

## PRESS RELEASE

### **Nestlé Pakistan and LUMS launch Executive Training ‘Regenerative Agriculture: Leading the Nestlé Way’**

*Launched in collaboration with Syed Babar Ali Foundation, the executive training and certification program aims to develop regenerative agriculture leadership for more resilient and sustainable food systems in Pakistan*

**LAHORE, October 22, 2026:** Nestlé Pakistan, LUMS Rausing Executive Development Centre (REDC), and the Syed Babar Ali Foundation have come together to launch a multi-year Executive Training Program “*Regenerative Agriculture: Leading the Nestlé Way*”. This program will be aimed at developing knowledge and leadership in regenerative agriculture, in line with Nestlé’s commitment to advancing resilient food systems, environmental stewardship, and agricultural prosperity in Pakistan.

*Regenerative Agriculture: Leading the Nestlé Way* training program comprises of two cohorts in a year developing holistic understanding of regenerative agriculture, from soil health, water stewardship and crop nutrition to energy efficiency, emissions reduction and farm economics. The program will also focus on building advocates and encouraging innovation and agripreneurship, with the broader objective of advancing farm economics and empowering youth to drive innovation.

The program, launched as a tribute to Syed Babar Ali’s 100 Years of Impact, was formalized through a charter-signing ceremony between Nestlé Pakistan, LUMS and the Syed Babar Ali Foundation as a celebration to mark Syed Babar Ali’s enduring legacy of leadership, service and excellence.

“At Nestlé, we believe in bringing global best practices closer to our local realities and strengthen capabilities across the value chain. This program is an opportunity to build shared understanding and develop a network of informed advocates who can champion regenerative agriculture and keep Pakistan competitive with other leading agricultural economies around the world. For Nestlé, it is ultimately about creating shared value across our agricultural value chain,” said Jason Avanceña, CEO and Managing Director, Nestlé Pakistan.

Syed Babar Ali, while sharing his views said, “I have always believed that the true value of education lies in what we are able to pass on to the generations that follow us. Agriculture remains central to the country, and the challenges facing it require us to equip a new generation of leaders. Regenerative agriculture has an important role to play in that transition. I am pleased that this program focuses on an area highly important to Pakistan’s future, by investing in people who can contribute to a more resilient and sustainable agriculture sector.”

Dr. Tariq M. Jadoon, Provost at LUMS, shared, “This program has been designed to move beyond theory by bringing together scientific understanding, business considerations and field exposure. Through areas such as soil health, water stewardship, climate resilience and farm economics, participants will be able to examine regenerative agriculture as an interconnected system and consider how these principles can be applied and scaled in Pakistan.”

Nestlé Pakistan is advancing regenerative agriculture across its agricultural value chain, with around 100+ farmers already benefiting from interventions across Punjab. Nestlé aims to source 50% of its key ingredients from farmers by adopting regenerative agriculture practices by 2030, as part of its efforts to advance regenerative food systems and its ambition to achieve net-zero greenhouse gas emissions by 2050.

The program is launched for a period of four years with two cohorts planned for each year, enrolling 25 participants per session. The training model combines three days of classroom learning at REDC, LUMS, with one day of field-based learning, helping connect academic understanding with agricultural realities on the ground.

The initiative is aligned with Nestlé Pakistan's commitment to the UN SDGs, particularly SDG 13 – Climate Action, SDG 15 – Life on Land, and SDG 17 – Partnerships for the Goals.

**Ends**