



Sustainability

# Regenerative Agriculture Working Group

Tamara Muruetagoiena

Vice President of Sustainability



INTERNATIONAL  
**FRESH  
PRODUCE**  
ASSOCIATION™

# Create a **vibrant future** for all.

We grow prosperity for the world  
of fruit, vegetable & floral.

**ADVOCATE**



Advocacy • Foundation

**CONNECT**



Business Networking • Data & Insights

**GUIDE**



Expertise • Solutions

# IFPA Sustainability Vision

Fresh produce is the original sustainability industry, with the health of the planet and its people at the core of the work. It's never been more crucial to discover social, economic, and environmental opportunities through sustainable actions.

IFPA believes all business actions must be taken with an emphasis on sustainability. Therefore, IFPA is members' go-to resource for sustainability solutions, inspiring members to implement them to benefit the planet and the people on it, and to do so profitably. IFPA serves as a source of reliable information on sustainability tools and practices and validates practice adoption as well as providing the forum for member's sustainability journeys.



# Sustainability Council- Mission & Outcome

**MISSION:** the Sustainability Council examines critical issues in the produce and floral sustainability landscape, including climate change, sustainable packaging, food loss/food waste, regenerative agriculture, social responsibility and market responsibility. Its goal is to drive programs and resources to enable members to understand the potential impact of these issues on their organizations and prioritize and plan for these issues in their business planning.

**OUTCOME:** the action taken on sustainability protects and grows value, supporting the prosperity of IFPA members globally.



# Regenerative Agriculture WG Co-Chairs



Katie Chiapuzio  
Director of Environmental Science &  
Resources, Braga Fresh  
[katie.chiapuzio@bragafresh.com](mailto:katie.chiapuzio@bragafresh.com)



Rebecca Anderson  
Technical Manager, GLOBALG.A.P.  
North America  
[rebecca.anderson@globalgap.org](mailto:rebecca.anderson@globalgap.org)

Paulo Roberto Da Rocha  
Regen Ag Lead, Control Union  
[prrocha@onepeterson.com](mailto:prrocha@onepeterson.com)



# Resources

1. Definition developed
  - Benchmarked definitions (interns)
2. Guidance document outline
3. Started glossary (definitions of outcomes)
4. Benchmarked standards



## IFPA Regenerative Agriculture Definition

Regenerative agriculture is a holistic farming approach that aims to restore and enhance the natural resilience of agroecosystems while supporting the long-term health and viability of agricultural businesses and communities. The foundation of this farming system is the integrated management of soil health, biodiversity, water resources, human health, and climate.



Sustainability



# Trends

## Producers

- Growing interest in crop rotation practices, including questions about tillage, insecticides, livestock integration, and deforestation.
- Confusion over fertilizer sources, particularly differentiating compost, manure, and green waste.
- Clarifications sought on pesticide use, particularly restricted-use pesticides (none reported).
- Concerns about farming's impact on water usage and nutrient discharge into waterways.
- Questions on biodiversity, especially pollinator habitats and integrated pest management (IPM) plans/certifications.
- Increased reliance on subscription-based reporting platforms by buyers, though costs remain a concern.
- Limited discussions on carbon emissions, though some inquiries include Scope 3 emissions.
- Overall trend: Buyers are developing their own definitions of regenerative agriculture and seeking detailed insights into producer practices.





# Trends (cont.)

## Consumers

- Consumers desire transparency about product origins and rely on retailer assurances.
- A disconnect persists between consumers' intentions to support sustainability and their purchasing decisions.

## Emerging Trends and Priorities

- Leveraging data to track and share effective regenerative agriculture practices.
- Enhancing consumer education about regenerative agriculture.
- Expanding educational efforts across the supply chain.
- Increasing industry presence in key events like NYU Climate Week to spotlight produce's role in sustainability.



# Next Steps

1. Guidance document
  - Create guidance/definitions to push back and for produce to develop its own track
2. IFPA landing page for Regen Ag
3. Presentations and case studies, especially from global perspective

