



Farm like the world depends on it.TM

Impact Report 2022 - 2023





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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.



Regenerative Organic Certified® is a revolutionary umbrella label that ensures soil health, animal welfare, and worker fairness, enabling consumers to know at-a-glance that their purchase makes a positive impact at every level: environmentally, ethically, and socially.



TM



**Board of
Directors**



David Bronner
Dr. Bronner's



Paul Dolan
Dark Horse Vineyard



Rachel Dreskin
Plant Based Foods Assoc



Sarela Herrada
SIMPLi



Paul Lightfoot
Patagonia Provisions



Robyn O'Brien
Sirona Ventures



LaRhea Pepper
Textile Exchange



Jeff Moyer
Rodale Institute



A-Dae Romero-Briones
First Nations Dev Institute

A MESSAGE FROM OUR EXECUTIVE DIRECTOR



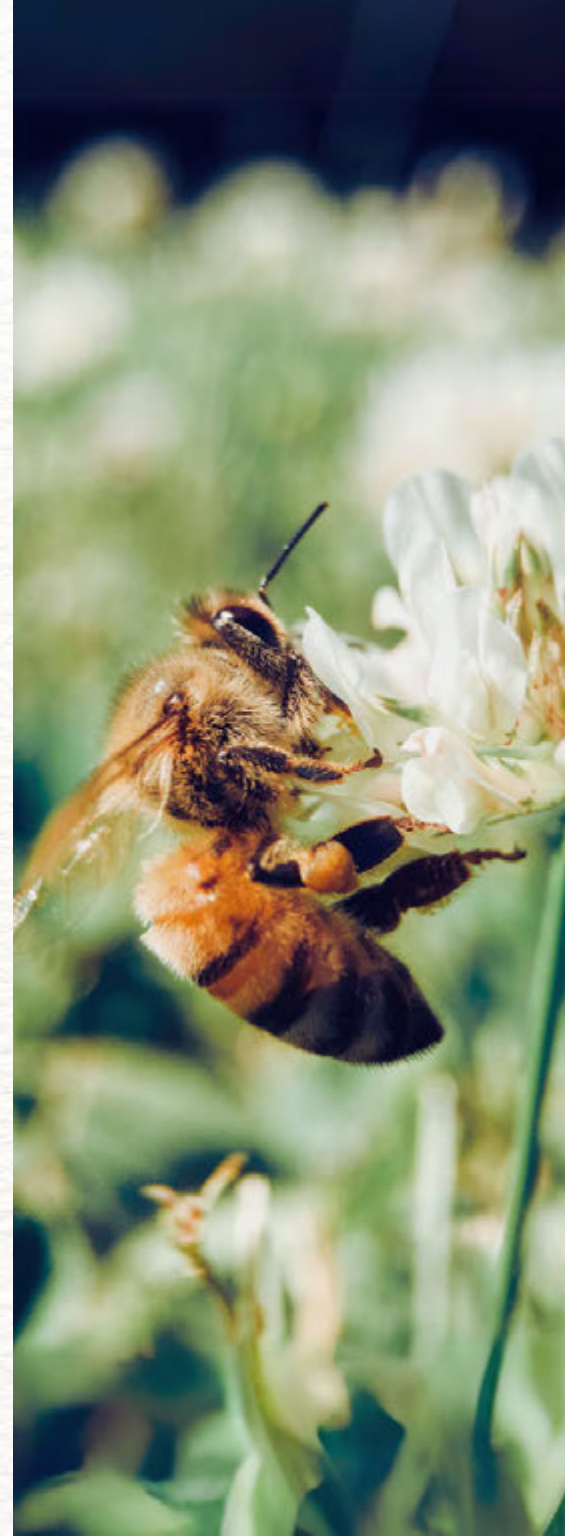
When the Regenerative Organic Certified® program launched as a pilot four years ago with nineteen farms spanning eight countries and four hemispheres, many considered the ROC framework an idealistic but unattainable agricultural standard. And yet, in the few years since, our farmers have proven the standard to be the North Star to mark our path forward, and the ROC program has gained incredible global momentum across the food, beverage, textile, health, and wellness sectors.

Even as we celebrate the tremendous milestones illustrated in this report, I frequently wonder how we can do more and move faster to make manifest this solution that is literally beneath our feet. We have the land-based knowledge, the science, the people, and the technology all within reach. But decades of extractive farming continues to cause loss of topsoil, water and air pollution, and diminished nutritional density in food. Meanwhile, the corrupt influence of chemical companies combined with government subsidies for industrialized agriculture hides the true cost of such farming to our families, communities, and workforce. Sadly, the shift we so desperately need is often hindered by the gap between what we know to be true, and the policies dictating exploitative practices that reward faceless corporations. Seeing this up close, I have never felt more committed to our collective work in transforming our agricultural system into one that regenerates life on earth.

I am in such a unique position here at the ROA where I have the privilege of learning first-hand how the farmers we serve are bringing to life the transformative potential of nature to heal our planet and ourselves. Our farmers and the brands bringing ROC crops to market are the leaders the world has been awaiting. Because of them, I remain full of hope with the possibility of regeneration. This isn't about the ROA – it's about our collective capacity to shift a broken agricultural system to one that is ecologically, ethically, and socially beneficial so that we may weave the fabric of a vibrant and resilient future.

Let's choose life, my friends! Farm like the world depends on it.

Elizabeth





Patagoina Provisions, Nicaragua

"The farmers, companies, and NGOs who are part of the ROA are the visionaries leading the revolution, and if we want to have any hope of saving the planet, then we must revolutionize our agricultural system.

The Regenerative Organic Certified® program can do that – it's a holistic approach to agriculture that upholds best practices for soil health, labor and animal welfare."

**- Yvon Chouinard
Founder of Patagonia**

IMPACT BY THE NUMBERS

5.7
million acres
certified

375
types of crops

14
certifying bodies
approved

132
third-party
auditors trained

853
products with
Regenerative Organic
Certified® content

174
farms certified

95
countries
serviced

127
licensed brands

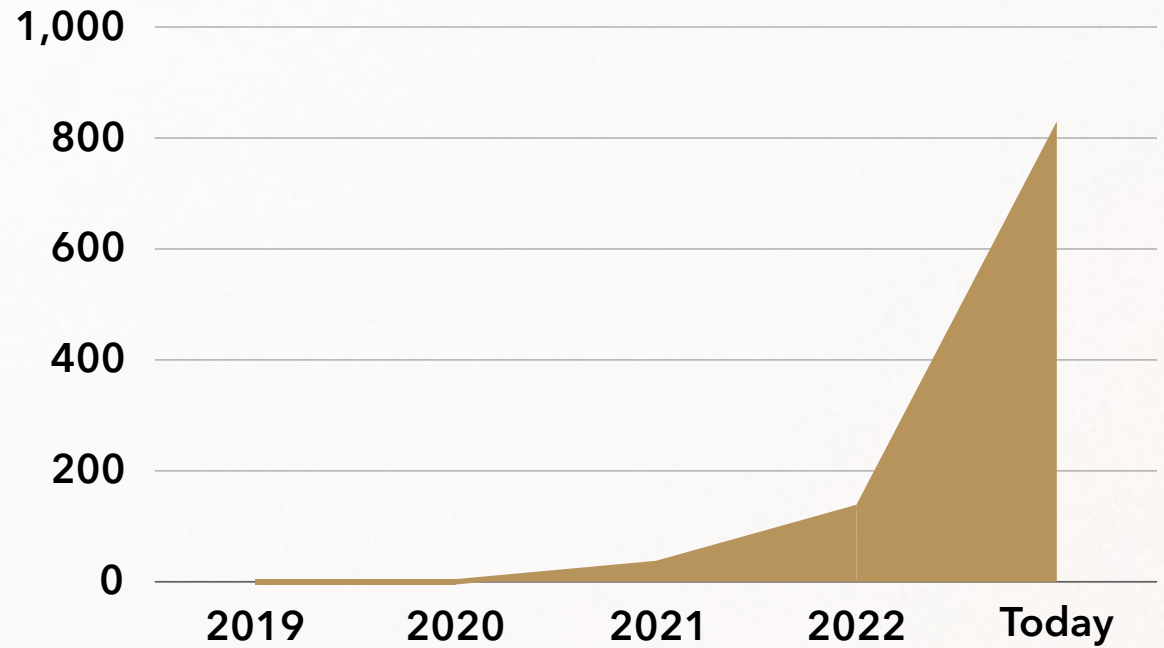
50,487
smallholder farmers
in 45 grower groups

414
applicants
to date

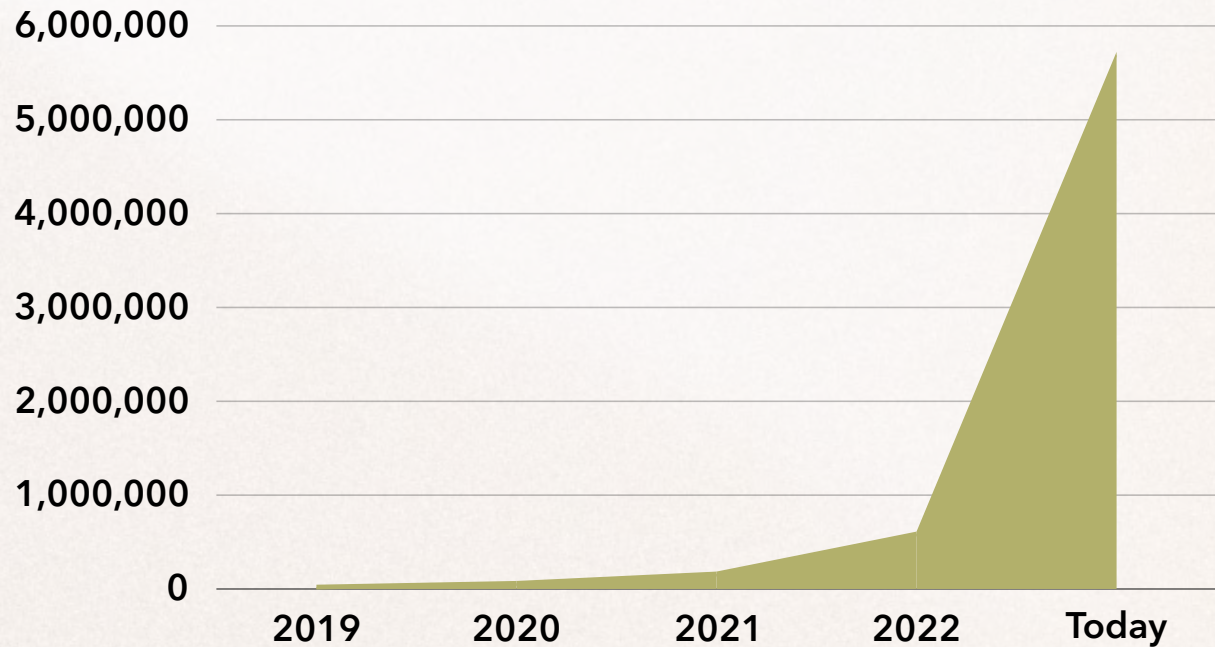
GROWING THE MOVEMENT



Regenerative Organic Certified® Products



Regenerative Organic Certified® Acres



ROCTM FARMS ACROSS SECTORS




39%

vegetables,
grains, pulses


39%

vegetables,
grains, pulses



10%

fiber &
textiles



10%

fiber &
textiles

16%
dairy, meat,
eggs

16%

dairy, meat,
eggs

40%

vineyards
& orchards

40%

vineyards
& orchards

9%

health & wellness

9%

health & wellness

In practice, Regenerative Organic Certified® farms are often diverse enterprises with production for multiple sectors on the same acreage, thus maximizing the regenerative impacts of rotation and integration.



**Regenerative
Organic
Certified®**

- Peak nutrition and quality
- Increased carbon capture
- Equity for farmers, ranchers, and workers
- Maximum animal welfare
- Enhanced biodiversity both above and below ground
- Higher yields in times of extreme weather
- Improved fertility and nutrient cycling
- Erosion prevention and flood resistance
- Disease, pest, and drought resilience
- Restoration of rural communities
- Improved food security





"There are now millions more acres of farmland growing a better and healthier future for people and the planet! These farmers are improving the health of their soil, growing healthy food for their communities, and adopting practices that can sequester carbon and make our waterways cleaner, all while prioritizing animal welfare and fair treatment of workers. We saw great potential to grow the regenerative organic movement when we partnered with Patagonia and Dr. Bronner's to create the ROA, and it's exciting to see such momentum take shape."

- Jeff Tkach, CEO of Rodale Institute

TRADEMARK



**Regenerative
Organic
Certified®**

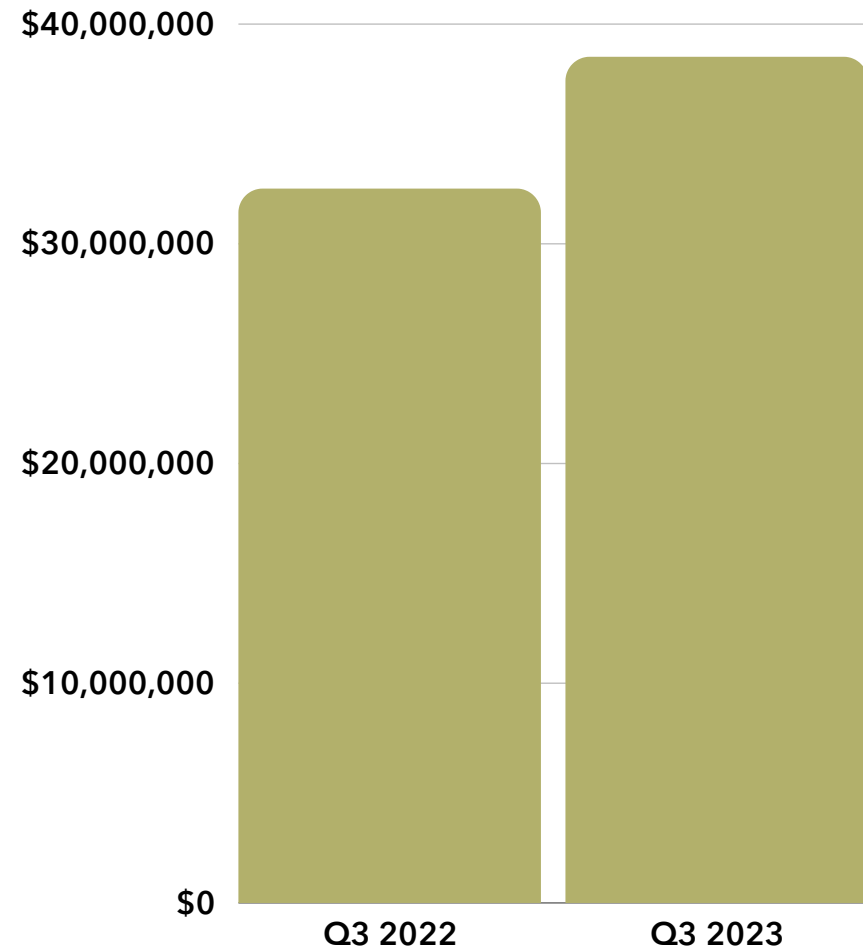
In 2022, the ROA successfully earned the trademark on Regenerative Organic Certified®, registering our marks first in the US, EU, UK, and Japan.

In an era where the term 'regenerative' is at great risk of greenwashing and dilution of its true meaning, this is an important achievement for distinguishing our seal while establishing integrity in the marketplace.

By legally recognizing the phrase Regenerative Organic Certified® as unique to our certification standard, the trademark enables consumers to trust at-a-glance that products carrying our seal are regenerative on every level: environmentally, ethically, and socially.

IN THE MARKET

GROWTH OF ROC RETAIL SALES OVER 52 WEEKS*



Sales of ROC™ products grew an average of 22% from EOY 2022 to EOY 2023, with sales totaling nearly \$40M in 2023

A photograph of a man in a dark blue t-shirt standing in a lush green field. He is carrying a large, round, woven basket filled with red fruit (possibly tomatoes or peppers) balanced on his head. He is also carrying a long wooden staff or pole over his right shoulder. The background is filled with green foliage and trees.

IN THE MARKET

Data from SPINS shows an incredible growth rate of sales for Regenerative Organic Certified® products in natural and multi-outlet grocers, with revenue increasing by one-third compared to the same period last year.

Not only are we seeing a tremendous growth at the check-out counter, but the number of SKUs in the marketplace increased nearly forty-fold in 2023, which is clearly indicative of continued growth potential.

By offering Regenerative Organic Certified products, brands are responding to the consumer desire to have their purchase make a positive impact at every level: environmentally, ethically, and socially.

PRODUCT DIRECTORY



Now consumers can find all Regenerative Organic Certified® products right on our website with our new ROC™ Product Directory.

This is a directory of all licensed brands who have active Regenerative Organic Certified® products in the market, enabling visitors to filter by product type or brand name to find more than 850 products.

Licensed brands who do not yet have ROC™ products do not appear in the search, but the Directory is continuously updated and brands are added with their Regenerative Organic Certified® items as soon as they launch.

GLOBAL REACH



NEWSLETTER - 14K subscribers



WEBSITE - 62K annual visitors



INSTAGRAM - 37.5K followers

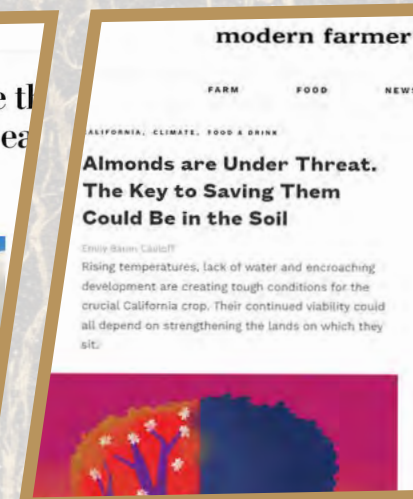
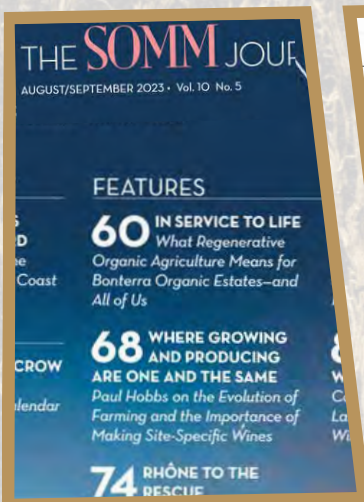
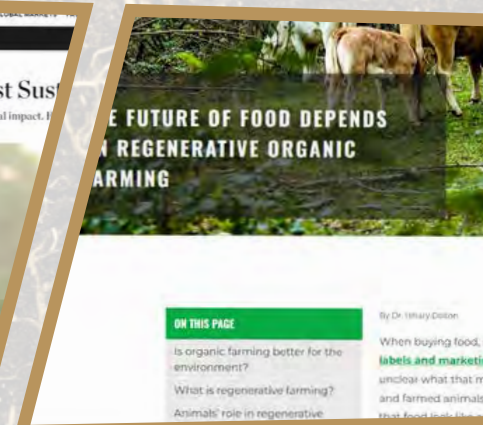


LINKEDIN - 22K followers



FACEBOOK - 8K followers

MAKING HEADLINES



www.regenorganic.org/press

Presentations

Meet the Regenerative Organic Pioneers
~ Patagonia

Smart Talk: Regenerative Organic
Agriculture Certification ~ Premiere Vision

How Regenerative Organic Certification is
the Future of Agriculture & Farming
~ Grow Ensemble

Organic Connections Conference

Al Gore's Climate Underground Summit

World Living Soils Forum

South By Southwest

Sustainable Food Summit

IOIA advanced inspector trainings

Regenerative Organic Conference, Japan

ROC Viticulture Education Series

California Dept of Food & Agriculture

BioFach Brazil

EcoCert Peru

Podcasts

How Regenerative Organic Certification is
the Future of Agriculture ~ Social
Entrepreneurship & Innovation Podcast

Elizabeth Whitlow on how to change the
ag world with the gold standard of regen
certification ~ Investing in Regenerative
Agriculture Podcast

How the Regenerative Organic
Certification is raising the bar for
agricultural practices ~ Green Dreamer

Elizabeth Whitlow on Soil to Soul ~
Bonterra Organic Estates Podcast

Regenerative Organic Sustainable Food
Systems ~ Urban Remedy Podcast

A Revolutionary Certification for Soil,
Animals, and People ~ Food Tank

Networking

Natural Products Expo West, Fresh Ideas

Rockefeller Foundation Good Food Roundtable

Natural Products Expo East, Harvest Fest

Regenerative Agriculture Textiles Summit

Alice Waters Institute Luncheon with
Governor Newsom

ROA Community Gathering

Global Cotton Summit

ROA | TEAM



Our small but mighty team has grown to include eight full-time and four part-time staff members located throughout North and South America, providing a global perspective on certification systems and multilingual services for our clients. We've simultaneously expanded our list of approved Certification Bodies and trained their talented team members around the world. These dedicated auditors act as our eyes and ears on the ground, upholding the integrity of our framework.

The majority of our staff came to the ROA with a background in agriculture ranging from agronomy to livestock husbandry, and our certification department has over 100 years of combined expertise in compliance and standards. Undoubtedly, our entire team brings a deep passion for and commitment to making clear, calculated changes to our food and fiber systems.

In October of 2023, we enjoyed our first ever in-person staff retreat. This event allowed us to come together, share our insights and experience, and celebrate our accomplishments.

ALLIES OF THE R²A

Our Allies provide financial and other support as we pursue increased soil health, improved animal welfare, and economic stability and fairness for farmers, ranchers, and workers around the world.

FOUNDERS



ECOSYSTEM PIONEERS



LAND SUPPORTERS



SOIL ADVOCATES



FAIRNESS PROMOTERS



COMMUNITY CHAMPIONS



GRANTS & FOUNDATIONS



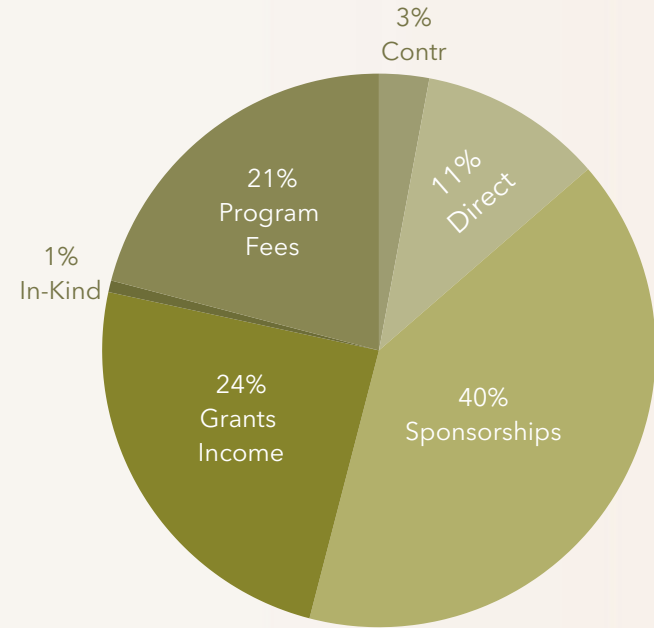
FINANCES

For year ending in December 31, 2022

REVENUE

Program Services	\$215,000
Allies Sponsorships	\$415,000
Grants Income	\$250,000
Direct Contributions	\$110,000
Contributions Received	\$30,000
In-Kind	\$7,000

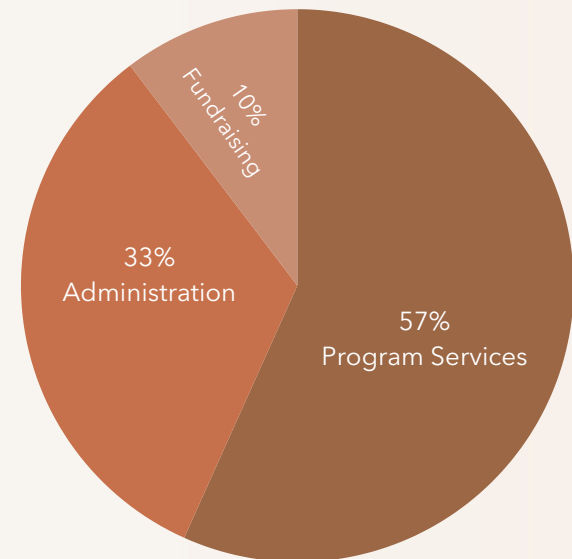
Total Donations & Revenue \$1,027,000



EXPENSES

Program Services	\$530,491
Administration	\$308,144
Fundraising	\$96,741

Total Expenses \$935,576





FARMING IN SERVICE OF LIFE

In Memoriam

The Paul E. Dolan Foundation was established to honor Paul, our hero, beloved friend, mentor, and leader in regenerative organic agriculture. The Foundation educates and supports farmers to adopt regenerative organic agricultural practices.

As a lifelong student of the land, Paul sought to continuously enhance his understanding of the restorative capacity of the soil and the farm, as well as its relationship to the regeneration of Earth's healthy ecosystems. Since its founding, Paul supported the ROA's work in educating new farmers on their journey into regenerative organic agriculture. An educator himself, Paul spoke to grower groups, shared findings at research centers, and hosted educational events at Dark Horse Ranch – all on behalf of the regenerative organic movement.

"We call Dark Horse a 'farming company' rather than a vineyard. It is not just a site for growing grapes; rather it has a wide diversity of life forms such as chickens, horses, cows, and sheep that we have added along with the natural diversity that the native woodlands provided in the form of beneficial insects, birds, and wildlife. We work the farm in such a way as to integrate all these life energies. In this way, the vineyard is like a living organism...Most farming today is exploitive in the way we are removing nutrients from the soil every time we harvest. At Dark Horse, we farm so that we replace the nutrients with natural practices, composting, and animal grazing. In this way the vineyard rewards us with high-quality fruit year after year. This is regenerative organic agriculture."

LOOKING AHEAD



CERTIFICATION

Companies worldwide are transitioning entire supply chains from different regions in order to create products that will carry the Regenerative Organic Certified® seal. There is a rising demand from textile brands, and the program will expand to cotton, wool, cashmere, silk, and leather.

COMMUNICATION

Our Communications Team plays a pivotal role in raising awareness and understanding of Regenerative Organic Certified®. They will develop tools and campaigns to help educate retailers and consumers about the three pillars, the importance of defining 'regenerative' with a baseline of 'organic', and scientific data related to bio-nutrient density from regenerative organic crops.

EDUCATION

In 2024, we will pilot our ROLC program - bringing Regenerative Organic Learning Centers to regions throughout the United States. These ROLCs will demonstrate effective regenerative organic practices and promote peer-to-peer mentorship while improving community relations, food security, and farmer wellbeing to encourage the next generation of farmers.

In the coming year, we will also develop guidance documents for implementing practices to achieve the benchmarks within our Farmer & Worker Fairness Pillar. Doing so translates to strong labor protection, improved working conditions, and ultimately thriving agricultural communities to fundamentally transform the way that a farm business engages with its workers. The goal is to empower all farms to increase their own capacity for social fairness prior to an audit in order to repair the very fabric of our agricultural system rather than just pass or fail an inspection.

"Dr. Bronner's, Patagonia, Rodale Institute, and others came together to establish the Regenerative Organic Alliance because industrial agriculture is an ecological and ethical disaster, destroying ecosystems and rural communities around the world, impoverishing millions of workers and farmers, and immiserating the lives of billions of animals confined in factory farms, fed feed from chemical intensive monoculture deserts that covers over half of US farmland.

The term 'regenerative' was rapidly being co-opted by industrial agriculture, while a holistic approach that considers organic soil health, animal welfare, and fair labor was often missing from the conversation. The Regenerative Organic Alliance was created from this need and is already yielding real results on millions of acres of Regenerative Organic Certified® farms around the world."

- David Bronner, CEO of Dr. Bronner's



Join us on the journey



**Regenerative
Organic Alliance**

www.regenorganic.org

info@regenorganic.org



**Regenerative
Organic
Certified®**

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