

12 November 2024  
**By email**

Dear Mr Davies MS

I am writing on behalf of the Advertising Standards Authority (ASA) to bring to your attention new guidance published on 7 November 2024, on advertising regenerative farming initiatives responsibly, a topic we believe may be of interest to you given your role on the Economy, Trade, and Rural Affairs Committee.

The ASA is the UK's independent regulator of advertising by legitimate businesses across all media. We work closely with politicians as well as the ad industry, consumer groups and civil society organisations to make sure that people and responsible businesses are protected from irresponsible advertising. As the ad regulator, we want to provide the tools businesses need to get their messages out while avoiding getting it wrong, so we regularly publish guidance on a range of topics to provide them with the most up to date, relevant advice.

We have seen increased interest and discussion around “regenerative farming.” While not yet a common feature in mainstream advertising, this concept is gaining traction as a solution to pressing environmental issues, particularly within the agricultural sector. However, as it currently lacks a legal or universally accepted definition, and because [average consumer understanding](#) and awareness of the term remains relatively low, “regenerative farming” could be used variably, potentially leading to misrepresentation from advertisers and misunderstanding among consumers

Our recent [guidance](#) outlines best practices for companies promoting their regenerative farming initiatives, with the aim of fostering transparency and preventing misleading claims. Our key recommendations include:

1. Transparency in communication: advertisers are encouraged to clarify their use of regenerative farming terminology and any associated metrics.
2. Avoiding overgeneralisation and cherry-picking: advertisers should avoid suggesting that minimal or token regenerative practices reflect a full regenerative approach.

**Legal, decent, honest and truthful**

**Chair** The Rt Hon the Baroness Morgan of Cotes **Chief Executive** Guy Parker  
**ASA Council (Broadcast)** Matt Barwell, Murphy Cobbing, Elizabeth Gordon, Alison Hastings, Claire Hilton, Mark Howe, Rotha Johnston, Richard Lloyd, Kirsten Miller, Rebecca Rumbul, Krystle Sargent and Monisha Shah

3. Avoiding absolute claims: terms like “regenerative,” “sustainable,” or “nature-friendly” must be supported by robust evidence.
4. Differentiating from other farming methods: regenerative farming practices may intersect with but are distinct from organic farming, so advertisers should avoid blurring these differences in ways that could mislead consumers.
5. Considering broader environmental and animal welfare claims: claims around environmental or welfare benefits should not be exaggerated.

As the discourse around sustainable farming grows, there is a heightened importance that claims made about regenerative farming are easily and readily understood by business and consumers alike and that they don't mislead. This guidance represents an effort to promote truthfulness and clarity in advertising as the agricultural sector navigates these emerging practices.

Should you have any questions or need further information on this, or any other advertising-related topic, we would be pleased to assist. We've recently launched a [webpage](#) specifically for policy makers, which provides briefings on key areas of our work, as well as details on how to get in contact with our Public Affairs team.

Thank you for your attention to this important matter.

Yours sincerely,

Grace Curley, Public Affairs Adviser