustrative examples.*

Figure 3: A simple de-risking package for farmers

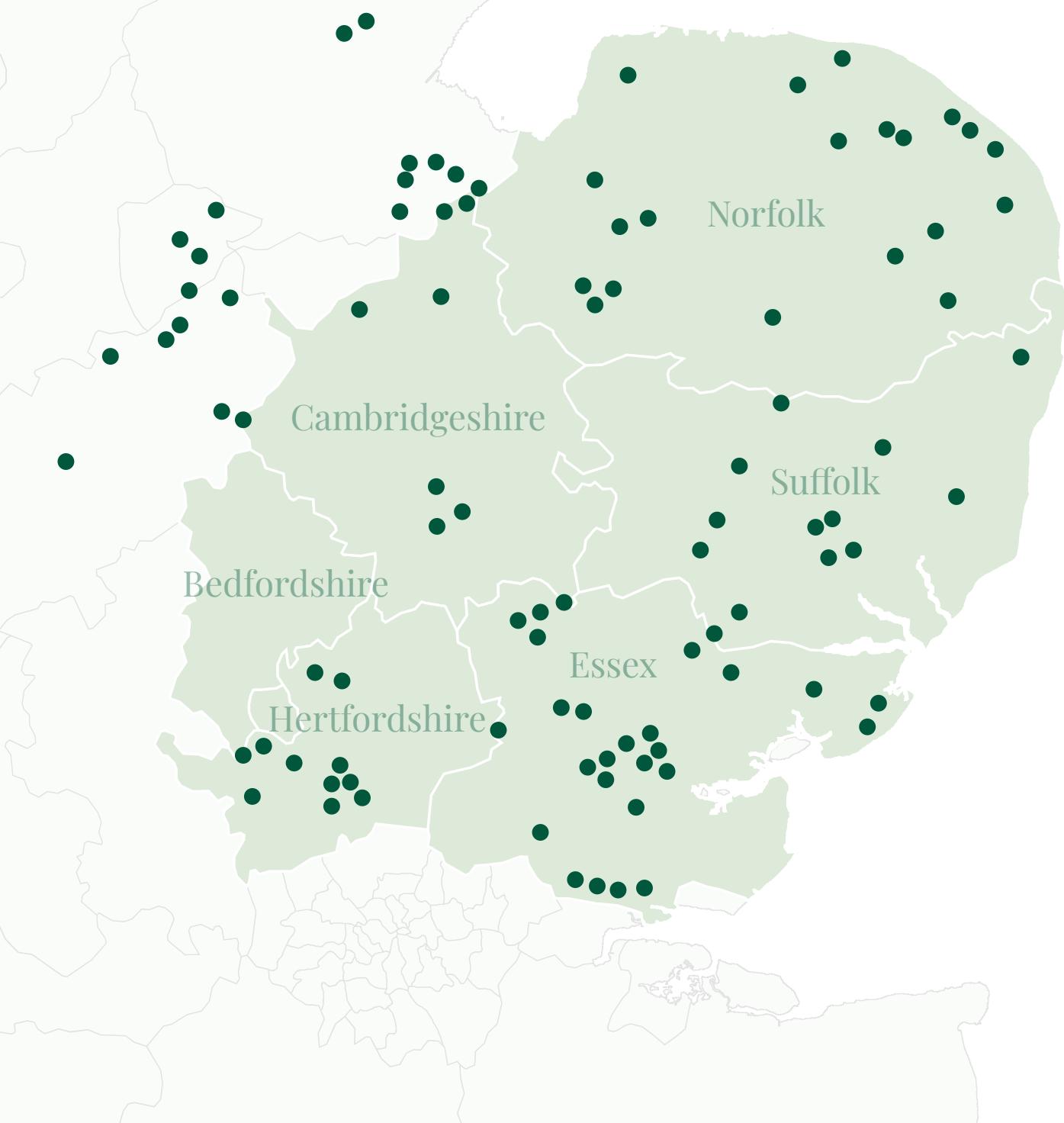
The menu of support constitutes a de-risking package **controlled by the farmer** that shares risk with other stakeholders in the development of regenerative farming.



## The pilot

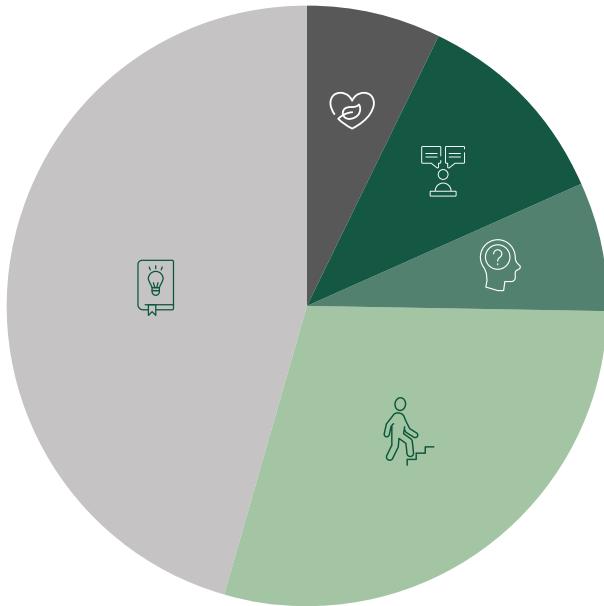
The Agribusiness Hub chose national charity The Royal Countryside Fund and farming consultancy Ceres Rural as delivery partners for the Routes to Regen pilot because of the trusted and unbiased reputation they hold among farmers and the organisational capability they had to deliver the programme.

The model was piloted in the East of England from March to December 2025 with 100 arable and mixed farmers who had an average farm size of 250 hectares. They were recruited via existing relationships with companies involved in the project.



# The pilot cohort of farmers

The aim was to reach farmers with an interest in regenerative farming who were, as yet, unconvinced to significantly transition their operations. However, due to tight timescales and other constraints, the final cohort included farmers who were already moving towards regenerative farming practices.



We segmented the cohort into five broad attitudinal profiles.

- Group 1: Pragmatic resisters (11%)
- Group 2: Anxious adopters (7%)
- Group 3: Bought-in beginners (29%)
- Group 4: Knowledgeable experimenters (45%)
- Group 5: Regenerative champions (7%)

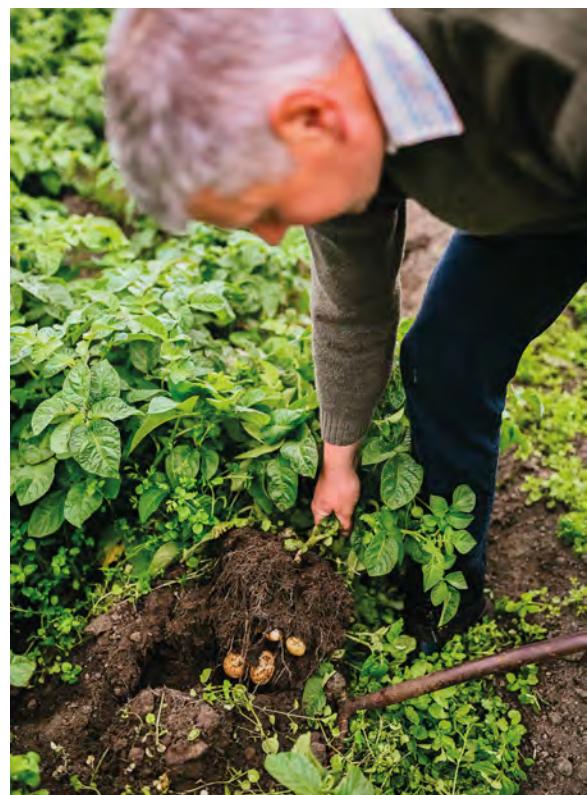
## Discovering the impact of the pilot

The evaluation of the pilot sought to understand:

1. The practical **effectiveness of the blueprint model's** core assumptions and components.
2. The **experiences of all stakeholders** involved.
3. The **measurable impact on farmer attitudes, intentions and behaviours** towards regenerative agriculture.

An online survey was completed by 61 farmers. Alongside this, in-depth interviews were carried out with 20 farmers with different attitudes towards regenerative farming, as well as representatives of the partner companies and the project delivery team at The Royal Countryside Fund and Ceres Rural.

The pilot was created at speed and our aim was to hit the ground running, testing and iterating as we moved forward rather than trying to create a perfect model in advance. As it ran over only a few months, and differences in outputs and changes in practice usually take a long time to develop in farming, in this phase, we focused on assessing impact through shifts in attitudes and intentions of participating farmers.



# The farming context for the pilot

## Farming is in 'survival mode'

The confluence of rising input costs, stagnant commodity prices, withdrawal of green funding and government subsidies, and increasingly volatile weather patterns has created what many farmers describe as the most challenging period in living memory.

**“** It sounds very doom and gloom, but that is exactly how it is at the moment. **”**

Farmers' depictions of their financial insecurity tell a sobering story of struggling to survive, where anxiety, scarcity and risk-aversion dominate. This economic pressure has forced a fundamental shift in farming philosophy, from growth-oriented to survival-focused farming.

**“** I feel like we've just been treading water... not really feeling like we can expand. **”**

Farmers are undertaking extraordinary efforts to make their farms financially viable. They are stripping back staff; changing crops and practices; using machinery for much longer than they ever have before; conducting accounting and business audits to really understand how and where to maximise productivity, reduce costs and raise yields.

These efficiency drives extract a significant human toll. Reduced labour means longer, harder working hours for those remaining. They exacerbate existing issues within agriculture such as isolation and mental health problems.

This constant financial pressure creates a scarcity mindset where farmers are too tied up in the day-to-day to contemplate long-term planning. Most significantly, survival mode has collapsed risk appetite across the sector. Only guaranteed returns justify change.

Against this backdrop, the drive to encourage regenerative agriculture faces complex challenges and opportunities. Our research reveals three interconnected themes shaping farmers' perspectives: credibility concerns, recognised benefits and systemic barriers.



## How could regenerative practices fit in?

Many people are sceptical about the benefits that regenerative agriculture can offer. On top of that, a clear definition can be hard to discover. For farmers it can seem to be a conceptual pressure which the agricultural sector puts on them without offering financing for the risk.

“ One man’s regen is another man’s poison. ”

This means that many farmers immediately shut down conversations about regenerative practices without deeper engagement. The truth is though, that many farmers (even the most sceptical) are already taking part in various regenerative practices, but they reject the label. For them, they are simply good farming decisions driven by economics, not ideology.

“ I’m not a big fan of the word ‘regen’. I prefer to call it good farming practice or good land management. ”

While many farmers readily understand the environmental benefits of regenerative agriculture, the economic benefits remain unclear and complicated to many. This is reinforced by negative anecdotes that circulate within farming communities, about regenerative transitions that compromise profitability.

There is a challenge to convince farmers of the benefits of regenerative practice while being honest about the challenges and complexity.

However, farmers who have progressed further in implementing regenerative practices report tangible financial benefits, including economic improvements such as better fuel consumption, access to premium markets, positive changes in the quality of their soils, and greater biodiversity on their farms.



## The market failure: systemic barriers remain

There are farmers who are convinced about the potential financial and environmental benefits of regenerative farming, but systemic barriers to wider adoption remain. Without clear market incentives, for many farmers regenerative farming feels like philanthropy rather than business strategy.

These barriers include indifference among consumers, expectations from corporate buyers which feel extractive rather than supportive, competing demands from different stakeholders and a lack of compelling evidence that a change in practice would lead to financial benefits.

“ If they want to have [cereal] made from wheat that has got a lower carbon input... they have to pay for it. Why should we give them that for nothing? ”

# Did the blueprint model work?

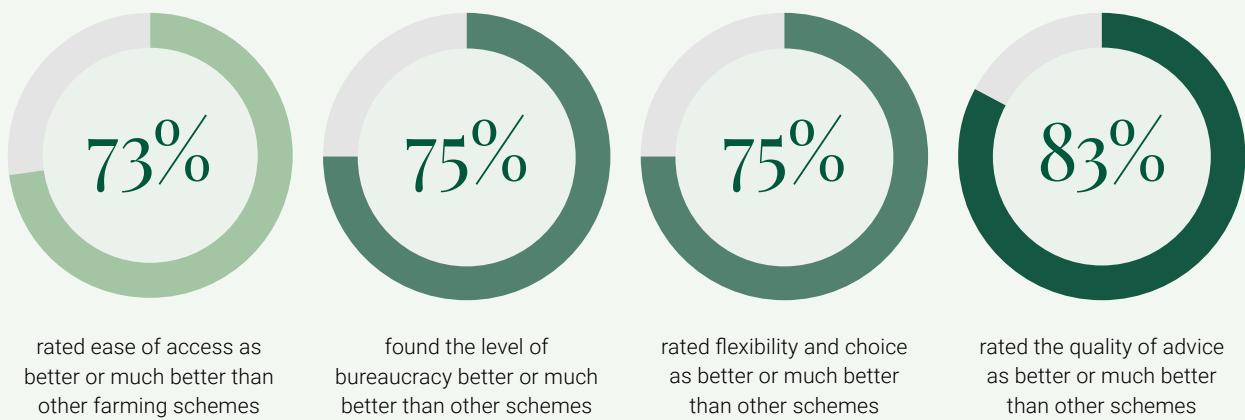
## The response to the blueprint model as a whole

The evidence strongly validates the core blueprint architecture while revealing specific areas that require further development. Farmers consistently described it as credible, professional and appropriately pitched, which is a key achievement, given the sector's current climate of financial pressure and scheme fatigue. Farmers genuinely appreciate the corporate sector's efforts to offer support given the loss of government funding and financial uncertainty they are facing.

Farmers characterised the programme as being accessible without being overwhelming.

“ It sounded like it was something that we could do without it costing us too much time and money...it was reachable for us without too much effort. ”

The breadth and flexibility of the programme was a particular strength, with farmers appreciating the extensive choice and tailoring of advice.



While the overall reception was positive, farmers identified two main limitations: depth of information and duration of support. The farmers found that they didn't have enough detail about the menu options to make informed decisions. Additionally, the programme's timeframe did not align well with the farming calendar, missing farmers' 'decision window' to make changes over the winter months. Equally, given the risk attached to the changes to farming that were required, the one-off cycle of the programme did not provide support for long enough to encourage or incentivise behaviour change.

“ The lack of detail on some of the support packages and the short-term nature of the offers limited its overall impact. ”

“ It needs to be more long-term. We're already at the end just as we're getting going. ”

# Analysis of the three-pronged approach of the blueprint model

## 1. The menu of support

The menu of support was one of the programme's most valued components, as it consolidated diverse opportunities for farmers into a single, manageable resource. In a landscape where support options for regenerative farming are proliferating, but poorly coordinated, this curation of the options overcame information overwhelm.

The menu options fell into four categories: financial, technical, de-risking and peer-to-peer.

Almost all the action plans from the participating farmers (93% or more) selected a financial, de-risking or peer-to-peer option, while fewer (59%) included a technical option.

The most frequently selected options included added value contracts, support for practice change, opportunities for peer learning, added value products and financial offers from banks.

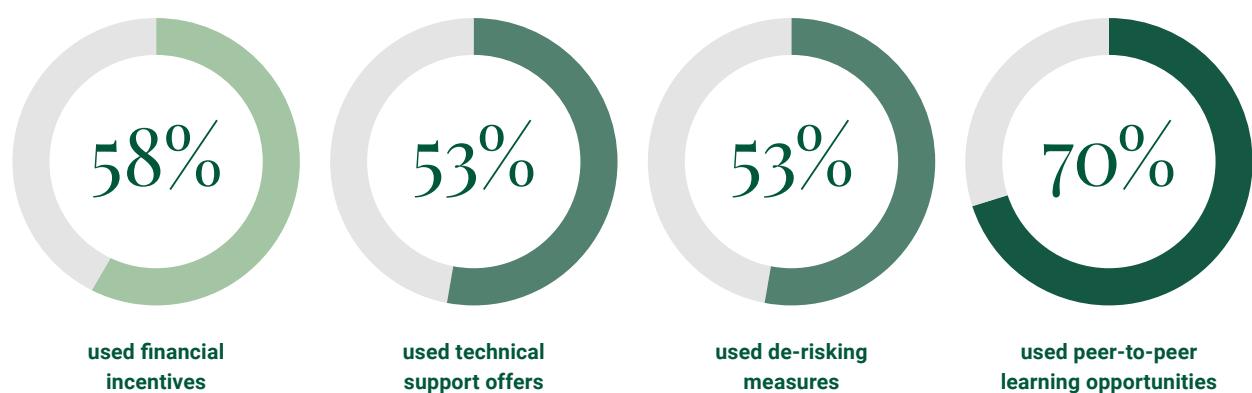
The less popular options included technical advice which didn't include dates and details, options focused on rotation-specific crops or livestock, products that were only available in low quantities or which involved extra costs, new products, products

with limited detail, and existing, well-known programmes that didn't offer anything extra for being included in the Routes to Regen programme.

The peer-to-peer category of options was consistently identified by farmers as their preferred route to confidence and practical knowledge-building. They valued local examples and shared experience over abstract guidance: 50% of farmers rated it as valuable or very valuable, significantly outperforming technical support (21%) and de-risking measures (24%). They also valued opportunities to understand their place in regenerative value chains through meeting industry partners.

However, there were significant challenges in implementation, with low attendance at some of the events that were offered. Farmers ideally wanted showcase farms that matched their contexts, didn't want to travel far and often couldn't get away from their farms for a whole day. If these challenges can be overcome, peer-to-peer learning could be an effective behaviour change mechanism.

Despite the positive reception for the menu of support overall, take-up rates were low:



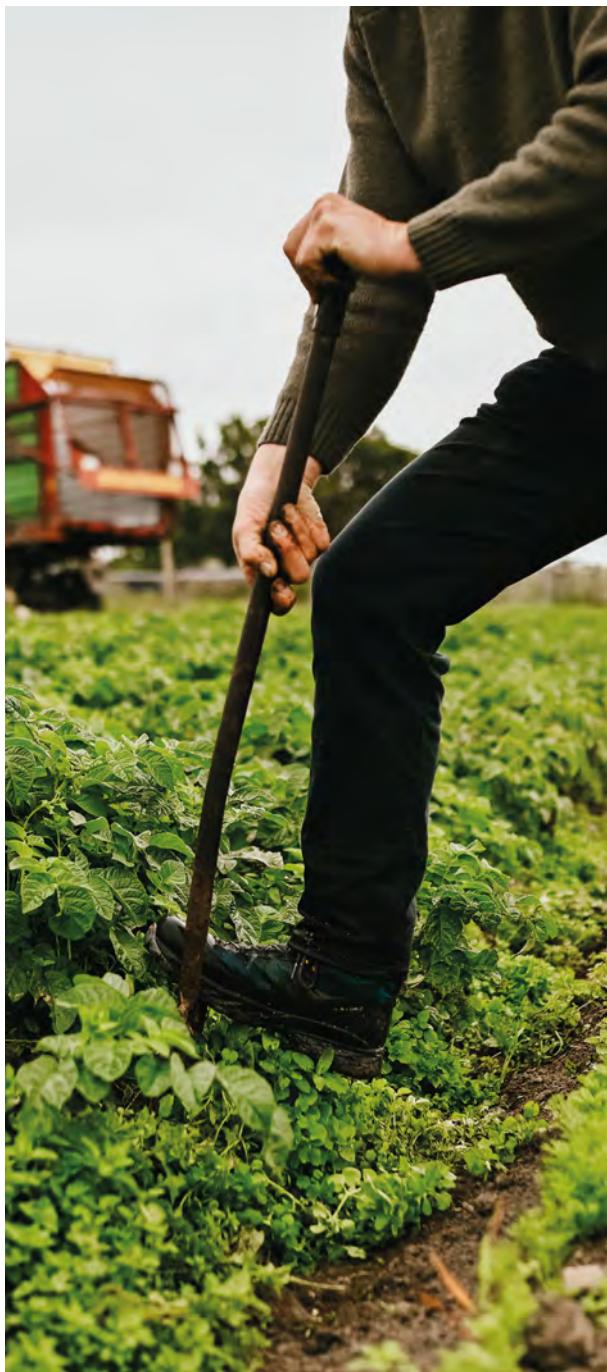
There were a number of reasons why this could be. The absence of concrete financial information about the options was a primary barrier: farmers repeatedly requested specifics; without this detail, decision-making was blocked by uncertainty.

Some found the one-size-fits all approach diluted value, pointing out that only a few options were relevant to them.

Many discovered that many of the most attractive options, such as premium grain contracts, were closed or at capacity when they

attempted to engage with them. Some options were limited by scale, in terms of the amount of crops involved or the incentives offered, to drive changes in behaviour.

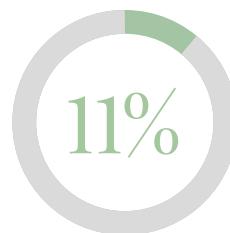
Other communication issues were raised. For example, staff at participating companies were sometimes unaware of Routes to Regen, which created confusion and disappointment among farmers. And while communications about the Routes to Regen programme were kept to a minimum to avoid overwhelming farmers, some commented that they missed the opportunity to feel part of an 'exclusive' programme.



## 2. Expert consultation

Expert consultation emerged as Routes to Regen's most decisive component, with 80% of participants rating it extremely or very useful. When compared with other schemes, 83% rated the quality of advice as better or much better. Farmers also consistently reported that without support from expert consultants, uptake of the menu options would be minimal.

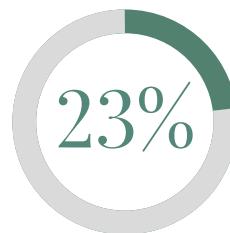
Farmers said that the consultancy was most valuable for the following:



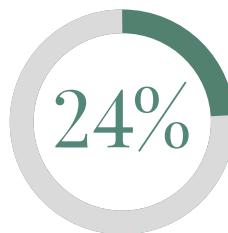
for providing access to government schemes



for connecting programme benefits to their individual goals



for understanding the available menu options



for identifying practices suitable for their farm



for providing independent technical advice

This exceptional performance reflects the consultation's unique ability to transform complex information into actionable pathways.

The consultation process provided clear value to farmers over and above them engaging without support. The consultants made theoretical opportunities concrete and relevant. As one farmer noted: "They explained the offers in practical terms." Essentially, the consultants tailored the information to suit the level of understanding of each farmer and pre-selected relevant options for them. Beyond information provision, the consultants created action plans for the farmers, encouraging them to move forward.

The effectiveness of the consultation stemmed from how it was designed from the start to work well for farmers. The consultants were trusted and known individuals, they offered face-to-face visits on the farms, they were independent and farmers didn't feel they were receiving a sales pitch, they had materials to leave with the farmers afterwards, and they followed up with calls to check on progress.

This evidence overwhelmingly supports doubling down on high-quality, independent advisory capacity as the blueprint's primary scaling mechanism. Information alone, however well-curated, cannot substitute for the translation, filtering and motivation that skilled consultants provide.

There were some areas for improvement. Many farmers highlighted seasonal conflicts as the consultation period

took place during the summer, rather than in the winter which would have been more suitable. Farmers wanted ongoing support rather than just one follow-up call after the consultation. Farmers also wanted more in-depth knowledge of regenerative farming from the consultants on top of how they excelled at the programme navigation.

### 3. Alignment of the practice and reporting ask

Although this pilot of Routes to Regen couldn't test aligning the practice and reporting demands, there were some insights gathered into this.

Only 24% of farmers reported being able to "stack benefits and incentives without extra administrative burden" during the pilot. As the administrative burden is a key barrier to farmers switching to regenerative practices, aligning reporting requirements and creating single entry points for multiple programmes would represent a considerable benefit for them. This should therefore remain a priority for future iterations, as it represents one of the clearest value propositions for farmers considering engagement with multiple corporate schemes.



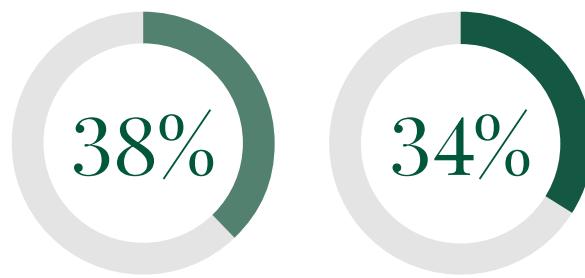
# Analysis of the attributes of the blueprint model

## 1. Cross-sector collaboration

The multi-partner architecture represents the blueprint's most distinctive feature. Farmers demonstrated clear appreciation for the breadth of corporate involvement, seeing it as both validation of interest and opportunity to extend relationships with their supply chain. When asked about the importance of multi-company collaboration in their decision to participate, 82% rated it as important, with an additional 2% calling it critical to their involvement.

“ You see the brands and you think... if I can get my regeneratively farmed wheat through [this brand]...you want to have that connection to the supermarket shelf and you want to get paid extra for that. ”

When asked about the value derived from the involvement of many different corporate partners:

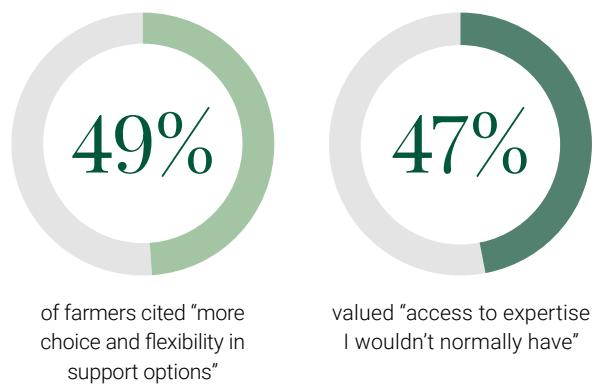


appreciated "better ability to tailor support to my specific needs"

saw it as a "one-stop shop for different types of support"

Farmers explicitly preferred this structure to single-company schemes as it was centralised, more likely to be independent and helpful in being able to stack incentives and benefits without additional bureaucracy.

However, 13% of farmers reported they didn't experience particular value from multiple partners. This represents a missed opportunity to create further options for the farmers where the collaborative model could provide value over and above access to individual schemes. Greater joined-up working among the participating corporate partners to ensure comprehensive coverage or novel schemes which work to address systemic barriers and de-risk financial investments would be a unique selling point of Routes to Regen going forward.



of farmers cited "more choice and flexibility in support options"

valued "access to expertise I wouldn't normally have"



## 2. A whole-farm approach

The blueprint's emphasis on whole-farm, commercially grounded advice resonated strongly with farmers, and this distinguished it from other schemes which focus on just one aspect of the farm business.

Farmers felt Routes to Regen was practically relevant compared with other schemes.



**rated “tailored to my needs/concerns” as better or much better than other schemes**



**rated “focus on practical and achievable tools” as better or much better than other schemes**



**rated the financial attractiveness of the programme better or much better than other schemes**

However, farmers also wanted more depth and data to help them make the decisions about potential changes. They wanted financial analysis, transition planning and opportunities to explore innovative funding models.

## 3. A flexible programme that gives farmers control

Routes to Regen's design philosophy – offering breadth, flexibility and tailored advice rather than a one-size-fits-all prescription – was strongly welcomed by participating farmers. The ability to choose from a range of options and receive guidance matched to individual circumstances created a sense of accessibility that distinguished Routes to Regen from other farming schemes. This gave farmers a sense of control and ability to tailor the programme to their needs.

However, as previously highlighted, this strength was undermined by insufficient detail in the descriptions of the menu options. While the flexibility was there, farmer clarity to act on it was not.

## 4. Built on trusted relationships

Farmers decided whether to participate based on trust. In a landscape saturated with marketing pitches and competing schemes, Routes to Regen's delivery through known, independent advisers proved decisive in breaking through farmer resistance, particularly among those most sceptical of regenerative approaches. The Royal Countryside Fund's reputation provided additional credibility. This trusted delivery mechanism transformed how Routes to Regen was received.

“ 100% good... because we knew you before. We trusted you and had confidence in you that it wasn't going to be something that would just disappear when you blinked. ”

“ It's independent. Ceres and The Royal Countryside Fund aren't out to get anything... It's more about looking after us rather than if [it was] coming from a big company. ”

The independence and neutrality of delivery partners mattered enormously. This institutional backing, combined with personal relationships, created sufficient psychological safety for farmers to explore options they might otherwise reject.

On the other hand, recruitment primarily through Ceres Rural's existing networks, while ensuring high trust and engagement rates, inadvertently narrowed participation, skewing the sample towards those already purchasing consultancy services.

## 5. Operational simplicity and affordability

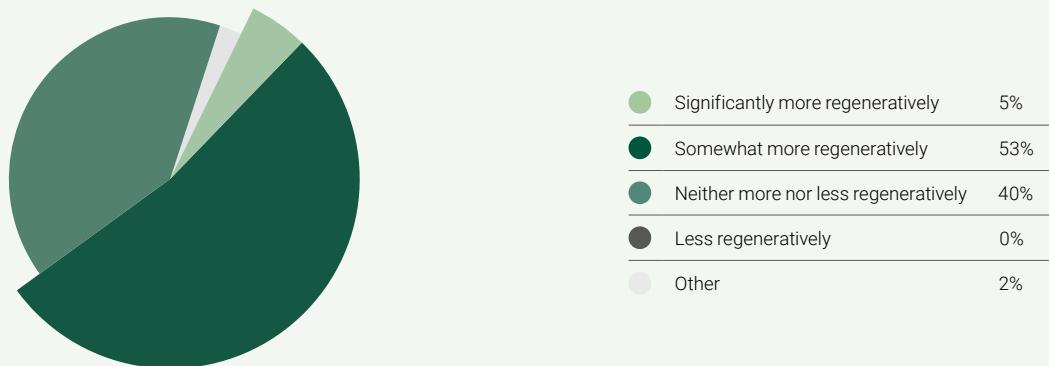
The Routes to Regen pilot overcame a big challenge: bringing together a coalition of partners to simplify the support farmers were offered. At the same time, it didn't overburden corporate partners with bureaucracy; they reported that they felt comfortable with their level of involvement for the programme's stage of development.

# The farmers' experiences

## Overview

In the short timeframe of the Routes to Regen pilot, the aim was to create attitudinal shifts in the participating farmers, rather than changes in on-farm practice. We are pleased to highlight that the pilot achieved a measurable shift in the intentions of participating farmers: more than half (58%) reported that they were likely to farm more regeneratively as a result.

As a result of taking part in Routes to Regen, I am most likely to farm



What impact did the Routes to Regen programme have?



The farmers within our five attitudinal profiles experienced Routes to Regen differently, revealing a complex negotiation between values, economics and practical constraints.

The programme proved that farmers – even resistant ones – will engage with regenerative concepts through trusted

intermediaries. But engagement alone cannot overcome fundamental market failures. As participants emphasised, willingness exists but viability determines action. Future iterations must address the economic equation directly while maintaining the relationship-based approach that made initial engagement successful.

Group 1

## The pragmatic resisters



Their starting point: “Show me the money, not the marketing”

The pragmatic resisters see regenerative agriculture as a luxury for the financially comfortable, who can afford to experiment, rather than for those farmers who are fighting for survival each harvest.

Ironically, many are already using regenerative practices, such as direct drilling, soil protection and rotations, but refuse the language and framing.

Knowledge varies significantly within the group: while 63% grasp regenerative basics, 23% have very limited understanding; showing that their resistance is both ideological and driven by a limited understanding.

### Programme impact: Trust opens unexpected doors

Despite their deep-seated resistance, this group's journey revealed an unexpected openness to change, when approached in the right way. The Routes to Regen pilot had an impact on their mindset and increased the likelihood of implementing regenerative practices in the future.



**80%**

agreed that their attitudes towards regenerative practices had become more positive



**60%**

were considering biodiversity enhancement, water management or reduced tillage in the future



**20%**

started diverse crop rotation during the programme



**20%**

were considering diverse crop rotation or soil health monitoring



**40%**

started to monitor soil health during the programme

While the attitudinal shift was profound, to persuade this group to change their behaviours will require deeper engagement. While the programme offered a good introduction, it was seen to lack the depth and follow-up to actually encourage behaviour change.

### Design implications

- **Downplay the 'regenerative' label:** Talk about soil health, efficiency and resilience rather than ideology.
- **Build on trust:** Use local, known advisers.
- **Sustain engagement:** Initial positive shifts need longer-term support to translate into action.
- **Lead with hard economics:** Demonstrate guaranteed returns, not environmental benefits.
- **Address system risk:** Use insurance, guaranteed contracts, or shared-risk models.
- **Fund infrastructure/machinery:** These include water storage, drainage and practical improvements.
- **Respect their knowledge:** Many already do what they can within the constraints they face.
- **Minimal time burden:** Ensure this doesn't add to their administrative load.
- **Long-term certainty:** They need multi-year commitments to justify system change.

### Key takeaway:

This group's resistance stems from rational economic assessment and distrust of external agendas, not solely unfamiliarity. Unless regenerative farming clearly improves financial survival – in their system, on their terms, without hidden strings – this group won't move. But they are surprisingly open to change if you can engage them with the right information.

“ The regenerative practices that we're doing... we just know it's the right thing to do for soil health. We haven't changed just because of the word regenerative. ”

Group 2

## The anxious adopters



**Their starting point:**  
 “I'll see how it works for others then possibly follow”

The anxious adopters appreciate regenerative principles but won't risk their businesses without clear proof. With minimal margin for error, failure feels existential, summed up by one farmer like this: **“You can't be green if you're in the red... If you don't have anything to show for it to sell...you don't have a business.”**

They position themselves as strategic second-wave adopters, which isn't lack of courage, but risk management shaped by past disappointments and current constraints. They face compound perceived risks including labour shortages, time pressure and weather variability. Knowledge gaps create decision paralysis, with farmers wanting directive, farm-specific guidance.

### Programme impact: When willingness meets worry

This group engaged relatively enthusiastically with the Routes to Regen pilot, while maintaining scepticism about the outcomes. Their participation reflected hope that finally someone might address their specific concerns, and the programme encouraged some cautious experimentation.



**50%**

agreed that their attitudes towards regenerative practices had become more positive



**50%**

could see regenerative benefits, but 25% still disagreed



**25%**

started cover cropping, another 25% were planning to do the same



**25%**

initiated soil monitoring

The Routes to Regen approach – personal, flexible and financially supported – was particularly successful at meeting their needs, shown by 100% agreeing that the programme was better or much better tailored to their needs than other programmes.

Despite universal satisfaction with structure and delivery, this group's fundamental concerns about risk and suitability remained unaddressed. For anxious adopters, great programme design and high satisfaction weren't enough to drive real change – without clear, proven pathways from similar farms and stronger, longer-term risk mitigation, this follower group stays interested but unconvinced to act.

### Design implications

- **Build peer networks:** So that they can learn from others.
- **Create decision trees:** Move from options to recommendations.
- **Extend support duration:** Anxiety needs longer reassurance than resistance.
- **Showcase cautious success:** Celebrate farmers who moved slowly but surely.
- **Address operational constraints:** Solutions for labour-stretched, time-poor farms.
- **Provide stepping stones:** Clear progression from simple to complex changes.
- **Develop alternative pathways:** What does 'regenerative' mean when you can't no-till?
- **Localise everything:** Events, examples, and advisers must be nearby.
- **Accept incremental change:** Celebrate small wins like better muck management.

## Key takeaway:

Their barriers are emotional and practical, not ideological. They need visible proof and hands-on support which enables them to take their tentative first steps with confidence.

“ I’m thinking that direct drilling could be the way to go... I probably just need a bit more proof. I’ll wait to see how Ben’s drilling goes. ”



## Group 3

## The bought-in beginners



**Their starting point:**  
**“The theory’s good but it’s got to be financially viable”**

Representing nearly a third of participants, these farmers embody regenerative agriculture’s central tension. Philosophically committed to sustainable farming, they live with acute financial pressure that constrains implementation speed.

Their values align with regenerative principles. They’re implementing practices where benefits are clear and where they can guarantee the cost. They use precision agriculture tools and multi-year data analysis, demonstrating technical literacy.

But knowledge and commitment don’t eliminate risk, and without the right financials, their desire to be more regenerative is curtailed.

They value independent, individualised advice, but feel that the lack of coherence in reporting requirements means they are constantly adding to their workload to be able to secure funding. Their specific need is implementation support. They need an expert to help them confidently translate theory to practice.

**Programme impact:**  
**Knowledge meets uncertainty**

This group showed the strongest positive response to Routes to Regen, demonstrating a real willingness to transition despite economic concerns. Routes to Regen helped them feel more confident in their approach, providing much needed validation and individualised advice.

While immediate implementation remained limited by financial constraints, future intentions showed remarkable movement.



**55%**

felt more confident in their implementation ability (though 35% remained neutral)



**70%**

could see improvements to farm resilience and profitability



**57%**

were considering biological pest control

## Design implications

- **Provide intensive hand-holding:** Not just information but active support through implementation.
- **Focus on immediate wins:** Quick returns that build confidence and cashflow.
- **Offer clear financial incentives and risk mitigation:** Guarantees, insurance or shared risk models.
- **Create peer support networks:** Local groups of farmers at similar stages.
- **Deliver multi-year commitment:** Match support to the reality of farming transitions.
- **Ongoing mentoring:** Provide access where they can ask quick questions and validate that they are doing the right thing.



**75%**

agreed that their attitudes towards regenerative practices had become more positive



**60%**

better understood available support and felt transitioning was more achievable



**75%**

reported increased knowledge and awareness of regenerative principles

### Key takeaway:

This values-driven but financially constrained group needs trusted independent advice to help them turn their ambitions into action, they need support turning their data into an individualised plan, and support with making the most of the funding options out there to support cash flow and confidence.

“ Regen is how we want to farm and feed our family. The health of our food and the environment can go hand in hand — if the end user pays. ”



## Group 4

## The knowledgeable implementers



**Their starting point:**  
**“Show us the data and how it works – we’re past the ideology”**

This group is already committed to regenerative farming and focused on optimising it rather than deciding whether to do it. They’re systematically testing, refining and scaling what proves profitable.

They’re data-driven decision-makers expecting scientific rigour and a clear business case for adoption: marketing claims without evidence face rejection.

Having seen multiple schemes, they’re wary of shallow corporate involvement that feels like credential-chasing rather than genuine partnership. They also have many frustrations with the amount of bureaucracy and data companies require them to submit. It adds to their perception that they are expected to give without being met halfway.

Having seen concrete benefits and some challenges, they understand regenerative farming as contextual and complex.

Therefore, anything which is not straight talking about the true picture of regenerative practice is written off. They understand it is messy, context-specific and weather-dependent, and they want programmes to admit that complexity, including what doesn’t work.

They value technical peer-to-peer learning where they can see other farms on the same journey or a little ahead. This is where they feel they are more likely to get an honest appraisal and technical discussion about what is working and the challenges.

They still face many system-level barriers to implementation. But they are more advanced in their thinking about potential solutions than earlier cohorts. They would like to see more collaborative and innovative solutions to address these issues – either through co-ops, cluster groups or innovative green funding.



## Programme impact: When knowledge seeks depth

While this group found Routes to Regen validating, it was insufficiently technical and lacked the incentives they were seeking. Knowledge gains were modest, reflecting their advanced starting point. The programme acted as a powerful reinforcer rather than a converter.



### 60%

felt they gained new knowledge  
(40% neutral)



### 80%

felt more confident in their  
implementation ability



### 100%

could see how a regenerative  
approach improves profitability



### 20%

felt the programme didn't help them understand  
where to find implementation support



### 80%

reported more positive attitudes toward  
regenerative farming



### 80%

believed the programme made  
transitioning feel more achievable



### 46%

rated financial attractiveness worse than  
other programmes (highlighting a mismatch  
between incentives and the complexity and  
scale of what they're actually doing)

They were already advanced in their practice, with 84% already cover cropping, 77% practising diverse crop rotation and 69% using reduced tillage, precision agriculture, and water management. During the programme, some expanded further: 14% started precision agriculture, 7% added cover cropping, biological pest control, or reduced tillage.

## Design implications

- **Technical deep-dives:** Multi-hour sessions drilling into specific methodologies.
- **Data transparency:** Share failures, variability and honest economics.
- **Scale-appropriate guidance:** Address 500+ hectare implementation challenges.
- **Structured peer exchange:** Facilitate systematic learning between advanced practitioners.
- **Enterprise modelling:** Provide tools for whole-system financial analysis.
- **Long-term partnership:** Match support to multi-year transformation reality.

### Key takeaway:

This group needs advanced, evidence-rich support, honest failure data, serious corporate commitment, and structured peer networks helping optimise complex regenerative systems at scale.

“ It reaffirmed my confidence. It's not really changed what we do because we were already fairly well into it. ”

Group 5

## The regen champions



**Their starting point:**  
 "We've seen the financial benefits of regen but there are still systemic challenges"

These pioneers have fully transformed their systems, revealing what comes after transition. With **71% rating their understanding as "good" and 28% as "expert"**, they face new challenges: system complexity, market volatility and infrastructure gaps.

While they have largely made the transition to regenerative practice, they are fine-tuning their farming systems for optimal functioning, and still face many systemic challenges, from staffing to efficiencies and optimising yields. Even at this frontier, economics dominates. And, paradoxically, their advanced position may exclude them from support programmes designed for behaviour change, highlighting the need for frontier-appropriate assistance.

### Programme impact: When success creates new challenges

This group found Routes to Regen somewhat valuable for networking and validation but were often excluded from specific opportunities. They joined Routes to Regen because they were keen to explore opportunities for additional support or market opportunities that might exist. They were more likely to see the corporate involvement as a key selling point, looking for opportunities to expand their relationships with the sector.

The impact on their knowledge was mixed and limited by their advanced starting point, although it still reinforced and stabilised their mindset.



**80%**

felt the programme helped them understand where to access implementation support



**50%**

said they gained knowledge



**50%**

became more positive about a regenerative approach



**50%**

gained implementation confidence



**50%**

felt more able to see profitability improvements



**75%**

were already doing cover cropping, reduced tillage, diverse rotations, biodiversity enhancement



**50%**

already doing biological pest control, soil monitoring, water management



**50%**

are considering precision agriculture for the future (none currently doing)



**25%**

started doing cover cropping, reduced tillage, diverse rotations, biodiversity enhancement during the programme

Despite high levels of implementation this group also showed intentional shifts as a result of participating. They see benefit and act quickly, with or without perfect support.

## Design implications

- **Advanced practitioner pathway:** Offers focused on optimisation and frontier issues, not basic transition.
- **Market access solutions:** Ensure organic or regenerative producers aren't excluded from corporate or buyer schemes.
- **Infrastructure and machinery support:** Capital for biological or regenerative-specific kit and system infrastructure.
- **Peer networks:** Small, curated groups of practitioners at similar scale and complexity.
- **Co-designer role:** Treat champions as teachers and co-creators, not just beneficiaries.
- **Long-term partnership:** Support aligned with the multi-year, whole-system nature of what they're running.

### Key takeaway:

Champions need recognition that full transformation brings new challenges, not freedom from challenge. They require specialised market development, capital for system-specific machinery, peer networks at their level, and programme designs that don't exclude those who've gone furthest.



# What the partners thought

The corporate partners and project delivery organisations finished the Routes to Regen pilot with a strong belief in the blueprint, despite operational challenges. They acknowledged this was a first step rather than a finished product, and expressed a clear appetite to continue and build on what has been established.

They pointed out that the Routes to Regen pilot has achieved genuinely difficult things: assembling a cross-sector coalition, capturing farmer attention, and creating a shared framework for a transition to regenerative agriculture. Feedback from partners included:

“ The blueprint is a great idea... the collaboration has potential to give considerable support to help farmers transition to regenerative farming. ”

“ Keep doing what we’re doing... I think you’re on step one and this thing doesn’t happen overnight... this is really difficult to corral, not just the brands, but also the growers. ”

“ It’s been a great programme. We’ve learned so much... I only see an upside in terms of additional benefits for the future. ”

“ The programme itself has delivered in terms of bringing people in and starting those conversations... a really positive first step. ”

“ Where the project was really good [was] for the ones that were sort of in that middle ground... they’d already decided to start going down that route themselves... but they weren’t really clear how to... really take it forward and accelerate that changing system. ”

The corporate partners identified the following benefits of participating in Routes to Regen.

- It was strongly aligned to corporate business and ESG strategies

Partners found Routes to Regen offered a ready-made vehicle to operationalise business and ESG ambitions that might otherwise remain aspirational. In particular, it addressed a common challenge: how to realise corporate commitments that rely on the supply chain (including farmers) implementing different practices.

“ We have a commitment to implement regen ag across 100% of our acreage by 2030... it’s clear that we can’t do this alone and we have to partner with organisations... to really make sure we can transition the full system and the full rotation. ”

“ The title in itself was perfect for us... We’ve got evidence all over the place on regen action... and yet still the uptake is really slow... It was good to understand what those barriers are, but then also to be connected with others who are also potentially sharing a similar challenge to us. ”

“ It’s really helpful to understand how we can work with other like-minded businesses to provide longer-term stability for those farms where we are only part of the crop rotation. ”

Routes to Regen also presented corporates with a number of intangible benefits. When pressed on the business case for engagement, many struggled to articulate hard metrics, yet remained enthusiastic about other aspects, as outlined here.



- It enabled sector-wide collaboration and awakened an appetite for more

One of the more unexpected benefits of Routes to Regen was the opportunity for corporates to come together in a non-competitive space to explore issues they have in common, namely how to engage farmers about regenerative farming practices in ways that actually lead to behaviour change.

These exchanges have led to various partners redeveloping their offers so they fit more effectively within the sector ecosystem rather than as standalone offers.

“ It was a really valuable opportunity to bring everyone together... it's also making our industry work in a different way... we're not just talking to each other, actually we need to talk to members across the value chain. ”

The desire for deeper collaboration emerged consistently, although partners recognised this would require careful navigation of commercial sensitivities. They saw potential for joint offers on the menu of support, shared learning and coordinated farmer engagement. The aspiration is clear: a collaborative environment where partners actively support farmers to navigate the support they can offer rather than competing for attention.

- It delivered learning and engagement with farmers

Routes to Regen created opportunities for corporate partners to understand more about the farmer population, and challenges other corporates also face in trying to create change around regenerative farming. Many partners spoke positively about the importance of gaining this intelligence in order to feed back into their own programme design.

“ It was really good... understanding what [other companies] are trying to do and what they're coming up against as well... ”

- It signalled that corporates are genuinely backing the regenerative transition

Routes to Regen's positioning as a sector-funded, farmer-first initiative proved particularly valuable against the backdrop of policy uncertainty. With government schemes generating cynicism and confusion, Routes to Regen landed as a credible alternative. Farmers responded positively to the corporate presence, interpreting it as a signal that regenerative transition had genuine backing, and creating greater incentives around regenerative transition.

“ There were several comments to say that we're really pleased to see the corporates here and supporting this, and it gives us confidence that this is the route to go down. (A partner reporting farmer feedback) ”

- It offered reputational and brand benefits

The 'halo effect' of association with respected partners and the Routes to Regen brand emerged repeatedly.

“ We were in the right room with the right people... that carries a lot of weight and impact as well. ”

“ From a PR perspective [it's] great to be connected to some of those names. ”

- It offered the right level of involvement

Corporate partners felt that the level of involvement was right for the pilot year. It was seen as light-touch and didn't over-burden them, and they could choose the level of involvement that was right for them. Many admitted they didn't engage as fully as they could have, while they waited to see where Routes to Regen would go. A significant majority expressed desire and renewed commitment to be more involved in future iterations now that they understand what is possible.

“ We're very, very pleased that we got involved... we just want to be able to help and support it more... there's certainly no hesitation from our side to not be continuing. ”

- Participation was influenced by key events

The corporate partners were warm and engaged. An event held at Sandringham in November 2025 for Routes to Regen participants materially shifted how partners felt, crystallising the coalition's value and making the programme feel tangible. The combination of seeing evidence, hearing from farmers and connecting with peers created a tipping point in engagement. This suggests corporate mood is event-sensitive: well-designed touchpoints can transform cautious observers into enthusiastic advocates.





# Operational insights

There are a number of areas for improvement in how Routes to Regen can be delivered in the future.

## Timings were a challenge

The dominant operational issue was timing. Partners felt that the Routes to Regen pilot was rushed and landed at a suboptimal point in the farming year, despite acknowledging this was necessary to deliver a quick proof of concept and praising the speed with which the project achieved that.

Recruitment began too late to properly engage corporate field teams. This meant that the consultants led the recruitment, which delivered the necessary numbers but skewed the cohort toward farmers already engaged with advisory support rather than the broader cross-section originally envisaged.

**“** It felt quite rushed and the timing wasn't right... We got a fright when we saw the timelines on it... it was all to happen within a harvest year that had already started. We thought you were crazy... **”**

## There was low uptake of options from the menu of support

The uptake of options on the menu of support by the farmers was much lower than anticipated. Some partners received no enquiries at all; others had a handful that rarely converted. However, the corporate partners recognised that there were multiple reasons for this.

While the breadth of the menu offered farmers choice and flexibility, in reality how they were communicated significantly reduced those that the farmers perceived to be viable. The corporate partners recognised that farmers were being asked to make significant farming decisions on the basis of thin information. What's more, offers weren't always ready, simple, or aligned across the sector. Some schemes weren't open yet or were at capacity; others had non-functional contact details; financial products came with restrictions on what advisors could say, making them appear less attractive to participating farmers.

Without greater understanding of what farmers actually need and respond to, the corporate partners were effectively guessing what farmers might want, without the information or protocols to back up their propositions.

“ You're asking people to make changes to a rotation that they change once every seven years. So more information would probably be helpful there. ”

## There was too much focus on 'what' and not enough on 'how' and 'why'

The plans that the consultants made with the farmers from the menu of support identified what farmers could do, but stopped short of the detailed guidance needed to actually do it. The core proposition worked, but the substantive content needed deeper tailoring to individual farm circumstances and clearer pathways from recommendation to implementation.

“ On reflection I'd say the project probably slightly over-focused on the what and slightly under-focused on the why and the how. ”

“ We did leave them with a plan... but it missed the next step, which was... how do you then actually do that on that farm and when. ”

## Communications were too light touch

Although Routes to Regen was intentionally light on its communications, corporate partners reported long gaps between meaningful updates, with many not seeing intermediate wins or farmer stories until the event at Sandringham towards the end of the pilot. The value of the programme therefore only really landed late in the cycle.

Internal communications within corporate partners' own organisations also proved problematic, creating disconnects when farmers tried to follow up on offers.

“ Farmers have called up [companies] and no one had heard of it or even Routes to Regen, so there is definitely an internal comms piece missing there. ”

# Looking ahead: Routes to Regen Phase II

As a result of the overwhelmingly positive response from farmers and companies to the Routes to Regen pilot, the project board intends to continue with, expand and strengthen Routes to Regen in 2026. We will maintain our focus on the East of England region, aiming to reach a wider group of farmers and companies with an improved iteration that incorporates the recommendations outlined in this report.

The Routes to Regen pilot delivered a huge amount of learning in a very short period of time, identifying what works about the blueprint model and the opportunities to refine it to improve its impact. All of the participants recognise the incredible time pressures that the pilot operated under, so we are confident that Phase II will be able to make some great strides forward.



## No regrets improvements

There are a number of changes we should make with no further debate.

### Timing:



Allowing more time for the development of the menu of support and farmer recruitment; running farm visits in autumn and winter.



### Clarity on target farmer and developing the menu accordingly:

Deciding who the target farmer is and ensuring the options on the menu of support are developed precisely to support their needs.



### Facilitating collaboration between companies:

This will develop a stronger, more aligned menu of support and identify other opportunities for partnerships.



### More active communications for participants:

Increasing the amount of communication to farmers and participating companies to maintain engagement and enable them to get the most out of Routes to Regen.



### Greater emphasis on how to communicate the options on the menu of support to farmers and enable follow-up:

More comprehensive information in different formats to enable farmers to fully appreciate the options available and enable a more seamless process for taking them up.

Are you a business looking to encourage regenerative farming? Or a farmer in the East of England interested in how your business can benefit? If so, you could have a role to play in Routes to Regen Phase II. Find out more by contacting [info@countrysidefund.org.uk](mailto:info@countrysidefund.org.uk)



# Acknowledgements

We would like to thank the farmers who took part in the Routes to Regen pilot! We're grateful for their time, effort and openness, which has helped us understand what worked well, what can be improved and what farmers need from us going forward. This has been crucial in developing the next phase of Routes to Regen to benefit more farms and create a stronger, more supportive programme.

Routes to Regen was supported by a project board that oversaw the programme: Charlie Angelakos (McCain Foods), Jessica McGhie (McCain Foods), Ian Burrow (NatWest), Pete Garbutt (McDonald's UK & Ireland), Dana Clouston (Barclays), Adele Jones (Sustainable Food Trust), Ben Makowiecki (Lloyds Banking Group), Keith Halstead (RCF), Jake Pickering (Waitrose & Partners) and Rob Jarvis (Tokio Marine Kiln).

It was funded by Aon, Barclays, Lloyds Banking Group, Lloyds of London, McCain Foods, McDonald's UK & Ireland, NatWest, Tokio Marine Kiln and Waitrose & Partners.

It was further supported by contributors to the Routes to Regen menu of support: ADM, British Sugar, Burgess Farms, Cranswick, Farm Carbon Toolkit, Frontier Agriculture, LENs, Muntons, North Farm Livestock, Soil Association Exchange, Sustainable Food Trust and Wildfarmed.

The programme was managed by The Royal Countryside Fund in 2025, and the programme managers were Tor Harris and Nick Sandford. The programme was also supported by members of The Royal Countryside Fund team: Clementine Addison-Atkinson, Chloë Goodridge and Maddy Taylor; and Ceres Rural: Tim Isaac and Louise Petrakas.

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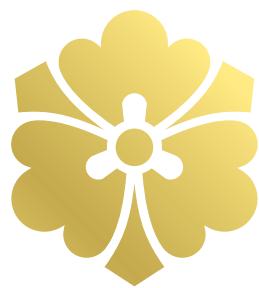
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