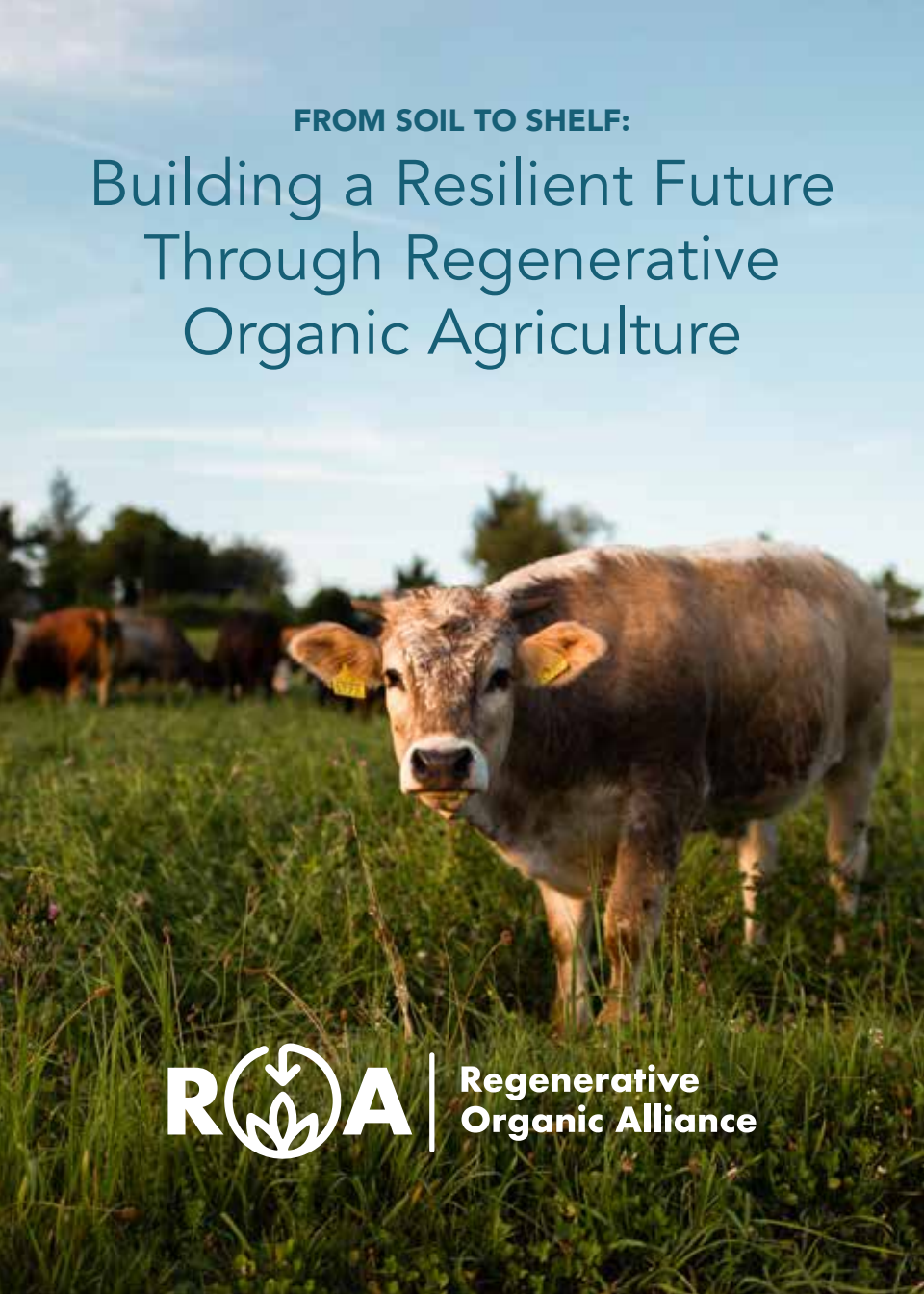
FROM SOIL TO SHELF:

Building a Resilient Future Through Regenerative Organic Agriculture



Regenerative Organic Alliance

WHO WE ARE

Founded by Visionaries, Driven by Impact

The Regenerative Organic Alliance (ROA) is a 501(c)(3) nonprofit organization that advances regenerative organic agriculture worldwide. ROA developed and oversees the Regenerative Organic Certified® (ROC™) standard—the highest global benchmark for regenerative agriculture—integrating an organic foundation with soil health, animal welfare, and social fairness into one rigorous, third-party verified certification. Founded by Rodale Institute, Patagonia, and Dr. Bronner's, ROA brings together farmers, brands, scientists, advocates, and certifiers to transform food, fiber, and wellness supply chains.

Our Mission
The Regenerative Organic Alliance unites farmers, brands, and consumers to advance the highest standard for regenerative organic agriculture as the foundation for a more resilient future.

Our Vision
A thriving future through regenerative organic agriculture that heals our damaged planet and repairs our broken food system.

Who We Serve
We serve the full regenerative organic ecosystem—the farmers restoring soil, the ranchers raising animals humanely, the farmworkers whose labor sustains our food system, and the brands and retailers committed to sourcing with integrity.

PHOTO **Lundberg Family Farms**

We support mission-aligned companies seeking credible, third-party verified standards. We work alongside scientists, certifiers, investors, and advocates who believe agriculture can be a force for ecological restoration and social justice.

And ultimately, we serve consumers who want their purchasing power to reflect their values — choosing products that nourish both people and planet.

Why We Exist

We exist because agriculture can either deplete or regenerate.

Industrial systems have eroded soil, harmed biodiversity, mistreated animals, and marginalized farming communities. At the same time, consumer trust has been diluted by vague sustainability claims and inconsistent standards.

ROA was created to establish clarity, credibility, and accountability — to define what regenerative organic truly means and to ensure it is measured, verified, and continuously improved.

We exist to set the highest bar — and to build the movement that makes it scalable.

Because regeneration isn't optional. It is the path forward for climate resilience, human health, animal dignity, and thriving rural economies.

WELCOME TO THE MOVEMENT

A New Standard for Agriculture, A Better Future for All

Industrial agriculture is a leading driver of climate change, biodiversity loss, and social inequity. ROC™ was created to protect the integrity of the term regenerative, prevent greenwashing, and ensure that regeneration always includes organic practices, people, and animals—not just soil metrics.

ROC™ provides:

- A clear, trusted signal for consumers in a crowded sustainability marketplace
- A credible framework for brands seeking verified regenerative claims
- A pathway for farmers to be rewarded for long-term stewardship

PHOTO **Pocono Organics**

WHAT MAKES ROC™ DIFFERENT

In a world full of claims, ROC™ stands apart. Developed by the Regenerative Organic Alliance, ROC™ is the only regenerative certification built on a foundation of organic and verified through rigorous third-party audits. It establishes the highest global benchmarks for soil health, animal welfare, and social fairness; ensuring that regeneration is real, measurable, and holistic.

ROC™ is grounded in the understanding that agriculture is an interconnected living system. Healthy soil thrives alongside biodiversity. Humane animal care is inseparable from responsible land stewardship. And lasting regeneration depends on fairness and dignity for the farmers and workers who grow our food and fiber.

YOUR PATH TO EXCELLENCE

Continuous Improvement at Every Stage

ROC™ has three levels of certification: bronze, silver, and gold. All certified brands and products start at the bronze level and work their way up, emphasizing continuous improvement and deeper commitment to regenerative practices.

ROC™ Bronze
A strong foundation in regenerative organic practices, meeting rigorous baseline requirements across soil health, animal welfare, and social fairness—with a commitment to continuous improvement.

ROC™ Silver
Demonstrates deeper implementation of regenerative organic practices, exceeding baseline standards and delivering measurable impact across all three pillars.

ROC™ Gold
The highest level of Regenerative Organic Certified® achievement—representing full integration of advanced soil health, animal welfare, and social fairness practices throughout the operation and supply chain.

UNDERSTANDING ROC™

The Global Standard in Regenerative Agriculture

All ROC™ products must start with USDA Organic Certification as a baseline (as well equivalent organic standards globally), then meet additional rigorous standards across three critical pillars.

THE 3 PILLARS OF

Regenerative Organic Certified®

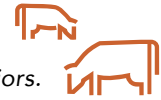
SOIL HEALTH

Practices that rebuild soil organic matter, increase biodiversity, improve water retention, and sequester carbon

- Increased Soil Organic Matter
- Increased Biodiversity
- Protected Water Systems
- Conservation Tillage
- Cover Crops
- Crop Rotations
- Rotational Grazing
- No GMOs or Gene Editing
- No Soilless Systems
- No Synthetic Inputs

ANIMAL WELFARE

High standards emphasizing pasture-based systems, humane treatment, and the ability for animals to express natural behaviors.



- No CAFOs
- Grass-Fed / Pasture-Raised
- Freedom from discomfort
- Freedom from fear & distress
- Freedom from hunger
- Freedom from pain, injury, or disease
- Freedom to express normal behavior
- Suitable Shelter
- Limited Transport

SOCIAL FAIRNESS

Protections for farmers and workers including fair pay, safe working conditions, and respect for human rights.

- Fair Payments for Farmers
- Long Term Commitments
- Living Wages for Workers
- Professional Development
- Reasonable Working Conditions
- Democratic Organizations
- Freedom of Association
- Transparency and Accountability
- No Child Labor
- No Labor Trafficking

LEADING REGENERATION ACROSS INDUSTRIES

Standards and Programming Developed by Industry Leaders

Our certification reaches across multiple sectors, with specialized standards and support developed by experts within each industry to meet unique needs and drive meaningful change.

ROC™ is designed to work where agriculture meets the marketplace; across food, fiber, and wellness supply chains. While grounded in one unified framework of soil health, animal welfare, and social fairness, ROC™ standards are thoughtfully adapted to the realities of each industry and geography.

Because regeneration looks different in a vineyard than it does on a cattle ranch. It operates differently in cotton fields than in herb cultivation. And it must be measurable, credible, and practical within each sector it touches.

A Unified Standard, Adapted by Sector
Across all industries, ROC™ maintains one clear foundation and is implemented by industry experts, technical advisors, and certifiers who understand the operational realities of each category. This ensures standards are both rigorous and practical; capable of scaling impact without compromising integrity.

Driving Change Across Supply Chains
ROC™ is not limited to one crop, region, or product type. It is a framework designed to transform entire supply networks; from farm to finished goods.

By serving multiple sectors with tailored standards and collaborative programming, the Regenerative Organic Alliance creates alignment across industries. Farmers gain clear pathways. Brands gain credible differentiation. Retailers gain trusted sourcing. And consumers gain confidence that their purchases support regeneration in action.

FOOD & BEVERAGE

From pantry staples and produce to dairy, eggs, wine, coffee, and packaged goods, ROC™ supports brands committed to transforming how food is grown.

Our food standards ensure that crops are cultivated without synthetic pesticides or petroleum-based fertilizers, that livestock are raised in pasture-based, humane systems, and that farmworkers are protected through strong social fairness requirements.

The result is food grown in living soil systems that restore biodiversity, build resilience to climate shocks, and contribute to healthier ecosystems and communities.

PHOTOS clockwise from top
Patagonia, Burroughs Family Farms, Southbrook Organic Vineyard, Simpli

FIBER & MATERIALS

From Field to Fabric

In cotton, wool, and other fiber crops, regeneration must address both environmental and human impacts across global supply chains.

ROC™ fiber standards build on organic requirements while advancing soil regeneration, biodiversity, humane livestock management (where applicable), and worker protections. Through strong traceability and licensing requirements, brands can bring verified regenerative organic materials into fashion and textile markets with integrity and transparency.

PERSONAL CARE & COSMETICS

Regenerative Organic by Standard. Beautiful by Nature.

The Personal Care & Cosmetics Program is an emerging initiative of the Regenerative Organic Alliance designed to bring the rigor of Regenerative Organic Certified® into the beauty, personal care, and cosmetics sectors. Because these products rely heavily on agricultural ingredients, the program centers regenerative organic agriculture as the foundation of credible sustainability—focusing on soil health, social fairness, and supply-chain transparency from farm to finished product.

Building Together

Currently in a co-creation and development phase, the program is being shaped with brands, farmers, certifiers, and experts to ensure it is both ambitious and practical. Its long-term vision is to enable trustworthy regenerative claims, support farmer livelihoods, and set a new benchmark for integrity and impact in the beauty industry.

PHOTO **Herb Pharm**

ROA BRAND ALLIES

Driving Regenerative Momentum

The ROA Brand Allies program brings together mission-driven companies advancing regenerative organic agriculture by championing ROC™, expanding market demand, and supporting farmers on their path to certification. Through collaboration, education, and supply chain engagement, Allies help build the ecosystem needed to scale adoption of the highest standards for soil health, animal welfare, and social fairness worldwide. As an extension of our Allies' teams, the ROA amplifies this work by crafting data-driven narratives that resonate across consumer and retail touch points. By aligning strategy with storytelling, we elevate brand presence, deepen engagement, and accelerate demand for ROC™ products; driving meaningful, shared success.

RETAILER IMPACT NETWORK

Scaling Regeneration Through Retail

The Retailer Impact Network unites retail leaders committed to advancing ROC™ products in the marketplace.

Through peer-to-peer learning and shared best practices, participating retailers strengthen their regenerative strategies while aligning around one clear, high-integrity, third-party verified standard. The Network also plays a critical role in educating and engaging consumers — delivering clear, concise, and consistent messaging about what "regenerative" truly means.

By expanding demand, supporting farmer transitions, and building shopper trust, the Retailer Impact Network turns purchasing power into measurable impact — accelerating soil health, animal welfare, and social fairness across global supply chains. Learn more at **regenorganic.org/roa-retailer-impact-network.**

FARMER & PRODUCER PROGRAMMING

Supporting the Journey. Scaling the Impact.

Regenerative transformation begins in the field. ROA's farmer and producer programming supports the transition to (ROC™ through clear milestones, third-party verification, and continuous improvement. Through initiatives like Journey to ROC™, farmers and ranchers receive practical guidance, credible certification pathways, and strengthened market access — ensuring regenerative practices are both measurable and economically viable.

By aligning soil health, animal welfare, and social fairness with real market demand, ROA helps producers build resilience while driving lasting impact across global supply chains.

PHOTO **Pocono Organics**

JOURNEY TO ROC™

A Credible Pathway to Regeneration

The Journey to ROC™ is a structured transition program designed to help farmers and supply chains progress from conventional agricultural practices toward the highest standard in regenerative agriculture.

Through clear milestones, third-party verified benchmarks, and continuous improvement requirements, the program meets farmers where they are — helping them transition from conventional agricultural practices to increased soil health, social fairness, and animal welfare practices while reducing and ultimately eliminating synthetic inputs to achieve ROC — while strengthening market access and economic viability.

Journey to ROC™ expands regenerative adoption without compromising integrity, creating a responsible, scalable pathway to full ROC™ certification and lasting systems change. Learn more at **regenorganic.org/introducing-the-journey-to-roc.**

CHANNEL PARTNERS

ROA collaborates with mission-aligned organizations across agriculture, science, and supply chains to scale impact.

Edacious Food Labs

Together, Edacious and ROA are advancing a science-based understanding of how regenerative organic farming influences food quality and human health. Through a collaborative framework, the partnership will identify and analyze food products in the Edacious Lab to generate data on nutrient density, safety, and other key quality indicators. By linking agricultural practices to measurable outcomes, Edacious and ROA aim to elevate public and industry awareness of the value of nutrient-dense, responsibly produced food and deepen transparency across the food system.

The Landbanking Group

The new partnership between ROA and The Landbanking Group makes it possible to continuously and outcome-based monitor the ecological performance of every ROC™-certified field at scale. Through preferential access to Landbanking Group's natural capital platform, landler.io, ROA members can track biodiversity, carbon, soil, and water health using advanced remote sensing and AI grounded in the latest science. By making ecological impact visible and measurable, the collaboration helps reduce data burdens for ROC™ audits, increase transparency, and transform regenerative organic supply chains into drivers of measurable corporate value and not just added procurement cost.

Rodale Institute

The strategic channel partnership between the Rodale Institute and ROA unites scientific leadership with rigorous certification to advance regenerative organic agriculture at scale. As a founding force behind ROC™, Rodale Institute contributes decades of research and farmer education, while ROA stewards the high-bar, third-party verified standard integrating soil health, animal welfare, and social fairness. Together, we are bridging science, standards, and market activation—accelerating adoption across brands and supply chains and positioning regenerative organic as a scalable solution for climate resilience, rural prosperity, and food system transformation.

Now is the time...

As a global non-profit organization, the Regenerative Organic Alliance is working with a growing community of partners to take our collective impact to the next level. **Whether you are a funder, a farmer, a mission-driven brand, or a mission-aligned retailer, we invite you to join the regenerative organic movement!** Collectively, we can heal the planet, improve human well-being, and create a more resilient and equitable food system.

ROA | Regenerative Organic Alliance

PHOTO **Burroughs Family Farms**

Heal the Earth, Nourish Your Life.

Regenerative Organic Alliance

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#FarmLikeTheWorldDependsOnIt