# THE SUSTAINABLE SMALLHOLDER

**Rethinking the Future of Farming**

*Regeneration as a System Strategy*
*for Social, Environmental & Commercial Transformation*

# Meet Loli

Loli lives in South Spain. 56, farms 2 ha of traditional olives

It is her **heritage**, her identity, her livelihood.

In the last 5 years, **yields and profits have dropped**. Her husband now works in a bar to make ends meet.

They are considering **selling the farm**… their children think farming is for the **poor**, **too hard and too unpredictable.**

**Loli represents millions of smallholders facing the same problems** —
in Spain, Cyprus, wider Med, and around the world

*The Reality:*

# Smallholder farming has limited profitability, is ageing, is not resilient

*We globally observe 4 systemic pressures:*

**Economics**
- Declining yields & declining margins
- Long, extractive supply chains
- Little value captured locally

**Demographics & Social**
- Ageing farmers + youth leaving rural areas
- Non-inclusive structures
- Loss of cultural and indigenous knowledge

**Climate & Ecology**
- Unpredictable seasons, droughts, extreme heat
- Soil degradation & desertification
- Water scarcity & poor water governance

**Fragmentation**
- Very small farms, fragmented land ownership
- Lack of infrastructure for processing & commercialization
- Dependence on external inputs & subsidies

**In The Mediterranean all pressures collide at once.**

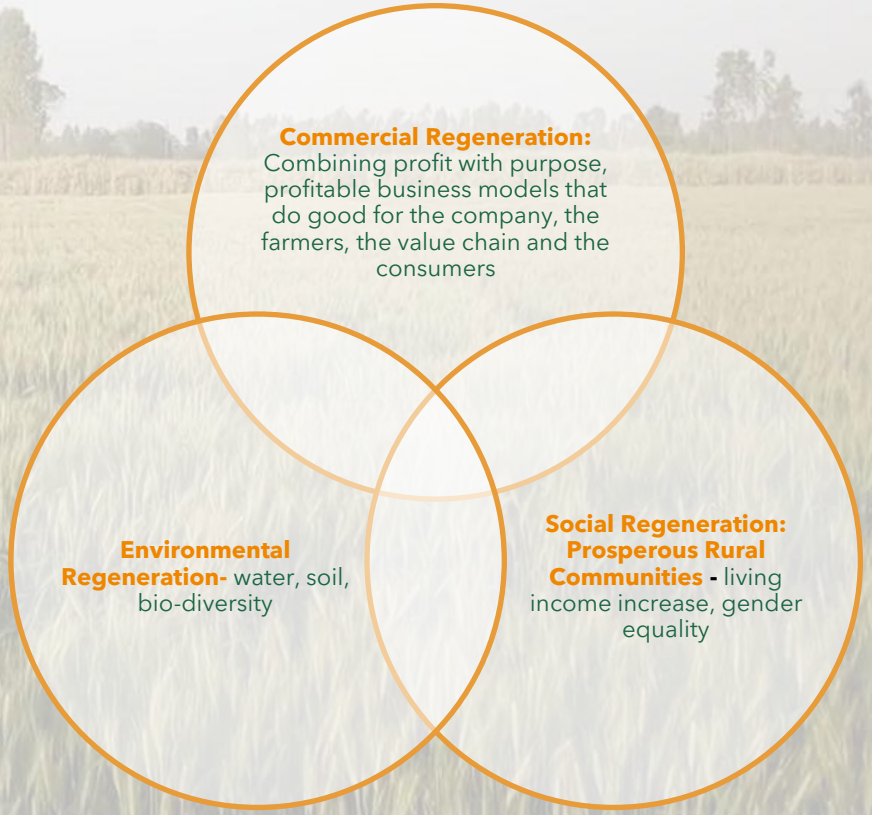
***If we try to solve these problems with the same system that created them — nothing will change.***
*We don't need better versions of the past. We need a new model.*

***We future-proof agriculture not by optimizing farms, but by redesigning rural economies.***
*That's what regeneration really is.*

# Future-proofing agriculture systems

## We believe in regeneration, at the intersection of 3 dimensions

*These interconnected dimensions create* ***shared value****, aligning sustainability with economic resilience for farmers, communities, and businesses whilst regenerating our soil, water and bio-diversity eco-systems*



# Regeneration is real when…

**Farmers earn more through diversified income**
A portfolio of different streams — not one crop. One bad season ≠ disaster

**Land gets healthier every year**
Soils rebuilds organic matter, water cycles restore, biodiversity returns

**Communities thrive**
Youth stay, women lead, rural jobs return — not rural abandonment

**Value chains become local and short**
More value stays in the locality … Local landscape, food, identity & culture become economic assets

**Waste becomes value**
Circularity replaces extraction — water reuse, composting, clean energy, full resource cycles

**Value is shared fairly**
Re-imagined Co-ops, transparency, direct markets. **Farmers become partners — not suppliers**

# This is not theory

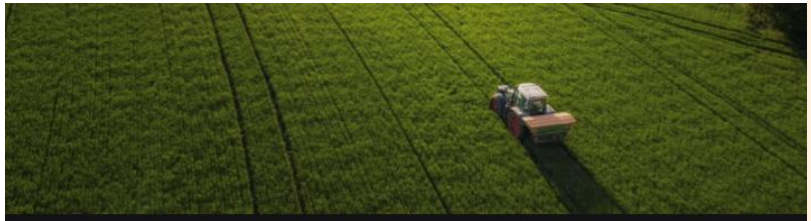
## We are making this happen already

Article • Sustainability

# Inside PepsiCo's Sustainable Shift in Olive Procurement

By Aaron McMillan

May 23, 2025 • 4 mins



SUPPLY CHAIN & PROCUREMENT

## PepsiCo's Olive Oil Revolution: How Regenerative Farming Is Reshaping a Spanish Supply Chain

By Business Enquirer – May 27, 2025 No Comments 4 Mins Read

Expansión | Economía sostenible | GreenWorld

ECONOMÍA SOSTENIBLE

## PepsiCo transformará el olivar de Jaén con agricultura regenerativa

BEATRIZ TRECEÑO @beatriztreceno MADRID 21 MAY. 2025 - 02:24

La dueña de marcas como Lay's, Pepsi o Doritos, que lleva más de 20 años utilizando el aceite de oliva de esta zona de España para elaborar su famoso gazpacho Alvalle, lanza un proyecto de apoyo a los agricultores.

Comentar

PUBLICIDAD

**At The Sustainable Smallholder we are working with PepsiCo to**
**regenerate the olive oil supply chain in South Spain**

**Commercial Regeneration:**
- PepsiCo gains predictable quality & stable yields → reduced volatility, secure supply, stronger margins
- Built a ReGen Academy to help farmers diversify income: agri-tourism, processing, cosmetics, direct-to-consumer models

**Social Regeneration:**
- 40 women farmers leading the change; youth returning & new jobs
- Cooperation structures replacing isolation

**Environmental Regeneration:**
- Soil, water, and biodiversity recovery
- Circular use of waste → compost, pulp reuse, renewable energy

Viva oliva

pepsico

pepsico

**Regenerative Agronomy Trainings –**
Individual for lead farmers
Group trainings for all

**Women Entrepreneurship Academy**

*- Based on circular models – e.g. olive soap, infused oils, culinary products*

**Regenerative Lead Farmer Awards**

**Regenerative Tourism Experience Creation**

## We are building ReGenPreneur Accelerators across the Med!

***Turning smallholder farmers into founders of regenerative rural businesses***

A practical accelerator model that **pairs farmers with entrepreneurs, gives them support to establish and grow** — so they can build **profitable, diversified regenerative enterprises**, not single-crop livelihoods.

- **Farmer + entrepreneur teams** co-create real but innovative businesses
- **Tech & tools** to improve productivity (water, soil, digital, biologicals,…)
- **Finance** for working capital and growth
- **Business skills** for branding, pricing, D2C, processing
- **Shared infrastructure** for processing, packaging, logistics
- **Market access** for premium buyers & shorter chains

# What if regenerative agriculture became a catalyst for rural prosperity in Cyprus — and a vibrant blueprint for the Mediterranean future?

Regeneration is not just beautiful theory —
it is a pathway to rural prosperity, thriving communities, and long-term economic value