

FACT FILE 2023

Hungary

Landscape Enterprise Networks (LENs) facilitate investment in and delivery of nature-based and agricultural measures to make local landscapes healthier, more productive and resilient, to meet business and society's long-term needs. They do this by bringing together businesses, landowners, farmers and other organisations with an active interest in a locality, to work together to influence the quality and performance of the landscape they all rely on. The LENs initiative is overseen by UK-based sustainability consultancy 3Keel, with support from our Strategic Partners Nestlé Purina, PepsiCo and Diageo. The initiative is currently operational in six regions – three in the UK and one each in Hungary, Italy & Poland. For more information, visit our [website](#).

WHY DO WE NEED LENs?

Businesses, organisations and investors recognise that the condition of natural systems is material to their long-term ability to thrive. For example, degraded farmland is a risk for long-term food crop productivity and water quality. By partnering to understand and manage businesses' impacts and dependencies on the natural environment, we can work more effectively to ensure the health, productivity and resilience of local landscapes.

WHY DO THESE PARTNERS WANT TO WORK TOGETHER?

Partners are collaborating to maximise environmental outcomes and create an enduring model that more businesses and land managers will join. Interventions on farms usually deliver multiple outcomes, of interest to multiple partners, so sharing the cost delivers more and better outcomes for all.

LENs HUNGARY PARTNERS

Founder	3Keel
Founding Partners	Nestlé Purina
LENs Operator	Preferred by Nature
Project Partners	Biospheres, Syngenta
MRV Providers	Agricarbon, CarbonChange, TalajReform

KEY DATA HUNGARY 2023

Years in operation (inc. 2023)	2
Euros invested, 2023	€700,000
Farms/Lands involved, 2023	12
Total hectares covered, 2023	5,171



BÜK, HUNGARY

HOW IS LENs HUNGARY FUNDED?

Nestlé Purina is the LENs Hungary founding partner and provided initial funding to develop and set up the first two trades. They are looking into adding further partners to the program where benefits are purchased collaboratively. The medium- and long-term aim is to create a self-financing programme, with a small percentage of each trade funding an independent, local delivery organisation, which will convene the demand and supply sides, facilitate transactions and build the pipeline of trades.

HOW LONG WILL IT LAST?

3Keel and Nestlé Purina have designed LENs to become an enduring model with an increasing number of buyers and sellers involved, to enable a systemic change that will deliver long-term outcomes.

HOW DOES LENs WORK WITH EXISTING LAND MANAGEMENT SCHEMES THAT A FARMER OR LAND MANAGER IS PART OF?

LENs seek to complement, support and augment existing initiatives, and their measures are designed with these in mind. LENs cannot pay for a measure that is already being funded via another route, neither will they pay for activities that farmers have a legal duty to undertake.

HOW DO I GET INVOLVED?

Email the LENs team: lens@3keel.com



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2023 SCOPE

Nestlé Purina has invested in a Landscape Enterprise Network in the Western Transdanubia region, with the support of 3Keel and Preferred by Nature. French organization, Biospheres, an agribusiness company, Syngenta Hungary, have teamed up to explore and test innovative agronomic and environmental practices at farm level. Biospheres designs and implements the trials, while Syngenta Hungary provides on-farm support and monitors the outcomes. LENs Hungary is supported by the Hungarian Ministry of Agriculture, with technical advice on harmonization of measures with agricultural practices. 2023 funding has been invested in regenerative practices on 5,171 hectares of arable land in Western Transdanubia, focused on in-field soil management and crop production measures, including:

- 1. Reduced cultivation or no-till:** to improve soil health, increase organic carbon content and support soil biology development, which leads to better soil structure and water infiltration. This helps deeper plant root penetration for better access to water and nutrients, leading to more stable yields in challenging conditions, like drought.
- 2. Summer and winter cover crops** grown between two primary cash crops: to increase soil organic matter and fertility, reduce erosion, improve soil structure, promote water infiltration, and limit pest and disease outbreaks.
- 3. Soil pH management:** reduced cultivation practices and residue retention on the topsoil, to increase pH and create a favorable habitat for beneficial soil life and aggregate formation. Soil pH management is crucial in Western Hungary due to predominantly acidic, clay, silt and pebble soils with weak structure. Soil acidity can lead to nutrient deficiency and hinder microbial activity, resulting in reduced crop yields and decreased legume nodulation. LENs supports regular application liming at low rates with the aim to boost fertilizers' efficiency and reducing fertilizer expenses and environmental pollution.
- 4. HuminAqua system application trial:** a bio stimulant that enables the use of smaller amounts of organic and chemical fertilizers, boosts yield, and improves the nutrient content of produce. It aims to reduce farm-level carbon footprint, as it reduces the need for carbon-intensive agrochemicals. It also enriches soils, helping to maintain soil fertility and improve the soil's ability to hold water.
- 5. Use of SOBAC composting system** to increase biological efficiency of manure. Inoculant is applied to straw bedding with a further dose applied to the manure when it is removed. The inoculated manure matures within 6-12 months and is spread at a rate of 10 to 15 tonnes per hectare, without incorporation.
- 6. Plant grass or wildflower strips** in arable fields and/or in margins: to provide habitat for pollinating insects. Wildflower strips may also provide habitat for predatory insects, which can contribute to

in-field pest control, as well as acting as buffers to help reduce the quantity of sediment, nutrients and pesticides washed into waterways by runoff.

A Farmers Network is established to facilitate experience and knowledge exchange around regenerative agriculture. LENs Hungary provides regular training sessions to the farmers online as well as in person, facilitated by Preferred by Nature and BIOSHPERES. So far, trainings have covered soil structure improvement – with the involvement of Hungary's leading soil scientist – and cover crop management. The sessions are also open to farmers who are interested in applying regenerative agriculture practices but who are not yet formally in the trades.

STAKEHOLDERS

FOUNDER

3Keel is a leading sustainability consultancy based in the UK. It has developed the LENs approach to address critical challenges in agriculture, food systems and landscapes, and has established LENs in a growing number of regions in the UK and Europe, working with partners to build long-term resilience.

FOUNDING PARTNER

Nestlé Purina believes that pets and people are better together and is committed to helping pets live longer, happier and healthier lives through proper nutrition and care. For over 120 years, Purina has pioneered nutritious and palatable products made to the highest standards of quality and safety. Nestlé Hungary employs more than 2,400 people in three factories (in Szerencs, Diósgyőr and Bük) and at its headquarters in Budapest. It has been in Hungary for 30 years and plans to continue its long-term presence in the country. In the past 25 years, Nestlé Purina has invested 268 billion HUF into its factory in Bük, making it to one of its regional production centres in CEE.

LENS OPERATOR

Preferred by Nature is an international non-profit working to support better land management and business practices that benefit people, nature and the climate. It operates through a combination of sustainability certification services, projects supporting awareness raising, and capacity building.

PROJECT PARTNERS

Biospheres is a leader in the regenerative agriculture transition, working for agriculture that produces, protects and regenerates ecosystem functions. The teams operate in more than 12 countries for every chain's stakeholder: farmers, cooperatives, agri-food industries, textile and cosmetics sectors.

Syngenta Hungary is a market leader in crop protection products and crop and vegetable seeds. It has: a world-class seed plant and Europe's largest corn and sunflower seed research base in Mezőtúr; a vegetable research institute in Ócsa; and developers working on crop protection products in Gödöllő.

MEASUREMENT, REPORTING & VERIFICATION PROVIDERS

Agricarbon provides affordable, accurate soil carbon stock audits, based on high-intensity direct sampling.

CarbonChange has created a calculation system for establishing the carbon sequestration capacity of soils, evaluating the effect of production levels of crops; cover crops; tillage/no-tillage techniques; types and levels of fertilization; and crop rotations.

TalajReform is a regenerative farming advisory services group specialising in precision agronomy, cover crop technology and soil health and nutrient management expertise.