



Italy

With a legacy of intensive land use in the Veneto and Friuli-Venezia Giulia regions of Italy, supply chains in this area are at severe risk of soil and aquifer degradation. In response, Prosecco Consortium and Nestlé Purina have partnered to invest in regenerative agriculture and viticulture techniques, as well as the creation of natural bounded habitats within the landscape.

Founder
3Keel

**Founding Partners
& Demand Partners**
Nestlé Purina, Consorzio Tutela Prosecco DOC

Supply Aggregators
Cereal Docks
Consorzio Prosecco DOC
Serena & Manente

LENs Operator
Preferred by Nature

MRV Providers
Agricarbon
CSQA

POPULAR MEASURES

- Sowing winter/summer cover crops
- Soil protection: no/low tillage
- Hedge and woodland planting
- On farm compost production



2025 DATA

Years in operation

4

Funding to farmers

€843,523

Farms/land enterprises involved

68

Hectares worth of measures

3,007

Types of measures

13

Landscape Enterprise Networks (LENs) brings organisations together to co-fund regenerative agriculture and nature-based solutions to drive landscape resilience. LENs supports healthier soils, improved water quality, increased biodiversity and lower greenhouse gas emissions.

We reduce risk for farmers, supporting them to make changes that are right for their farm.

Visit the [website](#)

How do I get involved?

Email the LENs team:
lens@3keel.com