

A close-up photograph of an orange tree branch. The branch is covered in vibrant green leaves and several bright orange, ripe oranges. Some small white flowers are visible among the leaves. The background is a soft, out-of-focus green, suggesting a lush orchard setting.

Global Sustainability: Challenges and Opportunities for Carbon Farming and Regenerative Agriculture

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INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATION

The logo for the International Fresh Produce Association, featuring a stylized sunburst or leaf-like symbol to the right of the text.

What is Produce and Floral Sustainability ?



INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATION



Packaging



Food Waste / Food Loss



Regenerative Agriculture / Soil Health



Social Responsibility / Labor



Renewable Energy / Alternative Energy



Water



Climate / Carbon / GHG emissions

Seven Focus Areas

What is our industry facing?

Environmental,
social and
economic
change drivers

Regulatory
pressures

Consumer
expectations

INTERNATIONAL
FRESH PRODUCE
ASSOCIATION



Global Sustainability Trends

Packaging

Climate
Change

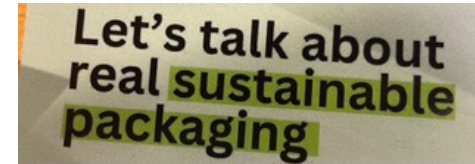
Regenerative
Agriculture



Sustainability

Sustainable Packaging

- Global Packaging regulations
 - European Union
 - Canada
- Our goal: less packaging and better packaging
 - Recycling
 - Supporting innovation to increase recyclability and recycled content
 - Compostables
 - Packaging & PLU stickers
 - System Design & Reusable Packaging
 - Reduce packaging while maintaining food safety, quality & reducing waste



Regenerative Agriculture

- Is a movement driven by consumers and retailers



Bayer leverages regenerative ag shift

Company sees potential to shape regenerative agriculture on more than 400 million acres as it taps into ag-adjacent markets.

Brief: Nestlé aims to transition 100,000 acres of its wheat supply chain to regen ag



General Mills and Walmart Join Forces To Advance Regenerative Agriculture Across 600,000 Acres by 2030

The collaboration will seek to support farmers in practices that aim to improve soil health, water quality and carbon sequestration across their shared value chain

PepsiCo Announces \$216 Million Investment in Long-term Partnerships with Three Major Farmer-facing Organizations to Support Regenerative Agriculture Transformation on More than Three Million Acres of U.S. Farmland



What is Regenerative Agriculture?

- An approach to farming that provides ecosystem benefits
 - **Soil** health
 - **Carbon and GHGs**
- It has been well defined for row crops and livestock farming
- Still an area with more questions than answers for produce and floral

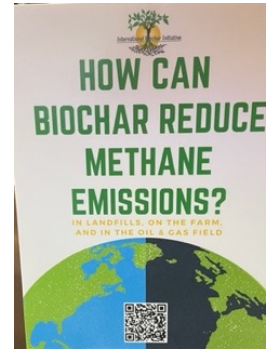
Regenerative Agriculture & Carbon Farming

- Regen. Ag is a management approach for soil health, biodiversity for farm and community resilience while mitigating climate change .
- Exploring pillars:
 - No/low till
 - Crop Rotations
 - Cover crops/ intercropping
 - Soil amendments: compost & biochar
 - Biodiversity & integrated pest management
- As part of the umbrella of carbon farming/ climate-smart agriculture.



Climate Change: Carbon Farming Opportunities

- Understanding our footprint:
 - CO₂ + N₂O + CH₄
 - Energy + Transport + **Farming** + Waste
- Building climate resilience
- Connecting Regenerative Agriculture with Climate Solutions
- Market access (ESG)
- Financial opportunities (carbon credits)



IFPA Sustainability

1. Sustainability Summits/Conferences
Australia & New Zealand
Integration into IFPA's conferences
2. Global Workshops
Sustainability and Carbon
3. Representing Produce & Floral at COP28
4. Global Packaging Advocacy
5. Consumer Goods Forum
Sustainable Supply Chain Initiative
Environmental Working Group



A vibrant collage of fresh produce including grapes, mushrooms, lemons, figs, tomatoes, and flowers. The background is a dense arrangement of various fruits and vegetables, with a semi-transparent dark green overlay. The text is centered in white, bold font.

Tēnā koutou!
Thank you!
Eskerrick asko!



Sustainability