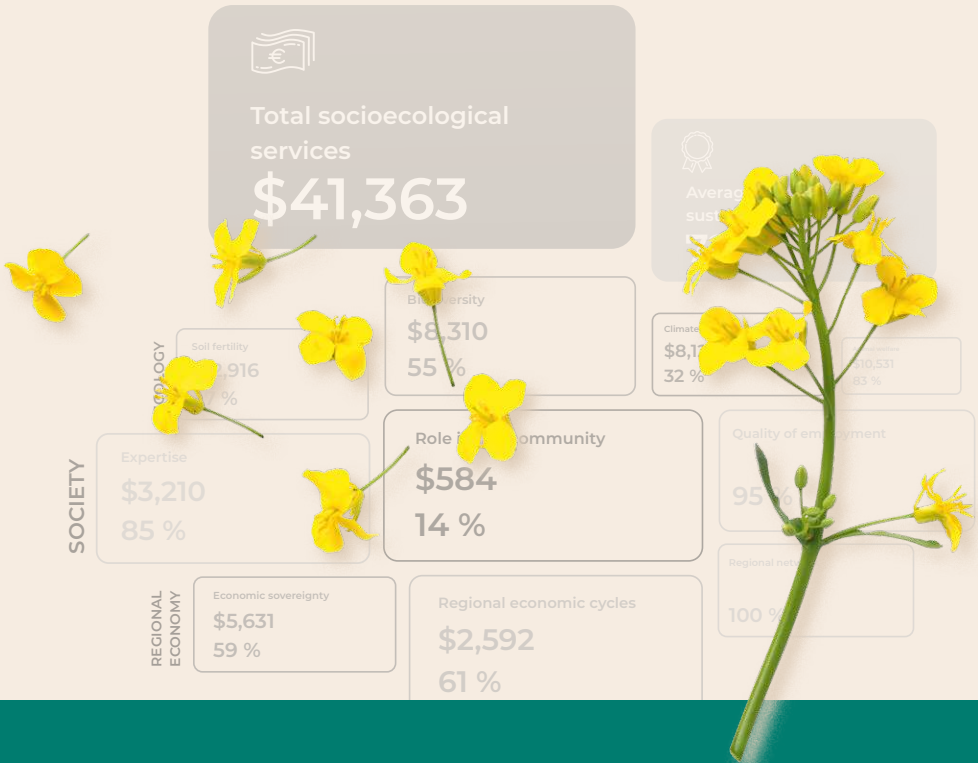




Learn  
more  
or get in  
touch  
with us.

# FARMING IS UNDERVALUED: WE MAKE SUSTAINABLE ACTIONS REDEEMABLE!



# WE FIGHT FOR FARMERS, POLLINATORS AND THE SOIL!

## Measuring the value of socioecological services

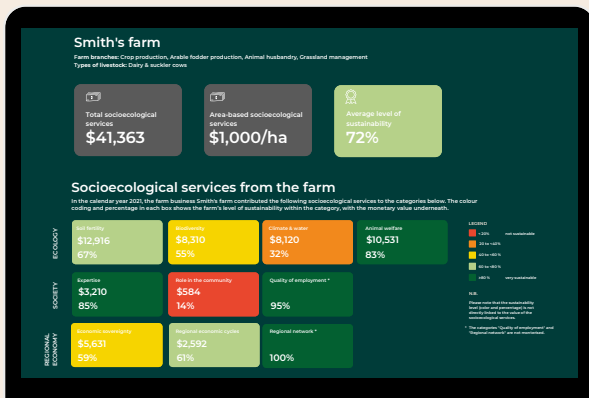
Farmers implement numerous practices to promote biodiversity, improve soil fertility or mitigate climate change. The **online tool, the sustainable performance calculation**, makes it possible to quantify these practices economically and to compensate and promote them.

## Our targets

The tool measures sustainability in agriculture with the aim of compensating actions that contribute to the **common good, ecology and supporting your region**.

The calculated results help you to get a more **accurate picture** of what socioecological services are linked to your practices and is a good future planning tool.

**The result is easy to interpret and communicate to customers, distributors or society.**



*Our experience in developing sustainability indicators enables us to adapt to different projects, needs and regional contexts.*

**WE ARE DEDICATED TO SUPPORTING ALL FARMERS WHO WANT TO HAVE MORE SUSTAINABLE BUSINESSES.**

## Who we are

We are a **multidisciplinary team** based in Germany, where we work to revalue agriculture and the people who grow our food, fuel and fibre, and make our local economies more resilient. We are committed to making their efforts for sustainability recognisable for society.

## Where we come from

Our experience in setting and measuring indicators for sustainability are rooted in theoretical and practical experience. Our innovations are a result of **more than a decade's worth of research** associated with the shareholding company Regionalwert AG Freiburg, whereby citizens invest in regional businesses along the agri-food supply chain to strengthen the local food economy.

## Projects and collaborations

Thanks to the collaboration with Cbet, Association for biodynamic agriculture in Spain, the Biodynamic Federation Demeter International and SEKEM we have been able to **adapt the tool to the conditions in countries** such as:

**Spain, Egypt, Argentina, Brazil, Chile, Colombia, Costa Rica, Dominican Republic and Mexico.**

*Now available worldwide!*

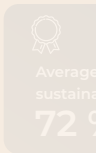


SOCIETY



## Our vision

We know that many farmers already or would like to do more to implement agroecological practices and other socially beneficial measures, but lack the funding. We seek to give agroecological practices individual price tags, **so that each farmer can be incentivised to farm in the way that is most sustainable for them.**



**WE SEE OURSELVES AS A BRIDGE  
BETWEEN AGRICULTURE AND SOCIETY.**

Our tools make **sustainable performance** in agriculture visible and quantifiable.

- Using our tools will give you an estimate about how much your practices are worth to **ecology, society and the regional economy**.
- The assessment method was developed **together with farmers and advisors** and has been well received in several countries, including Germany, Luxembourg, Spain, Brazil and Egypt.
- The tools are rooted in practical experience and can include up to **300 indicators**, which are based on your own farm data entered in a **simple online form**.
- The results give a professional overview about the **resilient aspects of your business** and makes your practices easy to understand for a range of actors, from consumers to creditors.

#### OUR PLEDGE

We make sustainability in agriculture visible and give it a monetary value. With this approach, we can finally start to reward practices in agriculture which contribute to the common good, improve the environment and strengthen the local economy.

**INTERESTED IN STARTING A PROJECT WITH US?  
GET IN TOUCH!**

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**EASY. PRACTICAL.  
COMPREHENSIVE.**



**CHRISTOPH  
SIMPENDORFER**  
GENERAL SECRETARY FOR  
DEMETER INTERNATIONAL

The sustainable performance calculator is in itself a multi-functional tool: it offers a self-analysis for the farmer, it can be used as a tool by advisors, it serves for direct communication with the consumer, it improves communication within the added-value chain, and – last but not least – is an objective basis for public discussion about financing ecosocial performance through society.

