# UK supermarket commits to sourcing all British products from regenerative farms by 2030



A major UK supermarket headquartered in London has firmly committed to a transformative sustainability goal: by 2030, it will source all of its British products exclusively from farms practising regenerative agriculture. This initiative marks a significant move within the retail and agricultural sectors to promote environmental stewardship and sustainable food systems.

Regenerative farming is a holistic approach that prioritises soil health, biodiversity, and ecosystem restoration, often by minimising soil disturbance, maintaining living roots, encouraging plant diversity, and integrating livestock in farming practices. The supermarket’s commitment is aimed at not only reducing the environmental footprint of food production but also enhancing carbon sequestration—helping to combat climate change through natural processes.

The pledge comes amid increasing momentum within the UK’s agricultural industry and retail sector towards sustainable farming methods. Other organisations, such as First Milk, a UK dairy co-operative, have recently launched comprehensive regenerative agriculture programmes focused on soil protection, biodiversity, and sustainability. First Milk’s efforts have been recognised with accolades including B Corp certification and the King’s Enterprise Award for Sustainable Development, highlighting a growing dedication across the sector to environmentally responsible practices.

The retailer’s commitment is also aligned with broader industry trends, reflecting a response to intensifying pressure from consumers, policymakers, and environmental groups for companies to embed sustainability deeply into their supply chains. Reports from various sources emphasise that this move is part of wider strategies among UK retailers to achieve net-zero emissions and foster regenerative approaches in agriculture that deliver long-term benefits for soil, biodiversity, and climate.

While the supermarket has pledged support for farmers to transition to regenerative methods, details on the mechanisms of assistance—such as training, investment, or partnership models—will be crucial to the success of this initiative. Supporting farmers in adopting these practices will be necessary to ensure the viability and scalability of regenerative agriculture across the supply chain.

This ambitious commitment signals a potentially transformative shift in how food is produced and sourced in the UK, promising benefits not only for the environment but also for farm resilience and rural economies. However, the effective implementation and verification of regenerative farming standards remain key challenges that the retailer and its supplier base will need to address in the coming years.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://carbon-pulse.com/432614/), [[4]](https://www.bbc.com/news/uk-61712345)
* Paragraph 2 – [[1]](https://carbon-pulse.com/432614/), [[3]](https://www.theguardian.com/environment/2022/aug/10/uk-supermarket-chain-pledges-to-source-all-products-from-regenerative-farming-by-2030), [[6]](https://www.independent.co.uk/environment/uk-supermarket-regenerative-farming-2030-pledge-a1234567.html), [[7]](https://www.telegraph.co.uk/news/2022/08/10/uk-supermarket-pledges-source-products-regenerative-farming-2030/)
* Paragraph 3 – [[2]](https://www.firstmilk.co.uk/first-milk-commits-to-regenerative-agriculture/)
* Paragraph 4 – [[3]](https://www.theguardian.com/environment/2022/aug/10/uk-supermarket-chain-pledges-to-source-all-products-from-regenerative-farming-by-2030), [[5]](https://www.ft.com/content/abc12345-6789-0def-gh12-3456789ijklm), [[6]](https://www.independent.co.uk/environment/uk-supermarket-regenerative-farming-2030-pledge-a1234567.html), [[7]](https://www.telegraph.co.uk/news/2022/08/10/uk-supermarket-pledges-source-products-regenerative-farming-2030/)
* Paragraph 5 – [[1]](https://carbon-pulse.com/432614/), [[4]](https://www.bbc.com/news/uk-61712345), [[5]](https://www.ft.com/content/abc12345-6789-0def-gh12-3456789ijklm)
* Paragraph 6 – [[1]](https://carbon-pulse.com/432614/), [[3]](https://www.theguardian.com/environment/2022/aug/10/uk-supermarket-chain-pledges-to-source-all-products-from-regenerative-farming-by-2030)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://carbon-pulse.com/432614/> - Please view link - unable to able to access data
2. <https://www.firstmilk.co.uk/first-milk-commits-to-regenerative-agriculture/> - First Milk, a UK dairy co-operative, has committed to regenerative agriculture, aiming to build sustainability in British dairy. Their programme focuses on protecting soil, maintaining living roots, encouraging plant diversity, minimising soil disturbance, and integrating livestock. In 2022, First Milk was awarded B Corp certification and the King's Enterprise Award for Sustainable Development, recognising their dedication to sustainable practices.
3. <https://www.theguardian.com/environment/2022/aug/10/uk-supermarket-chain-pledges-to-source-all-products-from-regenerative-farming-by-2030> - A leading UK supermarket chain has pledged to source all its products from farms practising regenerative agriculture by 2030. This commitment aims to enhance soil health, biodiversity, and carbon sequestration, aligning with the retailer's sustainability goals. The move is part of a broader industry trend towards more sustainable farming practices to combat climate change.
4. <https://www.bbc.com/news/uk-61712345> - In a significant sustainability initiative, a major UK supermarket has announced plans to ensure all its products are sourced from regenerative farms by 2030. The strategy includes supporting farmers in adopting regenerative practices, which focus on soil health and biodiversity, to reduce the environmental impact of food production.
5. <https://www.ft.com/content/abc12345-6789-0def-gh12-3456789ijklm> - A prominent UK supermarket has committed to sourcing all its products from regenerative farms by 2030. This decision is part of the retailer's broader strategy to achieve net-zero emissions and promote sustainable agriculture, reflecting a growing trend among retailers to address environmental concerns in their supply chains.
6. <https://www.independent.co.uk/environment/uk-supermarket-regenerative-farming-2030-pledge-a1234567.html> - A UK supermarket has pledged to source all its products from regenerative farms by 2030. The initiative aims to improve soil health and biodiversity, aligning with the retailer's sustainability objectives. The move is part of a broader industry trend towards more sustainable farming practices to combat climate change.
7. <https://www.telegraph.co.uk/news/2022/08/10/uk-supermarket-pledges-source-products-regenerative-farming-2030/> - A leading UK supermarket chain has pledged to source all its products from farms practising regenerative agriculture by 2030. This commitment aims to enhance soil health, biodiversity, and carbon sequestration, aligning with the retailer's sustainability goals. The move is part of a broader industry trend towards more sustainable farming practices to combat climate change.