



100 Million Farmers

Transitioning towards net-zero,
nature-positive food systems



100 Million Farmers is a multistakeholder platform catalysing action to transition towards net-zero, nature-positive food systems by 2030. It sets out a shared global ambition while supporting local solutions that incentivise farmers and empower consumers to place climate, nature and resilience at the core of the food economy.

Transforming food systems: an imperative and an opportunity

Agricultural systems are increasingly being acknowledged for their unique potential to address global challenges. Food system actors can feed a growing population while leading the fight against climate change and nature loss by adopting practices that not only reduce emissions but also sequester additional carbon from the atmosphere. Mainstreaming regenerative and climate-smart agricultural practices, which are at the centre of this process, can also create additional co-benefits, such as increased socioeconomic resilience, improved livelihoods and enhanced soil and water health. The cumulation of these benefits, described as a “carbon+” approach, would ensure the health of both people and the planet.

Changing the way we produce and consume food could create [USD 4.5 trillion a year](#) in new business opportunities and [191 million new jobs](#) by 2030.

Towards net-zero, nature-positive food systems



Ambitious and integrated action across sectors is needed to rebuild the food and agriculture economy with climate, nature and resilience at its core. Critical to this action is the development and deployment of market-based incentives – including, but not limited to carbon markets – that signal to actors along supply chains that there is value beyond productivity alone.

***100 Million Farmers* has three bold objectives which place the farmer at the centre of the transition and recognise the need to empower consumer demand:**

“It is time to change how we produce and consume, including to reduce greenhouse emissions. Transforming food systems is crucial for delivering all the Sustainable Development Goals.”

**António Guterres,
UN Secretary-General**

1. Demonstrate the ability of food systems to shift away from significant emissions and nature degradation towards climate mitigation, adaptation and nature restoration, through cost-effective and practical solutions.
2. Catalyse a global, scalable transition that incentivises 100 million farmers to adopt regenerative and climate-smart practices, while empowering 1 billion consumers to demand and support this type of agricultural production.
3. Facilitate collective action to deliver net-zero commitments and maximise co-benefits that achieve ‘carbon+’ outcomes for healthy people and a healthy planet.



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Translating global ambition into place-based action

100 Million Farmers is a global platform drawing on the ambition of leadership groups within and beyond the World Economic Forum¹ to align and scale efforts. Its action-focused agenda is anchored in regional and national 'lighthouse' projects. Each lighthouse is led by a regional multistakeholder coalition, with solutions tailored to local food systems and the natural ecosystems they depend on.

Three critical enablers are central to all *100 Million Farmers* lighthouses:

1. **Data, tools and governance** – calling for solutions such as low-cost and accessible measurement tools, a shared repository of soil and farm reference data, supported increased use of Monitoring Reporting and Verification systems on farms and clear governance systems to protect farmer rights.
2. **Co-benefits valuation** – recognising the need to raise farmer, investor and consumer awareness on the suite of benefits delivered by regenerative and climate-smart practices, and to promote shared indicators and methodologies to value those benefits.
3. **Transformative finance** – developing a set of market-based incentives that reward sustainable carbon+ outcomes, and empower and de-risk the farmer's transition towards regenerative and climate-smart practices; such mechanisms could include loan duration changes, carbon credits, preferential farmland rents, green bonds, or specialised insurance products.



By targeting approximately a fifth of the world's farmer population, the initiative would reach a tipping point in farmer inclusion that could shape the future of food systems. Ultimately, leveraging lessons from the place-based lighthouses, *100 Million Farmers* will feed broader recommendations into formal markets, government policymaking and global frameworks.

Building momentum in 2021 and beyond

There is increasing convergence around the need to decarbonise our economies and halt nature loss by 2030, while the COVID-19 pandemic has underscored the need for resilience and added new urgency to this agenda. A net-zero, nature-positive and resilient world cannot be achieved without transforming our food systems.

100 Million Farmers will build momentum to achieve breakthroughs in the run up to 2021 milestone events such as the UN Food Systems Summit and the three UN COPs on climate change, biodiversity and desertification. Beyond 2021, *100 Million Farmers* will continue to drive change through a multi-year agenda that builds impact towards 2030.

How to engage

A wide range of perspectives, expertise and stakeholders is needed to help transform our food systems for a net-zero, nature-positive world.

To find out more on *100 Million Farmers* or join our work, please go to our [website](https://www.100mfarmers.org/) or email 100Mfarmers@weforum.org.

¹ From within the Forum, these include the [Champions for Nature](#), the [Food Systems Stewards](#), the [Alliance of CEO Climate Leaders](#) and the Regional CEO Action Groups.