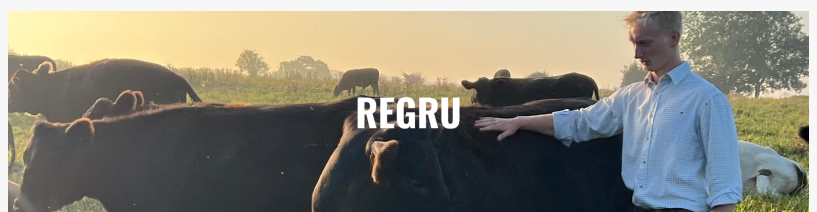


REGRU: The Third-Generation Farmer Taking On Big Tech and Government Inaction with Grassroots Innovation

While Clarkson's Farm spotlights farming's struggles, one farmer is quietly building the infrastructure to heal the world's soil crisis, from ground up

EDINBURGH, UNITED KINGDOM, June 3, 2025 /EINPresswire.com/ -- As millions watch Clarkson's Farm witness the mounting pressures on UK agriculture, two paths have emerged from farming communities: some have turned to campaigning and activism, while others are quietly building the future of global agriculture from the soil up.



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Rather than waiting for the government or big tech to address issues as pressing and globally significant as soil health, third-generation farmer [Edmund Sutcliffe](#) is taking matters into his own hands. Sutcliffe is building the underpinnings of a system: REGRU that can connect and empower farmers worldwide who are dedicated to doing right by their land, while giving consumers meaningful choice over their environmental impact.

"There's a silent crisis happening beneath our feet," says Sutcliffe. "Soil degradation affects every living creature on this planet, yet the systems needed to verify and reward regenerative farming simply don't exist. So we're building them — with farmers, for farmers."

What makes REGRU possible is [Autonomi](#), a revolutionary data network that mirrors how natural systems actually work, through distributed intelligence and self-organisation, much like how forests communicate through fungal networks, or how ant colonies govern themselves. Unlike the centralized internet controlled by big tech, Autonomi puts data sovereignty back in the hands of users, creating tamper-proof records of regenerative farming progress that farmers, consumers, and businesses can trust.

"Agriculture needs more than awareness — it needs infrastructure that supports regeneration and puts control back in farmers' hands," explains David Irvine, the decentralization pioneer behind Autonomi. "That's the power of networks inspired by nature itself."

REGRU emerged from [Impossible Futures](#), a community-driven incubator supporting breakthrough applications on the Autonomi network. By linking everyday purchases directly to verified regenerative farms, REGRU offers consumers the chance to vote with their wallets. Transforming cultural awareness into tangible action.

This is more than an app or platform: its farmer-led infrastructure for the future of food, or any plant or animal based goods. While the farming establishment debates policy and corporations chase profits, working farmers like Sutcliffe are behind the scenes building the systems that could reshape global agriculture from the soil up.

As the UK's farming story unfolds on screens, REGRU represents the next chapter: one where farmers have the tools to heal the earth without waiting for permission from above.

About REGRU: Founded by third generation farmer Edmund Sutcliffe, REGRU connects regenerative farmers directly with conscious consumers through verified soil health data on the Autonomi network.

For more information: <https://impossible-futures.com/projects/regru>

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