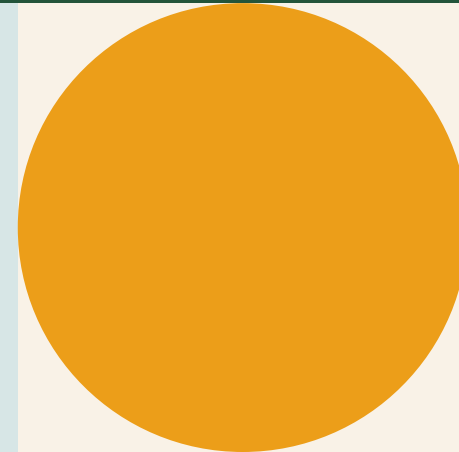


Impact & Sustainability Report



2025



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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 who have already begun 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.

La Ruche qui dit Oui ! (LRQDO): A French-born platform founded in 2011 that connects consumers directly with local producers through community pick-up points known as "hives". CrowdFarming acquired the platform in March 2025 to merge its hyper-local distribution model with our pan-European logistics. Together, we have consolidated the largest farm-to-consumer direct sales channel in Europe, creating a strong, real alternative to traditional supermarkets.

1% for the Soil: An initiative by CrowdFarming that allocates 1% of gross revenue (excluding VAT) 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.

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 costumers 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 users 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 created to make the most of fruits and vegetables that are too ripe to travel to CrowdFarmers' homes. Instead of being wasted, they are transformed into delicious products—like jams, juices, or dried fruit—bringing us one step closer to ending food waste.

CrowdLog: CrowdFarming's logistics company, created to provide transport and picking services to European farmers. Its first-party logistics hub, CrowdLog-Museros, opened in Valencia (Spain), and now CrowdLog also collaborates with third-party logistics providers—often farmers themselves—

who offer these services to others in their area. The goal is to improve the consumer's experience without placing additional logistical burden on farmers, allowing them to grow their sales volume without preparing every parcel themselves.

CrowdSender: A logistics platform developed by CrowdFarming to help e-commerce businesses manage and automate their shipments from a single interface.

Farmeneur: A digital platform developed by CrowdFarming designed to centralise farm management, logistics coordination, and operational planning. Its main goal is to support farmers by helping them reduce their administrative workload and improve the day-to-day execution of their projects, ultimately allowing them to focus on what they do best: farming.

01

**A word from
the field**



“On a mission to make regenerative-organic agriculture possible for farmers and accessible to consumers.”

In agriculture, no two harvests are the same — and therefore, no two years at CrowdFarming are the same either.

Climatic events like torrential rain, hail, or extreme heat are nothing new, but they're hard to predict, and once again this year, they've disrupted our plans. Many farmers lost their entire harvest from one week to the next due to these events. It was a tragedy for them and chaos for some of our customers.

What can we do? We'd be wrong to think that just because these events are unpredictable, we can't do anything. We can inform our customers of what happened so they understand the changes. We need to become more agile in both internal and external communication. We can look for farmers in other geographical areas to limit risk. And we can support farmers who have suffered losses by using their damaged harvests to make our All Is Good jams (our brand of processed products).

Although regenerative agriculture can't prevent hail, we must continue measuring and using data to convince farmers to implement regenerative practices. A regeneratively managed soil acts like

a sponge: able to absorb water during torrential rains and retain moisture during heat waves, droughts, or wildfires.

Let's keep dedicating efforts so that more farmers understand that regenerative practices aren't about selling at higher prices — they're about making farms more resilient and productive in the long term. More stable production costs and more nutritious food with fewer external fertilisers. Thanks to this year's growth, we unlocked the second instalment of a European Investment Bank loan (worth €7 million), which will allow us to keep growing and investing in improved services for farmers — all while keeping the majority of the company in the hands of the founding team.

This growth would be impossible without the trust our farmers place in us. We must thank them for their patience when we've made mistakes and for their unwavering commitment. Several farmers have received threats from supermarket intermediaries, telling them they'll stop buying from them if they continue selling through CrowdFarming. A clear sign that we're doing something right is when a farmer has the luxury of saying no to an intermediary!

We are also growing thanks to people willing to complicate their lives: buying directly from farmers has its well-known advantages, but it also requires a shift in habits. When people buy through CrowdFarming, they can't see or touch the product beforehand — and if weather delays ripening or other issues arise, they may have to wait weeks for their order. Supermarkets offer all fruits year-round, from all corners of the world. All in all, we've surpassed 500,000 active households over the past 12 months. Over half a million homes choosing to buy their food directly from farmers, sacrificing the convenience of supermarkets for a fresher, tastier, organic product. Most of these households accept delays — as long as communication is clear and timely. We must keep working to make direct sales accessible not just for the most committed supporters but for anyone who wants to receive organic food at home regularly.

Happy harvesting for 2026!



Gonzalo Úrculo, Farmer
& Co-Founder of CrowdFarming

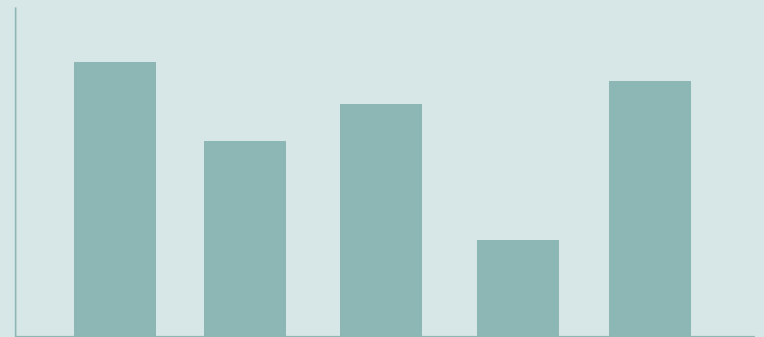


01

Harvest 2025: What we grew together



%



A growing community of farmers...

311 farmers

selling our crops without intermediaries (+5.78% vs 2024)

In 2025, we grew and shipped products from farms across

15 different countries.

Our strongest volumes came from Spain, Italy, Germany, France, and Austria.

The average income per farm has reached

€102,541

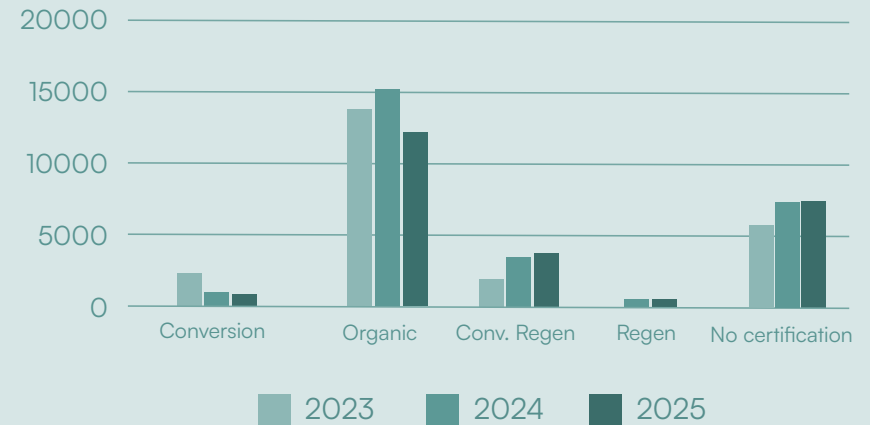
(+21% compared to 2024), proving that direct sales are a real path to profitability.

We offered

308

different types of products on the platform, a **6.2%** increase compared to our catalogue from the previous year. This figure accounts for both the product itself and its specific varieties (for example, a Kent mango and a Sensation mango count as two distinct products).

Evolution of Hectares in CrowdFarming



What farmers say (2025 farmers' survey)

Our Farmer Net Promoter Score (NPS) stands at 40. Although slightly lower than our 2024 peak, it remains a meaningful sign of solid trust and satisfaction among the producers we work with, especially during a year heavily marked by climate extremes.

59% of our surveyed farmers reported an increase in their income since joining CrowdFarming. Of those, an overwhelming 82% attribute this financial success, at least in part, to our direct sales model.

91% of our farmers consider that they have acquired valuable knowledge thanks to CrowdFarming, particularly regarding consumer trends, sustainable packaging, and regenerative practices.

“As a producer, I appreciate CrowdFarming above all for the opportunity to see the value of the daily work in the fields, which requires care and dedication, knowing we have a direct channel to consumers. This gives us greater security in sales, reducing the risks associated with the traditional market and allowing us to better plan production.”

Azienda agricola Gambuzza, Italy

... shipping their produce directly to more and more homes.

During 2025, a total of

529,691

(+10% vs. 2024) homes from 30 different countries received produce directly from a farmer, welcoming an average of 18,720 new consumers per month.

We ended the year with

67,298

monthly subscriptions to receive a mix of different fruits, veggies, and cheese. We also launched a box to support farmers in conversion to organic and region-specific subscriptions.

We reached

273,350

adoptions; the strongest connection to the field remains the heart of CrowdFarming

We broke our own record with

2,272,161

shipments throughout the year, which represents an 18.5% increase in orders compared to 2024.

Total sales through the platforms (CrowdFarming and LRQDO) accounted for

€85.17M

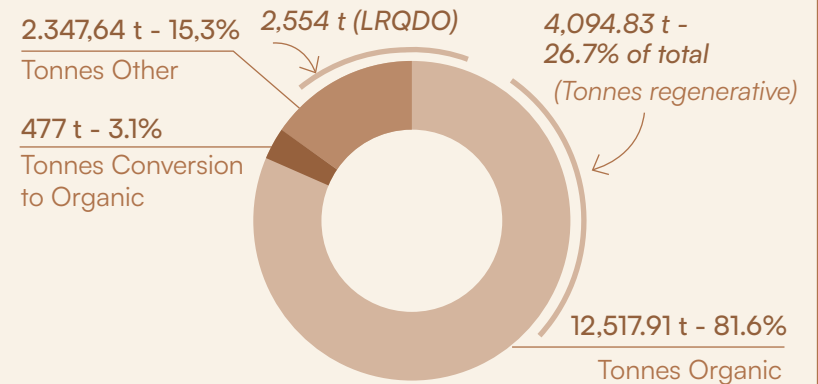
(+31% from last year!)

85%

of total CrowdFarming's sales volume came from organic, regenerative, or in-conversion projects, and 99.8% of the food shipped through the CrowdFarming website was plant-based.

15,343 t

of food were shipped to European homes (+15.7% from last year!), combining volumes from CrowdFarming and La Ruche qui dit Oui !.



Based on the volume of food sold and the average pesticide use per hectare in each country of origin, we estimate that our 2025 shipments helped avoid the use of

3.27

tonnes of synthetic pesticides.

From the moment the product is harvested at the farm until it reaches the consumer's door, the average transit time was

4.77

days.

Financial flows: Revenue and resource allocation

The following diagram provides an overview of CrowdFarming's key financial flows for 2025. 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 boxes (€)
39,315,845

Adoptions (€)
15,789,044

Monthly Subscriptions (€)
16,822,423

Neighbourhood markets(€)
13,077,385

Other income (€)
172,318

Revenue (€)
85,177,015

Net loss (€)
5,394,385

Direct costs (€)
64,049,914

Farmers income (€)
39,202,410

Logistics (Transport & Packaging) (€)
22,975,697

Secure payment methods (€)
1,871,807

Indirect costs (€)
26,521,485

Growing and caring for community (€)
11,059,998

Team & Operational costs (€)
10,449,001

R&D (Digitals & Farmers suport)(€)
5,012,486

Seasonal 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.

Neighbourhood markets: Revenue generated through our hyper-local distribution model, integrated following the acquisition of La Ruche qui dit Oui!. This channel represents sales made via physical pick-up points (traditionally known as "hives").

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 2025, combining all sales channels.

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 optimisation (CrowdSender), improved farmer support tools (Farmeneur), the transition to organic and regenerative agriculture 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.

Net loss: The result of our deliberate strategy to reinvest margins and leverage debt to build the future of the agricultural ecosystem. While our core direct-sales operations are fundamentally profitable, we intentionally allocate significant resources to develop a more robust, scalable, and impactful food supply chain for the long term.

Our Main Impact Initiatives

Regenerative Agriculture & 1% for the Soil

53 farmers

are officially part of our **Regenerative Agriculture Programme**, attending training, getting their farm outcomes monitored and advisory on how to regenerate their soils further.

A new regenerative monitoring platform, developed in partnership with

Soil Association Exchange, is now

available for CrowdFarming's Regenerative Farmers to use free of charge.

400

children educated in partnership with **Regeneration Academy** at La Junquera Farm, helping raise awareness about regenerative agriculture and healthy food systems.

Beyond the official programme, awareness is spreading rapidly:

95%

of our surveyed farmers report applying at least one regenerative practices on their own.

€399,578

invested in 2025 through our 1% for the Soil fund to support training, monitoring, awareness, and digital tools for regenerative agriculture.

9

field training events carried out across 4 countries (Spain, France, Italy, and Germany), engaging more than 150 participants.

Our regenerative-organic community continues to grow, with over

3,319

conscious consumers actively taking part in our 1% for the Soil initiative.



Our Main Impact Initiatives

What The Field?! & Social Media

We published 43 articles and launched 10 new podcast episodes, reaching peaks of

44,957
blog visits

and **13,349 audio** downloads in just one month.

We already have a community of nearly

630,000
followers

across our social networks, which include Instagram, Facebook, YouTube, TikTok, LinkedIn, and Reddit.

We appeared in the press a total of

86 times
throughout the year.

(Forbes Business, Le Monde, Europa Press, Sueddeutsche.)

CrowdGiving

We delivered

6,023

boxes of fresh, organic food—totalling **34,676 kg**—to **5 NGOs** across the EU, representing **€217,981** in donated GMV.

Among the organisations we collaborated with to deliver this food to those who need it most are “Amigos de la Calle” and Food Bank Valencia in Valencia (Spain), Tafel in Mannheim (Germany), Banques Alimentaires in Hérault (France), and Food Bank Warsaw in Piastow (Poland).

Our Team

We closed 2025 with a team of

298 people

working to revolutionise the food supply chain.

All Is Good [Click here](#)

We have launched

12 new products,

reaching a total of 24 different products in the portfolio and saving 58,980 kg of food from going to waste.

WeFarmYou

We successfully launched our new agrotourism platform, closing the year with

22 farms

actively onboarded to offer farm visits and experiences, bringing consumers closer to the source of their food.

03

**Joining forces
to go further:
la Ruche qui dit
Oui !**

3. Joining forces to go further: la Ruche qui dit Oui !

For decades, the traditional supply chain has been optimised for large producers of processed commodities, leaving small- and medium-sized fresh food producers with unsustainable margins.

In March 2025, **CrowdFarming successfully completed the acquisition of the French-born platform la Ruche qui dit Oui !** to tackle this inefficiency. By uniting the two platforms, we are consolidating a strong European farm-to-consumer sales channel to offer a real alternative to large supermarkets.



"A year ago, I met Juliette Simonin and Gonzalo Úrculo, the founders of CrowdFarming. It started with a couple of video calls to share the challenges we were facing and how we were addressing them. When we realised there was genuine chemistry, Gonzalo invited me to spend a few days at his orange farm. It was there that we began to recognise the potential we could have together."

Philippe Crozet, Former CEO of la Ruche qui dit Oui !

"In 2017, just before founding CrowdFarming, I sold my oranges through la Ruche qui dit Oui ! Being able to merge our projects now is a great dream come true. Farmers need a strong direct sales channel to have an alternative to selling through supermarkets"

Gonzalo Úrculo, Co-founder and CEO at CrowdFarming

3. Joining forces to go further: la Ruche qui dit Oui !

This acquisition merges two highly complementary models.

What CrowdFarming brings:

- A robust logistics infrastructure and advanced technology to enable farm-to-consumer delivery.
- A highly audited network of **+300 organic and regenerative farmers**.
- Half a million active consumers.
- Dedicated programmes to help farmers transition to organic and regenerative agriculture.

What la Ruche qui dit Oui ! brings:

- A hyper-local distribution model built around physical pick-up points (“hives”).
- An extensive portfolio of **4,000+ farmers** offering a wide range of product varieties.
- A database of **2M+ customers**.
- A strong sense of community and an in-person, didactic connection between the consumer and the reality of the field.



“Gonzalo and Juliette have a very clear vision: to expand organic and regenerative farming through direct sales. What struck me most was the simplicity with which they explained it: direct sales allow farmers to capture better margins, which they can reinvest in producing more nutritious organic products that consumers enjoy and benefit from.”

Philippe Crozet, Former CEO of La Ruche qui dit Oui !



“Direct sales allow farmers to capture more margin. CrowdFarming’s Regenerative Agriculture programme is helping this extra margin to be reinvested in their fields so that, in the medium term, their soils are more resilient and need fewer external inputs to produce food”

Juliette Simonin, Co-founder and COO of CrowdFarming



Our union is deeply rooted in a shared mission. Both platforms were built on the exact same core philosophy: empowering producers through direct sales.

But sharing values was just the starting point. We quickly realised that our operational models are the perfect complement to one another. La Ruche Que Dit Oui !’s unique system of hyper-local markets (“hives”) perfectly complements CrowdFarming’s highly developed pan-European logistics and technological infrastructure. Furthermore, each platform historically led in different regions. By joining forces, we unite the best of local community-building with borderless direct sales, allowing us to provide a better, more comprehensive service to farmers and conscious consumers across all of Europe.

Building on this strong philosophical and operational foundation, bringing our platforms together creates massive cross-selling opportunities and significant cost and revenue synergies, making our model more financially sustainable and scalable. 2026 will be the year to fully leverage these opportunities, during which we will be working to finalise the complete brand and websites’ merge, marking the ultimate step in operating as a single, unified force for the European agricultural revolution.

04

**Making
regenerative
organic farming
possible for
farmers**



The European agricultural sector is practically forced to expect “a year defined by profound contrasts and unprecedented trials” every single time. Farmers know that severe setbacks are inevitable, but that is exactly why our mission is to improve their resilience. If they must always anticipate the unexpected, our goal is to ensure their agronomic and economic systems are solid enough to tackle it.

In 2025, farmers across the continent found themselves at the forefront of climate extremes, battling prolonged droughts; anomalous heatwaves during flowering seasons; and devastating torrential rains, such as the DANA floods in Spain and “water bombs” in Italy.

According to our 2025 annual survey, **unpredictable and extreme weather is the primary concern for 79.2% of our farmers. These environmental shocks were compounded by ongoing economic pressures—with 67.5% of our farmers experiencing increased operational costs—which fuelled waves of farmer protests across Europe demanding fair prices and support.**

Despite these complex hurdles, the organic food sector has proven its resilience.

The latest data reveals a market rebound following previous inflationary slowdowns, with the European Union’s organic farmland reaching 17 million hectares, representing 10.9% of the total agricultural land.

Notably, Spain has solidified its position as the country with the largest organic land area in Europe, reaching 3 million hectares. Nevertheless, achieving the EU’s ambitious “Farm to Fork” target of 25% organic farmland by 2030 remains a daunting challenge that requires stronger policy support and market development.

On the regulatory front, 2025 marked a pivotal shift. The Common Agricultural Policy (CAP) continued its deployment, with ongoing debates around its “Eco-schemes” and the need to simplify administrative burdens for organic producers. Simultaneously, the European framework for Carbon Removals and Carbon Farming (CRCF) began laying the technical groundwork to reward climate-positive agriculture and prevent “greenwashing”.

For CrowdFarming, our response to this landscape of climate vulnerability and unpredictable policy shifts—such as the recent EU Vision for Agriculture and Food and the proposed post-2028 Common Agricultural Policy (CAP)—is clear: **relying exclusively on public subsidies is a fragile strategy.**

While European institutions outline positive intentions, they often lack the clear methodologies needed to reward actual environmental results over mere prescribed practices. Therefore, we must double down on our own support for the regenerative transition.

We firmly believe that regenerative-organic agriculture is no longer just an ecological aspiration, but the most pragmatic way to build long-term agronomic and economic resilience.

While an impressive 95% of our surveyed farmers state they are already applying regenerative practices on their own to shield their crops from extreme weather, they still face significant barriers, particularly initial investment costs and a lack of technical knowledge.

This is where we step in. Through our direct sales model—which provides a more stable economic buffer against shifting political winds—alongside

digital tools to measure real ecosystem outcomes, and dedicated funding like our 1% for the Soil initiative, our mission is to break down these barriers. We are already building the alternative from the ground up, proving that sustainability and productivity can go hand in hand, and making this transition truly possible for them.



“We believe we can mitigate the impact of climate change, produce more nutritious food while caring for our soil, and reverse soil degradation through agriculture that ensures profitability for farmers, healthy products, and environmental protection.”

‘Proyecto Los Aires’ (an olive oil farm in Spain)

1% for the Soil: Tangible actions for the transition

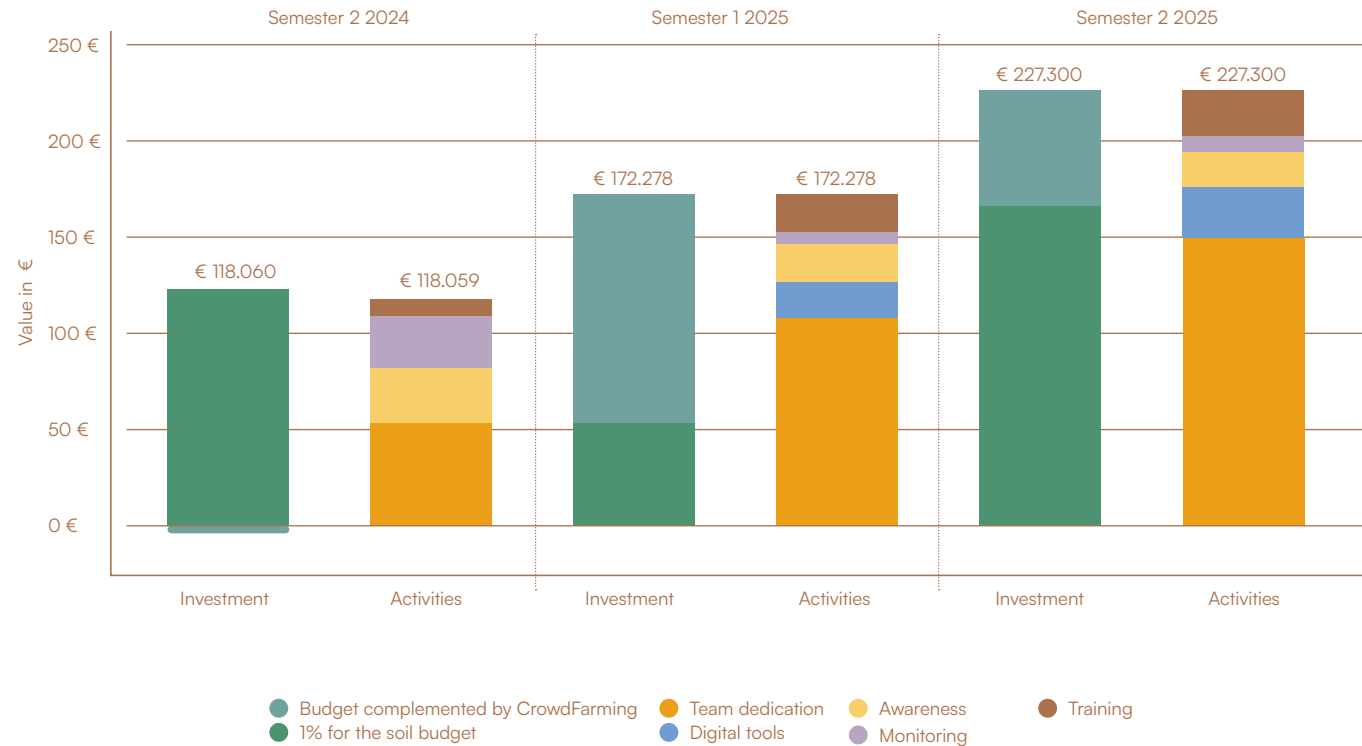
To provide real, tangible support, our 1% for the Soil initiative allocates 1% of all gross revenue from our regenerative farms to finance the transition to regenerative agriculture.

Our North Star is clear: to transition 10,000 hectares of European farmland into regenerative systems. We are proud to share that, by the end of 2025, we are already actively regenerating 4,176 hectares, bringing us closer to our goal.

The transition requires significant financial backing. In 2025, we invested close to **€ 399,578** in the regenerative agriculture transition. **60%** of this investment was directly supported by the 1% for the Soil fund, while the remaining **40%** was provided directly by CrowdFarming to partially cover team dedication and additional project costs.

This budget was heavily invested in building the foundations for long-term, scalable change across **four key pillars:** Training, Monitoring & digital tools, Research and Awareness.

Detailed budget and activities per semester



Pillar 1: Training

According to our 2025 annual survey, while an overwhelming **95%** of our farmers are implementing regenerative practices on their own, a third of them cited the lack of technical knowledge and training as one of the primary barriers holding them back from a deeper regenerative transition. In 2025 we continue to focus on training initiatives, ensuring our producers have the agronomic backing they need to succeed.

Our educational approach in 2025 combined hands-on field events with continuous digital support:

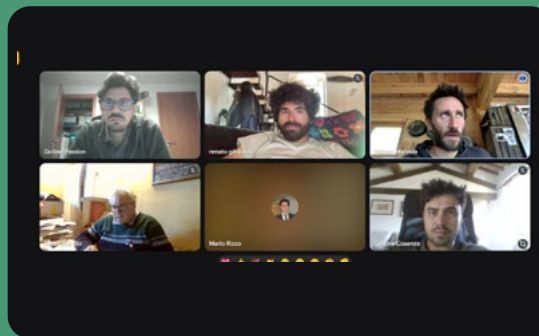
In-Field Training Events

We strongly believe that regenerative agriculture is highly context-specific and best learned on the ground. Throughout the year, we delivered 9 in-person field training events across four key countries: **Spain, France, Italy, and Germany**. These sessions successfully engaged more than **150 participants**, connecting our farmers with specialised trainers and leading European practitioners.



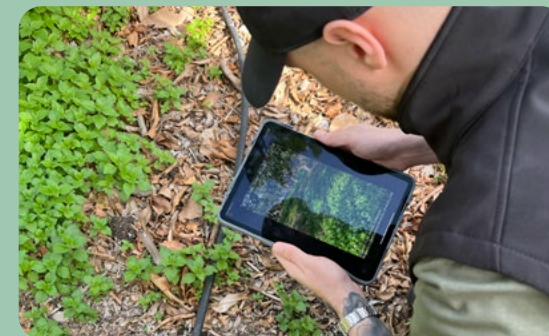
Online Tutoring and Continuous Support

Recognising that transitioning to regenerative models requires ongoing guidance, we hosted 6 online training sessions throughout the year. These sessions were designed to provide continuous technical advice, resolve day-to-day questions, and help farmers interpret their data to design their regenerative management plans.



Equipping Our Agronomists

Training didn't stop at the farm gate. To support our farmers in accurately tracking their environmental progress, all CrowdFarming agronomists underwent specific training on field sample taking and the use of our new **Soil Association Exchange (SAX)** digital monitoring platform. This ensures our internal team is fully equipped to expertly guide farmers through the measurement, reporting, and verification process.



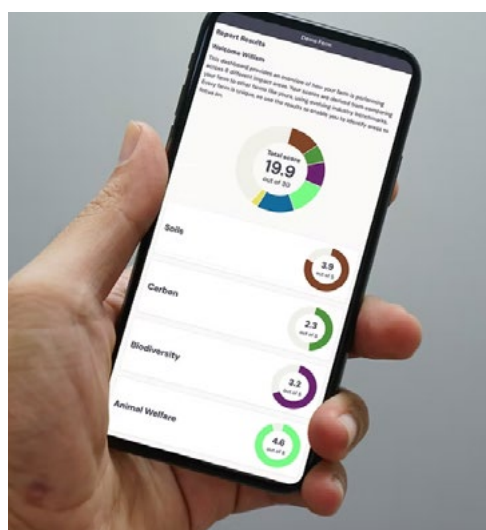
By combining these immersive, in-person deep dives with constant online support, we are ensuring that the transition to regenerative-organic farming is backed by the best possible scientific and practical knowledge.

Pillar 2: Monitoring & Digital tools


If you look at our numbers, you will notice that we did not grow the number of farms in our regenerative programme in 2025. This was an intentional, strategic decision. We dedicated this year entirely to transitioning to a new, cutting-edge monitoring protocol and measurement tool.

To achieve this, we partnered with Riverford and Innocent Drinks to develop the requirements and roll out the Soil Association Exchange digital platform in Spain, serving as the gateway to wider European countries. This required a massive amount of “behind the scenes” work: evaluating the platform, updating measurement protocols, integrating European and Spanish data sources, and training all our agronomists.

By focusing 2025 on adapting to this rigorous new methodology, we have built the robust backend, databases, and protocols needed to make 2026 a year of exponential growth, aiming to double our onboarded farms to reach 100 farms by June 2026.



Here is what some of the pioneers in our Spanish pilot had to say:

 *“For me, [being part of CrowdFarming] is being part of progress, advancing towards the agriculture of the future with a beautiful project.”*
 María, Finca Los Pepones

 *“The new monitoring protocol is a game-changer. It not only proves that our regenerative practices are working, but it highlights exactly where we need to focus next to keep improving our citrus orchard’s resilience.”*
 Javier, Verger de Alicia

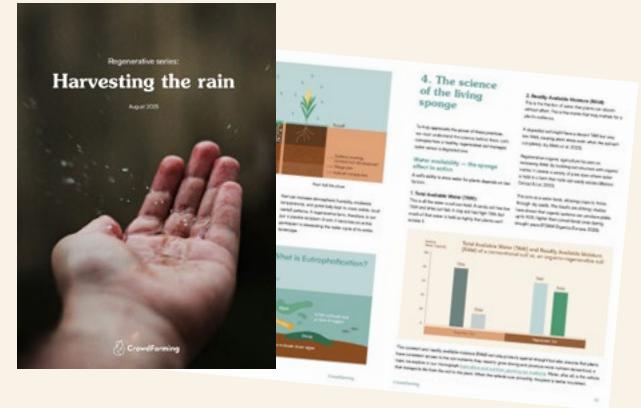
Pillar 3: Research

You cannot improve what you do not understand. In addition to our foundational “Cultivating Our Medicine” report published at the end of 2024—which explored the “nutrition paradox” and highlighted how regenerative practices can increase soil organic matter by up to 31%, boosting vitamin C in oranges by 30% and antioxidants in grapes by 23%—in 2025 we added two major new research reports to The Regeneration Series.

These new studies build a solid scientific and economic foundation for regenerative agriculture:

Water ← Click here to read it! (“Harvesting the Rain”):

We demonstrated how healthy soils act as living reservoirs. A mere 1% increase in soil organic matter allows a hectare of farmland to store **75,000** more litres of water and improves infiltration rates by up to **256%**. Real cases from our farmers like La Junquera, BioSanz, and Tropiterráneo prove that these practices can absorb floods and cut irrigation needs in half.



Profitability (“Wealth Beneath Our Feet”):

Answering the critical question of whether “the numbers add up”, this report quantifies the economic impact of transitioning from degraded to living soils. It proves that regenerating is not an organic luxury but one of the few real levers for farmers to regain margin, stability, and autonomy.



Looking ahead to 2026, we will heavily focus our research efforts on nutrition, actively participating in EU projects, and conducting our own proprietary investigations in collaboration with specialised laboratories.



Pillar 4: Awareness & Community

1% for the Soil Community



This initiative is much more than a funding mechanism; it is Europe's largest regenerative-organic community of consumers.

Currently, over **3,319** highly engaged citizens actively take part in the decision-making process for the transition.

We regroup with this community every six months to share progress, and once a year, they actively vote to decide which impactful initiatives we should focus on for the upcoming semester. It is a true collective effort to regenerate the land.



“

“I love your 1% for the Soil updates. I’m so glad to be part of bringing such an extremely important vision to fruition. It’s great that the farmers are so open and share their challenges. You’re doing a fantastic job.”

“Keep up the good work as a team - you are a great initiative, use the revenue to expand the community and inspire more farmers to join.”

“I love this idea! It has a long-term vision, which is missing in most initiatives. I also like the sustainability and the approach: gather info, consult the community, and decide in consensus.”

“It may seem like a drop in the ocean, but it’s one with a big impact.”

“I love the community feeling, everyone pushing to the same goal.”

1% for the Soil community members

The new What The Field?! blog and podcast

Following our merge with La Ruche qui dit Oui !, we launched this joint agri-food portal to serve as a library for informed, accessible content, unifying our voices with a clear purpose: **to investigate the real reasons behind what is happening in the European agri-food sector.** Our vision goes beyond mere criticism; we want to imagine and build a better way of producing and consuming our food.

Through journalism and science, we tackle complex topics like synthetic chemicals, water management, and the reality of regenerative farming.



In 2025 we published:

43
articles

10
podcast
episodes

We have a subscriber base of over

500,000
people across Europe.

The response has been overwhelming, reaching peaks of nearly

45,000
blog visits and over

13,000
podcast downloads in a
single month.

What The Field?!

Farmer Ambassador programme

To bring the reality of the fields directly to consumers, we launched our Farmer Ambassador programme. Magdalena, our ambassador, travelled across Europe, visiting **50 farms** to listen to our farmers' stories and challenges firsthand. These stories were shared through **"Field Notes"** on our blog and in videos on YouTube, successfully reaching over **100,000** people.



"Viva el Campo" project

Voted by our 1% for the Soil community as a key project to support this year, the "Viva el Campo" educational programme takes place at La Junquera farm. In many rural areas of Spain, including the region of Murcia, young people often grow up without ever setting foot on a farm. This initiative brings them out of the classroom and into the fields so they can hold a handful of soil, identify earthworms, and see how weather and water scarcity affect crops first-hand. **400 students** participated in this initiative, involving **95%** of the secondary schools in the northwest region of Murcia, inspiring young minds to see soil as the living foundation of life

**Our protagonists:
Real examples of
transition on the
farm**



Cabrillas de Vélez (Málaga, Spain). The return to a resilient family farm



“I practise regenerative agriculture because I believe it is the future, to help leave my children a better world. We contribute by producing higher quality and improving the environment. Our biggest achievement this year is soil improvement.”

Carlos Clavero, Cabrillas de Vélez Farm

Conversion to organic and to regenerative farming

Carlos Clavero is a third-generation farmer from the Axarquía region. In the 1980s, his grandparents were pioneers in introducing and planting avocados and mangos in the area. Carlos initially took

a different path, working for seven years in an almond factory, but eventually felt a profound calling to return to his roots and take charge of his family’s daily farm operations, from pruning to harvesting.

Why the transition?

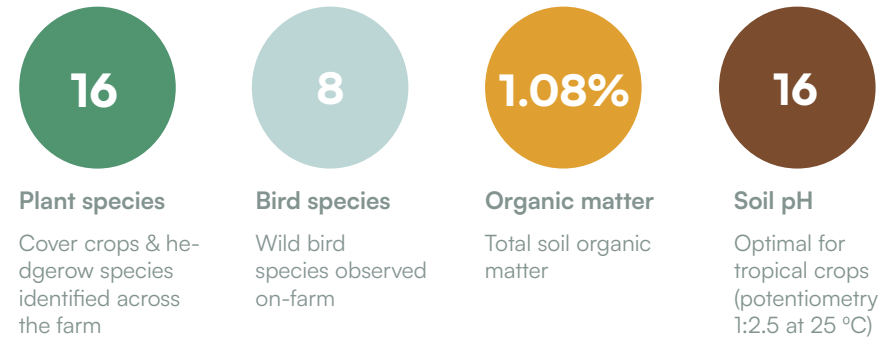
Operating in southern Spain, where water is increasingly scarce and valuable, Carlos realised he needed to make the farm more resilient against climate extremes. For him, the transition to organic and regenerative agriculture is not just about getting a certification; it is a fundamental way of understanding farming—producing food while simultaneously improving the soil, protecting water resources, and fostering a direct connection with the people eating his fruit.

Practices and Impact






Set in a wild environment, Carlos’ approach is defined by patience and observation. By consciously stepping back, reducing aggressive interventions, and giving space to nature, the ecosystem’s revival has been undeniable. They have allowed a naturalised pond to flourish, which now serves as a vibrant habitat and is even home to a resident family of ducks. It is a beautiful example of a progressive transition: by improving the farm year after year, biodiversity is naturally returning to the land.

Cabrillas de Vélez

Mangoes & Avocados Vélez- Málaga, Spain Regenerative Farm Profile



Regenerative practices

-  **Native cover crops**
Spontaneous and native vegetation managed as living mulch to protect and enrich the soil.
-  **Pond naturalisation**
Farm ponds restored as wildlife habitat supporting amphibians, birds and aquatic life.
-  **Organic compost**
On-farm composting return nutrients naturally without synthetic fertilisers.
-  **Mulching**
Pruning residues used as surface mulch to retain moisture and suppress weeds.
-  **Biodiversity reserves**
Uncultivated areas set aside permanently as wildlife corridors and natural refuges.
-  **Insect hotels**
Structures installed to support pollinators and beneficial insects on farm.



Moosfeld Gemüse (Singen, Germany) — Pioneering biocyclic vegan agriculture



Conversion to organic and to regenerative farming

Jakob Mannherz is a fascinating example of how regenerative agriculture can adapt to very specific philosophies and modern environments. Operating in Singen, Germany, Jakob is deeply committed to a unique farming method: biocyclic vegan agriculture.

Why the transition?

Jakob wanted to build a highly resilient, innovative, and self-sufficient farming system that operates completely without animal-derived inputs. His goal is to prove that you can grow high-quality vegetables using purely plant power and renewable energy while still regenerating the ecosystem.

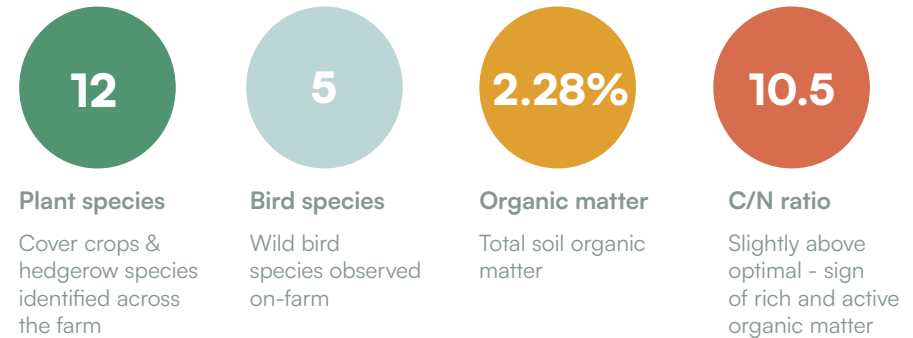
Practices and Impact

Jakob proves that regeneration is possible even in controlled environments like greenhouses. He uses strictly plant-based fertilisers and actively applies regenerative practices by planting cover crops with a high proportion of legumes before each main crop. These legumes naturally fix nitrogen and enrich the soil.

To complete this sustainable vision, he powers his innovative farm using renewable energy from the sun and biomass, with his own photovoltaic system generating over 50% of the electricity his farm uses. The result is a highly resilient, closed-loop system that perfectly blends modern technology with deep ecological respect.

Moosfeld Gemüse

Vegetables & mixed crops | Bavaria, Germany | Regenerative Farm Profile



Regenerative practices

- Native cover crops**
Spontaneous and native vegetation managed as living mulch to protect and enrich the soil.
- Mulching**
Pruning residues used as surface mulch to retain moisture and suppress weeds.
- Pond naturalisation**
Farm ponds restored as wildlife habitat supporting amphibians, birds and aquatic life.
- Biodiversity reserves**
Uncultivated areas set aside permanently as wildlife corridors and natural refuges.
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- Insect hotels**
Structures installed to support pollinators and beneficial insects on farm.



Introducing Regenerative Meat: The “Why” behind the decision

Regenerative agriculture is not only about soil and plants; it is about rebuilding entire ecosystems. Within this approach, livestock plays a key role when managed in a sustainable and ethical way, contributing to nutrient cycling, biodiversity, and overall farm resilience.

While some of our farmers are beginning to explore the integration of animals to support practices such

as cover crop management, the role of livestock in regenerative systems goes far beyond this. When properly managed, animals can contribute to soil fertility through natural manure inputs, help improve soil structure through their movement, and support seed dispersal across the landscape. However, this rediscovery highlighted a severe problem: the scarcity of skilled shepherds due to the rise of intensive farming and poor economic

returns. For farmers to take on herd management and integrate animals back into the land, they need financial viability. That is why we decided to introduce responsibly sourced meat as an evolution of CrowdFarming’s mainly fruit and veg model. By creating a stable, direct sales channel, we provide tangible economic support to farmers leading the charge in organic and regenerative livestock systems.

We opened this category with strict, non-negotiable premises:

Certified Organic

Animals are reared **outdoors without GMOs**, and the prohibition of synthetic nitrogen fertilisers inherently lowers the risk of N₂O emissions.

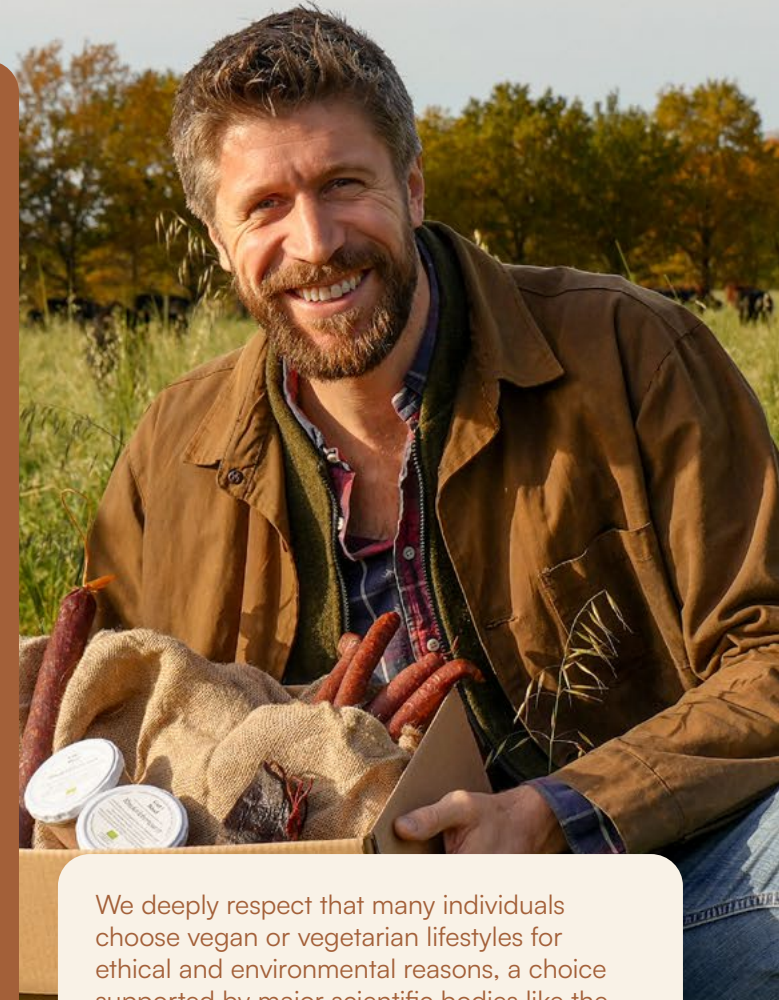
Regenerative Index

Farmers must actively implement measurable practices, such as **rotational grazing**, monitored through our Measurement, Reporting, and Verification (MRV) protocol.

Pasture-Fed

Herbivores’ diets consist of 100% grass and forage from permanent pastures, while omnivores (like pigs) require a minimum of **70% pasture-based diets**. This approach excludes intensive feedlot finishing.

We deeply respect that many individuals choose vegan or vegetarian lifestyles for ethical and environmental reasons, a choice supported by major scientific bodies like the IPCC. However, for those who continue to include meat in their diet, finding high-quality products that align with animal welfare and environmental stewardship remain a significant hurdle. **By offering a truly regenerative alternative, we empower consumers to make informed choices that directly support farmers who are restoring our shared ecosystems.**

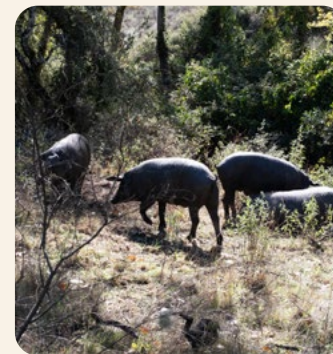


Our protagonists: Real examples of livestock driving the transition

Ecoibéricos (Huelva, Spain): The pigs that save the dehesa from wildfires

Miguel Ramón López Delgado is an artist, musician, and former pharmacist who once built a small village in the Dominican Republic to live in harmony with nature. Despite his travels, he felt a profound calling to return to his roots in the Sierra de Aracena, eventually leaving his pharmacy career to rescue his family's abandoned land. For him, the 100% Iberian pigs roaming his 700-hectare estate are not just livestock; they are essential conservation tools. In the Mediterranean dehesa, **animals are the ecosystem's natural caretakers.**

Miguel explains that without their constant foraging, the pastures would disappear within a decade, leading to a massive accumulation of dry brush and a severe risk of devastating wildfires. By allowing his pigs to roam completely free, Miguel is actively preventing forest fires while producing meat that respects the deepest levels of animal welfare.





Gut & Bösel (Berlin, Germany) Cows as “walking compost machines”

Agricultural economist, author, and former finance professional Benedikt Bösel left his corporate career to operate a 3,000-hectare living laboratory on the challenging, sandy soils of Brandenburg. Driven by the conviction that agriculture is the greatest lever we have to solve the climate and biodiversity crises, he focuses on regenerating the soil to create a liveable future. Instead of planting endless monocultures, he integrated robust Black Angus and Salers cattle to act as “walking compost machines”.

Moved daily using mobile fences, the cows graze on arable land, naturally binding CO₂ in the soil and improving water retention. But what truly makes this project exemplary is their radical commitment to animal welfare: the herd stays together its entire life, and Benedikt uses the **“pasture shot” method**. By slaughtering the animal directly in the pasture, surrounded by its herd, they guarantee zero transport stress and absolute respect until the very last moment.



Ferme de Beau Printemps (Petit-Réderching, France) The regenerative role of hens

Michel Botzung was born on a farm, but he traveled, studied, and worked extensively abroad, making incredible discoveries around the world. Ultimately, he realized the most exciting chapter of his life was waiting back home at the end of Rue des Marguerites. In 2021, he and his brother Gilles took over the family farm to bring deep meaning back to agricultural production and enjoy the privilege of working with living systems.

To build true agronomic and economic resilience, they transformed their traditional model into a thriving mixed crop-livestock system. They integrated a **flock of laying hens** to complement their crops and Limousin cattle. Housed in an innovative mobile henhouse that moves across the land, the hens actively participate in the farm’s fertilization cycle, proving that integrating different species is the key to creating a robust, self-sustaining, and living farm ecosystem.

05

**A holistic
approach to
fixing the food
supply chain**



We have come to a profound realisation: simply providing a direct sales channel through crowdfarming.com is not enough. To fix a fundamentally broken food supply chain, we must tackle its inefficiencies from every possible angle, **building a complete ecosystem that spans from consumer awareness to hard logistics.**

Yet, as we set out to build this ecosystem, we faced a structural problem: while we would gladly rely on existing third-party tools, the tools available today are entirely designed for the conventional food system. For decades, the traditional supply chain has been optimised for supermarkets, large producers of processed commodities, and long

storage times. These conventional tools simply do not work for the agile, on-demand direct sales of fresh produce.

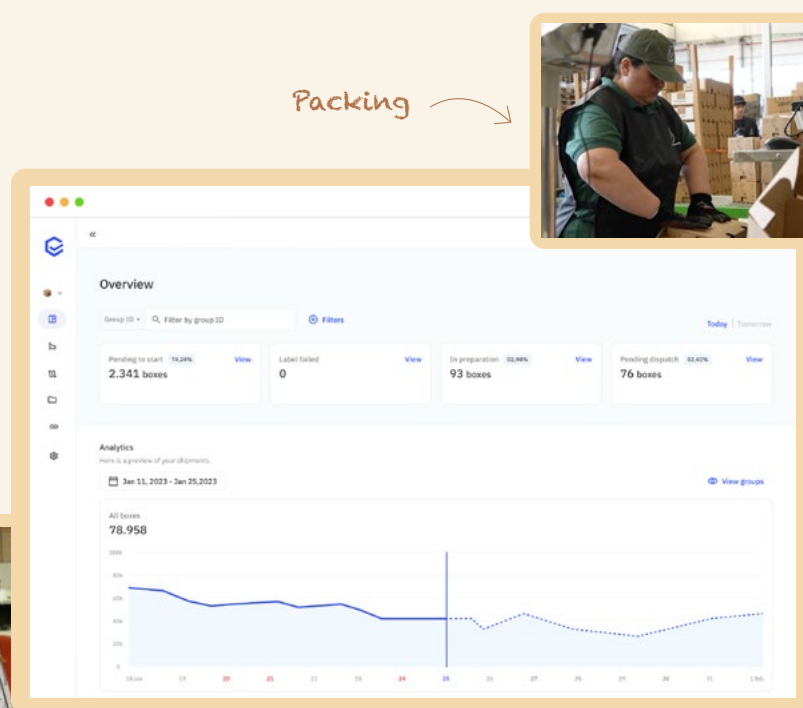
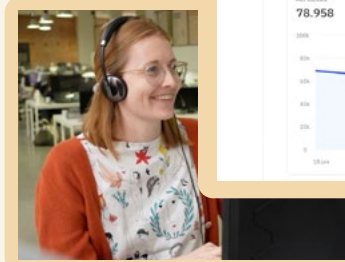
Therefore, we create solutions when they do not exist and open them to the public, helping others facing the same challenges and therefore accelerating the transition towards organic, regenerative, and short supply chains. Here is how we are mapping these proprietary solutions to address the supply chain holistically.

Rethinking the Journey: Logistics and Food Waste

In 2025, we consolidated a suite of proprietary tools and services designed to give us full control over the supply chain, ensuring speed, scalability, and zero waste:

CrowdSender, the technological backbone

CrowdSender is a logistics platform designed to manage and automate shipments from a single interface. By the end of 2025, we evolved CrowdSender to function as a fully fledged Warehouse Management System (WMS), giving us unprecedented real-time traceability over our shipments. It automates carrier assignments and validates addresses to dramatically reduce delivery errors. Order preparation and delivery are now fully integrated, removing any need for external software.



Packing



Reception and stock



Tracking and tracing

CrowdLog, A borderless logistics network

To scale direct sales without placing an additional administrative and logistical burden on our farmers, we created CrowdLog. Alongside our **own first-party logistics centre (1PL) in Museros, Valencia**, we have built a strategic network of five third-party logistics (3PL) hubs in key production regions across Italy (Calabria), France (Avignon), Spain (Málaga, Huelva), and Germany (Freiburg). Unlike conventional supermarkets, our 1PL and 3PL hubs do not store fresh produce long-term.

Instead, they act as fast-paced, local coordination points where produce harvested on demand is received directly from nearby farmers, packed, or combined into mixed boxes and subscriptions. This shared infrastructure pools efforts, solving a common bottleneck for small and medium-sized farmers who otherwise could not handle high volumes of individual shipments on their own. Museros expanded its multi-product

packaging capacity in 2025 to accommodate a shift in volume, with multi-item boxes becoming the primary shipping format.

This expanded multi-product capacity was crucial to support our growing subscription model. By the end of December 2025, we reached 67,298 active subscriptions. To continue expanding our offer and supporting farmers in different regions and stages of certification, we successfully launched three new subscription boxes (adding to the 4 already existing ones) this year:

- Fruit and veg in conversion to organic
- French organic products and Mediterranean fruit box
- Italian products box



Our network of logistic hubs



Tackling the “middle mile” with HVO

At CrowdFarming, we often talk about soil health and regenerative practices on the farm, but what happens once the harvest leaves the field?

While general global studies often state that transport only accounts for 10-12% of a food’s carbon footprint, the reality for direct, cross-border sales of plant-based organic food is that transport is the single largest contributor to a product’s carbon footprint, accounting for around 70% of total emissions. Because our farmers do not use highly emitting synthetic fertilisers and focus on regenerative practices, the carbon footprint at the farm level is exceptionally low. When the production footprint is this small, the proportion of emissions from transport (like a 2,200 km journey from Valencia to Berlin) naturally increases to become the largest piece of the pie. We are proud of our low production footprint, but it makes tackling transport emissions an imperative

During 2025, we consolidated our partnership with Trucksters to operate our main long-haul routes using 2nd-generation HVO (Hydrotreated

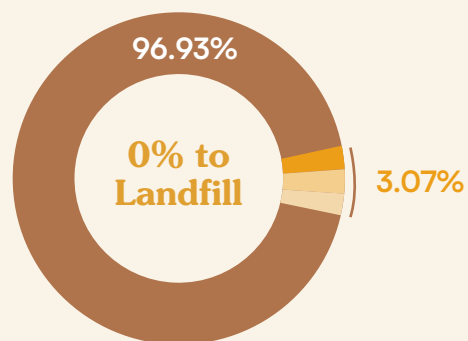
Vegetable Oil). This biofuel reduces greenhouse gas emissions by up to 80–90% per route compared to conventional diesel. In 2025 alone, this specific initiative successfully avoided over 142,700 kg of CO₂e.

To understand the dimension of this achievement: according to our Life Cycle Assessment, transporting 1 kg of oranges from Valencia to Germany generates 0.45 kg of CO₂e. Therefore, the emissions avoided by using HVO are equivalent to transporting over 300 tonnes of oranges to Germany with absolutely zero transport emissions.



Minimising waste at the source

Because our network ensures products travel faster and are harvested on demand, we bypass the massive food loss associated with traditional retail. At our CrowdLog centres, sorting is highly optimised.



In 2025, just 3,07% of the volume handled by CrowdLog Museros was sorted out as unfit for travel.

48% was donated to food banks and social initiatives (through our CrowdGiving programme).

36% was redirected for industrial processing (like juices).

16% went to organic valorisation (compost and animal feed).

Furthermore, we continued to expand our All Is Good upcycling brand, saving

58,980 kg

of fresh produce by turning it into 24 delicious products like jams and chutneys.



Bonus track: Optimising every shipment

At the beginning of 2025, we launched a new feature designed to make the most of the available space in each shipment. This option allows users to add an extra product to their box, reducing the logistics footprint per kilogram transported and offering the possibility to discover new products without the need for an additional shipment or large volumes.



Empowering
the source:
**Operational
tools for
farmers**

Farmeneur



Direct sales should empower farmers, not overwhelm them with administrative tasks. To truly support our producers, we need to provide them with the right digital tools to reduce their administrative burden so they can focus on what they do best: farming.

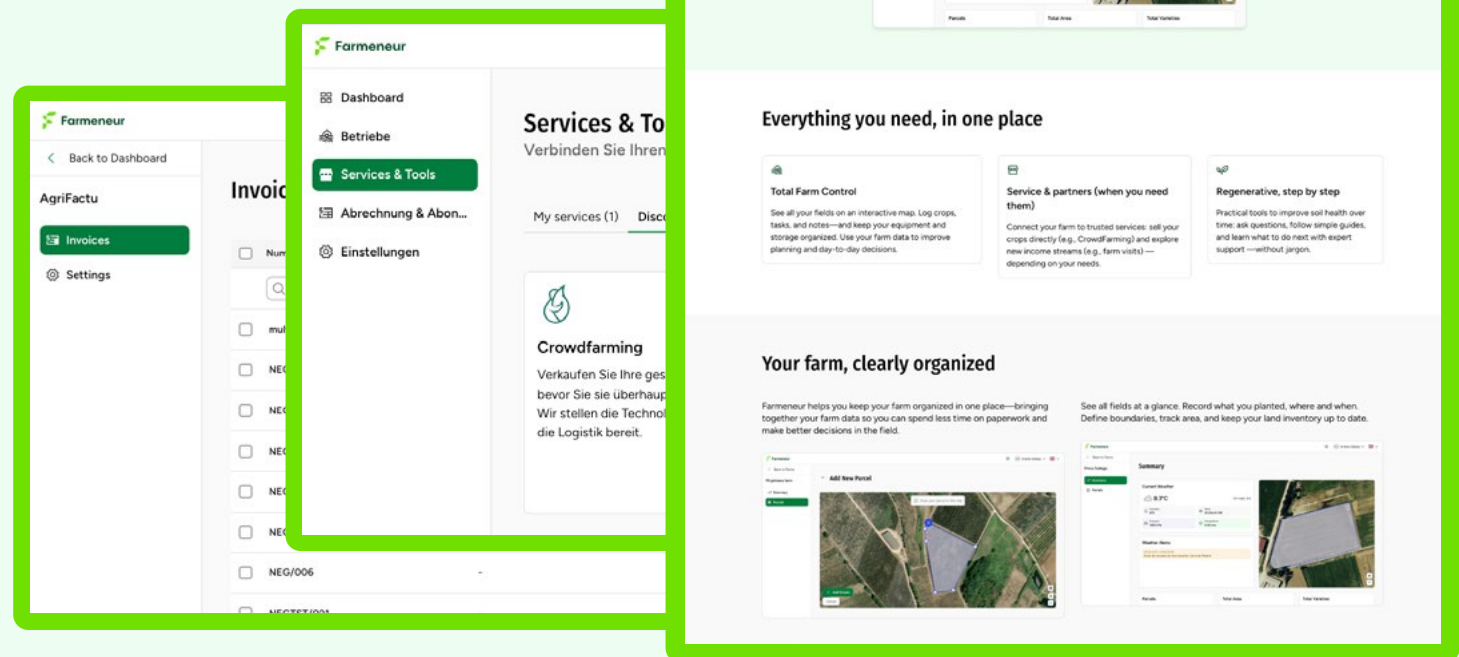
In 2025, we successfully launched Farmeneur, our proprietary digital platform designed to centralise farm management, logistics coordination, and operational planning.

It provides farmers with a seamless, smart interface to manage the day-to-day execution of their projects effortlessly, helping them reduce their administrative workload significantly. By consolidating essential tools into a single operations hub, Farmeneur allows agricultural professionals to step away from fragmented administrative processes and maintain a clearer, more organised overview of their entire business.

On a practical level, Farmeneur helps farmers streamline their daily routines by offering integrated features such as official SIGPAC-connected field mapping, daily task logging, and

high-precision weather forecasting. Furthermore, by incorporating targeted solutions like AgriFactu for electronic invoicing, the platform minimises the time spent on complex paperwork.

This centralised digital approach simplifies inventory and logistics management, ultimately providing farmers with the objective data and streamlined workflows necessary to make informed decisions and run more efficient, resilient operations.



WeFarmYou

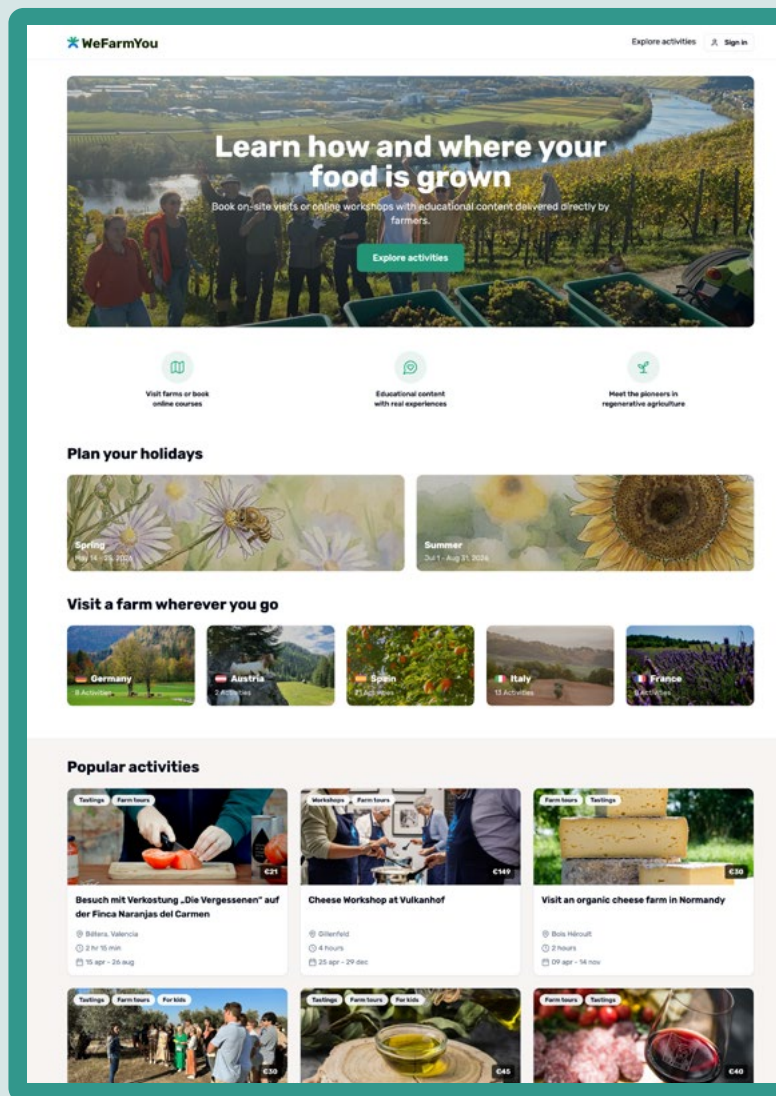
To take our community from the digital world into the physical fields, we successfully launched WeFarmYou, a dedicated agrotourism platform. It allows consumers to discover their European roots by booking on-site visits, tastings, and hands-on activities directly with the people who grow their food across **Spain, Germany, Austria, France, and Italy.**

We closed the year with **22 farms** actively onboarded to the platform, coordinating a total of **335 farm visits.**

This not only brings citizens closer to the source of their food, but it also creates a valuable, diversified revenue stream for our farmers.



A group of people during an event at Mostviertler Bio-Kürbishof Metz, a pumpkin farm.



WeFarmYou



“

“Behind a product, there is not just one visible person; there are many people and families involved in a project. And thanks to these projects, families can stay in their villages and towns, close to their loved ones, and do not have to leave or emigrate to work; farm work is as dignified and important as any other.”

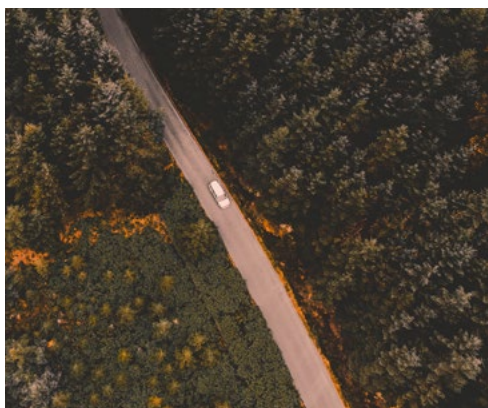
‘Un Olivo’ farm, Spain

06

**Carbon
Footprint and
Emissions
Reduction
Plan (2026-
2031)**



We cannot claim to fix the supply chain without taking full accountability for our own environmental impact. We continuously measure our footprint so we can actively reduce it. Our Emissions Reduction Plan is designed to decouple our greenhouse gas (GHG) emissions from our business growth, aligning with the Paris Agreement and the EU's 2050 climate neutrality targets.



Tracking our Evolution (2022-2025)

When looking at our environmental impact, it is essential to evaluate both our absolute emissions and our carbon intensity (emissions per tonne of food shipped). As we have grown our direct sales significantly over the past years, our total corporate emissions have naturally fluctuated, but our operational efficiency has drastically improved.

2022

393.58 tCO₂e total. (Direct operational intensity: 8.14 kg CO₂e per tonne shipped).

2023

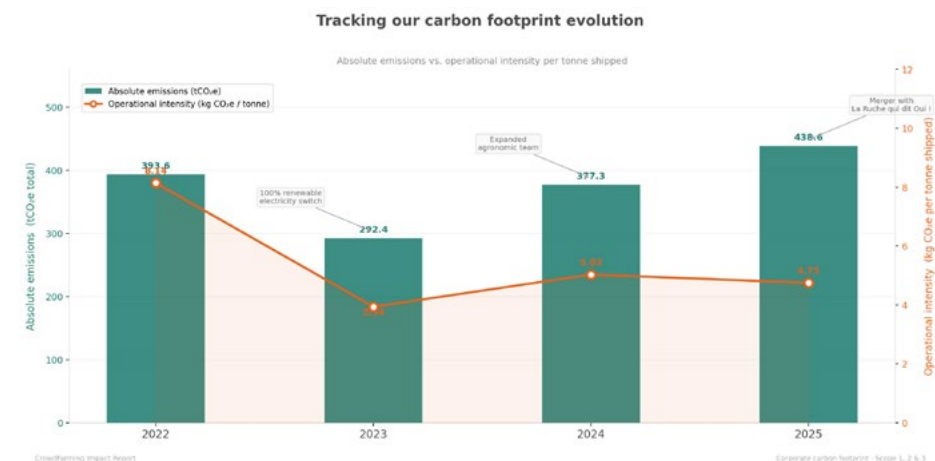
292.41 tCO₂e total. (Direct operational intensity: 3.94 kg CO₂e per tonne shipped) — We achieved a massive reduction in absolute emissions this year by successfully shifting our offices and CrowdLog facilities to 100% renewable electricity.

2024

377.32 tCO₂e total. (Direct operational intensity: 5.03 kg CO₂e per tonne shipped) — Absolute emissions rose as we expanded our agronomic team and increased field visits, yet intensity remained highly efficient.

2025

438.65 tCO₂e total. (Direct operational intensity: 4.75 kg CO₂e per tonne shipped). Operational emissions intensity decreased from 5.03 to 4.75 kg CO₂e per tonne shipped, marking a return to a downward trend after the growth-driven increase in 2024.



2025 Breakdown

Scope 1 (Company vehicles - 57.57 tCO₂e): Primarily driven by the mobility of our agronomic teams in the field.

Scope 2 (Market Electricity - 0.00 tCO₂e): For the second consecutive year, our market Scope 2 emissions remained at absolute zero. All electricity used in CrowdFarming offices and our CrowdLog centre is sourced from 100% renewable providers.

Scope 3 (Indirect emissions - 381.08 tCO₂e): This encompasses partial indirect emissions such as operational water consumption, employee commuting, business travel, and work-from-home activities.

The 2026-2031 Roadmap

We commit to **reducing our total corporate emissions intensity by 15% by 2031** (per kilogram of product shipped).

> To establish our baseline: in 2025, our direct operational intensity (Scope 1 and 2) stood at **4.75 kg of CO₂e** per tonne of food shipped. When factoring in our measured indirect emissions (Scope 3), our total corporate intensity baseline was **31.7 g of CO₂e** per kilogram of product.

> By committing to a **15% reduction** against this total intensity baseline, we ensure that every single box we deliver becomes progressively cleaner and more efficient, regardless of our overall sales volume.

To achieve these targets, we are implementing a pragmatic operational roadmap:



Conscious business travel

Rather than just cutting travel budgets, we are changing our mindset. Before any trip, we ask: Is this journey strictly necessary? Is there a more sustainable option, like a train? If travel is unavoidable, we commit to maximising the trip's value by combining tasks, extending stays to cover multiple objectives, and making every trip count.



Decarbonising and optimising the fleet

We will progressively replace our company vehicles with low-emission or hybrid alternatives. Equally important is how we drive: we are actively grouping and coordinating in-person visits to farmers to ensure our routes are as efficient as possible, reducing unnecessary mileage.



Sustaining renewable energy

We will maintain our 100% renewable electricity supply, further bolstered by our newly commissioned on-site solar PV installation at CrowdLog.

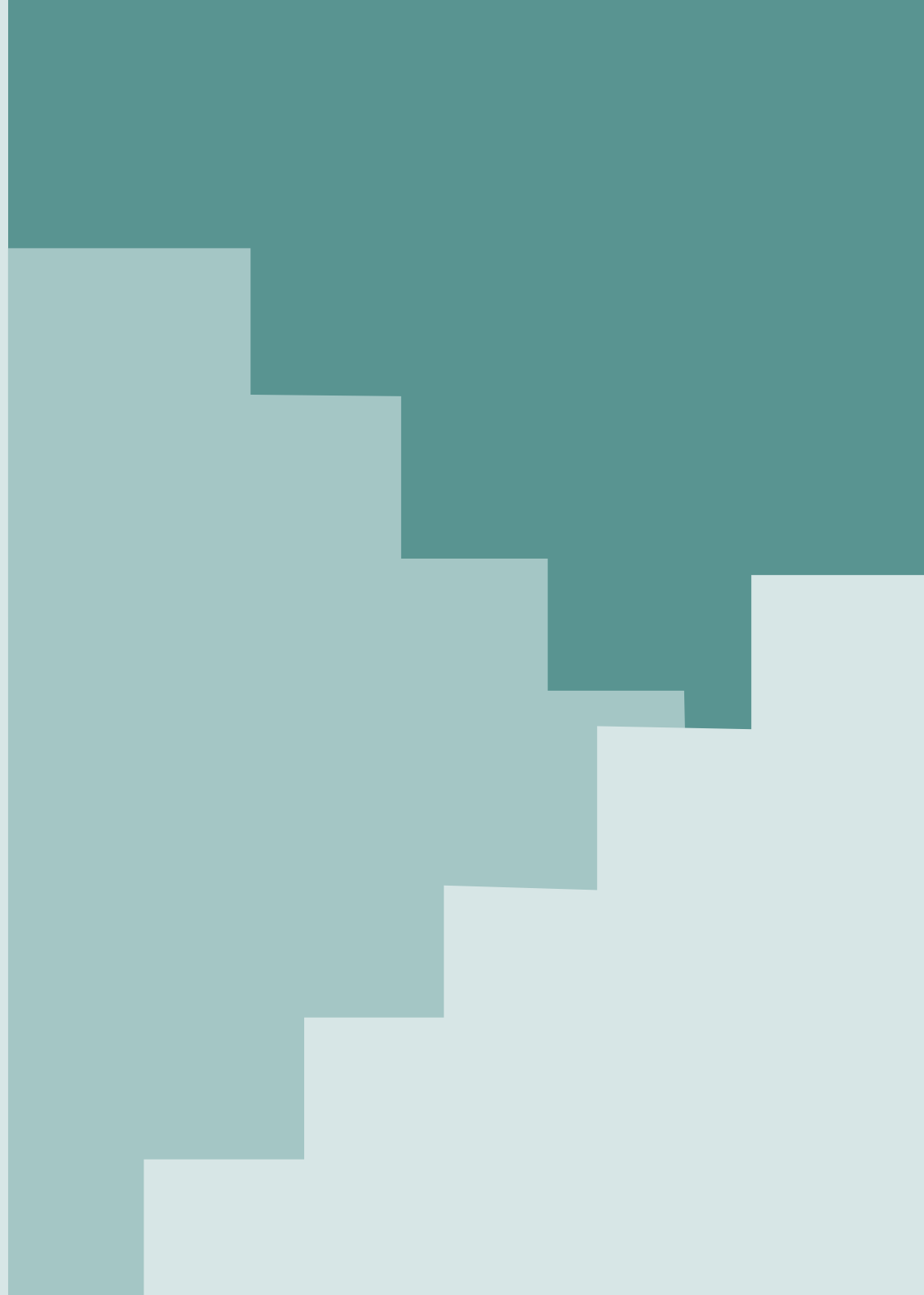


Green commuting

Employee commuting is a significant part of our footprint. We will continue to support flexible remote-work policies to avoid unnecessary daily travel, and we will explore initiatives to encourage sustainable mobility for our team, such as promoting public transport, cycling, or carpooling options.

07

**Governance:
How we run
the farm**



Impact is not just about how we grow food; it is about how we grow our company. Purpose-led governance ensures that our environmental and social commitments are legally and structurally embedded into our daily decision-making.



Diversity, Equity, and Inclusion

A resilient ecosystem requires diversity, and so does a resilient company.

At the end of 2025, our workforce was comprised of nearly

300 employees,

representing a multitude of nationalities and backgrounds.

62.8%

of our team are women, and they hold **45.4%** of our managerial positions.

While we celebrate this diversity, we also rigorously track our internal metrics—such as our unadjusted gender pay gap (currently **48.8%**)—to actively implement equality plans and ensure fair remuneration and career advancement across all levels.

Proud to be a B Corp

We believe that having a third party define a set of standards helps build trust at a larger scale. In April 2023, we officially became part of B Lab Europe's network, obtaining the B Corp certification with an outstanding score of

106.6 points.

This certification serves as our compass, ensuring we maintain the highest standards of social and environmental performance, accountability, and transparency.



Ethics and compliance

Operating across multiple European countries requires robust ethical frameworks. We have formalised our zero-tolerance approach to corruption and bribery through a comprehensive Anti-Bribery and Fraud policy, alongside our company-wide Code of Conduct.

Furthermore, we actively promote internal cross-functional debate spaces to ensure that strategic business decisions with ethical implications—such as the introduction of our regenerative meat category—are approached with transparency, diverse perspectives, and deep internal reflection.

08

**The forecast
for a fruitful
2026**





“

Every fruit, vegetable, or grain that reaches your table is the result of many hours of work, uncertainty, and risks that are not always seen: the climate, pests, the cost of inputs, and the long physical days. Nothing is guaranteed, and yet we continue planting with the hope that the earth will respond and that someone will value that effort. It is a source of pride to follow in my grandfather's footsteps, continue with the family farm, and give value to what they bought with so much effort.”

Finca La Zahurda, Spain

True resilience must be built from the ground up, at the farm level, and backed by a strong community.

This is why our holistic approach is more relevant than ever. The work we accomplished in 2025 laid the foundation, and our roadmap for 2026 is designed to consolidate this resilience, moving beyond promises and delivering measurable results:

Operating as a unified European force

To truly offer an alternative to the conventional food system, we need scale. Following our acquisition of la Ruche qui dit Oui !, 2026 will mark the finalisation of our complete website merge.

By implementing a dual-brand strategy, we will cross-pollinate our communities, **uniting the best of local market-building with borderless direct sales** to give farmers unparalleled market access.

Scaling regeneration

We refuse to let “regenerative agriculture” become either an empty buzzword, subjected to greenwashing, or a niche solution. In 2026, we focus on scaling the **Soil Association Exchange (SAX) digital platform to over 100 farmers**.

Moving beyond isolated pilot projects, we will use this data to create evidence-based climate action plans, allowing us to report environmental progress with strict, verified evidence.

Supporting the organic transition

With the EU aiming for **25% organic farmland by 2030**, farmers need structural help, not just goals. In 2026, we will launch a dedicated support programme to accompany farmers from “Year 0” towards their official EU organic certification.

This initiative will help cover the learning curve, provide administrative assistance, and offer crucial financial support during the toughest years of the transition.

Expanding the physical connection

We aim to integrate more farmers into our **WeFarmYou agrotourism app**.

This not only diversifies their revenue streams but creates direct, physical bridges with CrowdFarmers, allowing citizens to step onto the land they support and understand the reality of the fields.

Holistic farmer support via Farmeneur

As climate risks grow, our support tools must evolve. We will continue to improve **Farmeneur** to centralise farm management and reduce administrative burdens.

Furthermore, because we seek to offer services beyond sales, we will study the integration of collectively negotiated agricultural insurance policies and financing services to protect our farmers from unpredictable environmental shocks.

Proving the regenerative-organic nutritional value

In 2026, we will heavily focus our research efforts on the “**nutrition paradox**”. By actively participating in EU projects and conducting proprietary investigations with specialised laboratories, we aim to scientifically prove the superior nutritional value and economic viability of regenerative-organic farming practices.

2026 will be the year we prove that large-scale regenerative agriculture—backed by a conscious, direct-sales community—is not merely an ecological aspiration but the most pragmatic and viable way to secure our food future.



CrowdFarming