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Third-Party Verification for Wildfarmed

Independent, evidence-based proof of regenerative practices

February 2026

01

The Trust Problem

*"They're getting paid premiums, so why not lie
about it?"*

— Alex Jevons, COO, Wildfarmed

Today: A Chain of Trust



If any link breaks, the brand takes the hit.

THE TRUST PROBLEM

The Retailer Questions Are Coming



The questions retailers
will ask



"How do you **verify** growers follow regenerative practices?"



"Can we **audit** the evidence behind your cover crop claims?"



"What's the **data trail** for the premiums we're co-funding?"



"Our growers told us" is not an adequate answer.

The Brand Risk

The Asymmetric Risk

One bad-faith grower. One journalist asking questions. One retailer demanding proof you don't have.

Years of brand-building **undermined by one bad story.**

The Calculus

Cost of verification:

Known, budgetable

Cost of verification scandal:

Unpredictable, potentially severe

The Cost of Not Verifying

A No Verification

Scenario: Bad-faith grower discovered by journalist or competitor

Evidence? None — "we trusted them"

Headline: "Premium brand can't verify its own claims"

Cost of verification: Known & budgetable

B With Verification

Scenario: Same grower, same false claims

Evidence? Photos don't match claims — or missing entirely

Outcome: "Our verification system flagged this — here's how we handled it"

Cost of scandal: Unpredictable & severe

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Independent Verification

Regeno as Verification Partner



Independent

We're not employed by Wildfarmed.
We don't buy grain. **No stake in the outcome.**



Evidence-based

Every practice has an evidence chain:
photos, GPS, AI classification, tamper-proof hashing.



Auditable

Any authorised party — **retailers, auditors, certifiers** — can inspect the evidence.



Photo capture



GPS verified



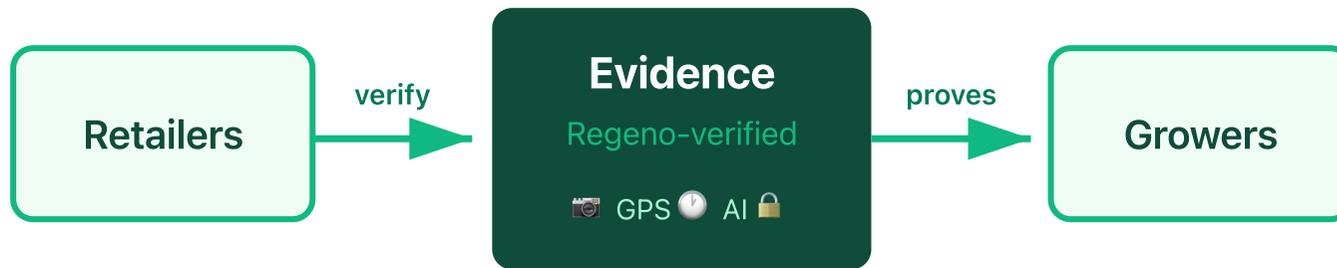
AI classified



Tamper-proof

THE SOLUTION

With Regeno: Evidence-Based Verification



Retailers can verify evidence directly

📷 Photo 📍 GPS ±5m 🕒 Timestamp 🔒 Hash chain

Self-Certification vs. Independent Verification

Dimension	Self-Certification	Independent Verification
Basis	"Our growers told us"	"Third-party evidence confirms"
Trust Chain	Retailer → Wildfarmed → Grower	Retailer → Evidence → Grower
Auditability	Survey responses	Photos, documents, lab data
Brand Protection	Depends on grower honesty	Evidence catches non-compliance
Retailer Confidence	Must trust Wildfarmed's word	Can verify directly

The principle: The verifier must be independent of the verified — same as financial audits, organic certification, food safety.

What "Regeno-Verified" Means

Every verified practice has a complete evidence chain:

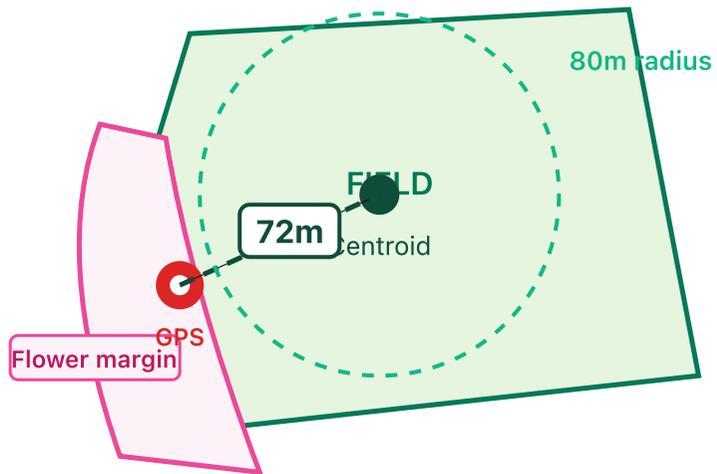
Element	What It Proves
 Photograph	Visual record of the practice actually happening
 GPS (±5m)	Grower was physically in the declared field
 Timestamp	Evidence captured at the stated date and time
 AI Classification	Practice matches the claimed type (cover crop, margin, etc.)
 Hash Chain	Evidence has not been modified since capture

Not reconstructed from memory weeks later — proof from the moment it happened.

"Flower strips no more than 80 meters from the center of the field... we have no way apart from going on trust."

— Alex Jevons

The 80-Metre Problem: Solved

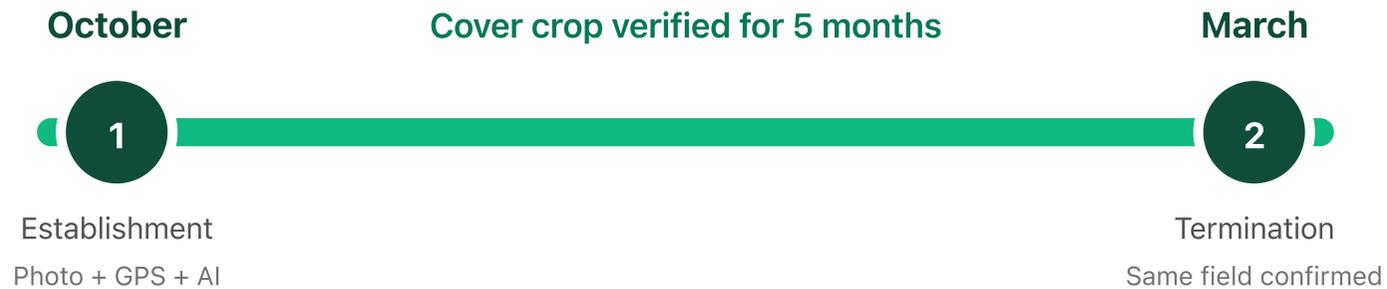


Verification Result

- 📷 Photo captured
- 📍 GPS: 52.1847, -0.9612
- 🕒 14 Jun 2026, 09:47
- 📏 Distance: 72m from centroid

✓ REQUIREMENT MET

Cover Crop Verification

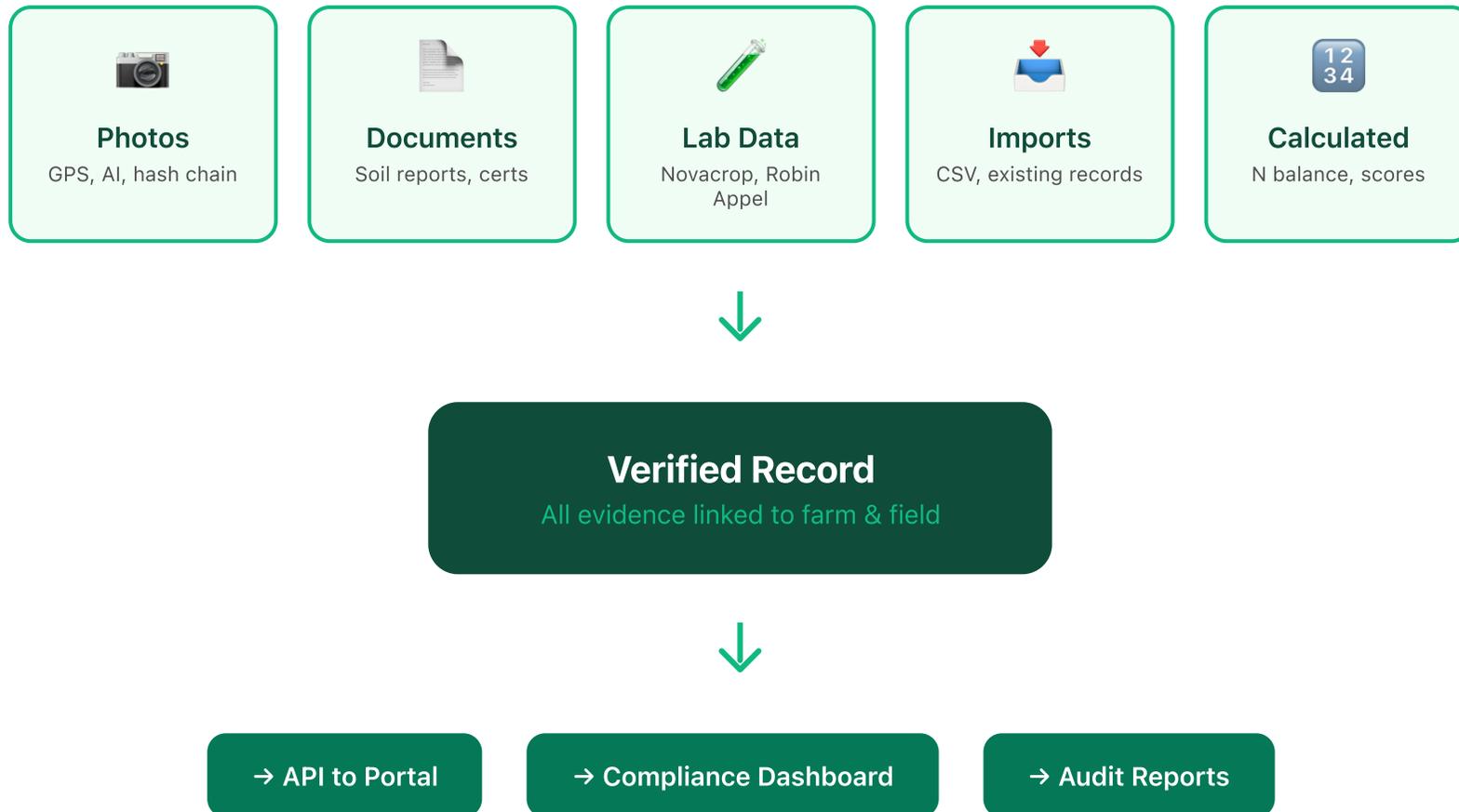


Verifiable record with photographic evidence at both ends —
not a survey response.

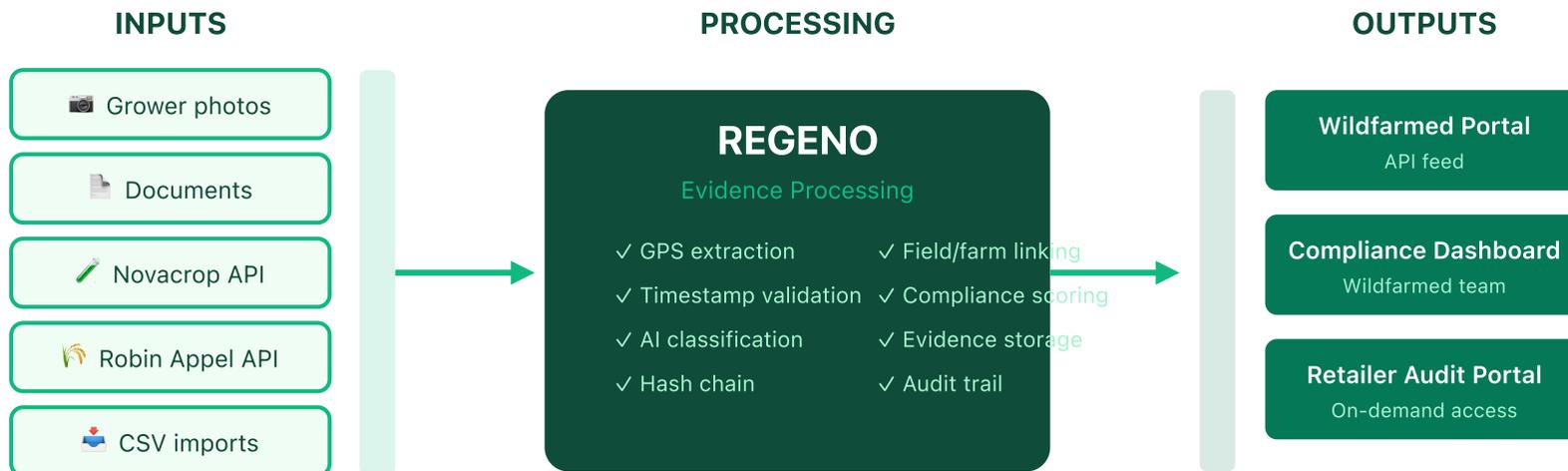
03

Beyond Photos

Five Evidence Types



Data Flow Architecture



Requirement Coverage

Requirement	Evidence Type	Verification
Flowering margins (80m)	 Photo	GPS distance calculation
Cover crops	 Photo	GPS + AI species ID
Seed variety & origin	 Photo	Bag photo + AI extraction
Sap test results	 Lab data	Email auto-import
Grain weights	 Photo	Ticket photo + AI extraction
Soil health	 Document	Report upload + AI
N applications	 + 	Photo + calculated sum

04

Data Consolidation

"19 providers → maximum 5"

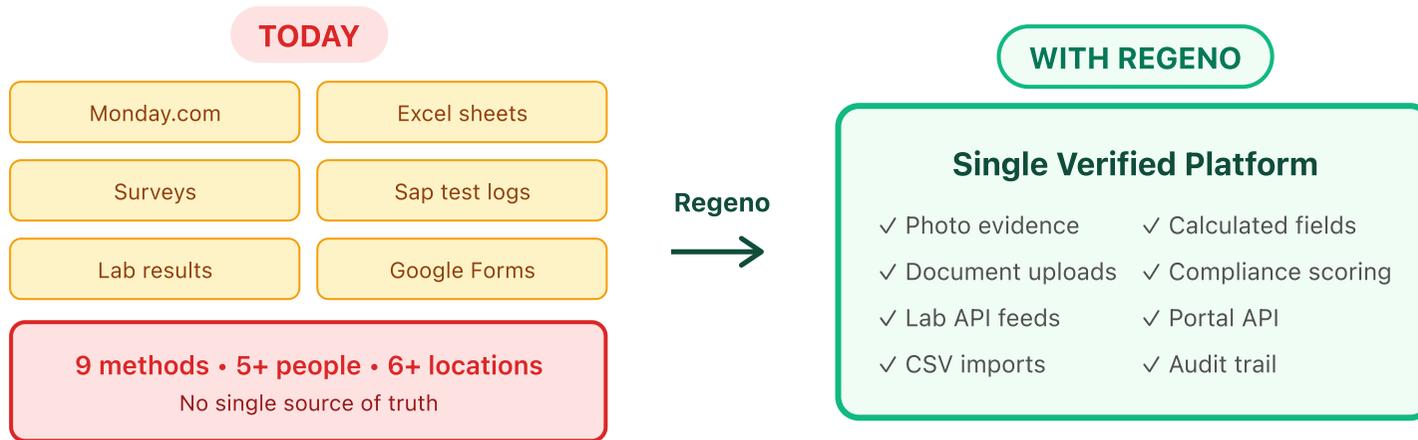
— Alex Jevons on the consolidation goal

What Regeno Replaces

Current Method	Replaced By
Monday.com onboarding form	 App-based grower setup + document upload
Cropping Plan Excel	 App-based field configuration
Post-drilling survey	 Photo evidence at drilling
Pre-harvest survey	 Photo timeline +  lab data integration
Post-harvest survey	 Harvest documentation +  lab data
Manual sap test logging	 Novacrop API integration (automatic)
Manual quality results logging	 Robin Appel API integration (automatic)

Memory-based surveys → evidence captured in the moment

From Scattered to Consolidated



Verification is the primary value. Consolidation is the benefit that comes with it.

Compliance Dashboard

What Wildfarmed's farming team sees at a glance:

Dashboard View	What It Shows
 Grower Overview	All growers at a glance — compliance status, last activity, overall health
 Requirement Tracker	Each Wildfarmed requirement — who's compliant, who's not, at-a-glance RAG status
 Evidence Timeline	Chronological evidence capture across the network — see activity in real-time
 Overdue Items	Growers with missing or late evidence — sorted by urgency
 Audit Log	All evidence access and verification events — complete trail for compliance

No more chasing spreadsheets. One view of your entire grower network.

Retailer Verification Portal

Give retailers **direct visibility** into verification progress — on their terms.



What Retailers See

- **Network compliance %** — real-time score
- **Evidence samples** — browse verified photos
- **Requirement status** — by practice type
- **Audit trail** — when evidence was captured
- **Anomaly flags** — issues Regeno detected

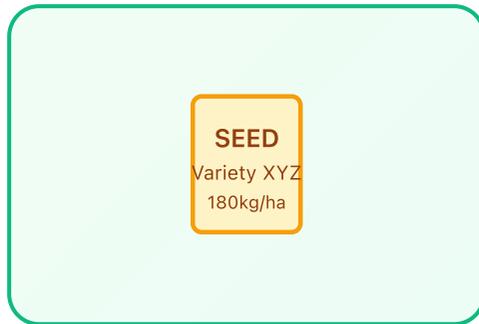


Why It Matters

- **Answers "prove it"** without extra work
- **Strengthens retailer relationships**
- **Differentiates** from competitors who can't
- **Supports premium justification**
- **Audit-ready** for due diligence

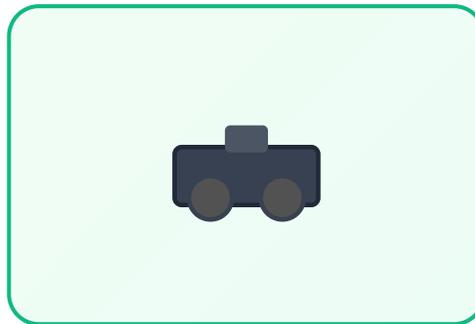
When Waitrose or M&S asks "how do you know?" — you show them the portal.

3 Photos in 3 Minutes



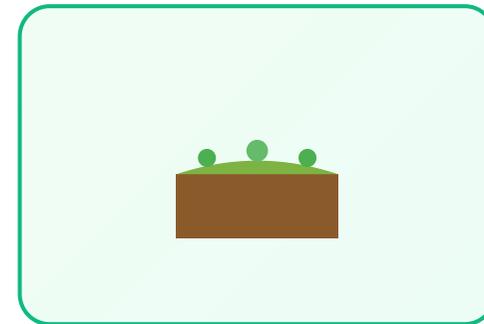
 **Seed Bag**

Variety, rate, origin



 **Drill**

Equipment used



 **Field**

Conditions at drilling

Replaces the entire post-drilling survey — captured while already in the field.

Smart Notifications

"Farms get effectively a push notification... Come on, Joe, you owe us this data. Gets progressively more aggressive."

— Alex Jevons

Timing	Notification
7 days before	 "Upcoming: cover crop photo due next week"
Due date	 "Evidence due today — tap to capture"
+3 days	 "Overdue: cover crop establishment photo"
+7 days	 "Urgent: compliance at risk for this requirement"
+14 days	 "Final notice: please contact farming team"

Configurable timing and messaging — you set the escalation path.

One Capture, Multiple Schemes

The same evidence serves **Wildfarmed, SFI, and other schemes.**

Evidence Captured	Wildfarmed	SFI	Other Schemes
Cover crops (establishment + termination)	✓	✓	✓
Flower margins (80m rule)	✓	✓	—
Drilling records	✓	—	✓
Seed variety & origin	✓	—	✓
Soil health records	✓	✓	✓

Growers don't do extra work — they capture once, we route to multiple destinations.

Onboarding & Support



Onboarding

- **Regeno handles setup** — not your farm team
- 1:1 video call with each grower
- App install + first capture walk-through
- Field boundaries pre-loaded
- **30 minutes** to fully operational



Ongoing Support

- **WhatsApp support line** — real humans
- Response within 4 hours (business hours)
- App works **offline** — syncs when signal returns
- Issues escalated to Wildfarmed if needed
- **We chase stragglers** — not your team

Your farm team stays focused on agronomy. We handle the tech support.

Courteen Hall

Johnny Wake at Courteen Hall is a **Wildfarmed grower**.

He already uses Regeno's Farmwalk app for his **SFI compliance**.

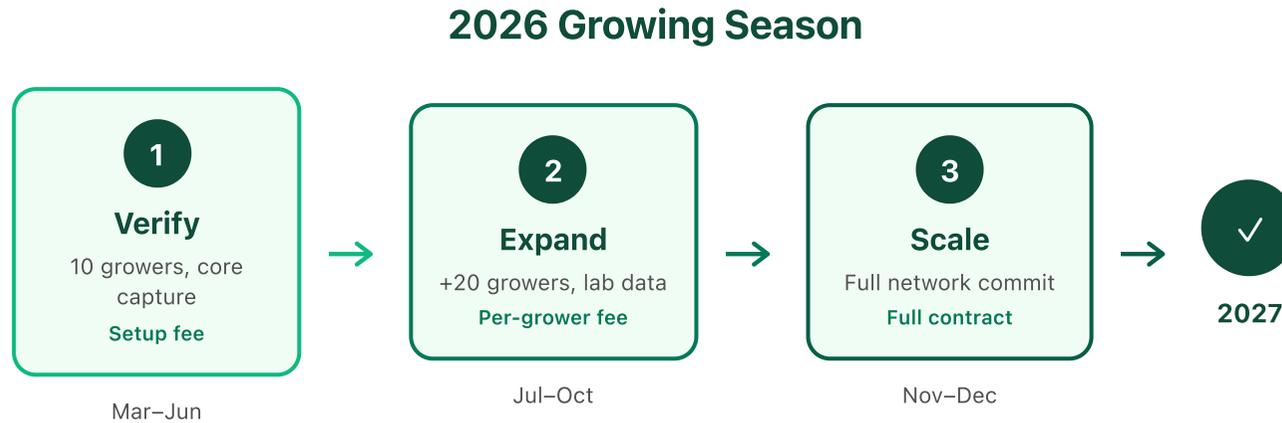
This demonstrates:

- **The app works** in real farm conditions
- A **Wildfarmed grower** is already on the platform
- The **multi-scheme model** works in practice

05

Implementation

One Season, Three Phases



Fees grow with proven value. Revenue from day one. Full decision by year-end.

Phase 1: Verify (Mar–Jun 2026)

Scope

- **10 growers** to start
- **Core photo capture**
- Cover crops, flower margins, drilling
- Portal integration live

Timeline

Feb	Agreement signed
Mar	Growers onboarded
Apr–May	Spring capture (cover termination)
Jun	Review & expand decision

What's Included

- Farmwalk app access
- Evidence capture & storage
- AI classification
- API integration to portal
- Compliance dashboard
- Grower notifications
- Support & onboarding

Indicative Pricing

Setup: £5-10k (one-time)

Per grower: £150-250/year

Final pricing based on scope discussion

What We Need from Wildfarmed

Grower Selection

10-20 willing participants — engaged, tech-comfortable

Requirements

Which Wildfarmed requirements to verify first

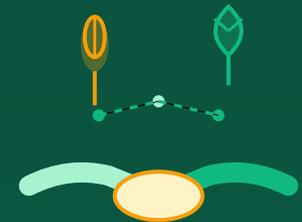
Integration Access

Portal API documentation for data feed

Internal Champion

Point of contact for coordination

 **Data ownership:** Wildfarmed owns all evidence data. Full export available anytime.



Partnership
starts here

February 18-19 Call

Agenda

1. Review this proposal
2. Confirm pilot scope
3. Discuss commercial terms
4. Plan integration
5. Agree timeline

Questions to Discuss

- Have retailers asked for verification proof?
- Which requirements are highest priority?
- Who are the ideal pilot growers?
- What does success look like?

Goal: Agree pilot terms and identify first 10 growers.

SUMMARY

The Opportunity

Wildfarmed's brand is built on **trust**.

That trust currently rests on **grower self-certification**.

Independent verification strengthens the foundation:

- **Answers retailer questions** with evidence
- **Catches non-compliance** before scandal
- **Differentiates** from competitors

Low-risk pilot: 10-20 growers, one season, clear success criteria. **If it works, we scale.**

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**Let's prove what Wildfarmed growers
actually do.**

10 growers. One season. Evidence that speaks for itself.

Sven Poppelmann

sven@regeno.farm | +44 7949 225931