



Farm Adaptation Network

*we create a world where
farmers are at the heart of a
sustainable, resilient and fair
food system*





FAN AT A GLANCE

OUR MISSION IS TO FUTURE PROOF FARMERS IN THE AGRICULTURAL TRANSITION BY CREATING BUSINESS, POLICY AND NETWORK OPPORTUNITIES.

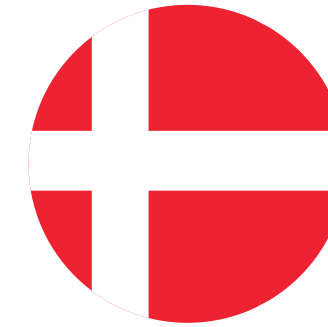
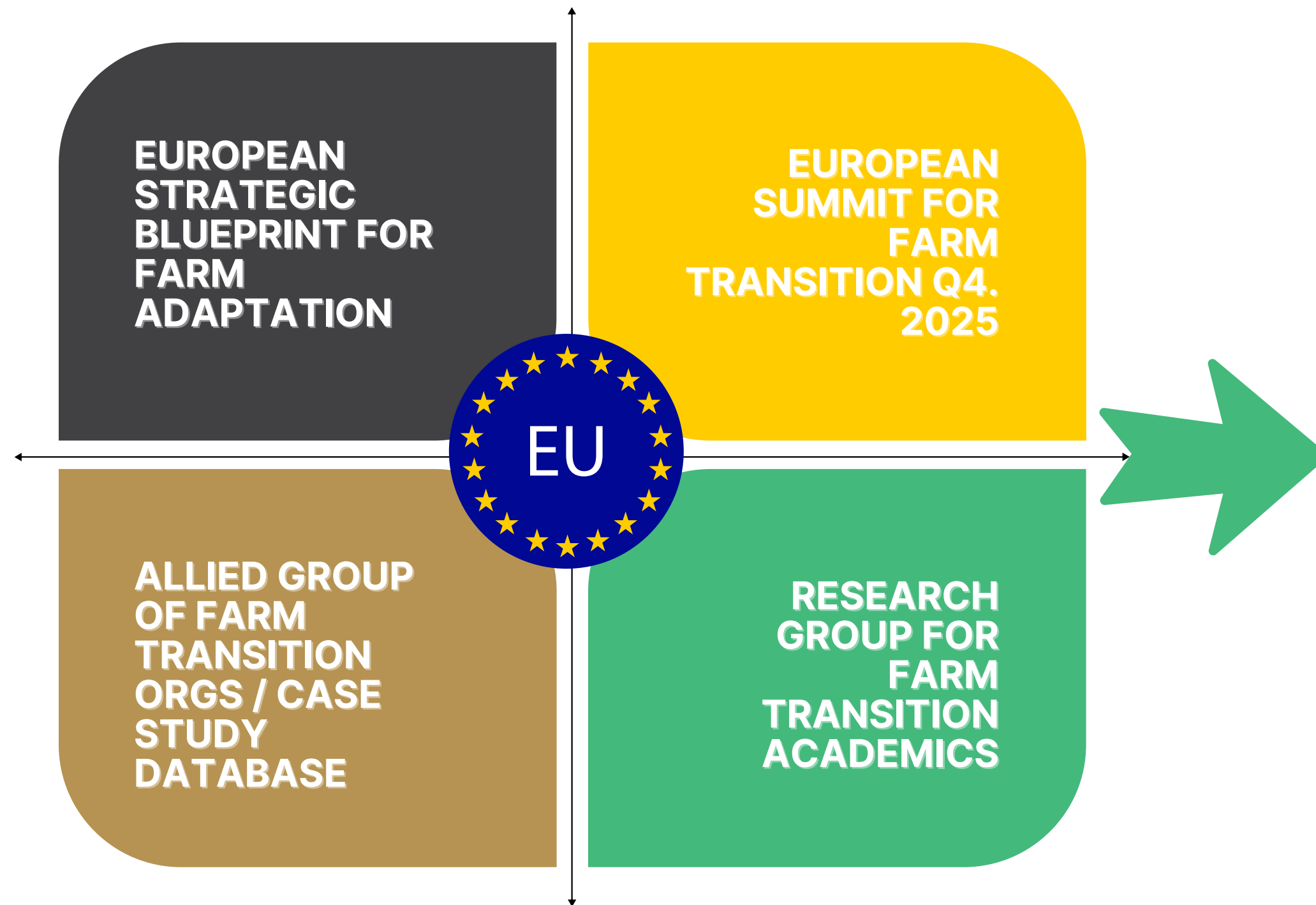
PROBLEM

- When farmers are not given a seat at the table, they become opponents rather than allies to the just transition.
- The shift to a plant-based food system is politically divisive and has become the focus of a culture war. Farmers need to be shown the economic benefits of this market so that they become proponents of the transition rather than it being a challenge from the environmentalists and animal advocates.

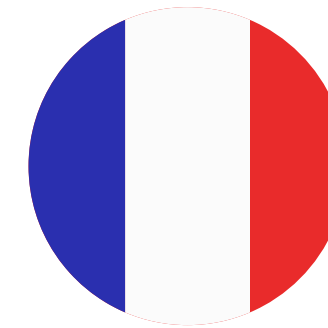


SOLUTION

- We enable farmers to drive the transition towards a sustainable food system away from animal agriculture.
- Together with the farming industry and other stakeholders, we will co-create a strategic blueprint for farming transition in the UK and build a strong alliance for sustainable food and farming.



Engaging farming organisations through landscape analyses and exploring collaboration opportunities. Focus on financing and purchaser networks.



Engaging farming organizations through landscape analyses and exploring collaboration opportunities. French Farm Adaptation Blueprint addressing technological lock-in

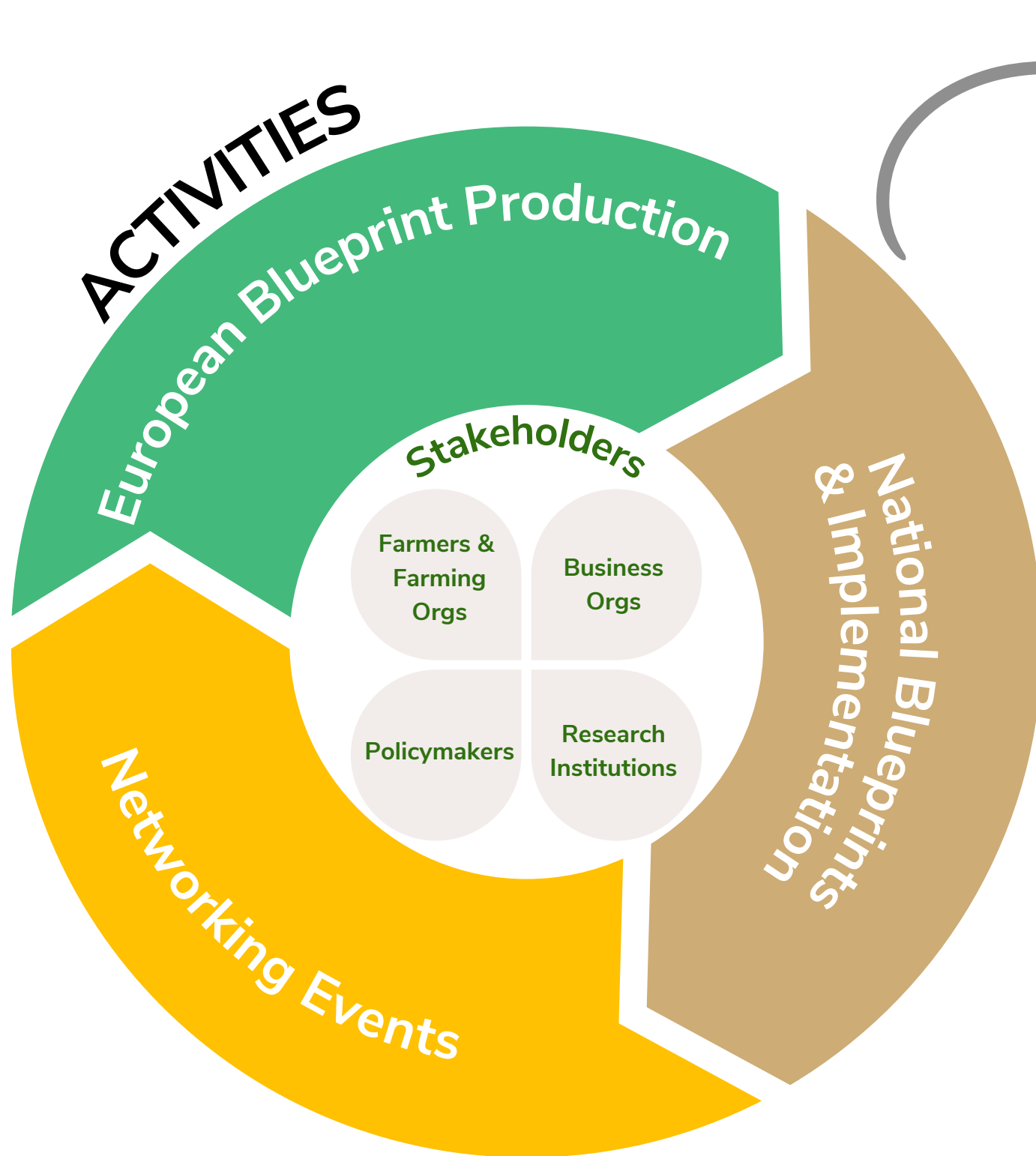


Forming a 'Farm Adaptation Working Group' to create a national 'Farm Adaptation Blueprint,' organising six roundtables with farming organisations and lobbying for policy change



Working with a German organisation to create national implementations

THEORY OF CHANGE



Short-Term

- Farmers and orgs more aware of transition viability
- Farmers willing to transition connect with purchasers and suppliers
- Research and educational institutions are engaged
- Policymakers more aware of transitions

Medium-Term

- Farmers become advocates for transition
- Offtake of products from transitioned farms increases
- More skills training and transition knowledge available
- Transition given more credibility as press promotes it

Long-Term

- Transitioning becomes a cultural norm
- Farm transitions become economically viable
- Fewer participants in industrial animal farming
- Policies incentivise farm transition



AUDIENCE FEEDBACK

IN-DEPTH INTERVIEWS

We conducted in-depth interviews with key stakeholders across the food system in Europe, focusing on the viability, desirability, and value of farm transitions away from animal agriculture.

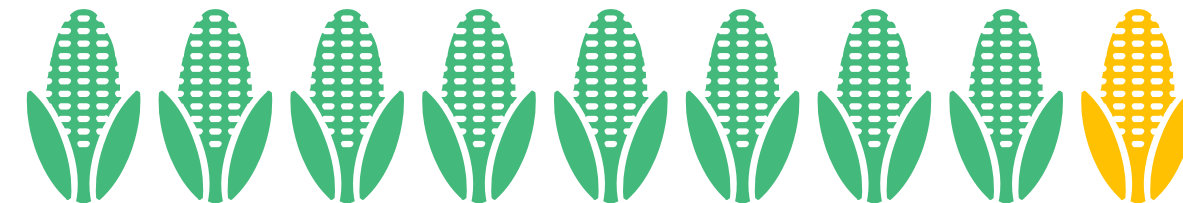
Key findings:

- Transitions face significant financial and social obstacles for farmers
- Lack of clear pathways and best practice examples
- Influence of powerful farming lobbies needs to be combated

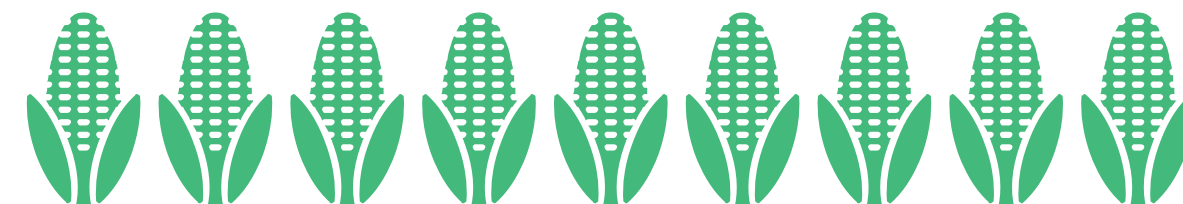


- Transitioned farms hold potential for companies seeking sustainable sourcing, however price and lack of pressure over ESG goals outweighs the ethical narrative
- There is a clear overriding need for collaboration between diverse stakeholders to facilitate transitions

89% of interviewees gave an answer of 5 when asked to rate the importance of farming transition is for the future of the food system on a scale of 1-5.

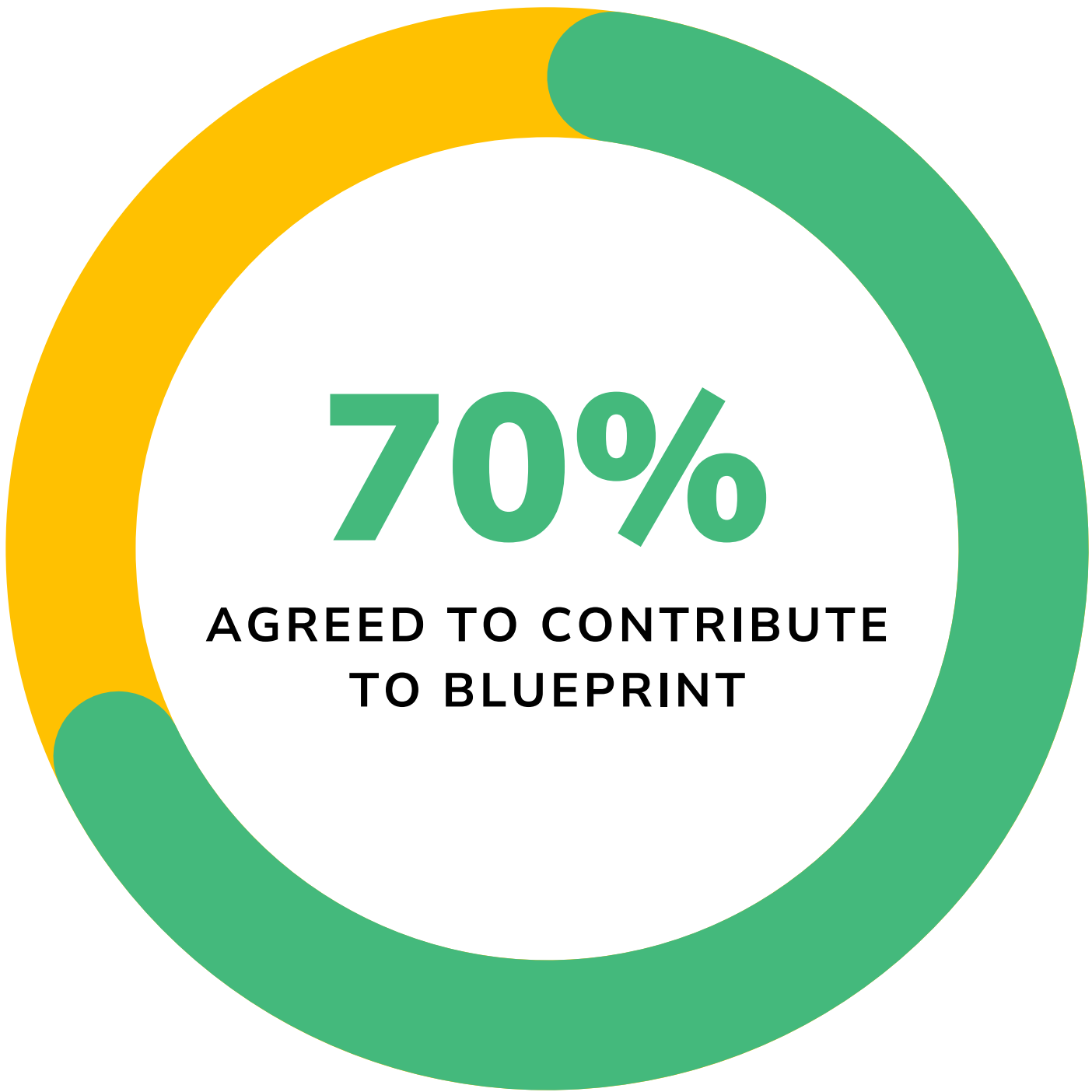


100% of interviewees gave an answer of 4 or 5 when asked to rate the importance of networking between different stakeholders for a successful transition on a scale of 1-5.



AUDIENCE FEEDBACK

FIRST ROUNDTABLE



Our first successful roundtable event had key stakeholders from several sectors. It marked the beginning of a great collaboration with talks, interactive workshops and networking. Additionally, it provided the opportunity to get feedback on our intervention.

88%	Rated our intervention as extremely important
75%	Rated our intervention as very valuable to their stakeholder group

ROUNDTABLE IN BERLIN, NOVEMBER 2024

- 22 stakeholders from 7 countries
- Facilitated workshops to identify obstacles and propose solutions
- Buy-in from majority of participants
- Findings will form the first draft of the EU blueprint



STRATEGIC PLAN

ROUNDTABLE
IN BERLIN
WITH
22 KEY
STAKEHOLDERS

November 2024

Nov 2024 - May 2025

BLUEPRINT
CONTRIBUTORS
SIGN ON

FIRST DRAFT OF
BLUEPRINT IS
RELEASED
SECOND ITERATION
OF BLUEPRINT
WRITING STARTS

April 2025

NATIONAL
IMPLEMENTATION
OKR2

Sept
2025

June
2025

SPRING
ROUNDTABLE
WITH 50-70
STAKEHOLDERS

April 2025

NATIONAL
IMPLEMENTATION
LAUNCHED FOR
OKR1

SECOND DRAFT
OF BLUEPRINT
PUBLISHED

Oct 2025

FARMING
TRANSITION
SUMMIT
WITH 100-120
STAKEHOLDERS

Oct 2025

Jan 2026

BLUEPRINT
PUBLISHED

NATIONAL
IMPLEMENTATION
OKR3

Feb 2026



MEL Q2

- 60 stakeholders attend spring roundtable
- More than 75% rate the event as "Moderately valuable" or more at a personal level - More than 66% rate the event as "Moderately valuable" or more at a professional level - More than 50% rate the event as "Moderately valuable" or more at a farming transition level



MEL Q3

- 133 stakeholders invited to summit
- 5 mentions in general press
- 10 mentions in farming press
- 10 000 persons reached
- 12 active collaborators on blueprint



MEL Q1

- 80 stakeholder invited to spring roundtable
- 66% of attendees commit to actively participate in blueprint production



MEL Q4

- 100 stakeholders attend summit
- More than 75% rate the event as "Moderately valuable" or more at a personal level - More than 66% rate the event as "Moderately valuable" or more at a professional level - More than 50% rate the event as "Moderately valuable" or more at a farming transition level

OBJECTIVES AND KEY RESULTS

	OBJECTIVE 1	OBJECTIVE 2	OBJECTIVE 3
	FOSTER NETWORKING AND COLLABORATION BETWEEN FARMING TRANSITION STAKEHOLDERS	CREATE EUROPEAN BLUEPRINT FOR FARMING ADAPTATION	DEVELOP NATIONAL BLUEPRINTS (UK, DENMARK, FRANCE) AND IMPLEMENT SELECTED ELEMENTS
	KEY RESULTS	KEY RESULTS	KEY RESULTS
KR.1	November 8th 2024 roundtable in Berlin with 22 stakeholders	First draft is produced in April 2025	Engaging Danish farming organisations through landscape analyses and exploring collaboration opportunities. Focus on financing and purchaser networks.
KR.2	Roundtable in June 2025 with 50-70 stakeholders	Second draft is produced in September 2025	Engaging French farming organizations through landscape analyses and exploring collaboration opportunities. French Farm Adaptation Blueprint addressing technological lock-in
KR.3	Farm Adaptation Summit in Copenhagen with 100-120 participants	Blueprint is published in January 2025	Forming a UK ‘Farm Adaptation Working Group’ to create a national ‘Farm Adaptation Blueprint,’ organising six roundtables with farming organisations and lobbying for policy change

FAN TEAM



Patricia Sundstrom

CEO / Denmark & Nordics
Director / Head of Business
Engagement

Patricia founded and ran Goodwill Mountain, a regenerative farm and guesthouse, for over seven years. She stood as the chairperson of the Stamford Tourist Board for 4 years, and her expertise is in agriculture, strategy, project management, and corporate engagement. Her role at EFTN involves corporate and NGO engagement, strategy, and communications.



Silvère Dumazel

France Director / Head of Farmer
and Research Engagement

Silvère is the founder of TransiTerra - an organisation that researches transition solutions and helps farmers transition out of animal farming. He is a former software quality engineer and agile team facilitator, and his expertise is in engineering, agile methodologies and farmer outreach. His role at EFTN involves connecting with educational institutions, research and farmer engagement.



Kerri Waters

UK Director / Head of Fundraising
and Policy Engagement

Kerri has over 13 years experience in the food industry, including working as a chef and in the UK's Department for Agriculture (Defra). She co-founded Vegans Support the Farmers and is currently writing a PhD thesis about a just transition for animal farmers in the climate crisis. Her expertise is in research, strategy and farming culture. Her role at EFTN involves policy and lobbying, strategy and research.



Farm
Adaptation
Network



THANK YOU

from

Patricia Sundstrom

Silvère Dumazel

Kerri Waters