

Joint Statement on “Regenerative Greenwashing”

Commit to real transitions, ensuring credibility beyond marketing claims

As organisations working for the true transformation of food systems in Europe, we are alarmed by the widespread and misleading use of “regenerative agriculture” in corporate branding and EU policy initiatives. **What is called “regenerative” can include highly degenerative practices masked by a few cosmetic measures¹.** These claims should not mislead consumers and policy makers. While we see the serious regenerative practices grounded in organic and agroecological principles as genuine allies, the “regenerative” umbrella includes far too many speculative initiatives hindering transformative solutions.

Across Europe, millions of farmers and territorial food actors are already nurturing diverse, locally adapted, and resilient food systems rooted in knowledge, animal welfare, cultural heritage, biodiversity, and accountability.

These efforts must be valued, recognised, and strengthened throughout the value chain, not overshadowed by unclear claims. Credible transition narratives should follow a systemic approach, verifiable scientific grounding, and recognised institutional and legal framework. Marketing claims must be backed by science and by transparent and trusted certification, including quality assurance systems based on participation, trust, peer review, and horizontal knowledge exchange for short food supply chains. **Marketing claims should reinforce strong public governance, and not weaken it or undermine the capacity for farmers to get rewarded for their efforts.**

In EU policy documents and debates², a diffuse concept of “regenerative” agriculture is increasingly being used to divert policy attention and resources from truly transformative solutions. **While supporting transformative solutions through public and private initiatives is highly sensitive, too many “regenerative” proposals focus only on narrow output metrics, diverting attention away from harmful inputs and merely tweaking, rather than transforming today’s agricultural systems.**

¹ Friends of the Earth (2026) [Regenerative Food Labels: What’s Behind the Claim?](#)

² European Parliament Committee on the Environment, Climate and Food Safety (2026) [Amendments to the Proposal for a Regulation 29 - 278](#) “Establishing the conditions for the implementation of the Union support to the Common Agriculture Policy for the period from 2028 to 2034

Real transitions cannot be based on marketing claims that confuse consumers and fragment the integrity of agri-food markets, nor should they weaken established public governance and agri-environmental standards. **We need EU policies that strengthen long-term consumer trust, fairness, and food sovereignty, while directing investment towards proven, coherent, and genuinely sustainable pathways.**

Europe must ensure that actions speak larger than words and that future transitions remain credible, transparent, grounded in the public interest, and anchored in verifiable and publicly governed approaches.

List of co-signatures:

