



## **Regenerative Organic Agriculture Approaches 20 Million Acres, Delivering Market Growth and Measurable Climate Impact**

*Regenerative Organic Certified® brands including Lundberg Family Farms and Applegate prove sustainable farming can achieve both profitability and environmental impact at scale*

**New York City, September 18, 2025** - While critics question whether Regenerative Organic agriculture can scale sufficiently to address climate change, a coalition of brands across categories—from food and beverage to textiles and personal care—is proving the opposite: companies adopting [Regenerative Organic Certified®](#) (ROC™) practices are simultaneously expanding their environmental footprint and boosting their financial performance.

New data points to a compelling business case for Regenerative Organic: ROC™ products have already generated 45% growth this year, with retail sales up \$20 million—a 24% jump that demonstrates consumer appetite for climate-friendly products extends far beyond niche markets.

With support from more than 320 brands, 67,000 smallholder farms across 46 countries are using regenerative organic farming practices on nearly 20 million acres. These practices, which vary according to crop, climate, and ecosystem, can help rebuild soil health, sequester carbon, restore biodiversity, and even revitalize rural economies.

### **KEY GROWTH METRICS FROM INDUSTRY LEADERS**

- [Dr. Bronner's](#), family-owned maker of the top-selling natural brand of soap in North America, has been committed to ROC™ for seven years and has partnered with suppliers to work with 18,000+ smallholder farmers and convert 52,000 acres to ROC™.
- [Lundberg Family Farms](#), a leading ROC™ brand known for its California-grown rice and rice-based products, has converted all of the organic rice it grows to ROC™ and reports 65% of its consumers are actively seeking ROC™ products, creating clear market differentiation.
- [Applegate](#), producers of high-quality meat and frozen products for the past 35 years, has converted 100% of the beef in its organic hotdogs to ROC™ as of March 2025, touching nearly 10 million acres, and found in label research that adding the certified regenerative claim to the package increased purchase consideration significantly (7+ pts) with hot dog buyers.
- [Gallant International](#), a private label company specializing in custom apparel and bags, has expanded its farmers' network from 700 to over 1,250 farmers since 2022 to meet the growing demand for ROC™ cotton.

### **ROC™ PRODUCTS: BETTER FOR BUSINESS, BETTER FOR CLIMATE**



Unlike other regenerative certifications, ROC™ prohibits the use of persistent synthetic pesticides and fertilizers, which contribute to the climate crisis. Lundberg Family Farms, which grows regenerative organic rice in California's Sacramento Valley, keeps millions of pounds of chemicals off the land each year by drowning and drying up weeds instead of dousing their fields with chemicals. A [recent study from researchers](#) at UC Davis indicates that this Dry Up method of regenerative organic weed management can help reduce global warming potential (GWP) by 49%.

"Regenerative organic farming practices can draw down carbon instead of releasing it, enhance ecosystem biodiversity instead of degrading it, and increase nutrient density instead of depleting it," said Craig Stevenson, CEO, Lundberg Family Farms. "People say it can't be done at scale, but we're bringing ROC™ rice to every category of our portfolio—showing that when farmers commit to regeneration, the result is healthier food, stronger ecosystems, and real progress in the fight against climate change."

"Regenerative Organic agriculture is reaching the scale needed to deliver meaningful climate impact," says Christopher Gergen, CEO of the Regenerative Organic Alliance. "Nearly 20 million acres are already under regenerative organic management, and with accelerating adoption rates and growing consumer demand creating clear market incentives, the movement is shifting from an emerging practice to a mainstream business and climate strategy."

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#### **About the Regenerative Organic Alliance**

The Regenerative Organic Alliance develops and promotes regenerative organic agricultural practices that rebuild soil health, respect animal welfare, and create social fairness. The ROC certification represents the highest standard for regenerative agriculture worldwide.

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