

SUPPORTING BIODIVERSITY

NATURLAND PROGRAMME “FOR GREATER BIODIVERSITY”



Gutes für alle.

Dr. Julia Adou

Brussels, October 6th 2026



NATURLAND & ALDI SÜD

PARTNERS SINCE 2023



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**Product
Range**

**Regenerative
Agriculture
Projects**

**Biodiversity
Programme**

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THE IDEA BEHIND THE PROGRAMME

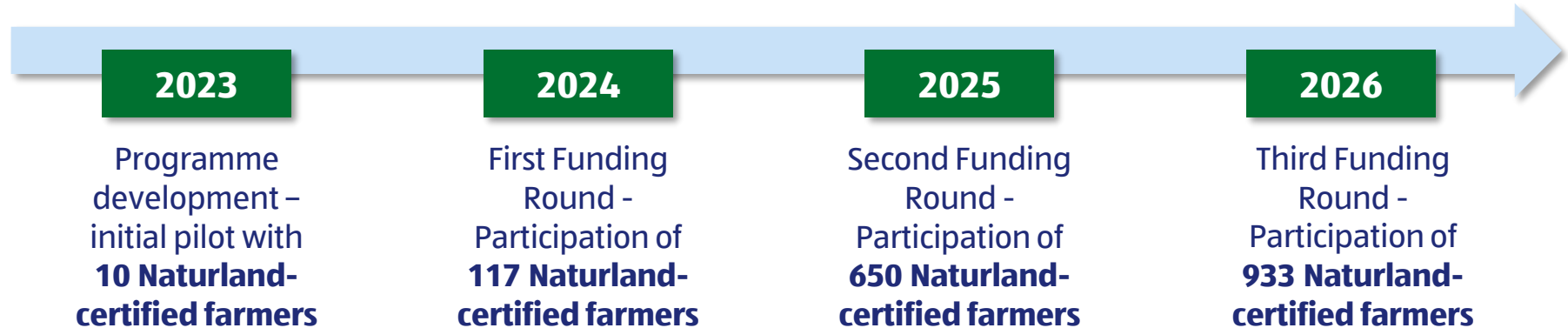
- A programme that **connects** farmers, retailers, and consumers
- A programme that **rewards** farmers who go beyond the Naturland standard by implementing additional biodiversity measures
- A programme that is **scalable** yet remains **manageable**
- A programme that creates **impact**
- A programme that can **evolve** flexibly over time

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4 YEARS OF BIODIVERSITY PROMOTION



= Biodiversity measures on approx. 23.000 ha



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HOW DOES THE FUNDING WORK?

- 1 Product sales** generate funding for the programme
- 2 Farmers apply for funding** and register measures via the Naturland **IT portal**
- 3** Farmers receive **financial support** and **advisory services**
- 4** Naturland **verifies measure implementation**
- 5** Naturland **reports programme results** annually
- 6** ALDI raises **customer awareness** through its communication channels
- 7 Customers help scale the programme** by purchasing Naturland-certified products

WHICH MEASURES ARE FUNDED?



Proven biodiversity benefits and broad acceptance among farmers

- Planting of new hedgerows
- Overwintering cover crops
- Summer refuge areas in grassland
- Overwintering buffer strips in grassland
- Wildlife-friendly management of clover and alfalfa grass

WHO CAN PARTICIPATE AND WHAT DO THEY GAIN?

**Naturland certified farmers and conventional farms undergoing organic conversion
in Germany and Austria**

Transparent conditions,
simple administration and
practicable measures

Financial support for
biodiversity services

Access to advisory services
and biodiversity workshops

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WHAT COMES NEXT?



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- Opening the programme to all **interested investors and supporters**
- Adding **further biodiversity measures** (e. g. Agroforestry)
- Aligning the programme with the **SAI Regenerating Together Framework**

**REAL CHANGE REQUIRES STRONG
ALLIANCES** TOGETHER FOR MORE BIODIVERSITY

