

**The Regenerative Organic Alliance (ROA)** is a multi-stakeholder nonprofit organization advancing the internationally recognized standard for regenerative organic growing practices. Building on the organic standard, Regenerative Organic Certified® (ROC™) champions biodiversity, healthier soils, protects animal welfare and ensures worker well-being with resilient livelihoods and ethical products for consumers.

## Problem Statement

The prevailing system of industrialized, extractive agriculture has led to severe environmental, economic, and health consequences. Globally, conventional farming practices degrade soil health, deplete water resources, and contribute significantly to climate change through carbon emissions and reliance on petroleum-based inputs. This system prioritizes short-term yields over long-term ecological balance, leading to desertification, biodiversity loss, dead zones in our oceans, and chemical-laden food and fibers that compromise quality.

**For the future of our planet, there is a clear and urgent need to transition from conventional to regenerative organic**

## Fly-Wheel Strategy

**Drive Demand** for ROC™ Agricultural Products by building consumer awareness, increasing brand adoption, and opening new market opportunities.

**Strengthen Supply** of ROC™ producers through access to resources, training, and markets.

**Amplify Impact** by capturing and amplifying environmental, economic, and health benefits of ROC™ to further drive demand that attracts more supply that creates more measurable impact - accelerating the transition from conventional to regenerative organic agriculture.

**2030 Goal: 10 MILLION additional acres of Regenerative Organic Agriculture globally.**

## Impact Statement

**Regenerative Organic Agriculture** results in **Healthy Food** - nutrient-dense, ethically produced, and highly accessible; **Healthy Planet** - carbon-rich soils, restored and resilient ecosystems, and reduced emission from agriculture; and **Healthy People** with dignified livelihoods for farmers and conscious choices for consumers.

## Short Term Outcomes

- Farmers adopt regenerative organic practices: cover cropping, low till, compost, rotational grazing
- Animals raised with higher welfare standards: outdoor access, no confinement, humane handling
- Workers experience safer conditions, freedom of association, fair wages.
- Supply chains become more transparent, ethical, and resilient.
- Increased awareness of and demand for ROC™ products among consumers, retailers, and the wholesale marketplace - creating more revenue and market access for ROC™ farmers.

## Long Term Outcomes

- Soil health is restored through organic matter, fertility, and water retention.
- Carbon sequestration and climate adaptation at the farm level.
- Ecosystems regenerated, increasing pollinator and wildlife habitats.
- Rural communities stabilized, with improved livelihoods and access to markets.
- Market systems reoriented around regenerative organic sourcing and traceability.
- Regenerative organic agriculture is broadly adopted globally.