



## More than 20 European organisations warn EU against "Regenerative Greenwashing" in EU agricultural policy

### PRESS RELEASE

**Brussels, June 2026** – Agroecology Europe, together with more than 20 leading European organisations representing millions of citizens, farmers, researchers, food actors and civil society advocates, is calling on EU policymakers, through a [joint statement](#), to ensure that Europe's agricultural transitions remain credible, science-based and firmly grounded in public governance.

The signatory organisations call on EU institutions, Member States and all stakeholders involved in shaping the future of European agriculture to defend sovereign EU policies and strengthen support for approaches that are legally recognised, scientifically robust and democratically governed. This includes reinforcing agroecology, organic farming and other systemic territorial approaches that sustain farmers and rural communities.

The signatory organisations today warn of a growing corporate lobby pushing the term "**regenerative agriculture**", a strategically ambiguous concept, in order to channel public money into business-as-usual or degenerative practices.

While many genuine farmers and serious initiatives also use "regenerative" to refer to soil management practices in ways that align with agroecological and organic principles, the broad and largely ambiguous use of the term increasingly risks **enabling the dilution of public frameworks** and the **regenerative greenwashing in EU policies and markets**.

This concern comes at a time when a coalition of large agri-food corporates, and so-called "farmers-led actors" promoting a strategic ambiguous concept of "regeneration" have intensified lobbying efforts towards the future Common Agricultural Policy (CAP) post-2027, [according to a recent investigation led by Corporate Europe Observatory](#).

Without clear commitments, legal additionality, and transparent accountability mechanisms, regenerative claims can encompass agricultural models that continue to rely on harmful inputs, industrial production systems and environmentally damaging practices while highlighting only a limited number of positive measures. Such approaches risk substituting basic policy laws with optional and vague practices, diverting financial resources away from genuinely transformative pathways.

Europe now faces a choice: either allow sustainability narratives to be diluted by vague marketing claims or commit to genuine transformation. **We urge EU decision-makers to embrace systemic approaches that are truly led by farmers and rural communities, anchored in institutional frameworks and public governance, and capable of delivering measurable public benefits.** The credibility of Europe's agricultural transition depends on moving beyond slogans and committing to real change.