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reNature takes on an investment from Avocet Holdings

reNature welcomes Avocet Holdings as their newest investor. Avocet's pool of equity capital is entirely provided by James Atkins. He is an active owner and prefers to make control investments and work side-by-side with management teams. James is investing in reNature because he believes that reNature is doing the most important work for humanity: getting us all out of the mess caused by industrial farming.

A union of impact

Avocet Holding invests in a few businesses which tackle climate change and help restore biodiversity. reNature is currently helping farmers and corporations make the transition to regenerative agriculture. The union of these two firms will further amplify their efforts to create impact.

In January of 2020, reNature received a donation from James' company. He had managed to convince his entire company to donate their yearly bonus to reNature. James' investment in reNature also carries with it strong support in reNature's mission. This is not just an investment in reNature, it is a very personal relationship.

Glancing into the future

James of Avocet Holdings has been following the work of Felipe, Marco and the team over the last year or so. He says that reNature is unique in how well they tell the stories of farmers changing how they farm. The union of technical excellence with very good communication is the recipe that powers reNature's success.

Avocet is already involved in a small number of ambitious and pioneering projects. James thinks that supporting projects with impact is more important than making big returns. He also doesn't shy away from making a big return, but doesn't need it to validate his investments. Looking forward, this partnership with reNature will allow both firms to continue to grow and scale.

Quotes

I've been following the work of Felipe, Marco and the team over the last year or so. They are unique in how well they tell the stories of farmers changing how they farm. When you put technical excellence together with very good communication, that's powerful.

— James Atkins, Founder and Owner, Avocet Holdings.

Not for Publication

About Avocet Holdings, LLC:

Avocet Holdings is a private investment fund seeking acquisitions of or investments in small-to-midsized, moderate-growth companies with an experienced management team and a history of solid cash flow generation.

For more information:

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About reNature:

reNature Investments BV (reNature) is a Dutch for-profit organization. reNature develops and implements regenerative agriculture and agroforestry systems that generate both short and long-term income for the local farmers & communities and have a positive impact on the environment.

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