



International Research Association for Organic Food Quality
and Health

Seminar the 20th of March

from 9.00-10.00 am CET online at Zoom

**Beyond the buzz: analyzing actors promoting
regenerative agriculture in Europe**

with Speaker,

Loekie Schreefel

You are invited to a scheduled Zoom meeting. Join:

[https://ucph-
ku.zoom.us/j/65200716878?pwd=xo0CwdJ4QpjFzWoaWB9gg
OO6Ze4mjl.1](https://ucph-ku.zoom.us/j/65200716878?pwd=xo0CwdJ4QpjFzWoaWB9ggOO6Ze4mjl.1)

Meeting ID: 652 0071 6878

Passcode: 395241

The workshop is free of charge.

Program:

09.00-09.05 am: Welcome by FQH Carola Strassner

09.05-09.35 am: Seminar presentation by Loekie Schreefel

09.35-09.55 am: Discussion in plenum or break-out rooms

09.55-10.00 am: Wrap up, presentation of the next workshop and goodbye!

The speaker of this workshop:



Loekie Schreefel is a postdoctoral researcher at the Farming Systems Ecology group, Wageningen University & Research. His research interest include designing, monitoring, and modelling resilient farming and food systems, more specifically regenerative agriculture and circular food systems.

Abstract:

What is regenerative agriculture, and who is driving its rise? We analyzed 849 actor websites and conducted 131 farmer interviews across Germany, the Netherlands, France, Spain, and Portugal to map the diverse landscape of actors involved—from farmers and NGOs to companies and governments. We identified where these actors are located, when they adopted regenerative practices, the scale of their operations, and the themes and practices they promote. Viewing the results through multiple lenses, we highlight emerging power asymmetries, the difficulties of scaling regenerative approaches, and the contested role of science and policy in steering agriculture toward safe and just planetary boundaries.