

Annual Report

2024



StarWalker Organic Farms, California

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Regenerative Organic Certified® was established in 2017 by a group of farmers, business leaders, and experts in soil health, animal welfare, and social fairness collectively called the Regenerative Organic Alliance.

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

By adopting regenerative organic practices on more farms around the world, we can create long-term solutions to the climate crisis, factory farming, and fractured rural economies.

FOUNDERS

The Patagonia logo consists of the word 'patagonia' in a bold, black, lowercase, sans-serif font with a registered trademark symbol (®) to the upper right.



DR. BRONNER'S
ALL-ONE!®



RODALE
INSTITUTE™

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® LABEL



Regenerative
Organic
Certified®

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.



Three Pillars of

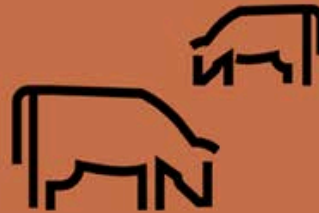


Regenerative
Organic
Certified®



SOIL HEALTH

- Increase Soil Organic Matter
- Enhance Biodiversity
- Protect Water Systems
- Minimize Tillage
- Cover Crops and Crop Rotations
- Livestock Integration
- No GMOs, Gene Editing, or Hydroponics
- No Synthetic Inputs



ANIMAL WELFARE

- No CAFOs
- Grass-Fed / Pasture-Raised
- Suitable Shelter
- Limited Transport
- The Five Freedoms:
 - to express normal species behavior
 - from discomfort
 - from fear and distress
 - from hunger
 - from pain, injury, and disease



SOCIAL FAIRNESS

- Fair Payments for Farmers
- Long Term Commitments from Buyers
- Living Wages for Workers
- Good Working Conditions
- Freedom of Association and Democratic Processes
- Transparency and Accountability
- No Labor Trafficking
- No Child Labor



**BOARD OF
DIRECTORS**



Paul Lightfoot
Board Chair
Patagonia Provisions



La Rhea Pepper
Board Vice Chair
Regenerative Organic
Alliance



Rachel Dreskin
Board Treasurer
Plant Based Foods
Association



Sarela Herrada
Board Secretary
SIMPLi



Elizabeth Whitlow
Board Member
Root Down Rise Up Consulting



Jeff Tkach
Board Member
Rodale Institute



David Bronner
Board Member
Dr Bronner's



Robyn O'Brien
Board Member
Montcalm TCR

MESSAGE FROM INTERIM CEO, ROA BOARD VICE-CHAIR



2024 has been a year of exponential growth and exponential change for ROA! Elizabeth Whitlow, the founding Executive Director for ROA is shifting roles within ROA - joining the Board of Directors, as well as continuing to serve ROA as an Ambassador. In this report, you'll see the results of the strong foundation that Elizabeth has built over the past several years coming to fruition.

As the Interim CEO, it is my pleasure to share Regenerative Organic Alliance's 2024 Annual Report with you! I have had a long history in the regenerative and organic movement - beginning in the early '90s as an organic cotton farmer as well as co-founder and former CEO of the Organic/Textile Exchange from 2002 to 2023.

I have been part of the Regenerative Organic Alliance from its conception, joining the ROA Board of Directors in 2019, initially as the Treasurer, then as the Vice-Chair. Speaking on behalf of the ROA Board and Team, we are excited about this next phase of growth and the opportunities we have in working with you to drive meaningful, transformative change!

ROCTM - A Proven Solution

We are faced with an undeniable need for change. We continue to be confronted with unrest, disruption and seismic shifts in our world. It is time to pause and rethink what we want our industry, our economies, and our communities to look like!

ROCTM provides a proven and holistic solution that goes beyond no synthetic pesticides, no toxic additives, and non-GMO ingredients by championing biodiversity and healthier soils, protecting animal welfare and ensuring worker well-being.

Farm like the world depend on it... because it does!
Looking to 2025!

LaRhea Pepper



IMPACT BY THE NUMBERS

18.4M

Certified Acres



1.9K

Certified
Products on
the Market



44

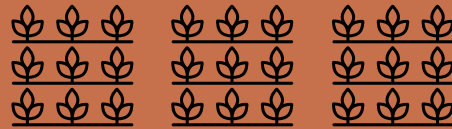
Countries
Operated in

223

Brands
Licensed

474

Different kinds of crops



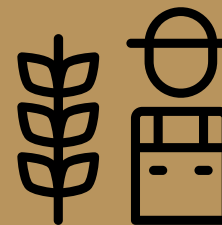
301

Certified Farms and
Ranches



61k

Smallholder
Farmers



13

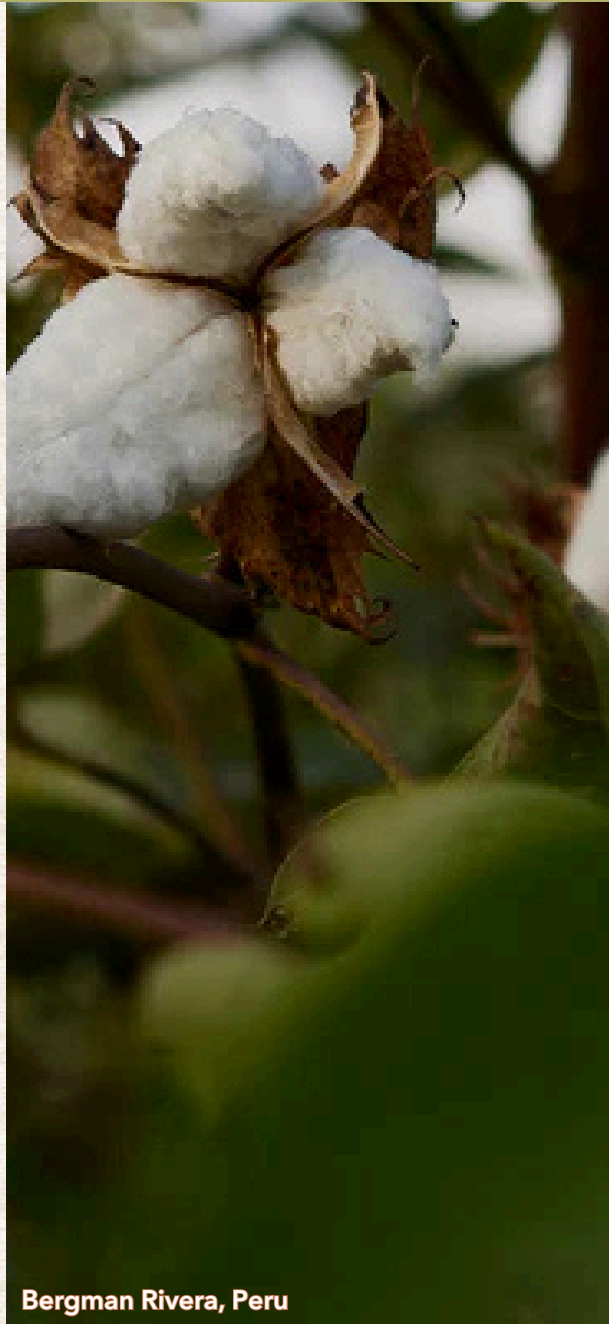
Approved
Certifying
Bodies

&

141

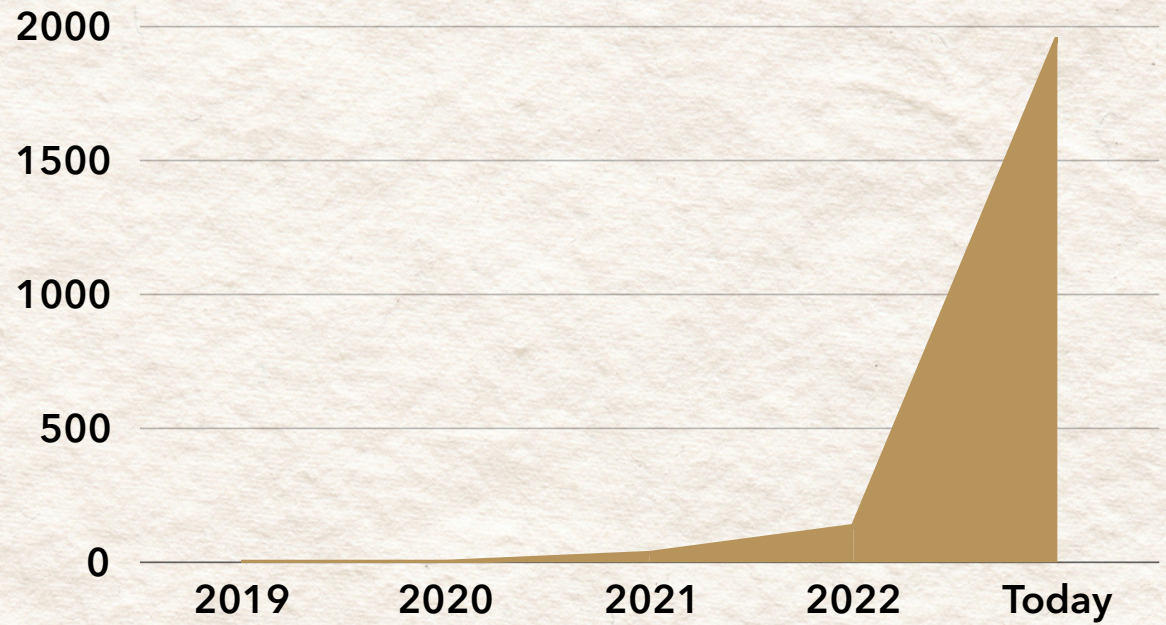
Trained
Auditors

GROWING THE MOVEMENT

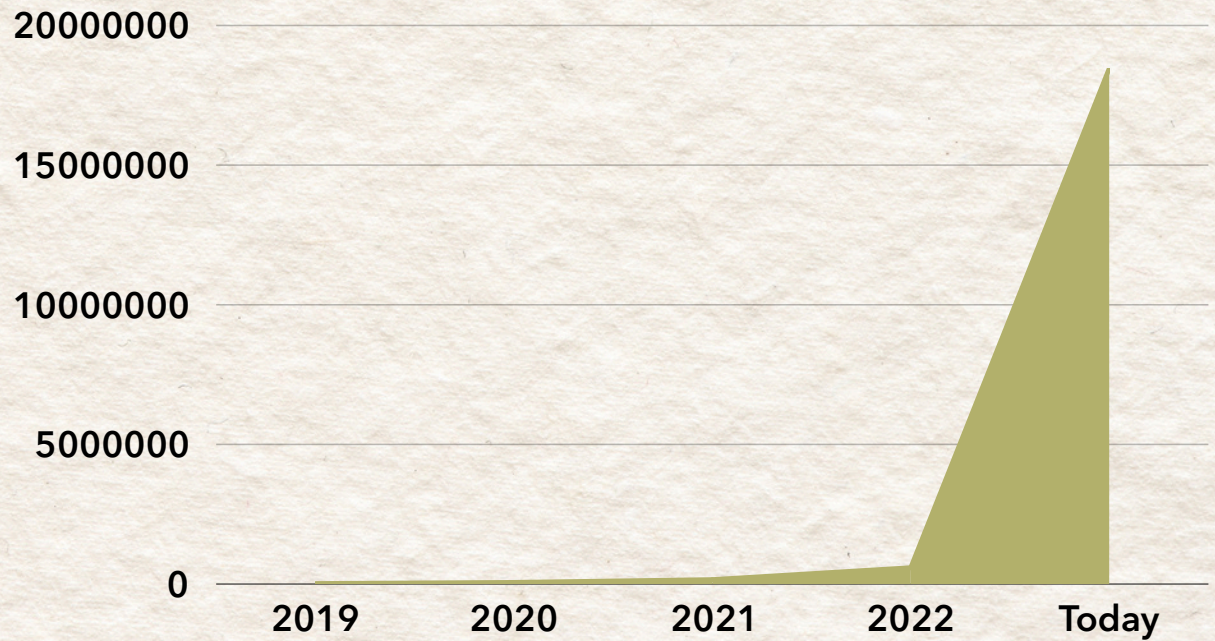


Bergman Rivera, Peru

Regenerative Organic Certified® Products



Regenerative Organic Certified® Acres



EDUCATION FOR FARMERS

REGENERATIVE ORGANIC LEARNING CENTER PILOT PROGRAM

In September of 2024 we launched our Regenerative Organic Learning Center (ROLC) pilot program. The ROLC program aims to uplift our farmers as leaders in their communities, to promote regional peer-to-peer conversations, and to offer learning opportunities for neighboring farmers in order to increase the number of Regenerative Organic Certified® farms.

Through the ROLC program, we hope to encourage the next generation of farmers in Regenerative and Organic while learning from local farming communities to understand the issues we face and the solutions to overcome them.

We selected exemplary farms to be in the ROLC pilot based on their demonstrated expertise and leadership in regenerative organic practices. In this first year, we focused on five regions in the United States.

**Northeast-
Breathe Deep Farm**

**Midwest-
A-Frame Farm**

**Southeast-
Heal The Planet Farm**

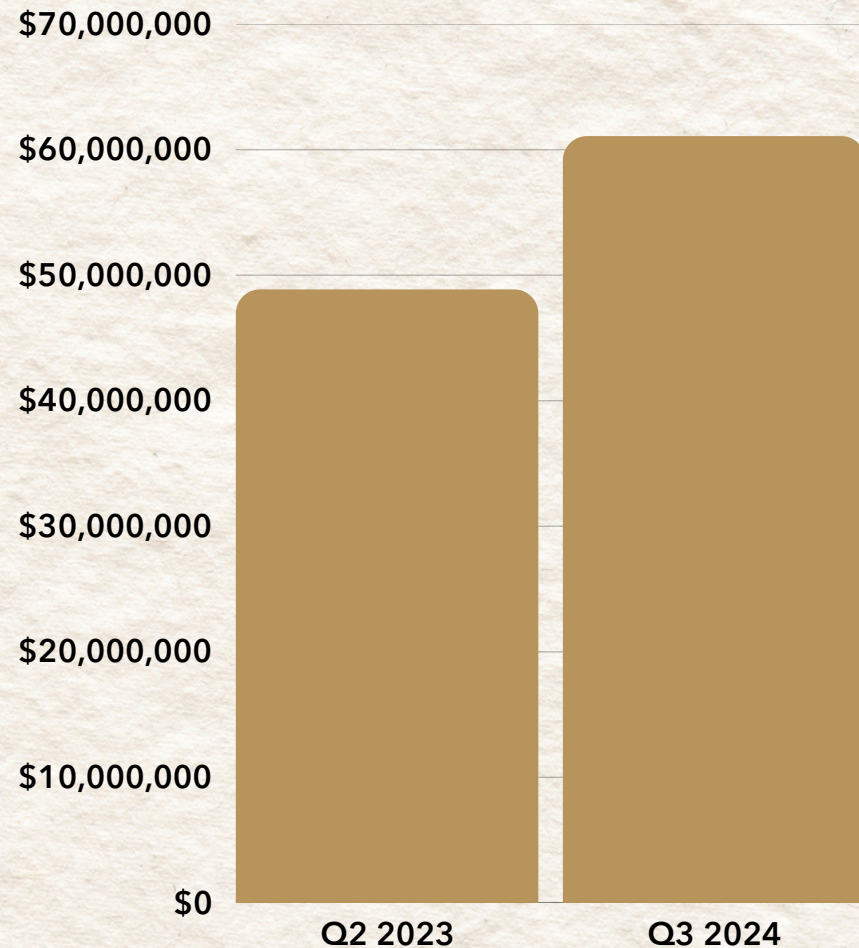
**Southwest-
Oatman Flats Ranch**

**West Coast-
The Ecology Center**

IN THE MARKET



GROWTH OF ROC™ RETAIL SALES OVER 52 WEEKS*



Sales of ROC™ products grew an average of 25% from Q2 2023 to Q3 2024, with sales totaling nearly \$50M in 2024.

**Snapshot of SPINS data reporting as of October 2024*



IN THE MARKET

Growth for Regenerative Organic Certified® Products in the Market

SPINS conducted both a 12 and 52 week trial in Q2 of 2023 and 2024 showing consumer shopping trends and revenue from Regenerative Organic Certified® products. The data collected shows an incredible growth rate in sales for Regenerative Organic Certified® products in natural and multi-outlet grocers. Overall revenue increased by 37% in 2024 when compared to data pulled from the same time period in 2023.

Not only are we seeing a tremendous growth at the check-out counter, but the number of SKUs in the marketplace increased by 71% in 2024 when compared to the same term 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.

New Marketing Campaign Launch

In Q2 of 2024 the Regenerative Organic Alliance formed a Marketing Task Force with our brand partners in order to develop a campaign to help scale consumer demand for Regenerative Organic Certified® products in the marketplace.

Working in tandem with Grit Stdo we developed the new campaign 'Heal the Earth, Nourish your Life' which speaks to consumers through three targeted campaigns for environmental health, social/ human health, and ethical treatment of farmed animals.

The campaign is set to launch in the beginning of Q1 2025, deploying on digital and social platforms along with running advertisements in retailers.



**Heal the Earth,
Nourish your Life.**

Heal the Earth, Nourish your Life.™

Every time you choose Regenerative Organic Certified® products, you're investing in a healthier future for yourself, your family, and generations to come.



Regenerative
Organic
Certified®

GLOBAL REACH



NEWSLETTER - 16.5K subscribers

Up 17.8% from 2023



WEBSITE - 90K annual visitors

Up 45% from 2023



INSTAGRAM - 41.9K followers

Up 35% from 2023



LINKEDIN - 32.4K followers

Up 47% from 2023



FACEBOOK - 8.3K followers

Up 3.75% from 2023

MEDIA SPOTLIGHTS



Modern Farmer

CONSUMPTION - RESOURCES

Regenerative Food Certification: Gold Standard or Greenwashing?

#Accountability #Food & Drink

by Jack Thompson
August 24, 2023



Forbes

FORBES > BUSINESS > FOOD & DRINK

Why Regenerative Farming Needs Organic Certification-And Vice Versa

Errol Schweizer Contributor @
Errol Schweizer has the essential takeaways on the new organic labels



NATURAL PRODUCT TRENDS



New Hope NETWORK.

Meet the Regenerative Organic Certified early adopters

Regenerative organic agriculture has been talked about and even put to practice for decades. But not until recently has a more formal vision to encourage more engagement with these practices come to fruition.

 Nancy Coulter-Parker
September 27, 2020



Forbes

FORBES > SMALL BUSINESS > ENTREPRENEURS

A New Model For Expanding Regenerative Organic Agriculture In America

Esha Chhabra Contributor @
Esha writes about regenerative businesses



15 YEARS



What Does the New Regenerative Organic Certification Mean for the Future of Good Food?

Several new labels introduced last week seek to move beyond US organic. Can they shore up sustainable practices, or will they sow consumer confusion?

BY ARIANA REGUZZONI • MARCH 12, 2018



BIG IMPACT



CLIMATE ACTION

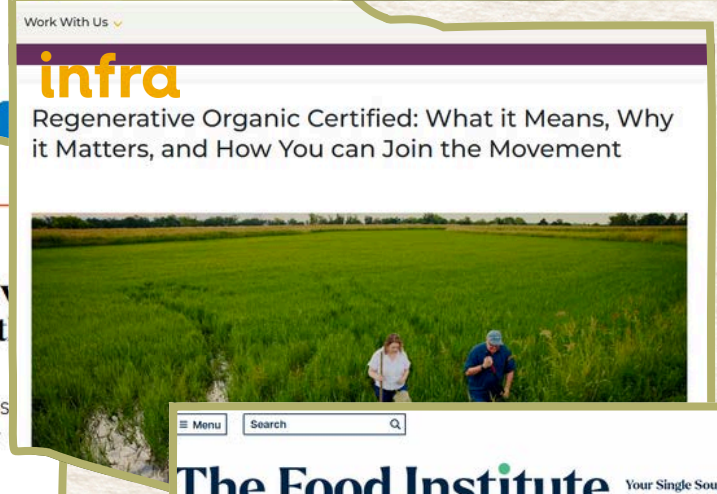
GO GREEN

Home > Small Changes > Style > Sustainable Fashion


Why Fashion Brands Are Starting to Embrace Regenerative Organic Cotton

Brands using regenerative cotton farming are revolutionizing clothing production by simultaneously restoring the environment in the process.

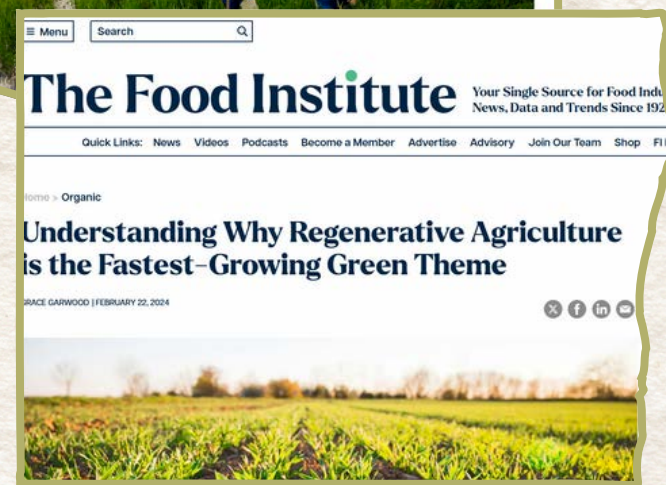

BY EVA HAGAN
PUBLISHED APRIL 8 2024, 11:47 A.M. ET



Work With Us



Regenerative Organic Certified: What it Means, Why it Matters, and How You can Join the Movement



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Understanding Why Regenerative Agriculture is the Fastest-Growing Green Theme

GRACE GARWOOD | FEBRUARY 22, 2024





Feature on

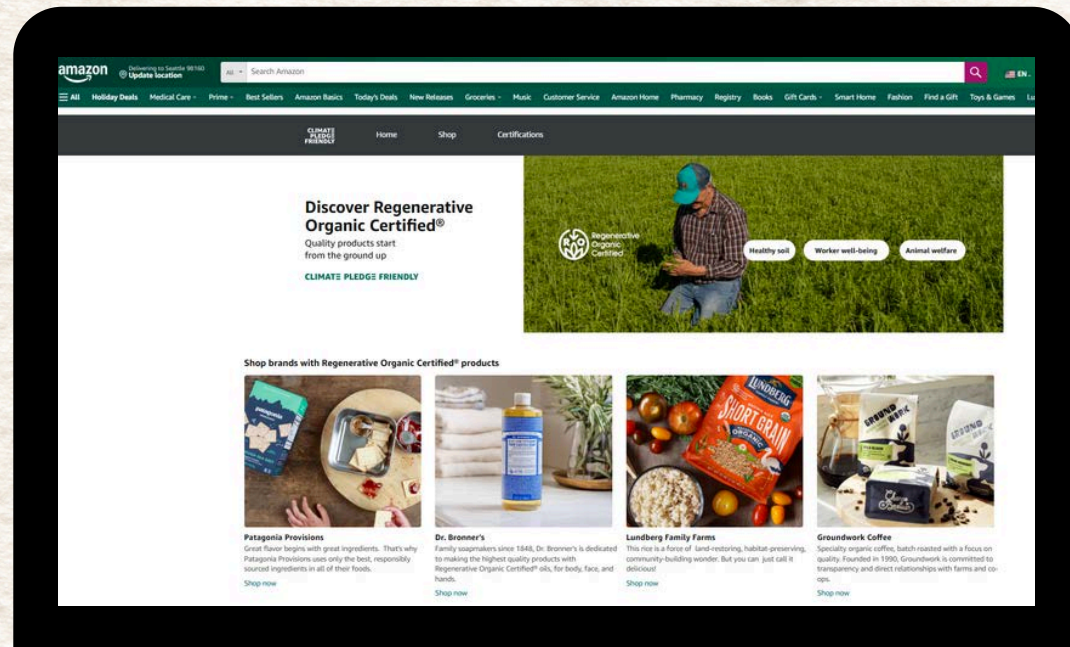


Regenerative
Organic
Certified®

During Climate Week 2024, Amazon.com spotlighted Regenerative Organic Certified® brands through its Climate Pledge Friendly (CPF) program.

The campaign launch placed Regenerative Organic Certified® on Amazon's CPF shop homepage with information about our organization and framework. It featured brands who are Regenerative Organic Certified® that sell on Amazon, linking directly to their products. One of the key elements of the campaign spotlight was a 'Shop Your Values' video created by Amazon that spoke on ROC and featured ROC brands, receiving over 250 million views in a two month time. The video streamed directly on Amazon.com and Amazon Prime Video.

We celebrate the visibility this partnership with Amazon has brought, not only to the values of our program, but also to the dedicated brands that in partnership with suppliers and farmers are creating a more resilient future for all!



THOUGHT LEADERSHIP

Presentations



Organic Growers Summit
Textile Exchange Conference
Europeas First ROC Gathering with Champagne Telemont
Natural Products Expo West
Why Regenerative at Climate Week SORA
Inside Organic Summit
Forum for the Future
Whole Foods Annual Gathering
Slow Money Farm Fest
Bioagricert Path to a Sustainable Future with ROC Webinar
Culinary Institute of America Earth Day Event
Forum for Naturals
Seeds of Equity, Women in Agriculture
World Tea Expo
Sustainable Foods Summit
Food Solution Summit
EcoFarm

Networking



IFOAM Organic World Conference
World Living Soils Forum
Newtopia Now
BIOFACH - The Leading Trade Fair for Organic Food
Annual Provender Alliance Educational Conference
Sustainable Brands Conference
ROA Community Gathering
ROLC Bio- Regional Field Days
ROC Textile Luncheon at the Textile Exchange Conference
Climate Week 2024 NYC
Farm Aid Festival
Tilth Conference

Podcasts



Agriculture Elevated: Regenerative Organic Farming Solutions for a Better World- Future Food Cast
Advancing Regenerative Agriculture- Appropriate Omnivore Podcast
David Bronner | Origins of Regenerative Organic Certification Podcast- Real Organic Project
The Regenerative Organic Certification- The Checkout
What Is Regenerative Organic Certified- Food For You and the Planet

2024 ALLIES OF THE R²A



DR. BRONNER'S
ALL-ONE![®]



RODALE
INSTITUTE[™]



ORGANIC
INDIA[®]

patagonia[®]

Versq



Dark Horse
farming co.

TAZO[®]



TERRA
THREAD



TRUETT • HURST



JUNE
SHINE



FINANCES



REVENUE

| | |
|--------------------------|-----------|
| Program Services | \$711,800 |
| Allies Sponsorships | \$505,000 |
| Grants Income | \$300,000 |
| Direct Contributions | \$105,000 |
| Charitable Contributions | \$38,220 |
| In-Kind | \$17,220 |

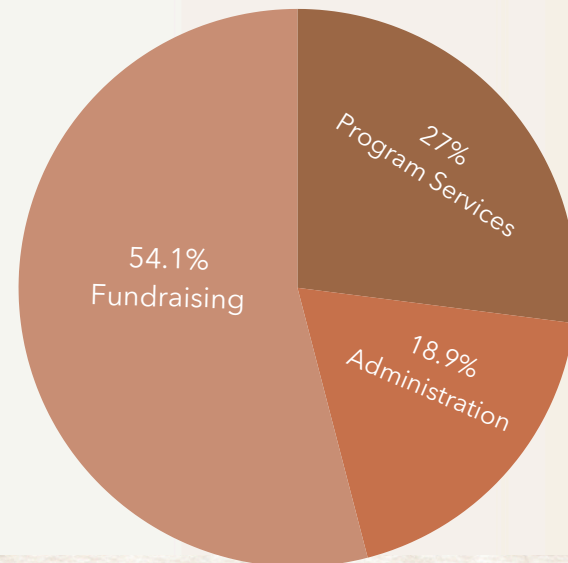
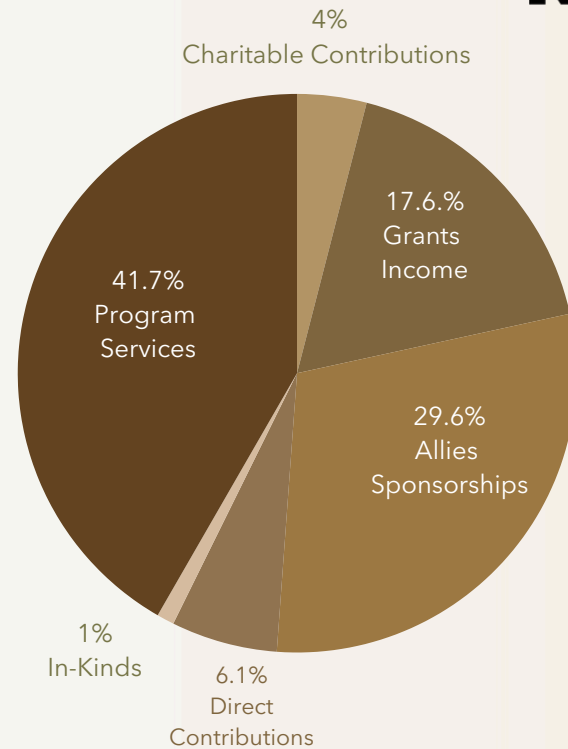
Total Donations & Revenue \$1,677,240

EXPENSES

| | |
|------------------|-----------|
| Program Services | \$780,400 |
| Administration | \$546,280 |
| Fundraising | \$234,120 |

Total Expenses \$1,560,800

For year ending in December 31, 2024



PARTNERSHIP WITH BENEFICIAL STATE BANK

We are proud to partner with Beneficial State Bank as our primary banking avenue. Similarly to how the Regenerative Organic Alliance operates, Beneficial State Bank holds high standards in the way they do business. They are a Green America Certified Business that meets high standards for both social and environmental impacts, certified B Corp since 2012, a member of the Fossil Free Banking Alliance from Bank.Green, and one of the 196 federally recognized Community Development Financial Institutions.

"We recognize the harm that the conventional banking industry has perpetuated in society and in the degradation of our environment. We are heartened by the "new ethical" approach and seek to move beyond that to explore the full potential of a restorative banking system." - Beneficial State Bank

LOOKING AHEAD

MEASUREMENT, EVALUATION & REPORTS

There is an increasing need for ROA to be able to deliver quantifiable Data & Reports to support the industry and ROC™ Licensees. Core improvements to the certification database "Intact" are underway with a dedicated and experienced team member to join Q1 of 2025 to support stronger organization of data and the ability to generate reports as well as automate applications and create greater effectiveness and efficiencies.

MARKET DEVELOPMENT

The ROA is experiencing tremendous growth. While the primary focus has been based upon food, there are other industry segments that are and can play a vital role in expanding the adoption of ROC™. Leveraging the foundation ROC™ standard, modifications are needed in the application and ROA systems to meet targeted needs, initially for cosmetics, textiles and vineyards.

STANDARD REVISIONS

In addition to reviewing the standard for specific guidance and clarification on various crops (see new guidance document for Rice ([link here](#)), stakeholder groups will be convened to review the standard for needed updates to provide for variations that may be needed based upon regional differences while holding true to the principles of ROC™.

EDUCATION PROGRAM

In 2024 we launched our Regenerative Organic Learning center pilot program in hopes of inspiring more farms to transition to regenerative organic practices in their respective bio-region. Due to the great success in 2024, we plan on expanding the Regenerative Organic Learning Center program in 2025. One component of the expansion will be a partnership with Rodale Institute- more details to develop on this partnership and program in quarter 1 of 2025.





JOURNEY TO REGENERATIVE AND ORGANIC

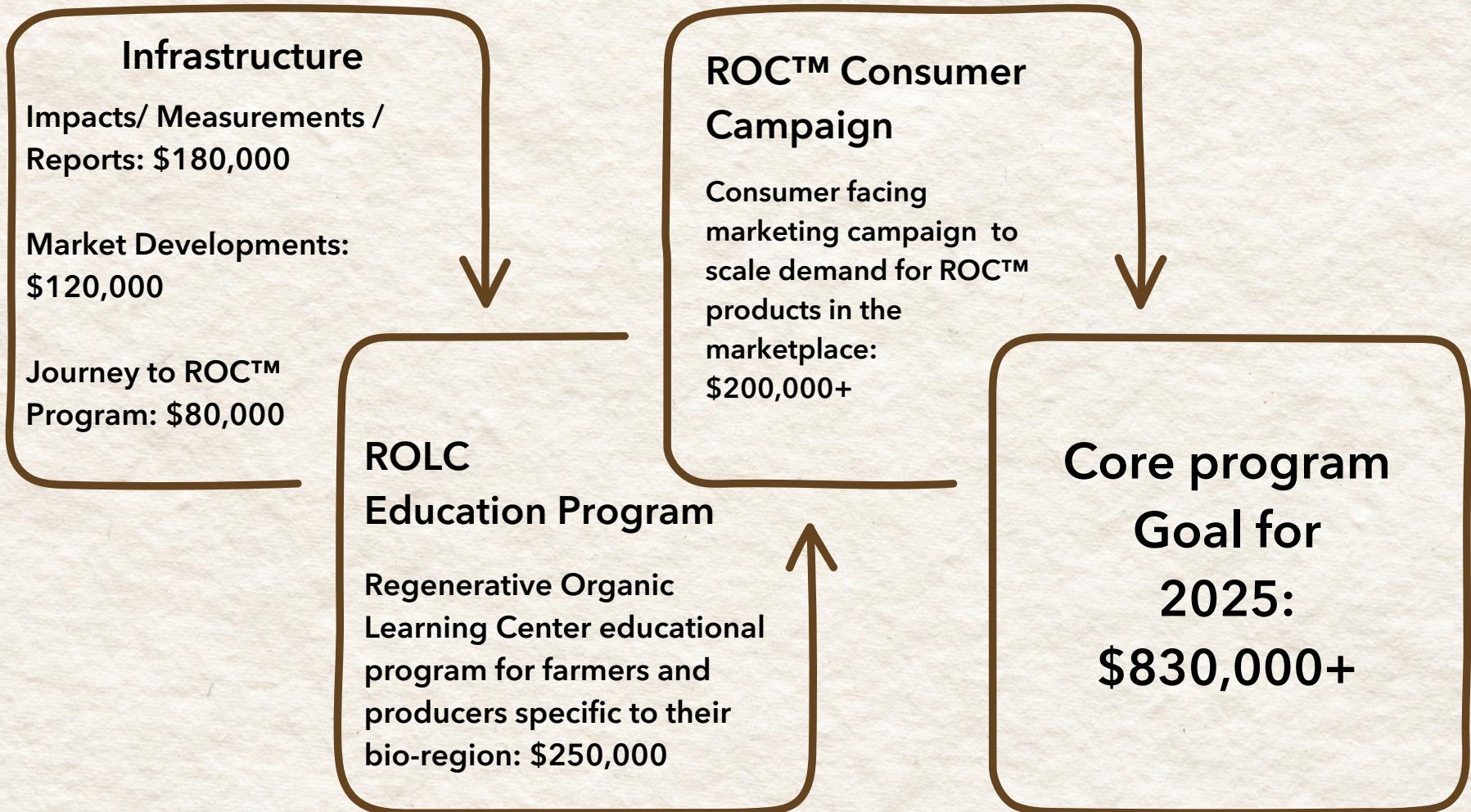
While the interest in ROC™ is increasing, so is the challenge with transitioning conventional agriculture to Regenerative and Organic Agriculture. To support this need and create the “on-ramp” to regenerative and organic certification we propose three programs for launch and piloting in 2025.

- Expansion of Equivalency programs for all three pillars: Soil Health, Animal Welfare and Social Fairness.
- The creation of a transitional program (US Markets) and in-conversion (EU Markets) for certification and labeling to support farmers in their journey to ROC™.
- Create a pilot program for Pathway or Step by Step Journey to ROC™. This would entail a gap analysis of other credible, 3rd Party Certified “Regenerative” programs to create a time limited transition out of conventional agricultural practices.



Allies Sponsorship

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.



2025 ALLIES OF THE  R O A

Thanks to our cornerstone Allies!



With support from:



Become an Ally of the
Regenerative Organic Alliance

Contact us at
info@regenorganic.org





Patagonia 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**

Join us on the journey!



ROC™ is the gold standard in organic and regenerative farming that champions biodiversity, healthier soils, protects animal welfare and ensures worker well-being.

info@regenorganic.org



www.regenorganic.org