

Press Release

FOR IMMEDIATE RELEASE

Regenerative Organic Alliance Launches *Journey to ROC™* Initiative in Partnership with Regenagri

Sacramento, CA – [9 October 2025] – The Regenerative Organic Alliance (ROA), steward of one of the most stringent standards for soil health, animal welfare, and social fairness, today announced the launch of the *Journey to ROC™* initiative, a groundbreaking program designed to guide farmers and brands on a structured path toward achieving **Regenerative Organic Certified® (ROC™)** status.

To operationalize this vision, ROA has partnered with [Regenagri](#) a global regenerative agriculture certification framework active in more than 30 countries and 330,000+ farms, covering both food and fiber systems. Together, the organizations will provide farmers and supply chains with clear, time-bound pathways and verified milestones that recognize meaningful progress toward regenerative organic practice.

“At its core, the *Journey to ROC™* recognizes that transformation doesn’t happen overnight,” said **Christopher Gergen, CEO of the Regenerative Organic Alliance**. “This program offers farmers and brands the tools, support, and accountability they need to advance step by step, while upholding the integrity of the ROC™ standard. With Regenagri as our partner, we are bridging credible regenerative efforts with the rigorous requirements of regenerative organic certification.

Key Features of the *Journey to ROC™*:

- **Time-Bound Pathways:** Farmers progress toward ROC™ through measurable milestones, supported by third-party verification from Regenagri.
- **Global Applicability:** The program spans food and fiber sectors, ensuring relevance across diverse crops, regions, and supply chains.
- **Economic Viability:** Transition models are supported by cost-sharing mechanisms and market partnerships to reduce the burden on farmers.

- **Equivalency Standards:** Regenagri provides criteria for soil health, animal welfare, and social fairness strengthened over time until ROC™ is achieved.

“Regenagri’s mission is to secure the health of the land and the wealth of those who live on it,” said **Franco Costantini, CEO of Regenagri**. “Through this partnership with ROA, we can help even more farmers transition toward regenerative organic systems while providing the traceability and third-party verification needed to build trust across global supply chains.”

The launch of *Journey to ROC™* reflects a broader shift in the marketplace: consumers, brands, and farmers are demanding systems that move beyond sustainability toward true regeneration. With ROC™ already encompassing more than **67,000 farms across 46 countries**, this initiative will accelerate adoption to regenerative organic growing practices, empower farmers with fair returns, and strengthen global supply chains.

For more information about the ROA and ROC™, visit www.regenorganic.org.

For more information about Regenagri, visit <https://regenagri.org/>

About the Regenerative Organic Alliance (ROA)

The Regenerative Organic Alliance (ROA), a 501(c)(3) nonprofit, advances agriculture that heals soil, ensures animal welfare, and uplifts farmers and workers. ROA oversees the Regenerative Organic Certified® (ROC™) label, the highest global benchmark for food, fiber, and wellness products. Since launching in 2020, ROC™ has grown to over 67,000 certified farms across 46 countries, delivering certified ingredients to more than 300 mission-aligned brands.

About Regenagri

Regenagri is a global regenerative agriculture initiative committed to securing soil health, biodiversity, and farmer livelihoods. The Regenagri program is owned and managed by Regenagri C.i.C.; a community interest company registered in the United Kingdom.

Launched in 2020, today it is active in more than 30 countries with 330,000 farms, across 5 million acres. Regenagri provides third-party verified certification standards for food and fiber production, supporting continuous improvement and measurable impact.

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