

Nestlé enters two global collaborations to help scale regenerative agriculture and upgrade farming practices

06 February 2026 | News

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To accelerate the transition to regenerative agriculture and encourage young people to enter and lead the future of farming, Nestlé is working with The Nature Conservancy (TNC) and Goodwall globally.

"Regenerative agriculture is essential to the long-term resilience of our business and the global food system," said Stephanie Hart, Chief Operations Officer of Nestlé. "By combining TNC's conservation expertise with Goodwall's ability to mobilize millions of young people, we can accelerate progress and build a more sustainable future for farmers, communities and the planet."

Nestlé and TNC seek to build on the existing impactful work of the two organizations in co-developing the industry-leading Nestlé Agriculture Framework. The framework is Nestlé's plan to help farmers grow better crops, earn more and care for nature at the same time. By working together with TNC, Nestlé aims to refine, expand and accelerate its efforts to support the transition to regenerative agriculture and to encourage more industry stakeholders to join the journey.

Jennifer Morris, CEO of The Nature Conservancy, said: "We are delighted to continue collaborating with Nestlé, a company that shares our commitment for a more resilient food system. Together, we can scale practical, science-based solutions that restore ecosystems, protect biodiversity and strengthen farmer livelihoods."

Bringing the next generation into the agriculture industry is essential to building more resilient food systems and securing the future of food. To demonstrate how farming can be an attractive, secure career going forward, Nestlé is partnering with Goodwall, a global youth learning platform. Nestlé will help Goodwall build its agriculture curriculum, using gamification to raise young people's awareness and understanding of regenerative agriculture, equip them with practical skills, and empower

them as agripreneurs. Through the Goodwall app, young people will be able to engage with each other to discuss practical solutions to real challenges, test their theories, and improve their ideas based on results.

Taha Bawa, Co-founder and CEO of Goodwall, added: "Young people today want to be part of real solutions. This partnership will open new pathways for them to learn, contribute and lead in the shift toward regenerative agriculture."

The two initiatives mark a significant step in Nestlé's broader ambition to make regenerative agriculture the norm across its global sourcing footprint, while building a strong pipeline of next-generation agripreneurs. They follow the announcement that Nestlé is also working with the World Farmers' Organisation to help make food systems more resilient to climate change through advocacy for fair policies and practical solutions, such as regenerative agriculture, that empower farmers and help them adapt to climate change.

These new collaborations were formally unveiled during this year's World Economic Forum Annual Meeting in Davos, where the initial idea for collaboration was first conceived one year ago. Nestlé's Chief Operating Officer and the CEOs of TNC and Goodwall participated in a panel moderated by Ana Maria Montero, a former CNN anchor. The event brought together business leaders, conservation experts and young entrepreneurs, who engaged in a conversation on how to collectively accelerate the transition to climate-smart, inclusive food systems