



Christopher Abram
Technical & development Director



fruit
attraction



5,800ha
€170M
3,500 people



8,800ha
£340M
3,500 people



1,450ha
€30M
330 people



400ha
€26M
200 people

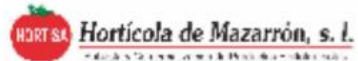


550ha
2100 people



proexport

Hortalizas y Frutas de Murcia, España



Principles of regenerative agriculture





SOIL



BIODIVERSITY



WATER



Physical	Aggregate stability
	Compaction
	Root depth
	Bulk density
	Infiltration rate
	Topsoil depth

Ground Cover	Days coverage
--------------	---------------

Conservation	m3/kilo harvested & sold
	SMART irrigation (sensors & Eto)
	Evaporation losses

Chemical	OM
	Soil carbon
	Macro micro minerals

Plant Diversity	Rotation
	Number of species in crop rotation
	Number of species on farm

Availability	Source and quantity
--------------	---------------------

Biological	Oribatida
	Gamasid
	Collembola
	Active fractions SOM
	Glomalin
	Respiration
	Pesticide residue

Fauna Specie Diversity	Number of species on farm
------------------------	---------------------------

Quality	Conductivity
---------	--------------

Inputs	Energy Use
	UF organic vs inorganic
	UFN kilo harvested & sold
	UFP Kilo harvested & sold

Habitats	Number of pollinator/habitat areas
	Water habitats
	Hedgerows

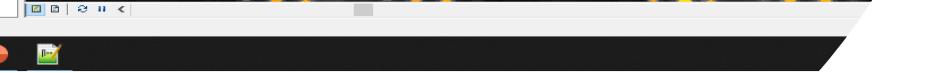
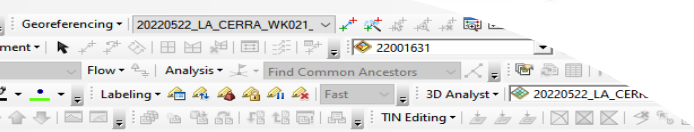


PEOPLE

Training	Personal impact on soil all stakeholders
----------	--

Environmental Impact sprays	PPP environmental impact
-----------------------------	--------------------------

REGENERATIVE AGRICULTURE KPI'S





Cover Crops



Habitat for pollinators



Habitat for wildlife



Hedges and intercropping



Drip irrigation



Breeding areas for birds