

SAFE supports joint statement against ‘regenerative’ greenwashing

SAFE Food Advocacy Europe has joined the call by over twenty European organisations working on food systems, showing concern about the increasing use of a diffuse concept of ‘regenerative’ agriculture in EU policy documents and debates.

The statement, signed by over twenty organisations, points out that ‘regenerative’ agriculture is a void concept, when used without a clear, widely accepted definition. This is particularly important in policy making.

Deputy Director Luigi Tozzi said: “Millions of farmers contribute every day to making our food systems more resilient across Europe, by staying clear of pesticides, GMOs, and soil-polluting fertilisers. They produce nutritious food and care for biodiversity and soil health. The law must protect these good farmers and consumers, from farms that are just sustainable in name. The term regenerative agriculture cannot become a trick for greenwashing, used like a magic word without any connection to reality.”

SAFE calls for a clear, regulated definition of regenerative agriculture.

“Real transitions cannot be based on marketing claims that confuse consumers and fragment the integrity of agri-food markets,” the common statement reads. “We need EU policies that strengthen long-term consumer trust, fairness, and food sovereignty, while directing investment towards proven, coherent, and genuinely sustainable pathways”, it concludes.