

Marketing & Communications Guide

for farms and brands



Regenerative
Organic
Certified™



Welcome!

This document provides guidance for farms and brands in communicating their participation in the Regenerative Organic Certified™ program. It includes:

- the Regenerative Organic Alliance mission, vision, and values, plus the principles we use to guide our own communications
- basic talking points on the certification
- guidelines for use of the ROA logo

Further resources are available at [RegenOrganic.org](https://regenorganic.org).



The Regenerative Organic Alliance exists to promote regenerative organic farming as the highest standard for agriculture around the world.

We emphasize farming practices that restore and build soil, ensure animal welfare, and end unfair conditions for farmers and farmworkers.

**We exist to heal a
broken system, repair
a damaged planet,
and empower farmers
and eaters to create a
better future through
better farming.**

**#FarmLikeTheWorld
DependsOnIt**



We envision a world free of poisonous chemicals, factory farming, exploitation, soil degradation, habitat destruction, pollution, short-term thinking, corporate bullies, greenwashing, and fake food.

Instead, we imagine a world in which farmers, brands, policymakers, educators, researchers, and citizens join together to create a healthy food system that respects land and animals, empowers people, and restores communities and ecosystems through regenerative organic farming.



We value the **health** of our incredible, interconnected planet and all who call it home—those above and below ground.

To ensure a healthy planet, abundant and nutritious food, and thriving people long into the future, we believe in **continuously improving** the way we farm.

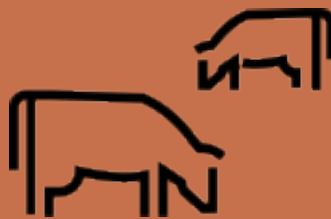
To continuously improve, we believe in **innovation & collaboration** between farmers, researchers, educators, policymakers, businesses, and individuals.

None of us can do this alone.

The 3 Pillars of ROC



**Soil
Health**



**Animal
Welfare**



**Social
Fairness**

Basic talking points

What is Regenerative Organic Certified™?

Regenerative Organic Certified™ (ROC™) is an agricultural certification for food, fiber, and personal care ingredients. Based on three pillars, it requires farmers to go above and beyond in practices that ensure healthy soil, the ethical and humane treatment of animals, and fairness for farmers & workers. It was created to address the climate crisis, soil degradation, biodiversity loss, factory farming, and fractured rural economies globally.

ROC has three levels: ROC Bronze, ROC Silver, and ROC Gold. Each requires a different number and scope of regenerative organic practices used. Farms are required to improve through the different levels over the years in order to maintain certification. The full framework is available at [RegenOrganic.org](https://regenorganic.org).

What are the goals of ROC?

The goals of ROC are to promote healthy agriculture practices in an all-encompassing certification that:

- Increases soil organic matter over time and sequesters atmospheric carbon in soil,
- Ensures the ethical and humane treatment of animals and emphasizes pasture-based systems, and
- Provides fair conditions for all farmers, ranchers, and workers

Who created ROC?

ROC is overseen by the nonprofit Regenerative Organic Alliance (ROA). The ROA is a group of experts in farming, ranching, soil health, animal welfare, and farmer & worker fairness. Led by Rodale Institute and spearheaded by Dr. Bronner's and Patagonia, other founding members of the alliance include Compassion in World Farming, Fair World Project, White Oak Pastures, Textile Exchange and Black Horse Vineyards. The ROA continuously reviews and updates the Regenerative Organic Certified guidelines.

Why should consumers support ROC? How does ROC signify a better purchase?

ROC, an umbrella certification covering environmental protection, animal welfare, and fair trade, represents the highest standard for organic agriculture in the world. By purchasing ROC products, individuals can connect with a full suite of important values and know at-a-glance that their purchase makes a positive impact at every level: environmentally, ethically, and socially.

Key terms & acronyms

Regenerative Organic Alliance (ROA): Spell out Regenerative Organic Alliance (ROA) on first use and then use ROA thereafter. Note: We avoid use of the acronym ROA to broadly describe “regenerative organic agriculture” in order to avoid confusion.

Regenerative Organic Certified™ (ROC™): Once a product receives the ROA’s seal of approval, it is Regenerative Organic Certified™ or ROC™. Please spell out Regenerative Organic Certified on first use, then use the abbreviation ROC. After the first instance of both, you can drop the TM.

Regenerative organic vs. regenerative: We believe regenerative isn’t truly regenerative until it’s also organic. For that reason, we always use “regenerative” and “organic” together. This sets ROC apart from other potentially greenwashed regenerative movements.

Brand Voice

Communications at the ROA are guided by the following principles.
On all channels and at all times, we strive to be:



Friendly and personable

(we use contractions liberally and write like we would speak)



Well-informed and authoritative

(we avoid unfounded claims, rely on data & provide sources)



Passionate & open-minded

(we aren't afraid to take a stance, but we remain open to differing opinions & new information)

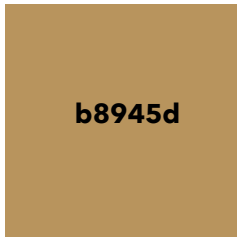


Fostering of discussion and multiple viewpoints

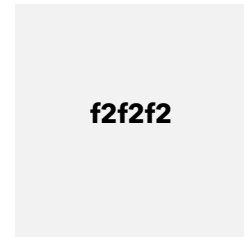
(we invite dialogue)

Colors & logo use

Primary



Accent



The Regenerative Organic Alliance (ROA) logo can be used in black, our brand colors (above), or in white on a black or colored background.



The minimum size for the full logo is 130px wide, and a width of 150px or more is preferred. Check for legibility of the organization name before printing or publishing, and enlarge as necessary.

The minimum width for the abbreviated logo is 35px.



———— 130+ px ————



———— 35+ px ————

For guidance on use of the Regenerative Organic Certified seal, please refer to the official Labeling Guidelines at [RegenOrganic.org](https://www.RegenOrganic.org).



Stay in touch

www.RegenerativeOrganic.org

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

[#FarmLikeTheWorldDependsOnIt](https://www.facebook.com/ROAAlliance)

