Netherlands



Linking better biodiversity performance to economic feasibility - Measuring and Rewarding Biodiversity in Dairy

Biodiversity in Dairy

International Dairy Federation

WWF

De Natuurverdubbelaars
OMDAT DE NATUUR BETER VERDIENT

NUFFIELD INTERNATIONAL FARMING SCHOLARS

Today’s programme

16:45 – 16:55	**Welcome and framing - Daan Groot,**
16:55 – 17:05	**Biodiversity in agriculture worldwide - WWF’s global strategy, key programmes and lessons – Joao Campari**
17:05 – 17:20	**The Nuffield Journey: How to measure and reward biodiversity in dairy – global perspective – Wilco Brouwer de Koning**
17:20 – 17:30	**Financial evidence from the Netherlands**
17:30 – 17:00	**Discussion**

Netherlands

Welcome

Netherlands

Daan Groot

Managing director Nature^Squared, coordinator Nature Finance Programme at the Netherlands Pavilion

Netherlands

Joao Campari

Global Leader Food & Agriculture
WWF International

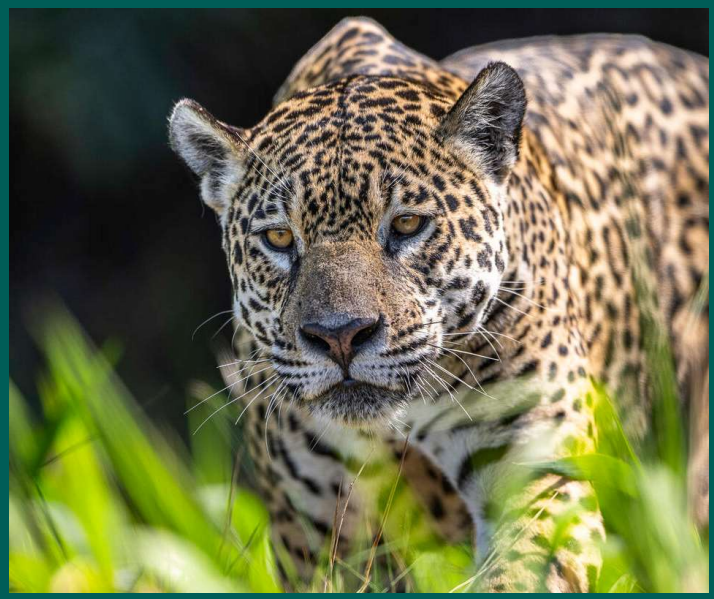


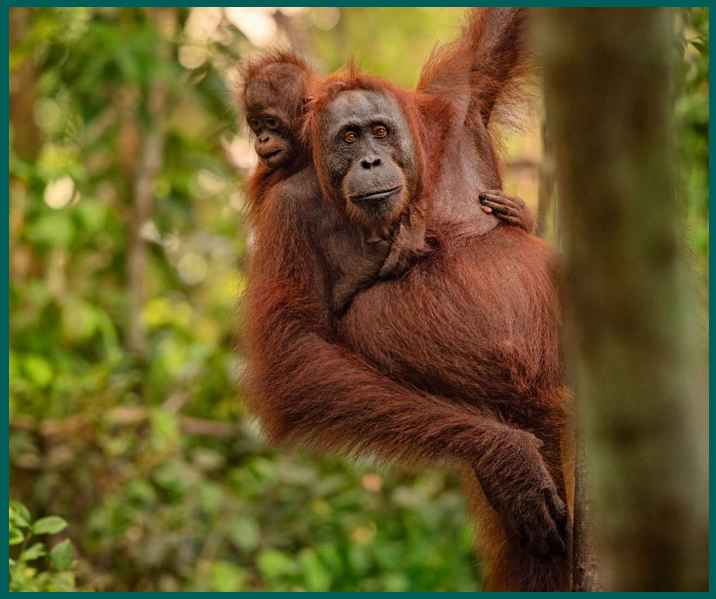
Nature-positive Agriculture
The role of the Dairy Sector

Joao Campari, Ph.D.
Global Leader, Food and Agriculture
WWF International

CBD COP17
Yerevan
October, 2026







WWF

Food & Agriculture are the main threat to people and planet

Food systems overexploit and inefficiently use natural resources…



LAND USE
40%
of inhabitable land is used for food production



WATER USE
70%
of freshwater withdrawals are used for food produciton



DIVERSITY
75%
of food comes from 12 crops and 5 animals



UNEATEN FOOD
40%
of food produced is lost or wasted



LIVESTOCK
38%
of croplands are used to grow feed for livestock

leading to an unhealthy planet…



BIODIVERSITY LOSS
70%
of terrestrial biodiversity loss is caused by food systems



CLIMATE CHANGE
30%
of greenhouse gas emissions are caused by food systems



NATURE LOSS
80%
of deforestation is caused by food systems



BIODIVERSITY LOSS
50%
of freshwater biodiversity loss is caused by food systems

and unhealthy people.



FOOD ACCESS
33%
of people lack regular access to adequate food



HEALTH
31%
of people are obese or overweight

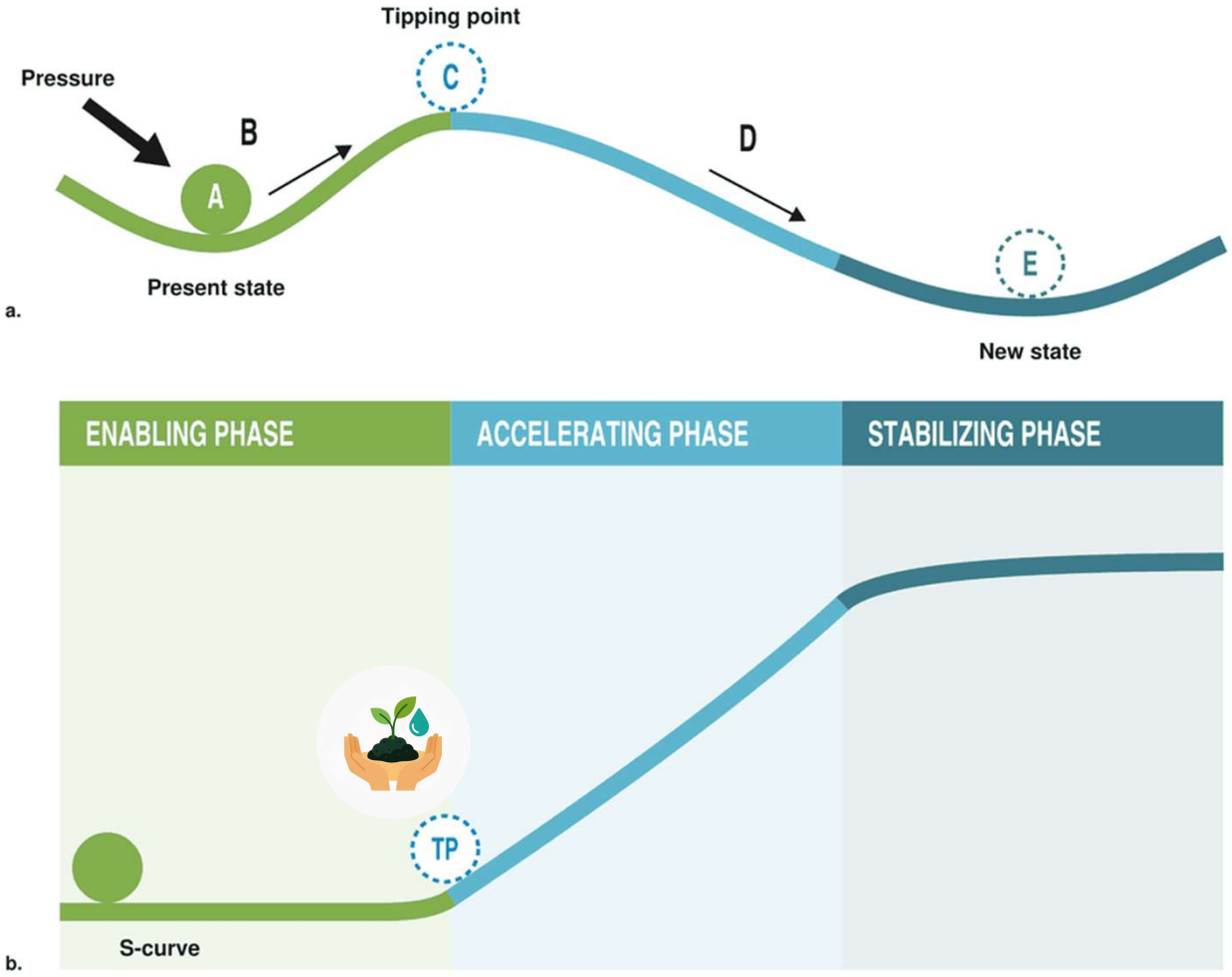


HUNGER
10%
Of people go hungry

NET VALUE OF AGRIFOOD SYSTEMS
NEGATIVE USD11 TRILLION PER YEAR

WWF

POSITIVE TIPPING POINT FOR FOOD & AGRICULTURE



Why nature-positive agriculture?

Food production must move from a driver of nature loss to a driver of recovery.



We work on food and agriculture as a CONSERVATION STRATEGY

Not a sector silo: it connects place-based action with system change.

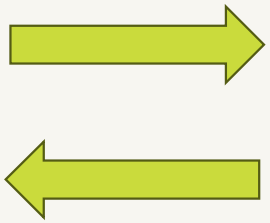
PLACE

Protect natural ecosystems

Manage production landscapes

Restore degraded ecosystems

Measured outcomes
for nature, climate and people



SCALING MECHANISMS



Scale credible solutions through sectors with broad reach:

Governments
Companies
Financial institutions

PLACE BASED ACTION

Adoption of NPA practices is the overarching direction of travel



Context-specific pathways • measurable outcomes • safeguards • continuous learning

Judge success by OUTCOMES, NOT LABELS

SCALING MECHANISMS

Scale must be designed in from the start

1 **Prove outcomes in place**

Use landscape assessment, local priorities and measurable outcomes.

2 **Build enabling conditions**

Engage government, market actors and finance early, not at project end.

3 **Transfer and institutionalize**

Replicate what works, redirect incentives and embed accountability.



The gap is huge. There is no silver bullet.

Nature-positive agriculture is a journey for continuous improvement, not a destination.

- The direction is clear – protect, manage and restore, judged by outcomes.
- Guidance, metrics and tools are being developed with countries, partners and producers.
- Landscapes cannot wait – we learn by doing, share what works and improve as we go.
- Being honest about what is still under construction is what keeps the framework credible.



Start where you are, build on what works, and keep improving – together.

Netherlands

Wilco Brouwer de Koning

Farmer, LTO Dairy board member, SPCC member IDF, WFO Nature & Biodiversity working group member, Nuffield Scholar



How to measure and reward biodiversity in dairy?

Wilco Brouwer de Koning | Dairy farmer & Nuffield Scholar 2025–2026

COP17 SIDE EVENT · DUTCH PAVILION, YEREVAN · 21 OCTOBER 2026

www.biodiversityindairy.com

01 · OUR FARM

Sustainable family dairy farming in the Netherlands.

Ter Coulster · Heiloo · since 1954



Wilco Brouwer de Koning

Dairy farmer, family man and farmers' representative

Family	Mirjam, Jonathan, Tessa and Lise
Farm	3rd-generation dairy farmer at Ter Coulster, Heiloo
LTO	Board member, Dutch farmers' organisation
IDF	International Dairy Federation: dairy farmers' representative worldwide
WFO	Nature & Biodiversity Working Group, World Farmers' Organisation
Nuffield	Nuffield Scholar 2025–2026: measuring and rewarding biodiversity in dairy



Dairy farm Ter Coulster

Third generation, two farm locations in the heart of Heiloo

1954

Started by my grandfather Wim

125 ha

Land in use, half of it our own

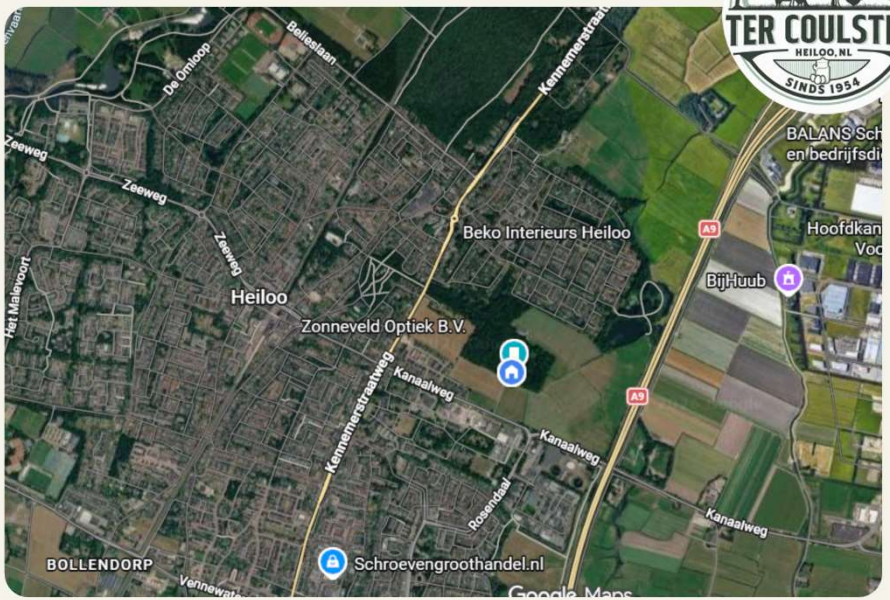
185

Dairy cows, plus 100 calves, 45 sheep and 180 chickens

35 ha

Nature land, next to 81 ha grass and 9 ha maize

Farming together with my brother, our families and staff.



Our farm, on the edge of Heiloo, North Holland

Core values of our family farm

Producing milk and nature together — and sharing our story



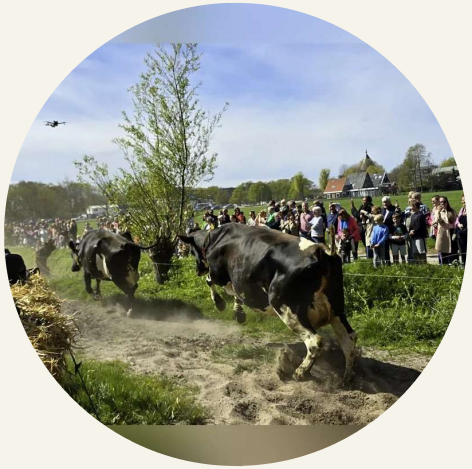
Grazing

Our cows are mainly grass-fed and graze outdoors from April to November.



Milk and nature

On the farm we combine milk production with nature.



Sharing our story

Social media, our own products and events like the spring “dancing cows” party.

Grazing

From April to November — on grass, clover and herbs



Dairy cows

Grazing on the land around the farm

Young stock

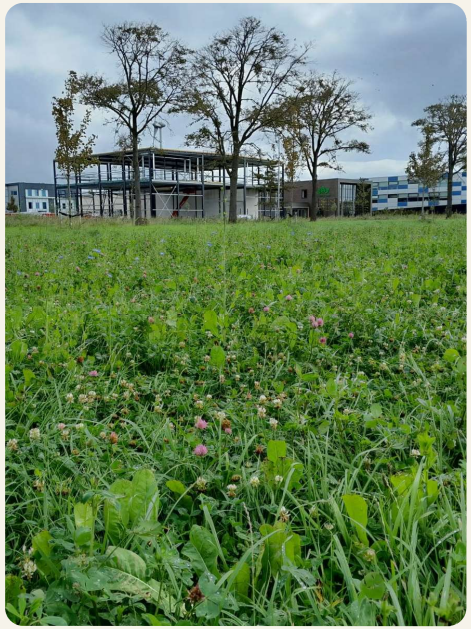
On the fields further away

Nature land

Dry cows and older young stock

Together with nature

Production land: soil and water quality, closing mineral cycles






Production land | Production land + extra nature | Nature land

Together with nature

Production land with extra nature: protection and measures for meadow birds









Production land | **Production land + extra nature** | Nature land

Together with nature

Nature land: meadow birds come first — no quality production





Production land | Production land + extra nature | **Nature land**

THE NUFFIELD SCHOLARSHIP 2025–2026

Research question

“ How to measure and reward biodiversity in dairy.”

Objectives

1	2	3	4
Learn from global best practices in biodiversity measurement	Understand different reward mechanisms across countries	Identify scalable solutions for Dutch, European and global dairy	Tell the story of sustainable dairy farming

02 · WHAT I LEARNED AROUND THE WORLD

2 years,
10 countries,
100 interviews,
1 question.

Nuffield Scholarship 2025–2026 ·
biodiversityindairy.com



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HOW TO MEASURE AND REWARD BIODIVERSITY IN DAIRY

Decision tree — pathways to a positive biodiversity impact | based on the Nuffield summary report of Wilco Brouwer de Koning

How to get a Net Positive Impact on Biodiversity?

Reduce Negative Impact
(Emissions & Resource Use)

- **AVOID**
- **REDUCE**

Create Positive Impact
(Habitat, Species & Landscape)

- **COMBINE**
- **RESTORE**

PILLAR 1 · Functional Agrobiodiversity

- Reduce chemical fertiliser and crop protection use
- Improve nutrient-cycle efficiency
- Optimise protein production on own land & reduce purchased feed imports
- Monitor and restore soil health
- Adopt precision farming techniques
- Reduce emissions to groundwater and surface water
- Reduce emissions to air (methane and ammonia)

Recommendations (Ch.10)

- *Start with data — build a common, certified data system*
- *Adopt a standardised measurement framework*

PILLAR 2 · Diversity of Landscape

- Increase permanent grassland
- Plant hedges and field margins
- Create herb-rich grassland borders
- Install ponds and wildlife corridors

Recommendations (Ch.10)

- *Stimulate farmers to start small*
- *Invest in simple, scalable monitoring*

PILLAR 3 · Diversity of Species

- Postpone the first mowing date
- Implement meadow grazing
- Overseed clover and herbs in grassland
- Stimulate herb-rich species in temporary grassland

Recommendations (Ch.10)

- *Adopt a standardised measurement framework*
- *Strengthen the connection with society*
- *Provide knowledge about nature-inclusive farming to farmers*

PILLAR 4 · Regional Biodiversity

- Participate in agri-environment schemes & regional nature networks
- Engage in collective landscape planning

Recommendations (Ch.10)

- *Combine multiple reward pathways*
- *Tailor approaches to local context*
- *Build governance and trust around data*

Cross-Cutting Enabling Conditions — apply to both pathways

Make rewards economically meaningful (premium pricing, lower interest rates, measurable cost/yield benefits) • Encourage research on the economic case for biodiversity & soil health

LEGEND

Mitigation Hierarchy (Ch.7): Avoid · Reduce · Combine · Restore

Four Pillars of Biodiversity (Ch.6): Functional Agrobiodiversity · Diversity of Landscape · Diversity of Species · Regional Biodiversity

Benefits of rewarding biodiversity

For farmers	For the supply chain	For society
Clear action perspective	Quantifiable metrics	Restored biodiversity
Financial rewards	Lower sourcing risk	Meadow birds & species
Lower compliance risk	Brand value	Cleaner water & air
Resilience & soil health	ESG alignment	Cultural landscapes

Emerging technologies

Cheaper, faster and more objective monitoring

On-farm data and KPIs

The foundation: farm records & sensors in one trusted data system

Chirrup.ai

AI bird sound as a health indicator

Satellites

Grassland & hedges seen from space

eDNA

Species from one soil or water sample

Sensibee

AI pollinator counts, 365 days a year

Soil sensors

AI image recognition of soil life

03 · BIODIVERSITY MONITOR & FOQUS PLANET

From measuring to rewarding: the Dutch approach.

WWF · FrieslandCampina · Rabobank



An integral assignment, a joint approach

One instrument for many goals

1 **Implementation of different goals**

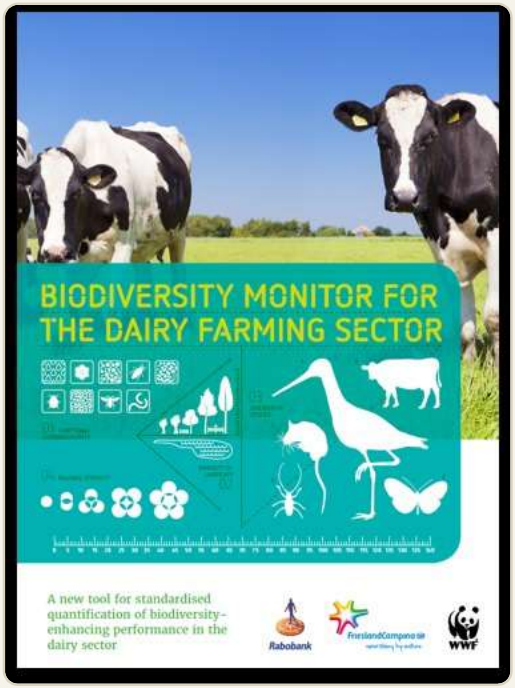
Biodiversity, nitrogen, water quality and climate

2 **Biodiversity Monitor as tool**

Steering on goals, insight into impact

3 **Incentive tool for farmers**

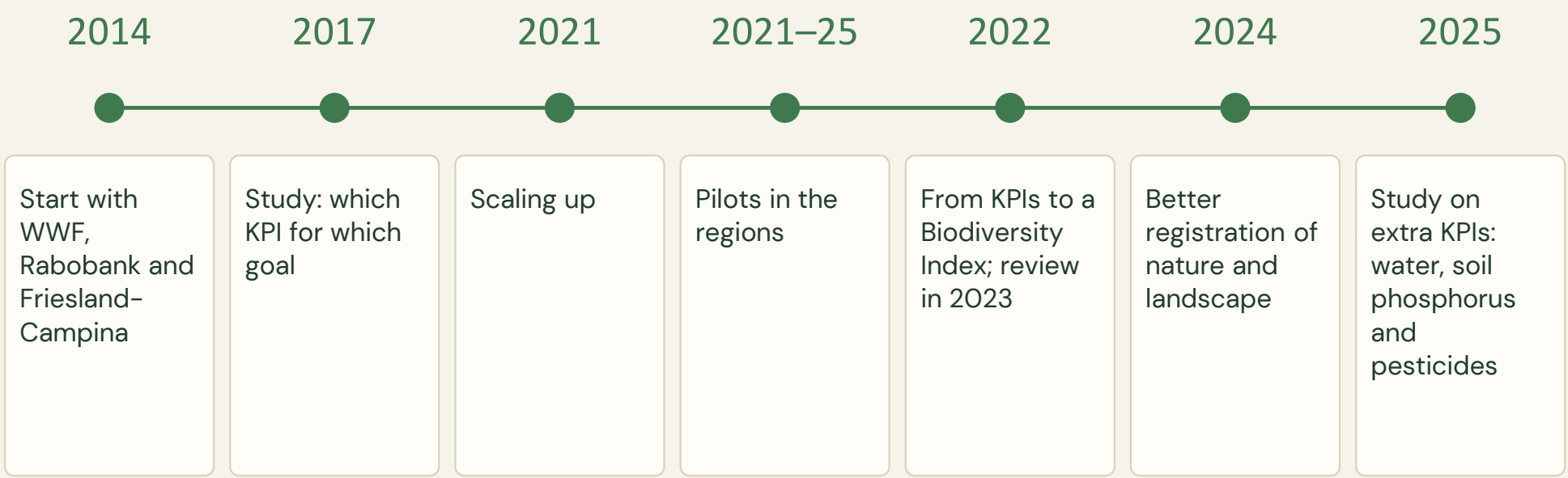
Private and public rewards



Biodiversity Monitor for the Dairy Farming Sector

What did we do?

More than ten years of building the Biodiversity Monitor together

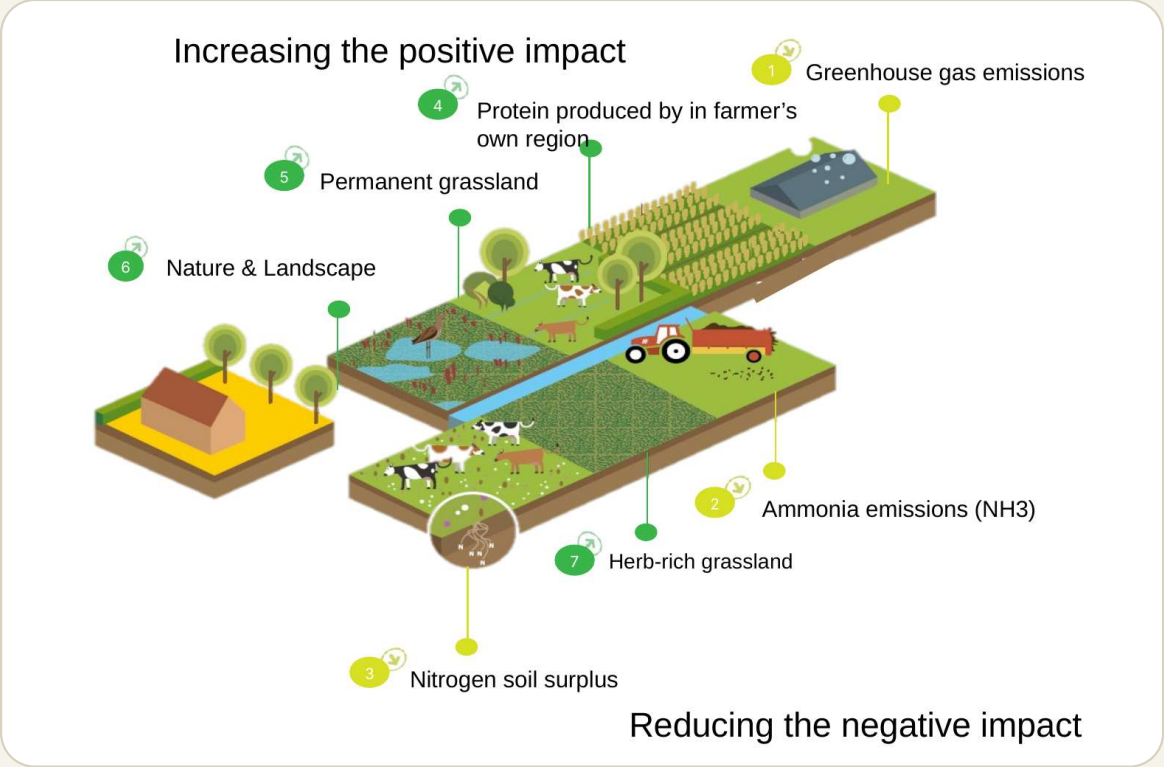


Every step tested with farmers in practice — from pilots to the Foqus planet reward system.

The Biodiversity Monitor

Seven KPIs: reducing the negative impact, increasing the positive impact

1. Integral management by the farmer on farm-specific goals
2. KPIs make performance transparent and impact measurable
3. Preventing trade-offs
4. Net positive impact
5. Basis for revenue models and rewards



Source: Prototype Biodiversity Monitor for Dairy Farming, Rabobank 2017 (joint publication of the partners)

Foqus planet: integral and results based

FrieslandCampina's reward system for all member dairy farmers in the Netherlands



HOW IT WORKS

Members choose their own measures

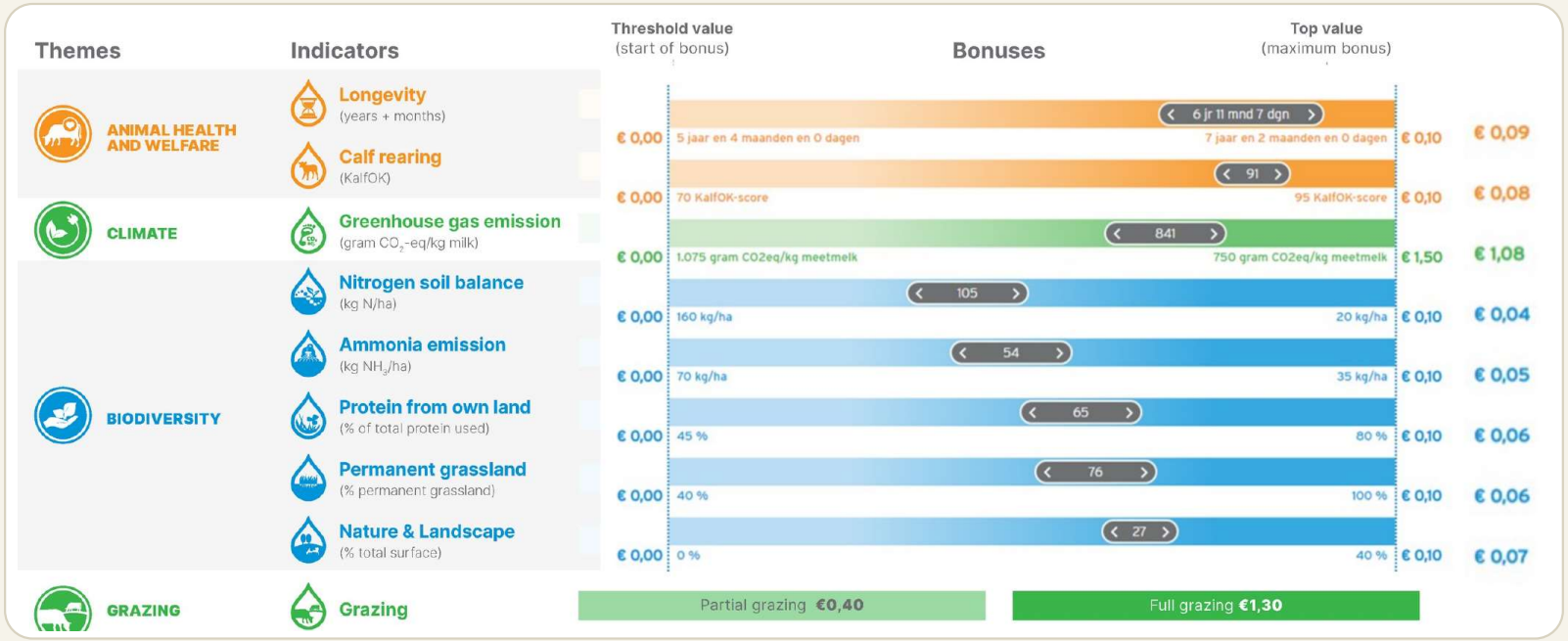
Rewarded for results, not for measures

Animal welfare, climate, biodiversity and grazing at the same time

Biodiversity KPIs come from the Biodiversity Monitor

Ter Coulster in Foqus planet

Our own scores — and what they earn us per 100 kg of milk



€ 2.82

Total bonus per 100 kg milk

– € 0.60

Foqus planet contribution

€ 2.22

Net premium per 100 kg milk

Rabobank

Rabobank: –0.2% interest. Good sustainability results are also rewarded with a lower interest rate.

04 · BACK TO OUR FARM

Measuring, rewarding — and telling the story.

Boerderij Ter Coulster · Heiloo



Sharing our story

Open farm, own products and social media



Open farm day

Including the spring “dancing cows” party



Farm shop

Our own products, sold directly to consumers



Vending machines

Fresh from the farm, close to home

boerderijtercoulster.nl · Instagram @boertercoulster · Facebook /boerderijtercoulster

THE KEY MESSAGE

For sustainable farming, farmers need a sustainable milk price.

Measure it. Reward it. ·
biodiversityindairy.com



Thank you

www.biodiversityindairy.com

Biodiversity in Dairy

Reports, country summaries and presentations

www.boerderijtercoulster.nl · wbdk@live.nl

MANY THANKS TO MY FAMILY AND SPONSORS

NUFFIELD THE NETHERLANDS FARMING SCHOLARS

Fédération Internationale du Lait · FIL IDF · International Dairy Federation

Rabobank | LTO noord | LTO | FrieslandCampina nourishing by nature | agrifirm | Ter Coulster

Let's keep talking. I am always open for a conversation — and you are always welcome to visit our farm, Ter Coulster in Heiloo.

Daan Groot

Managing director Nature^Squared



Costs and benefits of sustainable and regenerative dairy farming

Conditions for sustainable dairy farming

Ministerie van Landbouw, Visserij, Voedselzekerheid en Natuur

De Natuurverdubbelaars
OMDAT DE NATUUR BETER VERDIENT

wij·land

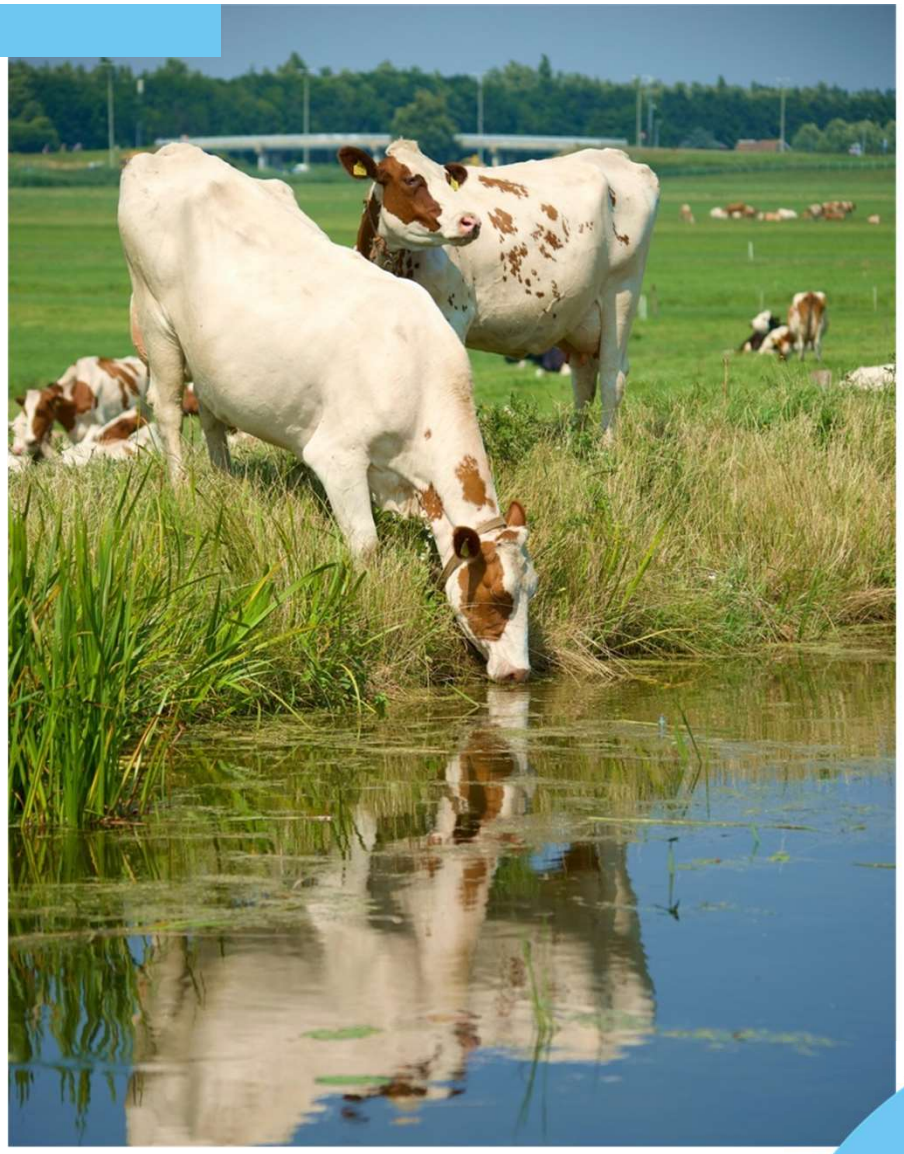
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Fryslân

BRABANTS BODEM | PROJECT IN VAN GOGH NATIONAAL PARK

VK-OOST

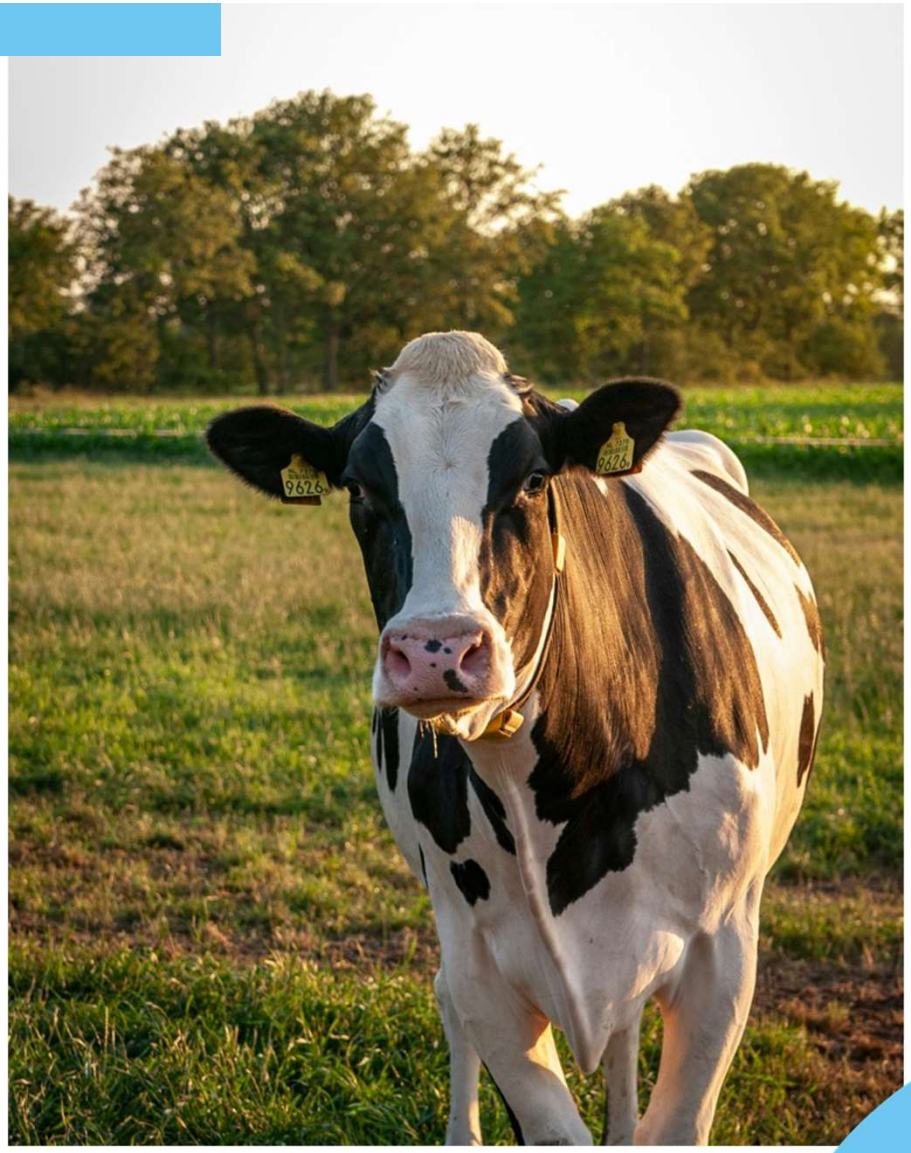
Origin of the project in 2019

- Economic viability of nature-inclusive farming and organic farming is questioned, although farmers did not recognize this themselves
- Farmers are facing with key decision moments: how do I run my business?
- Need for a standardized method that serves as a tool to compare different types of dairy farms



Goal of the project

- **A learning network** in which dairy farmers gain insight into the economic perspective of nature-inclusive dairy farming
- Gaining **insight into costs and benefits** of dairy farms in various stages of transition
- **Supporting decision makers** with quantitative evidence and recommendations to stimulate nature-inclusive farming



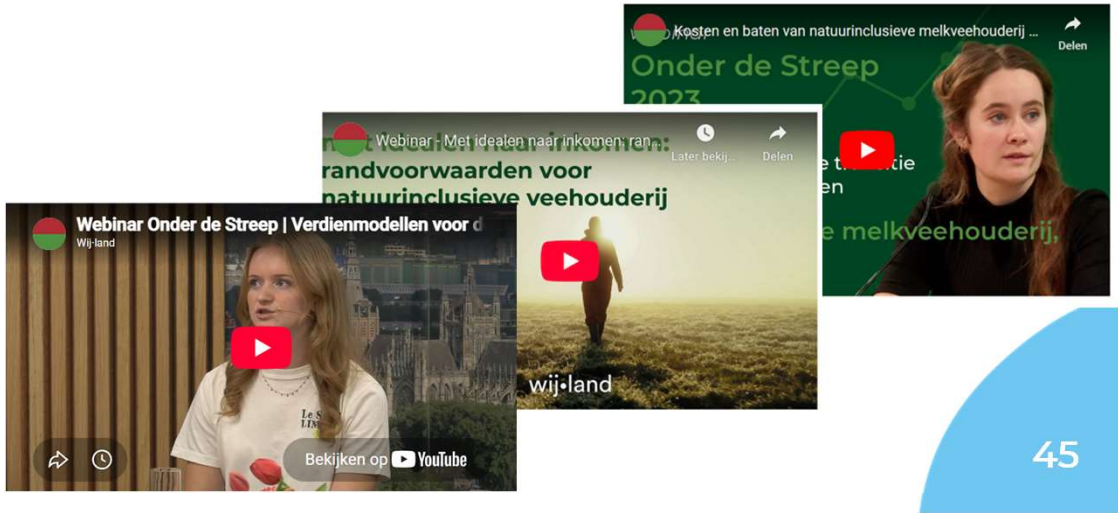
Publications & webinars

- **Print**
  - Report Onder de Streep 2021
  - Report Onder de Streep 2023
  - Report Onder de Streep 2025
  - Report Onder de Streep 2026

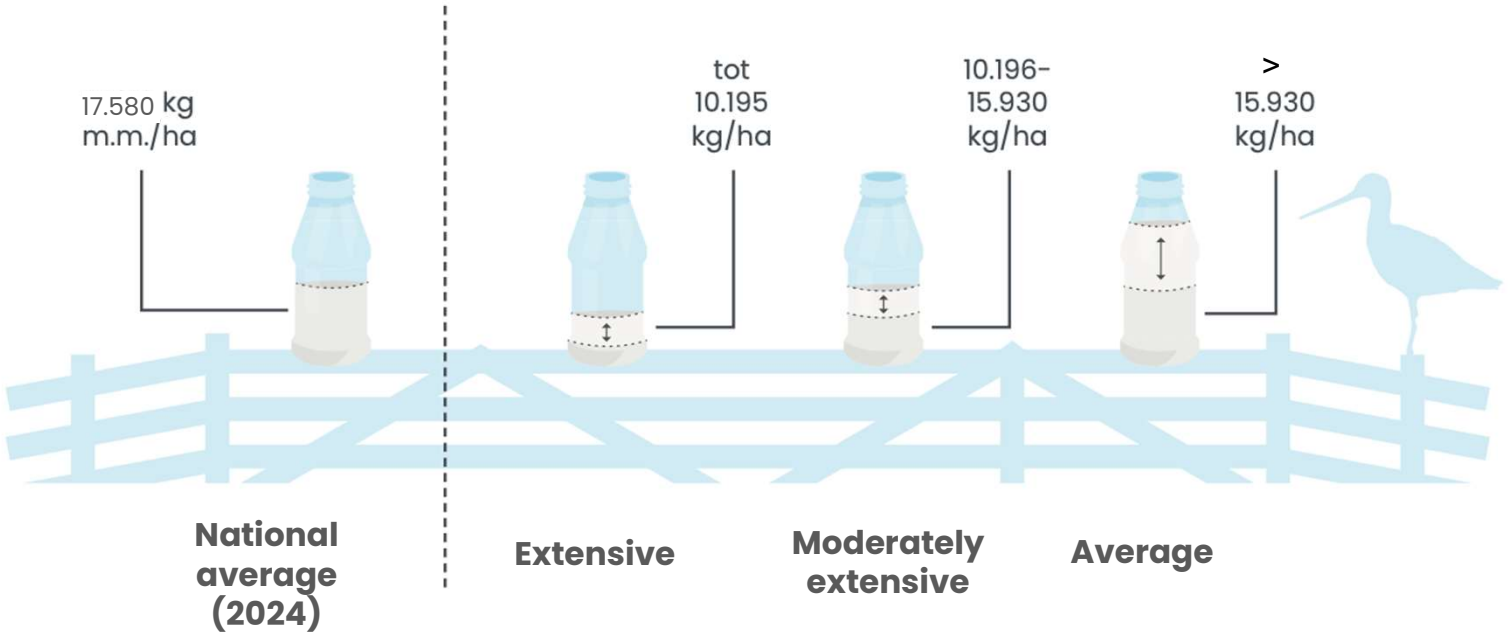
- **Online**
  - Webinar Onder de Streep 2021
  - Webinar Onder de Streep 2023
  - Webinar Onder de Streep 2025
  - Webinar Onder de Streep 2025

- **Tools**
  - Monitoring tool V2.5 (incl. manual and methodology document)
  - Business planning tool V0.99 (in development)

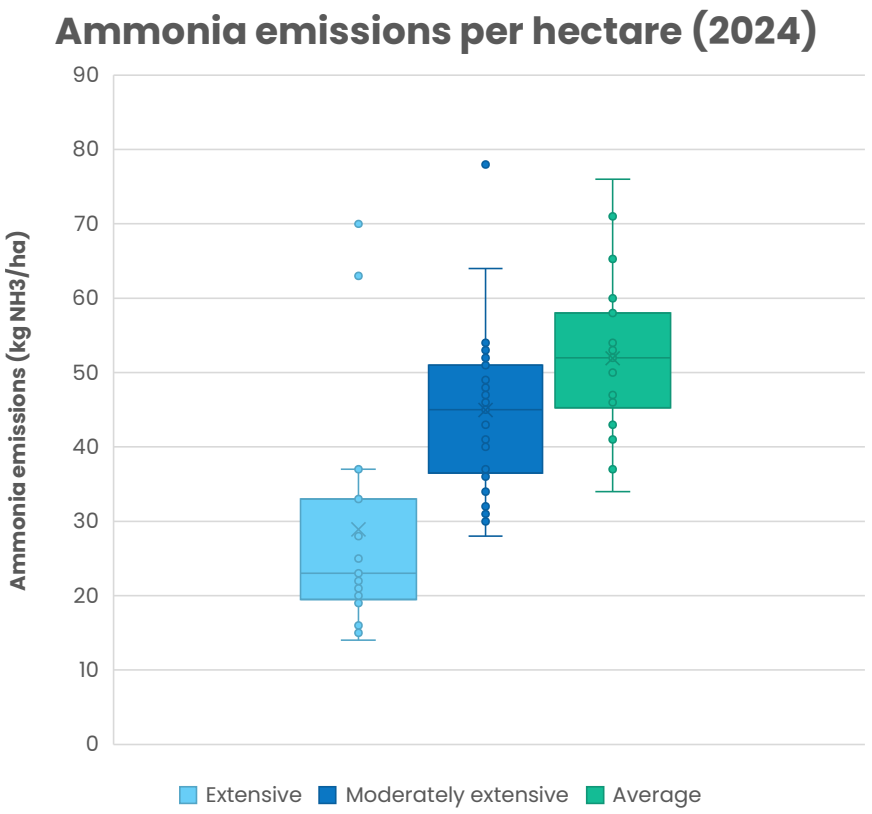


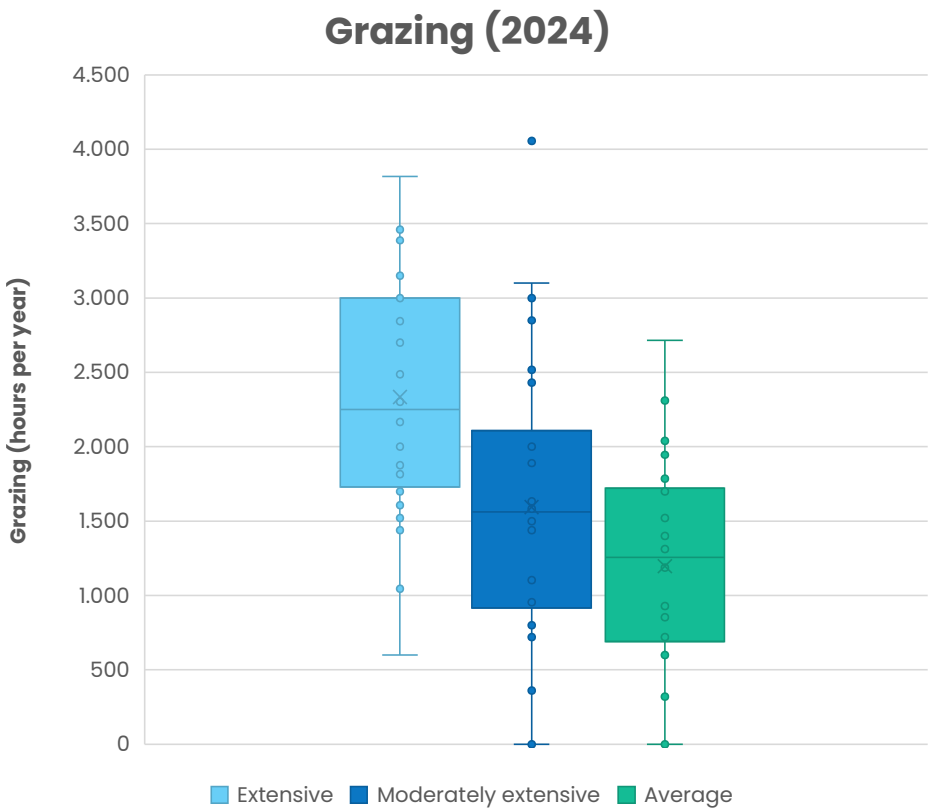


Grouping of participating farmers

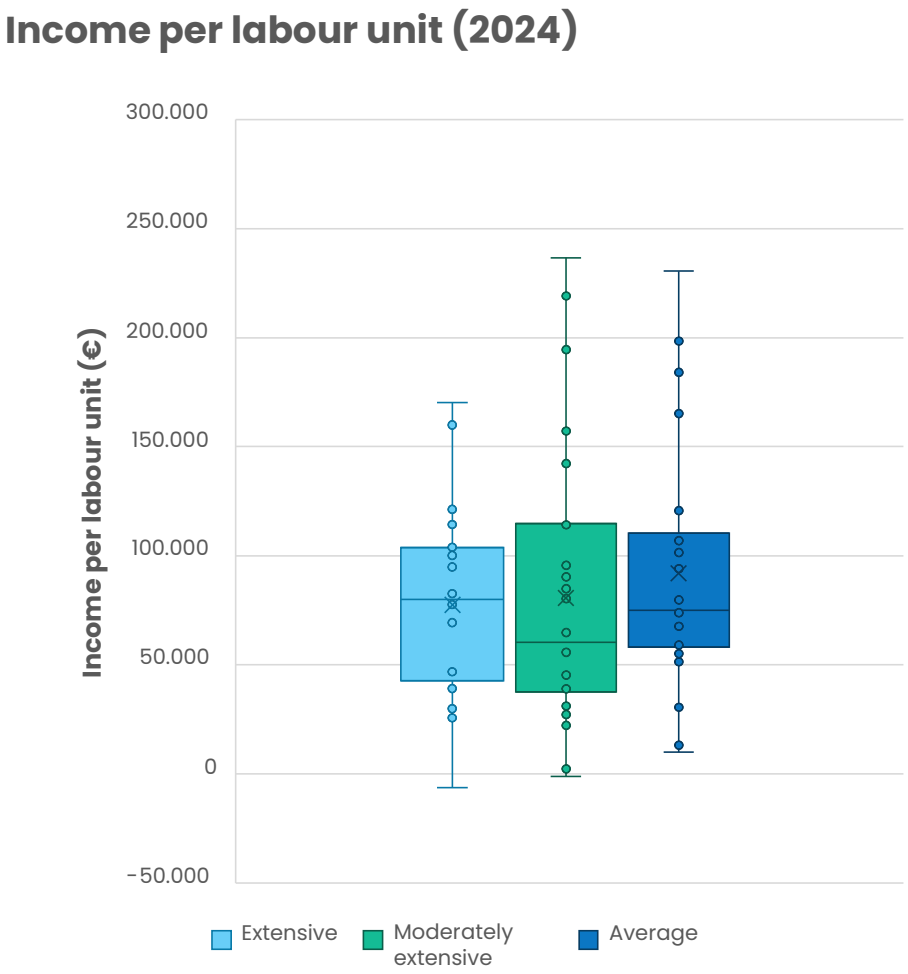


Performance on sustainability KPI's

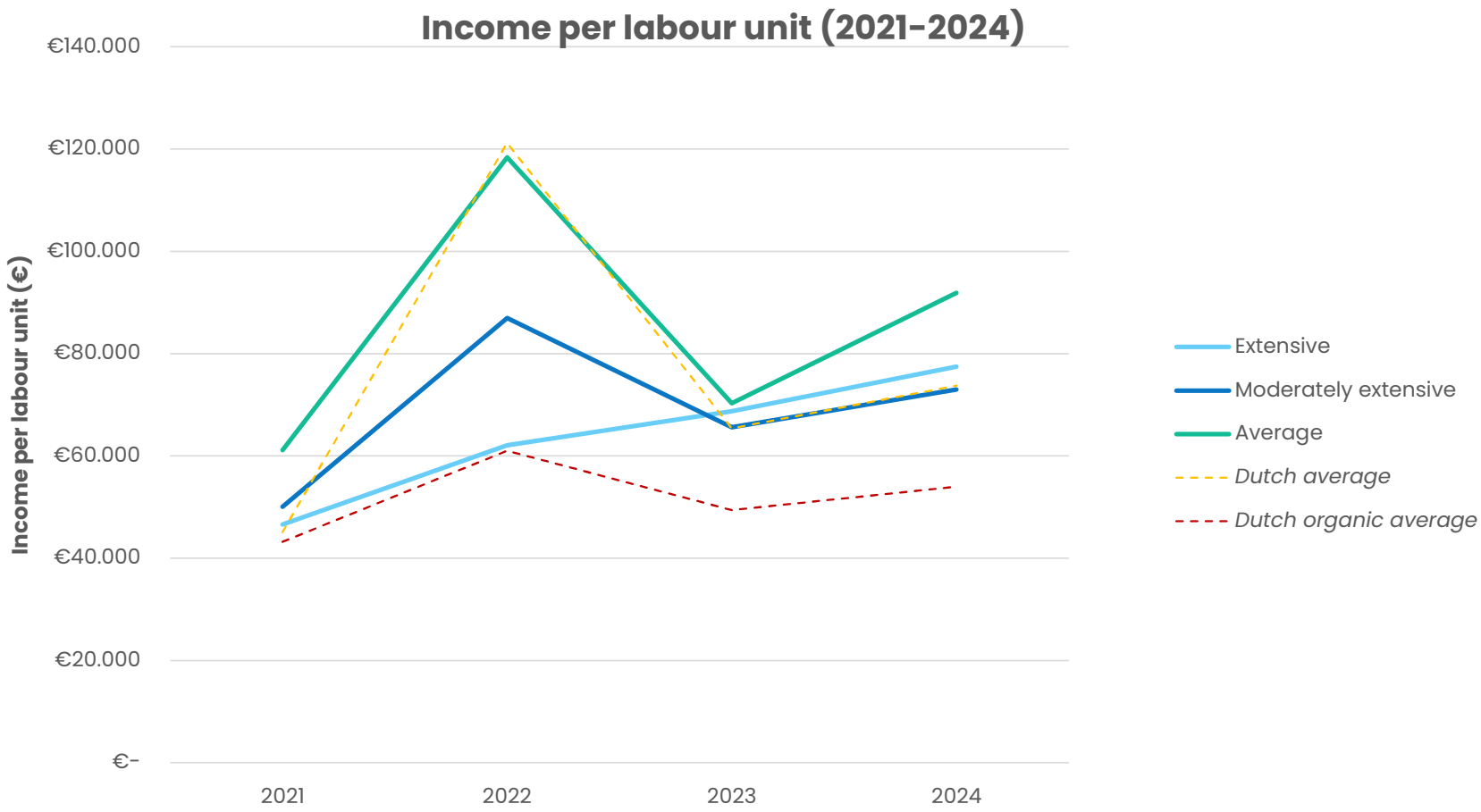




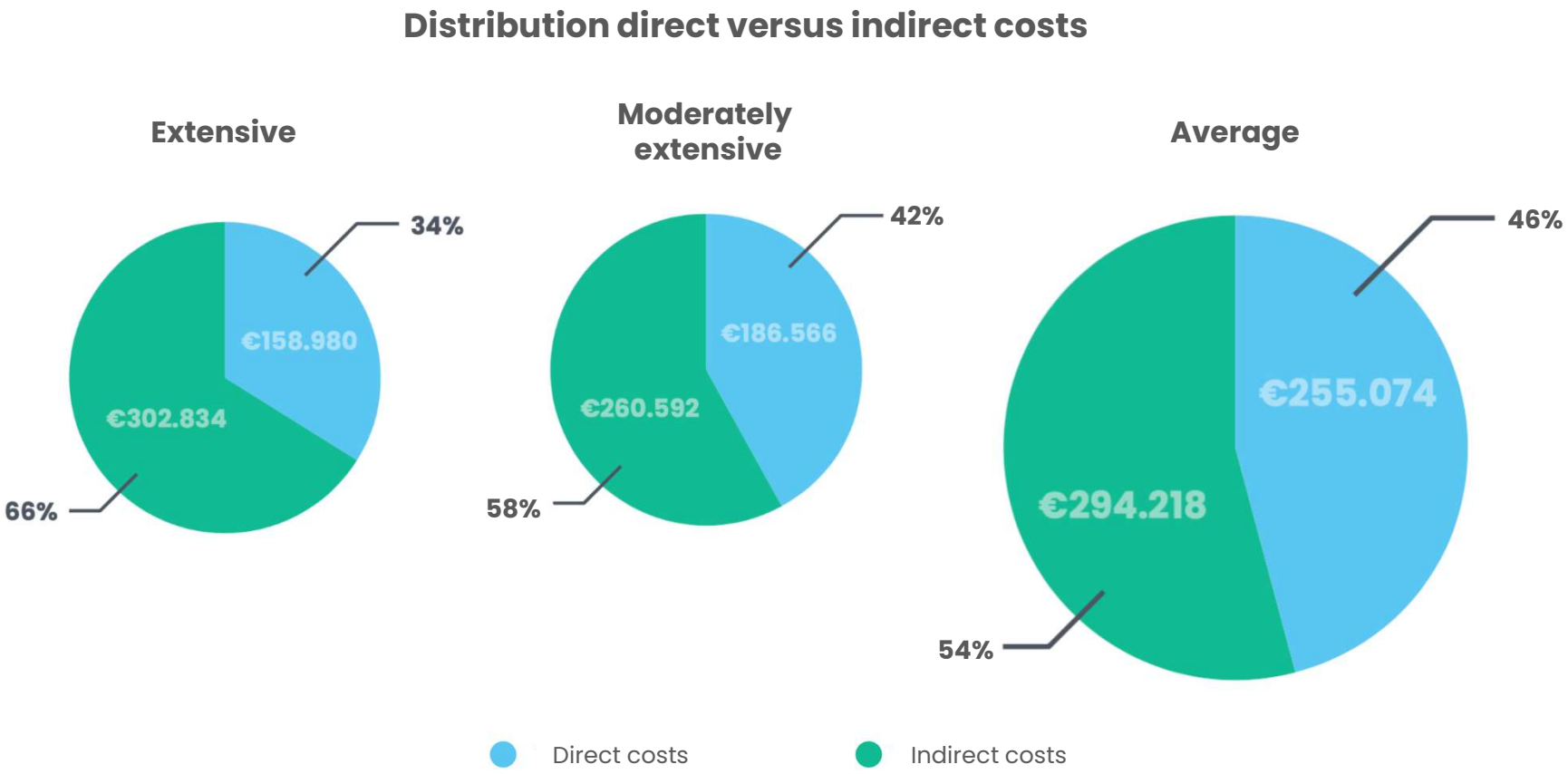
Distribution of income



Profitability regenerative farms



Indirect costs





Land affordability and long-time access

Capturing societal value and ecosystem benefits









Diversity in regions

Diversification of revenue streams







English management summary:

PANEL DISCUSSION

Netherlands



FLOOR OPEN TO QUESTIONS

Netherlands

→ *The Netherlands Pavilion Nature Finance Programme* & Nature Finance Side Events at COP17

Week 1

Monday
Oct 19

Official side event:

13:15 – 14:45
Biodiversity financing for the implementation of the GBF: Results and lessons learned from the development of National Biodiversity Finance Plans
IUCN
Parz - Contact Group 4

Tuesday
Oct 20

11:15 – 12:45
Information flows to scale finance for biodiversity
A-Track
The Netherlands Pavilion Nature Finance Programme

14:15 – 15:15
From fragmentation to action: Mobilizing finance for locally-led conservation
IUCN NL
The Netherlands Pavilion Nature Finance Programme

16:45 – 17:45
Sizing the Cali Fund: revenue potential and the case for corporate participation
LSE & GRI
The Netherlands Pavilion Nature Finance Programme

18:00 – 19:00
Five ways to finance our oceans - from global to local
UNDP BIOFIN
The Netherlands Pavilion Nature Finance Programme

Wednesday
Oct 21

13:00 – 14:00
From Fragmented Instruments to Connected Infrastructure: Building EU's Nature Finance and Governance Landscape
IUCN IMEC
The Netherlands Pavilion Nature Finance Programme

15:30 – 16:30
Tracking Indicator D3 - How much does private finance contribute to biodiversity positive outcomes?
FfB
The Netherlands Pavilion Nature Finance Programme

16:45 – 17:45
Linking better biodiversity performance to economic feasibility: Measuring and Rewarding Biodiversity in Dairy
International Dairy Federation
The Netherlands Pavilion Nature Finance Programme

Thursday
Oct 22

10:00 – 11:00
From Nature-based Solutions to Investable Water Landscapes: Using Ecosystem Service Valuation to Build Better Business Cases, Public-Private Partnerships and Water Resilience
FSD
The Netherlands Pavilion Nature Finance Programme

11:15 – 12:15
From screening to financial risk assessments: science-based approaches for biodiversity physical risk assessment in the banking sector
BioInt
The Netherlands Pavilion Nature Finance Programme

13:00 – 14:00
From Water Risk to Financial Resilience: Developing the Next Generation of Nature Stress Tests
FSD
The Netherlands Pavilion Nature Finance Programme

15:30 – 16:30
Unlocking Private Finance for Nature- based Solutions through the Value of Ecosystem Services
Netherlands Enterprise Agency
The Netherlands Pavilion Nature Finance Programme

16:45 – 17:45
From commitments to action: circular economy as a nature-positive finance opportunity
Ellen MacArthur Foundation
The Netherlands Pavilion Nature Finance Programme

18:00 – 19:00
Launching Recommendations to Scaling Nature in Transition Planning
WWF International
The Netherlands Pavilion Nature Finance Programme

Friday
Oct 23

10:00 – 11:00
Financing Urban Nature: New Tools for Cities
Utrecht University
The Netherlands Pavilion Nature Finance Programme

11:15 – 12:15
Mobilising Private Capital with Nature
Biodiversity Credit Alliance
The Netherlands Pavilion Nature Finance Programme

13:15 – 14:45
Official side event:
Scaling Up Business Action for Biodiversity
ISO
Lievan, GRULAC meeting room

14:15 – 15:15
Finance for Nature Positive Workshop
FfB
The Netherlands Pavilion Nature Finance Programme

15:30 – 16:30
NBFPs in Practice: Early Lessons from NBFP Development
Nature^Squared
The Netherlands Pavilion Nature Finance Programme

16:45 – 17:45
Nature in Sovereign Debt - A collective intelligence workshop to define priorities in public-private dialogue
FfB
The Netherlands Pavilion Nature Finance Programme

Saturday
Oct 24

15:30 – 17:30
Government and FI experiences of implementing Target 14 of the Kunming-Montreal Global Biodiversity Framework
DEFRA
TNFD venue (green zone)

Sunday
Oct 25

17:00 – 21:00
COP17 Nature Finance Reception
Hosted by Triodos Bank & Nature^Squared
Norq Garden Gallery

Registration through this link: nature-squared.typeform.com/COP17Reception
or via this QR:



All sessions in orange take place in the *The Netherlands Pavilion.*

Take a look at the full programme →

Nature^Squared
CONNECTING ECOLOGY AND ECONOMICS

IDFB dialogue

www.idfb-dialogue.org

→ *The Netherlands Pavilion Nature Finance Programme* & Nature Finance Side Events at COP17

Week 2

Monday
Oct 26

10:00 – 11:00
Drenthe's Natural Capital: From Value to Decisions
Province of Drenthe
The Netherlands Pavilion Nature Finance Programme

11:15 – 12:15
Building markets for nature finance: From Early-Stage Solutions to Scaled Investment
FMO
The Netherlands Pavilion Nature Finance Programme

13:00 – 14:00
Aligning the Economy with GBF Targets: Nature-Positive Transition Pathways, Economic Planning, and Enabling Policies
WWF
The Netherlands Pavilion Nature Finance Programme

16:45 – 17:45
From Biodiversity Ambition to Investment Reality: Lessons from DFCD
FMO
The Netherlands Pavilion Nature Finance Programme

18:00 – 19:00
Reconnect Borneo: Financing Nature at Scale – From ambition to implementation
WWF Netherlands
The Netherlands Pavilion Nature Finance Programme

Official side event:

18:15 – 19:15
From a to c: delivering on Target 19 through private finance "Moving to business unusual for biodiversity finance"
Kingdom of the Netherlands
Talin, Side-event Room 1

Tuesday
Oct 27

09:00 – 09:45
Financing Nature Through Business Operations, Turning everyday corporate investment into biodiversity, water and community outcomes
Tandem Global
The Netherlands Pavilion Nature Finance Programme

10:00 – 11:00
Insurance Taking Action for Nature: Advancing risk evidence, finance and mainstreaming for nature
UNDP
The Netherlands Pavilion Nature Finance Programme

11:15 – 12:15
From Santa Marta to Yerevan: What countries can learn from emerging fossil fuel phase-out roadmaps for climate and nature
Triodos Bank
The Netherlands Pavilion Nature Finance Programme

15:30 – 16:30
The role of the finance sector in achieving the KMGBF goals and targets
UNEP-WCMC
The Netherlands Pavilion Nature Finance Programme

16:45 – 17:45
Financing the agricultural transition: overcoming barriers and unlocking solutions to achieve Target 10 of the Kunming-Montreal Global Biodiversity Framework
Institut de la Finance Durable
The Netherlands Pavilion Nature Finance Programme

18:00 – 19:00
Calling for the successful establishment of the Tropical Forest Forever Facility - A demonstration of support from the signatories of the TFFF Rotterdam Statement of Support from Investors
FfB
The Netherlands Pavilion Nature Finance Programme

Wednesday
Oct 28

10:00 – 11:00
Understanding the user: matching biodiversity impact tools with private sector demands
Naturalis Biodiversity Center
The Netherlands Pavilion Nature Finance Programme

11:15 – 12:15
1% of GDP for Biodiversity
Society for Conservation Biology European Region
The Netherlands Pavilion Nature Finance Programme

14:15 – 15:15
Restoring land, redirecting finance: Re-aligning financial flows to deliver nature positive outcomes
Triodos Bank
The Netherlands Pavilion Nature Finance Programme

16:45 – 17:45
Reception at The Netherlands Pavilion
Kingdom of the Netherlands
The Netherlands Pavilion Nature Finance Programme

Official side events:

18:15
Reforming Biodiversity-Harmful Financial Flows: Accelerating Action Towards Target 18
Kingdom of the Netherlands
Jermuk, African States meeting room

18:15
Involving the Finance Sector in Delivering NBSAPs: Nature-Positive Pathways, Transition Plans and Landscape Approaches as Practical Unlockers
WWF
Lastiver, Youth Group meeting room

Thursday
Oct 29

10:00 – 11:00
From Biodiversity Data to Decision-Useful Nature Intelligence
Naturalis Biodiversity Center
The Netherlands Pavilion Nature Finance Programme

11:15 – 12:15
IDFB (in person) - Nature Finance policy insights from COP17
IDFB
The Netherlands Pavilion Nature Finance Programme

13:00 – 14:00
Banks as enablers/ disablers for mainstreaming biodiversity
Naturalis Biodiversity Center
The Netherlands Pavilion Nature Finance Programme

16:45 – 17:45
From Commitment to Capital: Unlocking Investment for Nature-positive Delivery
Institutional Investors Group on Climate Change
The Netherlands Pavilion Nature Finance Programme

18:00 – 19:00
Financing Healthy Watersheds: Urban Nature-Based Solutions for Water, Biodiversity and Climate Resilience
International Institute for Sustainable Development
The Netherlands Pavilion Nature Finance Programme

Friday
Oct 30

11:15 – 12:15
Bridging global ambition and local action through place-based financing mechanisms
Commonland
The Netherlands Pavilion Nature Finance Programme

13:00 – 14:00
Reforming Biodiversity-Harmful Financial Flows: Accelerating Action Towards Target 18 – Open House
Netherlands Enterprise Agency
The Netherlands Pavilion Nature Finance Programme

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