

Farm like the world depends on it.



Regenerative
Organic
Certified®





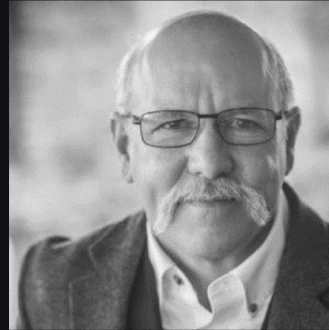
We envision a thriving future through regenerative organic agriculture that heals our damaged planet and repairs our broken food system.

We are on a mission to build soil health, ensure equity for farm workers, empower farmers, and improve animal welfare through a holistic farm-based, brand-driven certification.

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Healthy Soil = Healthy Food = Healthy People

-J.I.Rodale, May 1942



J.I. Rodale



Robert Rodale



“Regenerative organic” describes a way of farming that works in harmony with nature.

Using no toxic chemicals, regenerative organic methods **rebuild soil**, create **diverse and healthy ecosystems**, and **conserve water**.

These farming methods have a lot of potential to **sequester carbon emissions** and **combat climate change**.

Why do we need regenerative organic now?

We're losing topsoil at a rate of **30 soccer fields each minute** due to industrial ag and factory farming.

Toxic pesticides are so pervasive that residues are **found in human blood, urine, and breast milk.**

Chemical agricultural runoff **contaminates drinking water**, causing chronic health problems and threatening water supplies. Nitrogen fertilizers are a chief contributor to **air pollution.**



Industrial agriculture
accounts for

25%

of global
carbon emissions

Oatman Flats Ranch

South Bend of the Gila River, Arizona





Water Conservation with Regenerative Practices & Heritage Crops

2020 – 2022 Water Conserved (<i>cf.</i> Predominant Local Crops)	
Total gallons	790,257,755
Average gallon per lb wheat	609
Average gallon per acre	915,710

USDA Organic

- Prohibits most synthetic chemicals
- Prohibits GMOs
- Prohibits antibiotics
- Little enforcement of best soil health practices
- Limited rules for animal welfare
- No conditions for farmer fairness

Regenerative

- No legal definition
- Focuses on sequestering carbon in soil
- Usually indicates practices aimed at increasing soil health
- Does not prohibit pesticides or GMOS
- Does not include social fairness

Regenerative Organic Certified®

All the requirements of
USDA organic PLUS...

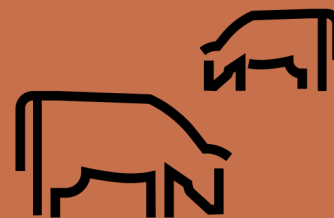
- Strict requirements for soil health practices
- Pasture-based animal welfare
- Social fairness for farmers AND workers
- Buyer criteria

The 3 Pillars of Regenerative Organic Certified®



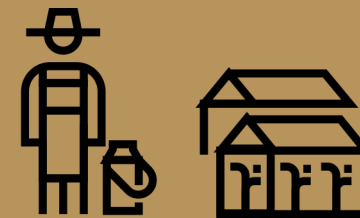
Soil Health

- Builds soil organic matter
- Conservation tillage
- Cover crops
- Crop rotations
- No GMOs or gene editing
- No soilless systems
- No synthetic inputs
- Promotes biodiversity
- Rotational grazing



Animal Welfare

- Freedom from discomfort
- Freedom from fear & distress
- Freedom from hunger
- Freedom from pain, injury or disease
- Freedom to express normal behavior
- Grass-fed/pasture-raised
- Limited transport
- No CAFOs



Social Fairness

- Fair payments for farmers
- Good working conditions
- Living wages
- Capacity building
- Freedom of association
- Democratic organizations
- Long term commitments
- No forced labor
- Transparency and accountability

The 3 Levels of Regenerati ve Organic Certified®

Bronze



Silver



Gold



Growers are Certified

Farms, ranches, farmer cooperatives, and grower groups apply for Regenerative Organic Certified® for all or a portion of their operations.



Brands are Licensed

Companies that want to make Regenerative Organic Certified® claims on product they sell get licensed with the Regenerative Organic Alliance.



Certification Costs

Application Fee

\$350-\$1000

depending on operation
type and size

CB Costs

Determined by the certifying
body based on operation
pillars, location, size and
complexity.

Annual Fee

First Year: Flat fee
Subsequent years: 0.1%
of revenue from previous
year's ROC crop sales

Where We Are Today

324 applicants

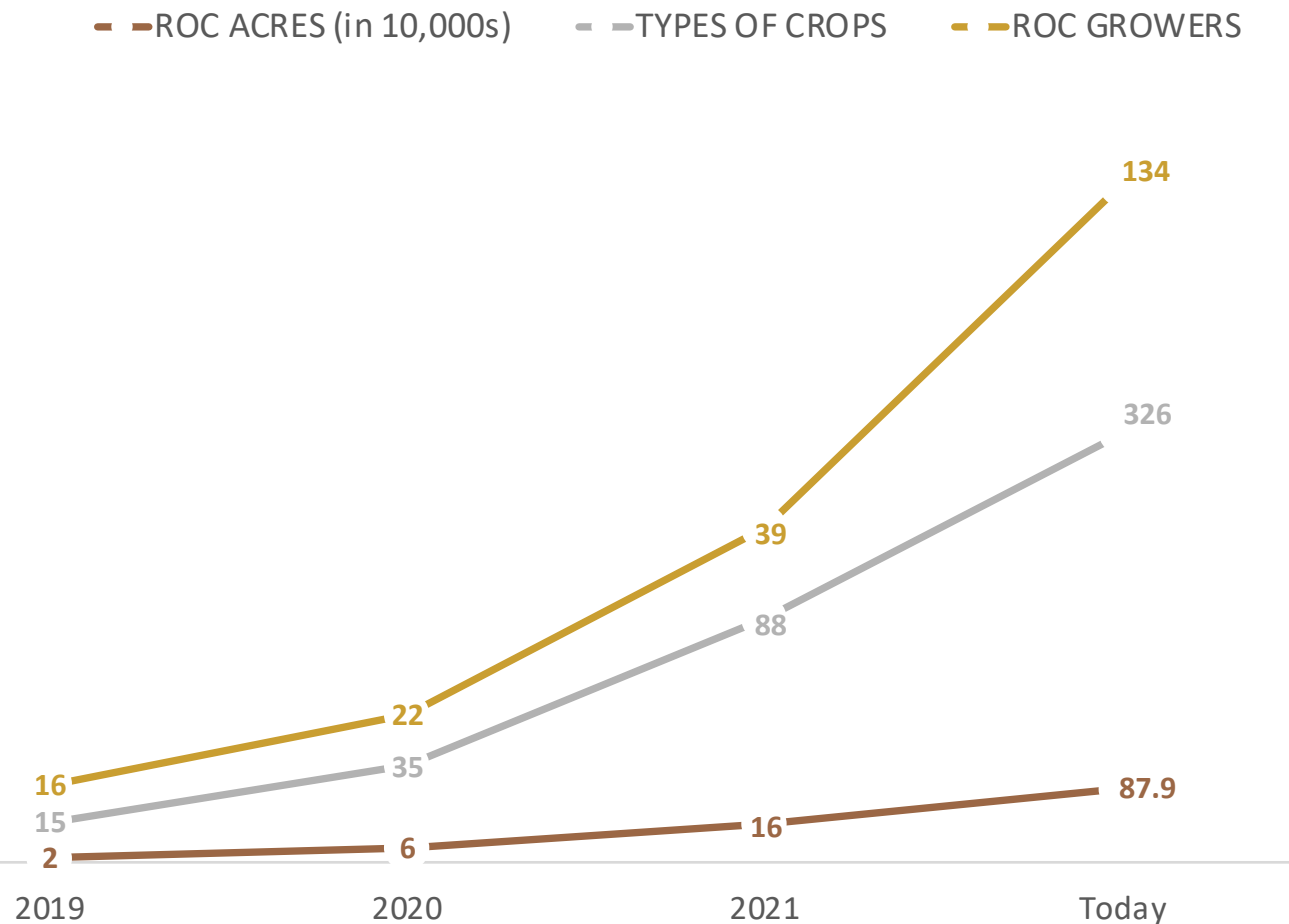
134 farms certified

47,192 smallholder farmers

879,400 acres certified

326 types of crops

92* brands licensed



Regenerative Organic Certified® Brand Leaders



Join us on the Journey



Regenerative
Organic
Certified™



Regenerative
Organic Alliance

RegenOrganic.org

[@regenerativeorganic](https://www.instagram.com/regenerativeorganic)