

Impact and Sustainability Report

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How we talk about what we grow

Here's the vocabulary you need to know before entering the CrowdFarming universe.

Organic: Refers to agricultural products –and the farmers who produce them – that have been grown and processed in accordance with the organic farming regulations established by the European Union (EU), which prohibit the use of synthetic chemicals and genetically modified organisms.

Conversion to organic: Refers to “farmers in conversion to organic” as farmers who have already started the process of becoming certified organic by the European Union. The practices are already audited by an official body, as shown in the document that every farmer shares as proof in CrowdFarming's platform.

Regenerative Agriculture*: Refers to a holistic and results-driven approach that aims to restore ecosystems while improving farmers' livelihoods. It combines a series of practices (such as cover cropping, minimal tillage, and livestock integration) to improve soil health, increase biodiversity, sequester carbon and water, and enhance the nutrient density of food. At CrowdFarming, we understand that regenerative agriculture is context-specific: what matters most is demonstrating that the actions taken on each farm are having a measurable, positive impact on the environment.

1% for the Soil: An initiative by CrowdFarming that allocates 1% of all revenue from regenerative farms to support the transition of 10,000 hectares of European farmland to regenerative agriculture—fully funded by CrowdFarming. It also brings together a growing community of consumers committed to supporting this shift through shared knowledge and collective action.

CrowdFarmer: Replaces the word “consumer”. In the CrowdFarming supply chain, the CrowdFarmer is the person for whom our farmers develop their activity and produce their crops, with a guarantee of a fair price. In this new chain, a direct link is created between the one who produces and the one who receives the food. This link can be translated into a mutual commitment: the farmer produces knowing that someone waits for his harvest, and the CrowdFarmer enjoys the product, knowing where it comes from and by whom and how it was produced.

Adoption: An adoption creates a direct link between producers and consumers. When a customer adopts a tree, animal, or patch of land, they receive the produce of their adoption directly at home when the harvest season comes. In the meantime, they get updates about how their food is produced and who is behind it. Each adoption comes with a specific number of deliveries throughout the season.

Subscription: A subscription allows CrowdFarmers to receive a product regularly throughout the season, without needing to reorder each time. Subscriptions offer flexibility—ranging from seasonal bundles (like summer or winter boxes) to ongoing deliveries of fruits, vegetables, cheese, or any product that's in season. For farmers, subscriptions bring predictability and planning stability. For CrowdFarmers, they offer a steady supply of food they trust, and a stronger connection to the rhythm of the harvest.

CrowdGiving: Initiative created by CrowdFarming for consumers to be able to donate fresh and organic food directly from farmers to European food banks.

All Is Good: All is Good is a CrowdFarming project born to take advantage of the fruit and vegetables that cannot travel to CrowdFarmer's homes not because of their shape or size, but because they are too ripe to travel. Thanks to All Is Good, we are one step closer to ending food waste by turning fresh fruit and vegetables that cannot travel into delicious products such as jams, juices or dried fruit.

CrowdLog: A company created by CrowdFarming to provide transport and picking services to European farmers. Our first logistics hub, “CrowdLog-Museros”, was created in Valencia (Spain) and now, through CrowdLog, we also collaborate with farmers that can provide these services to other farmers in their area. CrowdLog's goal is to improve the CrowdFarmer experience without increasing logistic pressure on the farmer, who can therefore expand the sales volume independently of the number of parcels they have the capacity to prepare.

CrowdSender: Service created by CrowdFarming for e-commerces to manage and automate shipments from a single platform.

***Note:** There is currently no single EU-wide certification for regenerative agriculture; results are monitored farm by farm.

01

**A word
from the field**

1. A word from the field

Dear reader,

We recently celebrated seven years of CrowdFarming, the same age as my eldest daughter, Sofia.

In these seven years, full of lessons learnt, we've become the main sales channel for organic farmers in Europe. We started out with a simple website where farmers could create a profile and sell their crops by having their trees adopted or by selling individual boxes.

Over time, we've expanded our services and now, aside from the website, we help our farmers with logistics and also with implementing organic and regenerative farming practices in their fields.

The direct sales channel is a lever for more and more farmers to be encouraged to grow organically, ensuring a sale price to absorb the costs of cultivation.

Reflecting on the successes and learnings of 2024, I can see that direct selling isn't just about avoiding intermediaries, but also about having the chance to generate consumer awareness. When a consumer

buys something at a supermarket, they only see good things dressed up by a style of marketing that is truly disconnected from the agricultural reality.

When a consumer buys directly from the farmer, they can better understand what they're paying for and that the fruit doesn't have to look perfect to taste good.

Happy harvesting for 2025!

Gonzalo Úrculo, Farmer &
Co-Founder of CrowdFarming

Gonzalo

Impact and Sustainability report 2024



02

Harvest 2024: What we grew together

A growing community of farmers...

294 
farmers

from 20 different countries:

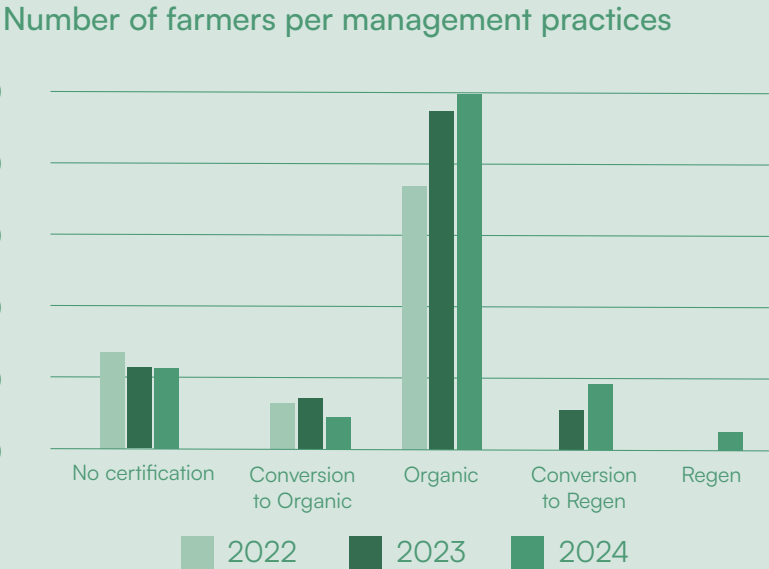
Austria, Bulgaria, Colombia, Croatia, Cyprus, Czech Republic, France, Georgia, Germany, Greece, Grenada, Honduras, Hungary, Italy, Philippines, Portugal, Romania, Slovakia, Spain, and Turkey.

42 
new farmers

joined CrowdFarming.

88%

of our existing farmers renewed their contracts from 2023 to 2024.




The farmers NPS (Net Promoter Score) has gone up:

37  44 

Last year

This year

What our farmers say —  [Click here!](#)
Insights from our annual farmer survey

“Proud to belong to the CrowdFarming family, part of a movement that is making things happen. Committed to what really matters: leaving a good and healthy foundation for future generations. Living soils, a healthy environment, sustainability, and fair pay”.

2024 farmer survey

...and a growing community of CrowdFarmers

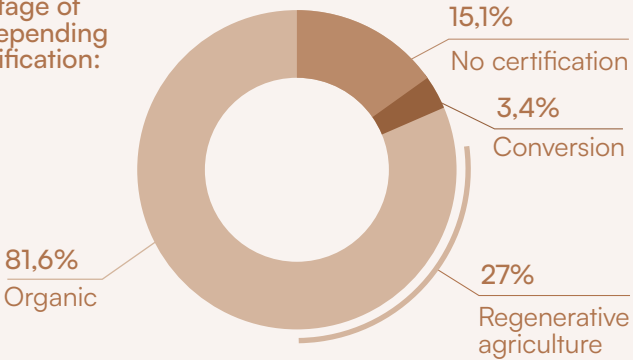
483,348
CrowdFarmers

made a direct purchase from a
farmer through CrowdFarming in 2024.
(+40% from last year!)

Total sales through
the platform accounted for of

65M€
(+28% from last year!)

Percentage of
sales depending
on certification:

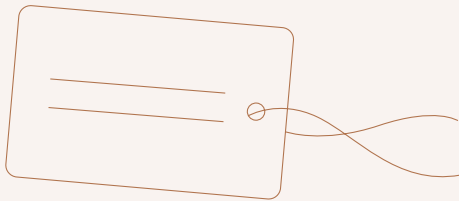


We ended the year with

287,382
active adoptions,

Click
here!

and improved the renewal rate of adoptions by 12.5%.



We already have a community of

525K

followers in our social networks,
which include Instagram,
Facebook, YouTube,
and LinkedIn.



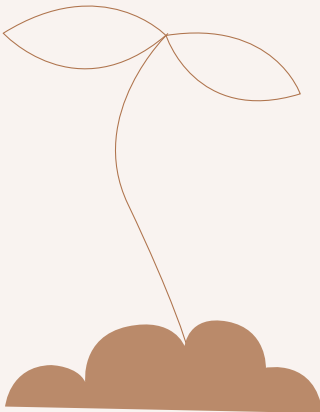
In 2024 we founded a

regenerative-organic
community of over

Click
here!

3,000

conscious consumers, that actively take
part in the budgeting, decision-making
and brainstorming for our
1% for the soil initiative.



An ongoing journey towards a more sustainable food supply chain...

10,500
tonnes
of food were shipped to
European homes.

(+28% from last year!)

+80%
of the total volume shipped
was certified organic,
and 99% was plant based.

Based on the volume of food sold and the average
pesticide use per hectare in each country of origin,
we estimate that our 2024 shipments

helped avoid the use of over

3 tonnes
of synthetic pesticides*.

*Methodology based on FAO data: national averages of pesticide use
per hectare and estimated yields, matched to each product's country of
origin.

12 farmers
have obtained the organic label,
supported by direct sales at fair prices and
adoptions, and 21 are still in the process of
converting to organic.

58 farms
are already part of our
Regenerative Agriculture Programme
— adding up to over 4000 hectares across 5
countries (Spain, France, Italy, Germany, and Austria).

The first 12 farms that entered the programme
already obtained positive outcomes, proving
to be regenerating their ecosystem. On average,
these farms improved ecosystem health
indicators—such as soil structure, water
retention capacity, and biodiversity presence—by

25%

Methodology: based on standardised field assessments carried out
by agronomic experts, including soil testing, visual evaluations, and
biodiversity sampling.

95%
of total deliveries were
done with plastic-free packaging.
Half of deliveries with plastic were BPA free.

We have launched 13 new “All Is Good” products,
reaching a total of 16 different products in the
portfolio and saving

34,349kg
of food from going to waste.

Our scope 1 and 2 emissions were

53 tonnes Click here! ↙
(EU per capita annual emissions are 6,7 tonnes).
This means that, for every ton of food shipped,
5 kg of CO2 were produced.

... and towards a fairer food supply chain.

40%

of farmers are young (under 40 years old) — which is key to ensuring a new generation of farmers enters the agricultural workforce.

According to Eurostat,
only 11.9 % of EU farm managers were under the age of 40 years old in 2020.

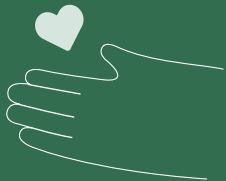
Click here!



Through the CrowdGiving initiative, CrowdFarmers have donated over

19.56 tonnes

of fresh organic food, valued at €90,000 to five food banks and NGOs in Germany, France, Poland, and Spain.



During the “DANA” storms and floods in Valencia, we launched a dedicated campaign, partnering with the local food bank and our consumers to donate almost



18.4 tonnes of food.

What our farmers say: Insights from our annual farmer survey

60%

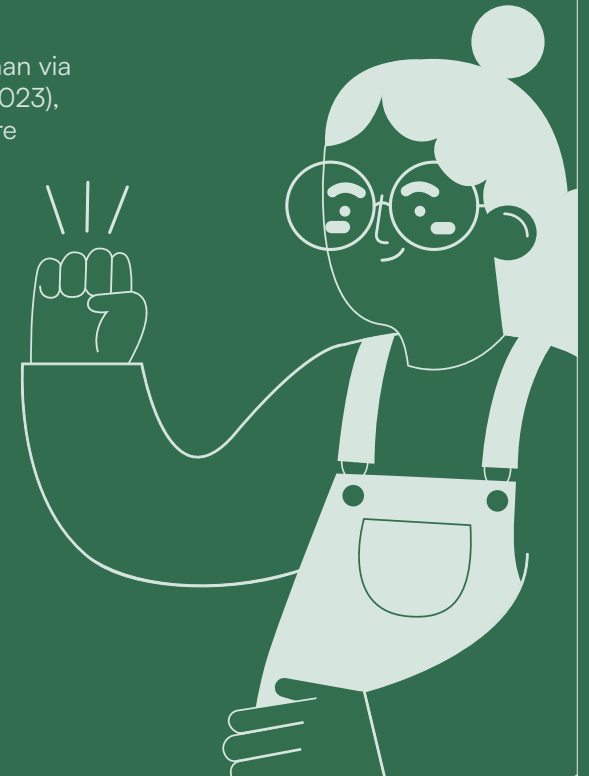
of farmers see prices on CrowdFarming as more stable than via other channels (up from 40% in 2023), and less than 3% see them as more unstable.

62.2%

of farmers responded that they have seen an increase in income.

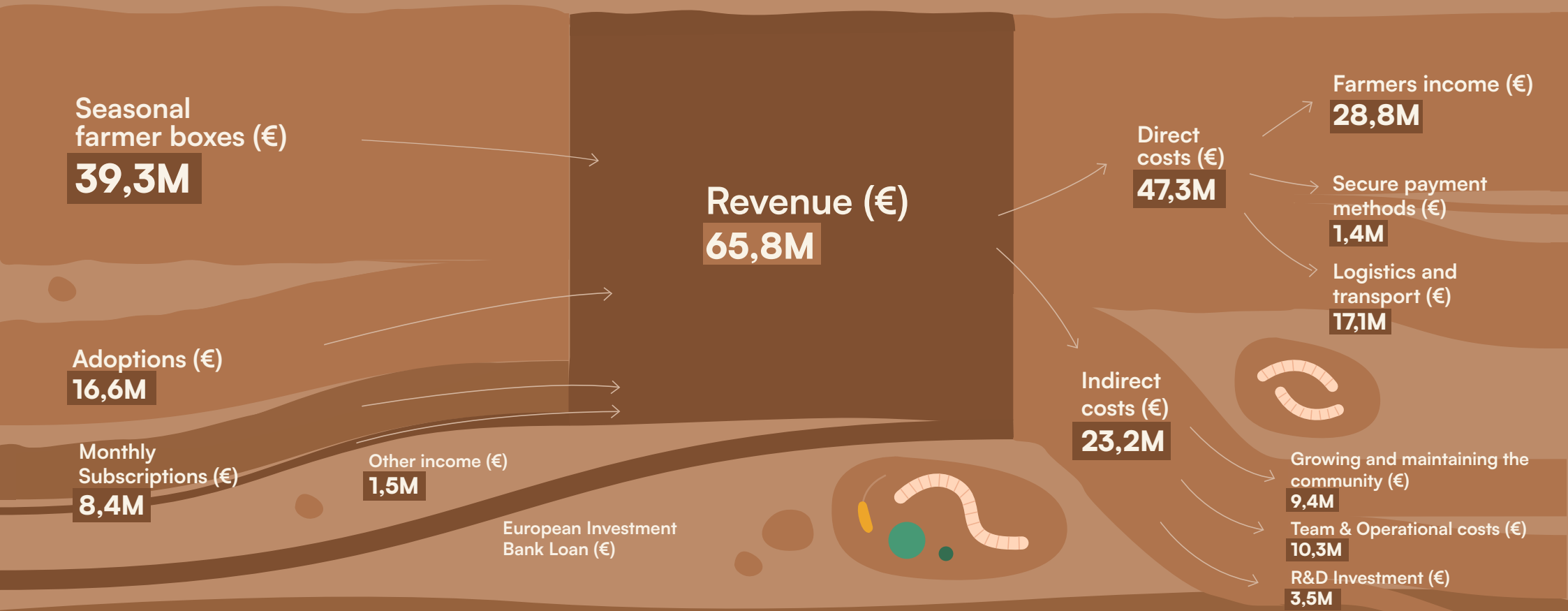
+70%

have invested in improvements.



Financial flows: Revenue and resource allocation

The following diagram provides an overview of CrowdFarming’s key financial flows for 2024. It illustrates how revenue was generated and allocated across different areas of the business, from direct operational costs to investments in growth and community. All values are expressed in euros (€).



Seasonal farmer boxes: Revenue generated from the sale of boxes of seasonal produce, delivered directly from farmers to consumers. This represents a core part of our direct-to-consumer model.

Adoptions: Revenue from our 'adoption' model, where consumers support farmers by directly funding the cultivation or raising of specific plants or animals.

Monthly Subscriptions: Income from recurring monthly subscriptions, providing a stable revenue stream and consistent access to fresh produce for our community.

Other income: Additional revenue sources, including custom boxes, CrowdGiving, farmer to businesses, fees and other sales, contributing to the overall financial health of CrowdFarming.

Revenue: The total income generated by CrowdFarming in 2024, combining all sales channels.

European Investment Bank Loan: Funding secured from the European Investment Bank, which plays a crucial role in enabling us to expand our operations and invest in long-term growth.

Direct costs: The expenses directly associated with sourcing and delivering our products to consumers. These include farmers' income, logistics, and payment processing fees.

Farmers income: The portion of Direct Costs that directly supports our network of farmers, ensuring fair compensation for their hard work and dedication.

Logistics and transport: The costs incurred in the transportation and packaging of products from the farms to our customers, a critical aspect of our supply chain.

Secure payment methods: Expenses related to maintaining the secure and reliable online payment systems that facilitate transactions on our platform (SEPA, PayPal, Stripe, etc.).

Indirect costs: Overhead expenses that support the overall operation and growth of CrowdFarming, not directly tied to individual product transactions.

Team & Operational Costs: The costs associated with our team's salaries, administrative functions, and the general day-to-day running of the company.

R&D Investment: Funds allocated to research and development, focusing on key areas such as logistics optimization (CrowdSender), improved farmer support tools (Farmer Resource Planning), and enhancements to our digital platform.

Growing and maintaining the community: Investments in activities and initiatives aimed at expanding and strengthening the CrowdFarming community, including marketing, CRM, communication, and community engagement.

03

Regenerative and Organic: Building resilience

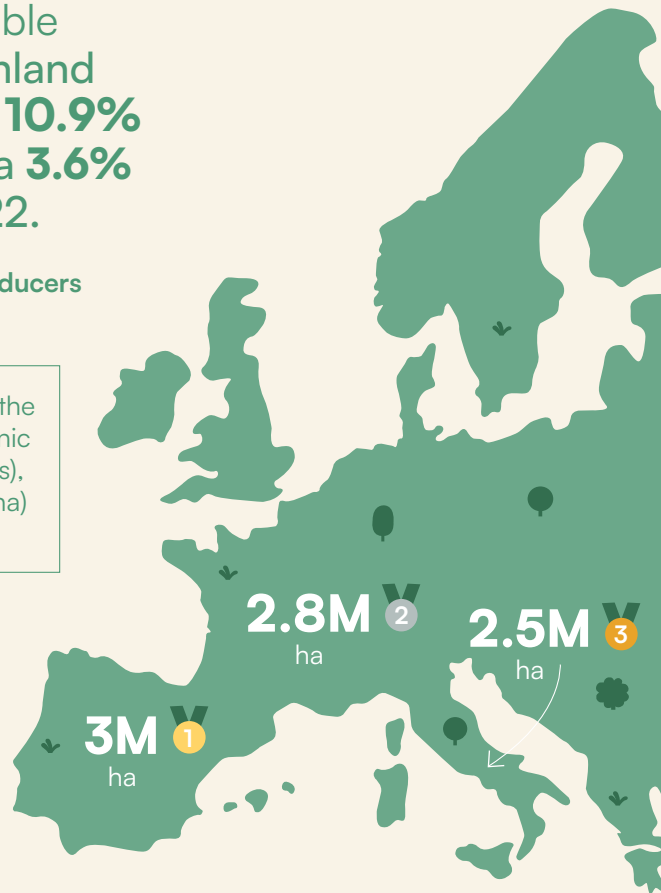
Slowly but steadily: Organic farming in Europe keeps growing

Despite economic pressures and climate challenges, the organic agri-food sector in Europe continues to grow. More farmers are shifting to organic practices, and regenerative agriculture keeps gaining traction.

In 2023 (last available data), organic farmland in the EU covered **10.9%** of total farmland, a **3.6%** increase from 2022.

Almost **495,000 organic producers** operated in Europe in 2023.

Spain surpassed France as the country with the most organic farmland (3 million hectares), followed by **France** (2.8M ha) and **Italy** (2.5M ha).



(Source: FiBL Yearbook 2024 —
The World of Organic Agriculture)



2024's need for resilience and 2025's (low) policy expectations

Despite good news in organic production growth, climate change continued to pose severe challenges to European agriculture. In a context of growing climate uncertainty, such as droughts or the severe floods affecting Valencia (Spain), among other regions, regenerative practices are proving to be not just an improvement—but a necessary evolution to build resilience in food systems and farming communities.

What our farmers say — Insights from our annual farmer survey

*The changing climate continues to be a major concern, with **73.4% of farmers noticing how droughts and heatwaves are challenging their work on the farm every day and impacting their production.** 70% of them report that their harvests have been reduced due to these factors.*

In the face of this, regenerative agriculture continued to gain traction in 2024 as a means to restore soil health, enhance biodiversity, and improve farm resilience. **50 of 79 global food giants (collectively worth over \$3 trillion) mentioned regenerative agriculture initiatives in their disclosures, in the 2023 FAIRR report.** To counter greenwashing risks, pioneering European regenerative farmers established initiatives

like the European Alliances for Regenerative Agriculture (EARA), aiming to define and promote credible regenerative farming practices.

In the political aspect, 2024 started with mixed feelings. **A — slightly more — promising COP, with leading food and agriculture organisations committing to partnering with 3.6 million farmers to accelerate the transformation of over 160 million hectares (three times the land area of Spain) to regenerative landscapes.**

This preceded a wave of farmer protests that exploded across Europe, highlighting concerns over economic pressures, environmental regulations, and fair market conditions. These events, combined with a shift in European and global political trends, have put commitments such as Germany's supply chain law or France's Agence bio at risk.



With a newly elected European Parliament, we stand at a critical juncture for the future of Europe's food system. We enter 2025 with key upcoming decisions that will either support the transition towards a fair and sustainable supply chain and a regenerative-organic farming system, or will leave us on our own to make this push. **Some of these key decisions include:**

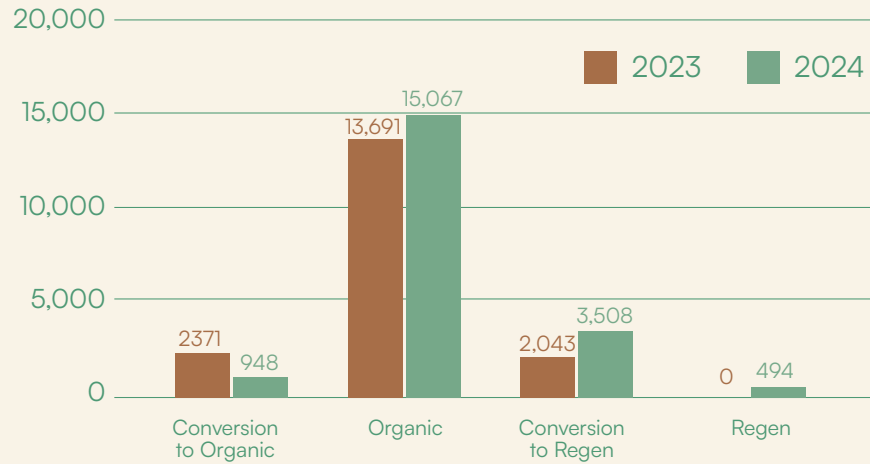
- The CAP reform—along with its prelude, **the EU Vision for Agriculture and Food**—could be an opportunity to rethink agricultural subsidies in Europe. But it also carries the risk of sticking with a system that's no longer working.
- The **Omnibus Package** is expected to simplify sustainability reporting requirements. We hope this means less bureaucracy—not weaker commitments.
- In Germany, ongoing discussions about its supply chain law could shape future sustainability standards across the EU.



Regenerative-Organic Agriculture

2024 has been a super exciting year for the progress of regenerative-organic agriculture among our farmers. It was late 2023 when we started taking samples for the first batch of Spanish farmers that entered CrowdFarming’s Regenerative Programme after two introductory events on what regenerative agriculture was, and a lot has been going on since then.

Hectares per farming practices per year



Many farmers report to have already implemented regenerative practices:

+50%

of the respondents are applying plant remains to the soil, reducing tillage, or maintaining plant cover.

28%

are applying other biodiversity measures such as installing insect hotels or biological corridors, planting native trees, creating biodiversity ponds, or installing bird feeders.

20%

are integrating livestock on their farms.

+40%

make their own compost.

What our farmers say — Insights from our annual farmer survey

“Ever since I was a child, I’ve been aware of organic farming and known that it’s the only option for me, but I discovered regenerative farming thanks to you, and I’ll be eternally grateful for that”.

Jacob Martín Pelaez - La Solana

“Together we want to change and improve the world, shifting all agriculture from conventional to organic and/or regenerative”.

Björn Kleininger - Jelanisol y Montebello

“We wholeheartedly believe in this project: organic and regenerative agriculture, a project for the future”.

Fernando Agramunt - Bardomus

Regenerative Agriculture Programme

By the end of 2024, **CrowdFarming's Regenerative Agriculture Programme** had already scaled to:

58
farms

adding up to a total of

+4k
hectares

5
countries

Austria,
Germany, France
and Italy, on
top of Spain

From the initial cohort of farms, 12 of them proved positive outcomes in a balance of soil health, biodiversity, and water cycle parameters. You can now check the outcomes — or **Regeneration Index** — of all farmers in the programme in their online profiles.

But not everything is about measurement. The ultimate goal is that outcome monitoring becomes a management tool for farmers, to guide them towards becoming more resilient on the farm and in their business: depending less on external inputs, improving yields, producing food with high nutrient density and working in tune with nature instead of against it.

For that, we combine on the field events on different topics with online tutoring sessions to guide them from interpreting results to implementing regeneration plans.



1% for the Soil

CrowdFarming aims to be one of the key drivers of the regenerative-organic transition, not only by supporting farmers, but by co-creating the tools, data, and community needed to scale it fairly and effectively.

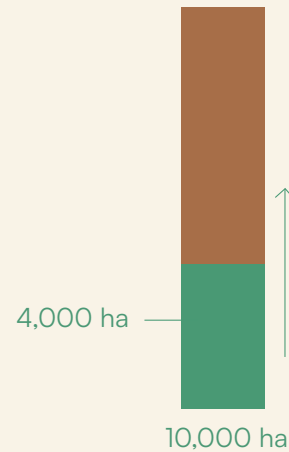
Halfway through the year, we decided to quantify the budget we were dedicating to regenerative agriculture and commit to supporting it long term. With that purpose, **we created 1% for the Soil.**

Through the 1% for the Soil initiative, we're dedicating **1% of all gross revenue (excluding VAT) generated by regenerative farms** — almost 30% of total CrowdFarming sales — to transition

10,000 ha
of European farmland
into regenerative
systems.

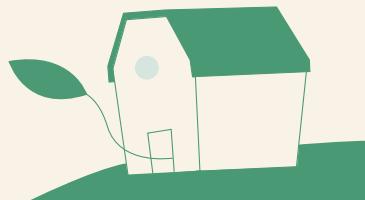
CrowdFarming is financing this investment, not the farmer nor the consumers.

Progress towards
the 10,000 hectares goal



Since its launch in July 2024, we've invested almost:

€80k
in scaling
regenerative agriculture.



These funds are invested in 5 main areas of work:

1

Training farmers

We're building a network of farmers committed to transitioning toward a more organic and regenerative agriculture in Europe. By sharing successful case studies and offering both hands-on field trainings and online tutoring, we help farmers implement meaningful change on their farms.

In 2024, we organised field trainings in Italy, Germany, and Spain, and held 10 online sessions with the 58 farms currently participating in the programme.

2

Measuring real impact

With support from expert partners, we track how regenerative practices are affecting soil health, biodiversity, water cycles, livelihoods, and local communities. This data not only helps validate the impact of what's being done in the field—it also supports farmers in adapting and improving their methods to become more resilient.

In 2024, we carried out sampling and field visits across 58 farms in five countries: Austria, France, Germany, Italy, and Spain.

3

Spreading the word

Change on the farm means little if people don't understand why it matters to support the farmers undertaking this transformation. That's why we use our communication channels to raise awareness, share real stories of transition, and explain the broader benefits of regenerative agriculture—for farmers, consumers, and the planet.

In 2024, we went one step further by producing our documentary, **"Rage is Good. Action is Better"**, which has reached over 8,000 views. The film follows the journey of five farmers across Europe who are changing the way they farm by embracing regenerative practices.

We supported the release with a targeted awareness campaign on social media and through screenings in Berlin and Paris, bringing these stories directly to citizens ready to engage with the future of food.

We also launched **Europe's largest regenerative-organic community of consumers**, created to co-design the path toward "1% for the Soil", and to share experiences, knowledge, and practical ideas for driving change together.

4

Advancing knowledge

Our goal is to make research more accessible and to help lay the groundwork for a large-scale transition to regenerative agriculture—because lasting change requires solid scientific foundations.

Through the monitoring of regenerative-organic farms, we're also generating a growing body of data that can contribute to understanding regenerative agriculture trends at scale, moving beyond niche examples and isolated case studies.

In 2024, we published the report **"Regeneration and Nutrition: Cultivating Our Medicine"**, which explores the connection between soil health and the nutritional value of food. The findings point to the potential of regenerative-organic farming to support both human health and the health of the planet.

5

Developing digital tools

We'll be working on creating user-friendly technology to make the transition smoother for farmers, from data-driven decision-making to creating a more connected regenerative agriculture community.

In their words: Farmers leading the transition

Personal stories from farms across Europe embracing organic and regenerative agriculture.

Proyecto Los Aires (Regenerative-organic olive farm, Spain):

Proved their regenerative
outcomes in 2024

"The Los Aires Project was born 11 years ago, when after finishing our studies in biology, with some uncertainty but with a lot of courage we decided to leave the city to restore our family's land. We arrived to try our hand at recovering some hundred-year-old olive trees, and after all this time and effort we can assure you that this experience was one of our best decisions. Little by little, and with a great deal of effort, we have been branching out into other crops such as almonds, pistachios and grapes, which we use to make our natural wines.

We have always wanted to have living, healthy and biodiverse crops, which offer healthy produce with high nutritional and environmental value. To do this we start by regenerating the soil, adding organic amendments such as manure and taking care of the natural vegetation



cover to prevent erosion. We trim back the canopy in spring to add protection and nourishment to our soil.

For us, regenerative agriculture is our way of reconciling with the environment that surrounds our crops and the only way we wish to produce food. Our biggest challenge, and where we direct most of our efforts, is to have a living soil. We seek to increase the amount of carbon in the soil, to make it more fertile, retain more water and encourage life, which helps to recycle the nutrients needed for healthy plants. It is also the way to show the consumer that another way of producing and consuming is possible."

Laura and Guillermo,
farmers at Proyecto Los Aires





Azienda Agricola Toma (Organic olive farm, Italy)

Joined CrowdFarming's
Regenerative Programme
in 2024

"Azienda Agricola Toma, an exclusively organic and family-run farm, was founded in 1989 by Mariano Toma and Tiziana De Fabritiis (my parents) and is located in Loreto Aprutino (Province of Pescara, Abruzzo, Italy).

The small hilly village dating back to the Middle Ages, is located about 250 metres above sea level, surrounded by the Gran Sasso and Majella mountain ranges (the highest peaks of the central Apennines), both visible from the farm.

At the age of 28, after leaving the family farm and dedicating 10 years of my life to law and travels (but maintaining a passion for nature), I realised that this was not for me.

You can already imagine what followed, otherwise I would not be here. I decided to

return to my family farm and since then, that place that had seemed almost like a prison to me as a child and those habits handed down from several generations have become my daily routine."

For me, the programme of conversion to regenerative agriculture means taking on my responsibilities as a farmer. I take responsibility for leaving a healthy and resilient part of the landscape for future generations."

Giuseppe Toma,
farmer at Azienda Agricola Toma





Kore Farm (Organic vineyard, Germany)

Certified organic in 2024

Laura and Fabian are a young couple from the Palatinate, Germany's second largest wine-growing region.

They founded Kore in 2015, whilst completing their studies in viticulture and international wine business.

In the vineyards, they support and encourage soil life. With intensive manual work, they take care of their vines and harvest ripe, highly aromatic grapes — the basis for their wines.

"We are delighted that it is now officially visible to the outside world that we work the way we do. We've been thinking a lot about sustainability since the start of KORE and are proud that everyone now at least knows that we work organically."

Laura and Fabian,
farmers at "Kore" farm



Sicilian Passion (Organic passion fruit farm, Italy)

In 2024, they achieved the organic certification and started their regeneration journey

"Sicilian Passion was inspired by my grandfather Antonino's dream: to offer locally grown exotic fruit, ensuring top quality and taste without the long journey from tropical countries. Since 2015, we have specialised in cultivating this fruit. The name "Sicilian Passion" reflects both our product and our family's deep-rooted love for agriculture, passed down through three generations."

The road to organic certification was not easy. Our company, Sicilian Passion, faced

many challenges, with the biggest being pest control. Yet, with dedication and perseverance, we overcame this obstacle, transforming our fields into an oasis of biodiversity. Thanks to regenerative agriculture, we are beginning to restore the vitality of our soil and strengthen the ecosystem's resilience. Today, our passion fruits are a testament to our ongoing commitment to sustainability."

Antonino Moscato,
"Sicilian Passion" farmer

04

Rethinking the journey: Logistics and food waste

Faster, smarter logistics

In 2024, we continued working on how food moves through our supply chain—from farms to tables—focusing on reducing delivery times, cutting emissions, minimising waste, and improving overall traceability.

Compared to 2023, we reduced the average delivery time in Europe from 5.1 days to 4.3 days.

If we include the time needed for harvesting and delivery from the farm to our logistics centre, **the entire journey takes approximately 5.3 days from tree to door.**

Improvements in our overall network rather than uniform delivery times.

- Starting in April, we introduced direct shipping routes from Spain to Sweden (including full truckloads) passing through southern France, which also serve products destined for the UK.

These new routes mean fewer intermediate stops and shorter distances, improving freshness and reducing transport-related emissions.

Thanks to our partnership with Primever, 100% of shipments from France to the UK now cross the Channel by train, reducing reliance on fossil-fuel road transport and lowering emissions.

We also added rail transport between Perpignan and Paris, covering over 1,000 km.

- Our lorry fill rate held steady at 90%*, meaning fewer trips with better load efficiency and lower emissions per box delivered.

Methodology: This rate is calculated based on the number of pallets loaded per lorry, out of maximum capacity of 32.

Building on the relay-based transport model with our long-haul partner Trucksters, we took another step forward in 2024 by introducing low-emission fuels into our supply chain.

In November, we began transitioning our Valencia (Spain) to Speyer (Germany) route from diesel to HVO (Hydrotreated Vegetable Oil)—a renewable diesel alternative that can reduce greenhouse gas emissions by up to 90% compared to fossil fuels.

- In November, 10.3% of deliveries on this route used HVO.
- In December, that figure rose to 23%, with a total of 21 deliveries completed using HVO.
- Thanks to this transition, we avoided approximately 34.5 tonnes of CO₂e*.

*Methodology: calculation based on certified emissions data provided by ISCC and tracked through SQUAKE's carbon verification system.

This shift reflects our broader strategy: moving from simply offsetting emissions to actively avoiding them through infrastructure and fuel changes.

By investing in low-emission fuels and optimised routes, we're proving that emission reduction doesn't have to be an abstract goal—it can be built into the very way we move food.

That said, we still rely on DHL's GoGreen service for last-mile deliveries, which focuses on carbon avoidance within DHL's own logistics network (e.g., biogas lorries, electric vehicles).



Expanding our logistics network in Europe

As demand grows, we continue to scale our logistics capabilities—not by building more warehouses, but by supporting smarter, localised solutions.

Alongside our own first-party logistics centre in Museros (1PL-Valencia), fully integrated into our operations since 2022, we have built a network of third-party logistics (3PL) hubs in key production regions in Italy (Calabria), France (Provence), Spain (Huelva and Malaga) and Germany (Albessen).

Unlike conventional models, these hubs don't store fresh produce long-term.

Instead, they serve as local coordination points:

- They receive produce directly from nearby farmers.
- They offer support with packing, and order preparation.
- They allow us to combine products from multiple farmers into mixed boxes or subscriptions.

To create this network, we collaborate with farmers who have on-site capacity or with existing logistics partners in strategic areas—typically where we already have a strong presence of producers or where logistics routes converge.

These 3PL hubs also solve a common bottleneck: many small and medium sized farms can't handle high volumes of individual shipments on their own.

By pooling efforts through shared infrastructure, we enable more farmers to participate in CrowdFarming and increase our ability to ship efficiently at scale.

Strengthening our logistics network means not only increasing efficiency—it also gives us greater independence from conventional systems and more control over quality, timing, and sustainability.

Our network of logistic hubs



*Percentage of total shipments by CrowdFarming
Representation of products is orientative, not exhaustive

Reducing food waste at every step

Food waste happens at every stage of the chain, and in 2024 we continued working on addressing it from field through delivery.

What our farmers say: Insights from our annual farmer survey

22.4%

of farmers reported a reduction in food waste since joining CrowdFarming.

65%

of farmers said their waste levels were already low, showing that our community attracts producers with strong waste management practices.

Citrus and tropical fruit farmers reported the biggest gains, saying food waste has decreased:



The AllIsGood Expansion: From too ripe to just right

In 2023, we launched AllIsGood, our line of upcycled products made from fruits and vegetables that are too ripe for long-distance delivery. After a strong start in 2023 with

mango chutney, avocado hummus, and pomegranate juice, which together saved **52 tonnes of fruit**, we expanded the range significantly in 2024:

13 
new products
launched
(bringing the total to 16 items in the AllIsGood portfolio.)

34 
tonnes of
fresh produce
saved from
going to waste.

These products are a practical solution for fruit that's perfectly good but needs to be processed quickly, allowing us to reduce waste while offering consumers new ways to enjoy seasonal produce.





CrowdLog Museros: Our first party logistics centre

At our logistics hub in Museros (Valencia), better sorting and quality checks led to a drop in food discarded from 3.7% in 2023 to 3.2% in 2024. We implemented a diversified reuse strategy:

3.7% of produce was rejected in 2023 decreasing to **3.2%** in 2024.



50%
of rejected food was sold for industrial processing (e.g., juices, jams).

29%
was donated to food banks and NGOs in Valencia.

21%
was unusable and was sent to composting or for animal feed.

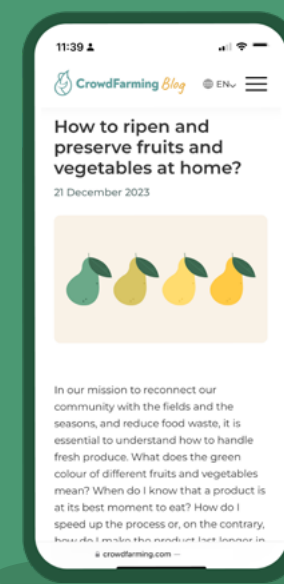
Reducing food waste at home

At the consumer level, we focused on helping people make the most of the food they receive, acknowledging CrowdFarming's model is somehow different in terms of volumes or varieties received and their state of ripeness.

Throughout 2024, we shared practical recipes, storage advice, and handling tips—with a special focus on climacteric fruits, like bananas, avocados, and mangos, which continue to ripen after harvest.

These resources not only help reduce household food waste but also build understanding around how fresh produce evolves once it leaves the farm.

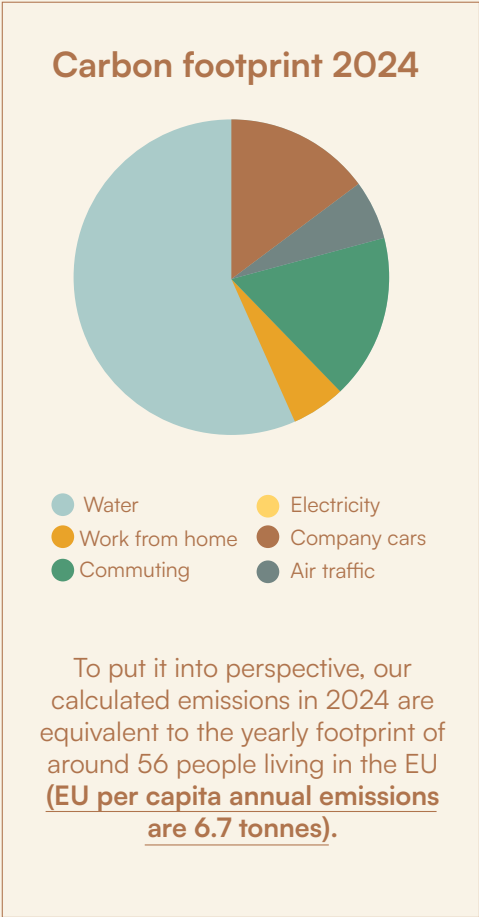
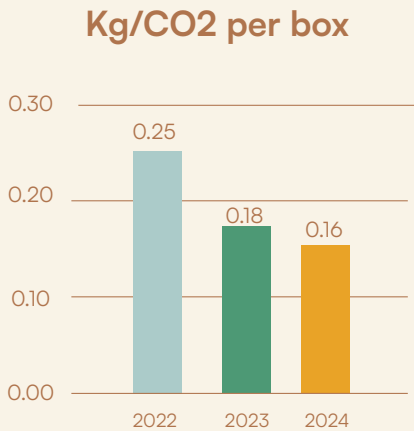
In fact, articles like [“How to Ripen and Preserve Climacteric Fruits at Home”](#) or a pancakes' recipe to use bananas once they are too ripe became some of our most-read blog posts of the year, showing strong interest in simple, actionable guidance.



Reducing our footprint, the resources we depend on

In 2024, the combined emissions from Scope 1, Scope 2, and part of Scope 3—covering both CrowdFarming offices and our CrowdLog-Museros logistics centre—amounted to 377 tonnes of CO₂. This is an increase from 287.58 tonnes in 2023, which had marked a 27% reduction from the year before. The rise in 2024 is mainly due to growth in our operations. However, the efficiency of our operations improved and that's where the real progress lies:

- Emissions per shipped box decreased from 0.18 kg CO₂ in 2023 to 0.17 kg CO₂ in 2024.
- Emissions per employee dropped from 1.54 kg to 1.48 kg CO₂.



Scope 1 — Direct emissions from company vehicles

Primarily from the use of company cars, especially by our agronomists visiting farmers across Europe.

In 2024, Scope 1 emissions were 53 tonnes of CO₂, an increase from 29 tonnes last year, marked by the growth of our agronomic teams and increased presence on the field.

We continue to prioritise in-person visits as they remain essential for quality control and farmer support. That said, we encourage efficient travel (e.g., grouping visits, using trains when possible).

Scope 2 — Electricity consumption

Our Scope 2 emissions remained at zero tonnes for the second year in a row since all electricity used in CrowdFarming offices and CrowdLog-Museros was sourced from renewable energy providers.

However, in 2024, we took this a step further by installing solar panels at our logistics centre in Museros. This system is expected to produce nearly 280 MWh per year, avoiding more than 98 tonnes of CO₂ annually while saving energy costs.

We also implemented other energy-saving measures across our logistics operations, like closing unused cold rooms to avoid unnecessary cooling and replacing older machinery with more energy-efficient alternatives.

Scope 3 (partial) — Indirect emissions

We currently report only part of our Scope 3 emissions, focusing on:

Water use: Mainly represented by cooling systems at our logistics centre.

Employee commuting: With over 70% using sustainable modes of transport such as public transport, walking or biking, rising up to 75% if we include electric vehicles. Remote work energy use and business travel, including trains and flights.



05

Watering our community

Local, seasonal, and organic, on top of price and convenience

According to the EIT Food Trust Report 2024,

38% of European consumers intentionally choose foods grown locally and 62% prioritise seasonal fruits and vegetables.

Consumers associate agriculture with employment, therefore local production is associated with local prosperity. In favour of short food supply chains, farm to consumer included, **farmers are still the most trusted actors in the food chain (67%), with small local farms viewed especially favourably.**



After a slight dip in 2022, the European organic market **grew by 3% in 2023** (EH:2.9%).

This added €1.6 billion in sales (€1.2B in the EU) to the total organic retail sales, which amount to a total of €54.7 billion in Europe (€46.5 billion in the EU), **positioning the EU as the second-largest organic market worldwide, after the U.S. (€59 billion).**



In 2023, **the average European spent €66 on organic food** (€104 in the EU). This is double what consumers spent per capita in 2014.

Germany remained the largest organic market (€16.1 billion in sales).

(Source: FiBL Yearbook 2024 — The World of Organic Agriculture)

However, consumer surveys consistently show that price and convenience remain the biggest factors driving purchasing decisions. CrowdFarming is committed **to making regenerative-organic agriculture a viable option for both farmers and consumers**, while ensuring a reliable and high-quality experience.

That doesn't mean striving to be the cheapest or the most convenient, as those priorities often conflict with our core mission of fairness and sustainability.

Instead, we focus on helping consumers understand the true value behind what they pay—highlighting the trade-offs involved in regenerative-organic farming and short supply chains.

Rather than lowering prices at the expense of farmers or the environment, we aim to foster awareness around the impact of each purchase—the system it supports, and the change it enables.

By doing so, we're building a community that embraces responsibility: the ability to respond and choose consciously when it comes to food production and consumption.



Contributing to the response-ability of consumers

We believe entrances to CrowdFarming's world can be multiple.

Maybe you enjoy the taste of a freshly harvested mango, want to support farmers earning fair wages, or care about sourcing your food from organic and regenerative farms and have them shipped as efficiently as possible.

Perhaps you were gifted an adoption and that is why you are here.

No matter what led consumers to our world, we see it as an opportunity to raise awareness on why the agri-food system needs to change, and give visibility to the farmers leading this transformation across Europe.

“What The Field?!", CrowdFarming's blog and podcast.



30

blog posts

published in 2024 covering key topics in regenerative-organic farming, food justice, and seasonal eating, as well as news and opinion pieces from across the agri-food sector.



12

podcast episodes

released through **What The Field?!**, exploring real stories from farmers and experts.



52,732

views on our blog and 29,811 downloads of our podcast, showing a growing interest in these discussions.



Alfredo Poves CEO of Ixorigue



Meghan Sapp of Hub Del Norte of Savory Institute

Social Media & Press

In 2024, we shifted our social media strategy under the Impact & Sustainability team, prioritising educational content about organic and regenerative farming:

We grew our **Instagram** and **Facebook** community by

24%,

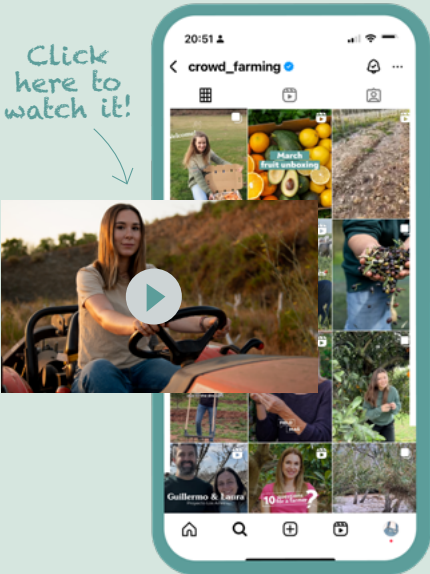
reaching half a million people between both channels.

Appeared in

20

external media outlets, including news articles, podcasts, and industry events to amplify discussions about food production and sustainability.

Produced our first full-length documentary, “**Rage is Good. Action is Better.**”, highlighting real challenges and solutions in the agri-food supply chain, with special focus on regenerative-organic farmers.



Customer service team

Another key part of our awareness work is our customer service — or president service, as we like to call it internally.

This multilingual team doesn’t just solve technical, payment, or delivery issues — they also respond to questions

about farming practices, certifications, and production methods. Many conversations go beyond logistics and spark fascinating debates within our community.

In 2024, the team:



Handled

150,841
messages and calls,

helping consumers connect more closely with the origin of their food.



Coordinated

335
farm visits

that were requested by CrowdFarmers who wanted to meet the farmers behind their adoption and see the reality of the farm for themselves.

The largest regenerative-organic agriculture community in Europe

We've assembled a passionate committee to guide CrowdFarming's regenerative agriculture strategy. This committee is formed by:

Juliette Simonin, CrowdFarming's co-founder and CEO, **Cristina Domecq**, CrowdFarming's Head of Impact and Sustainability and **Yanniek Schoonhoven**, regenerative-organic farmer at La Junquera, founder of Regeneration Academy and founder farmer at EARA.

CrowdFarming's wider community, already including over

3000 people as part of this committee!

[You can sign up here.](#)

As part of the community:



you'll be informed periodically about advances on CrowdFarming's regenerative-organic journey,



you'll be exclusively invited to meet farmers,



get to vote where we invest 1% for the Soil funds,



be part of our WhatsApp community

... and much more!



CrowdGiving: Fresh food to people in need

CrowdGiving allows consumers—our CrowdFarmers—to support regenerative and organic farmers while contributing to social initiatives.

Through this initiative, consumers choose to donate fresh organic food to people

in need directly from CrowdFarming farmers, ensuring they receive fair payment for their produce.

CrowdFarming contributes back 20% of the donation as credits for future purchases.

We partnered with five food banks and NGOs across **Germany, France, Poland, and Spain**, donating over

22,70 tonnes

of fresh organic food, valued at **€90,000**, to support communities in need.



When the DANA storms and floods struck Valencia, we launched an emergency campaign in collaboration with the local food bank.

Thanks to our community, we collectively raised and donated

€91,781.17

to aid those affected with fresh organic food, donating almost

18,4 tonnes

of organic food.



Team & Workplace

In 2024, CrowdFarming
**employed
255 people,**
including both permanent
and temporary staff.



Our team represents
12 nationalities,
bringing together a wide range
of cultures, perspectives, and
languages that shape how
we work and collaborate.



Alongside our ongoing internal initiatives like ToGrow (a programme to develop the potential of CrowdFarming's current and future leaders - Image 1), CrowdBook (our book club - Image 4), and CrowdBazar (a clothing swap to give items a second life), we introduced new activities in 2024 focused on learning, awareness, and collective action:

- Nine employees were trained as **Climate Fresk** facilitators and have been leading sessions across the company to help colleagues understand the science behind climate change and its link to food systems (Image 2).
- We held internal documentary screenings—including our own **“Rage is Good. Action is Better.”** (Image 3) and **“Livestock or Desert”**—as a way to reflect together on the challenges and choices within the agri-food industry.



06

**The forecast for
a fruitful 2025**

If the past years taught us anything, it's that building resilience—on farms, in logistics, in relationships with consumers—is the only way forward.

We strengthened our foundation in several ways. Our subscription model has become a core pillar of the marketplace, standing alongside adoptions and seasonal boxes. This model gives farmers more predictability and consumers a more regular, meaningful way to support them. We're already exploring new subscription formats, beyond fruit, vegetables, and cheese, to test in 2025.

We also explored ways to build a stronger bond between farmers and consumers through adoptions. In October, we launched a new feature that allows farmers to send messages directly to consumers' phones. Since then, 53,107 CrowdFarmers have received updates sharing the day-to-day reality on the farm. These improvements led to a 12.5% increase in the renewal rate of adoptions.

In 2025, we'll keep scaling and diversifying what we offer—but our focus is on making CrowdFarming a more resilient sales channel: not just one that grows, but one that farmers and citizens can count on.

As Europe redefines its agricultural priorities, we aim to contribute with practical, scalable models that show how sustainability and fairness can go hand in hand. We've been building tools to support not just our own operations, but the wider ecosystem. In 2024, we released CrowdSender, our logistics software, for public use.

In 2025, we'll continue developing our Farmer Resource Planning tool, a digital backbone for what could become one of Europe's most comprehensive and transparent catalogues of farmers.

We'll also deepen our work with regenerative and organic farmers—not just monitoring their practices, but working alongside them to use that data as a management tool, helping them improve, compare, and share insights.

By making this data available and comparable, we also help consumers understand the real-world impact of how their food is grown—closing the gap between intention and action. We want to prove that regenerative organic farming can be economically viable and culturally valued—not only for a few pioneers, but at scale.

We're still growing—carefully, intentionally, and always with the long-term vision in mind. With every farmer who joins, and every citizen who chooses consciously, we're proving that a more resilient food system isn't just possible—it's already taking shape.

Here's to a 2025 built to last.





CrowdFarming