

ROCTM STARS

NOURISH LIKE A MOTHER

SARELA FROM SIMPLI
LEADS THE WAY

A ROCTOBER FIELD GUIDE TO THE PEOPLE
FARMING LIKE THE WORLD DEPENDS ON IT —
AND NOT WAITING FOR IT TO CATCH UP.



REAL CHANGE HAPPENS *UNDERGROUND*

**A LETTER FROM CHRISTOPHER GERGEN,
CEO OF THE REGENERATIVE ORGANIC
ALLIANCE**

You're standing in an aisle full of promises. Natural. Sustainable. Eco-friendly. Responsibly sourced. Much of it is a brand grading its own homework; a nice word on a package, with no one behind it checking the work. So caring about where your food comes from turns into a job you didn't ask for – squinting at labels, decoding claims, hoping you got it right.

Regenerative Organic Certified® exists to end the squinting. For ease, and for fun, we simply call it ROC™. You can say it just like you say “Rock n’ Roll!” Or “Rock on!”. The ROC™ seal is a line drawn by someone other than the company selling you the product. Built on an organic foundation, it stands on three non-negotiable pillars: healthy soil, animal welfare, and fairness for the farmers and workers who grow our food. And every one of those pillars is verified by independent, third-party inspection. No self attesting, no pinky promises. ROC™ isn't a marketing claim. It's the highest bar in agriculture, and a brand either clears it or it doesn't.

Here's why that matters in your kitchen: healthier soil grows more nourishing food, holds more water, and pulls carbon from the atmosphere. Animals are treated with dignity. The people in the fields are paid and protected fairly. And organic means you aren't putting toxic and persistent chemicals in your body. When you reach for a product carrying this seal, your cart quietly becomes a vote for the kind of farming our families, our communities, and our planet actually needs.

This ROC-tober, we want to introduce you to some of the ROC-star brands that made that choice early- long before anyone was watching. Turn the page and meet a few of them. And the next time you're in the aisle, look for the seal. In a time when “say-do” is more important than ever, it's the shortest distance between what you believe and what you buy.





WHAT MAKES *A ROC™ STAR*

NOT CELEBRITY ENDORSERS. NOT TREND-CHASERS. THE ONES DOING THE REAL WORK.



A ROC™ Star isn't the loudest name on the shelf. It's the brand out in the fields, in the supply chains, and in the communities doing the unglamorous work, long before "regenerative" became a word that sells. They didn't chase the trend. In a lot of cases, they started the movement the trend is now imitating.

You can spot them by the choices they made. They chose the hard path. They put soil before scale. They took the long view when the quarterly one was easier. They didn't wait for permission, and they didn't wait for the market to be ready. They didn't greenwash, and they didn't cut corners – even the corners no customer would ever have noticed.

What unites them is a refusal to treat the seal as a finish line. For a ROC™ Star, certification is the floor, not the trophy. It cost them more. It took them longer. As one of them puts it: it wasn't the cheapest option, and that was the point.

That's punk. That's jazz. That's early hip-hop. It's what happens when people build the real thing instead of the marketable version of it. The pages ahead aren't ads, they're sightings. Here are the ROC™ Stars.



RICE THIS GOOD DOESN'T JUST HAPPEN. *"IT'S JUST RICE,"* SAID NO LUNDBERG EVER.

"Leave the land better than you found it." That was Great-Grandpa Albert Lundberg's motto, and four generations later it's still the whole job description. Since 1937, this California family has grown rice the hard way, treating the soil, water, air, and wildlife around their fields with as much care as the crop itself.

So, when Regenerative Organic Certified® came along, Lundberg Family Farms didn't have to change who they are, they just had to prove it. They became the first U.S.-grown rice brand to earn the seal and committed to bringing all of their organic rice under it. For a brand that's been quietly regenerative for nearly a century, it was less a pivot than a receipt.



RICE-OBSESSED
SINCE 1937.

THE LUNDBERGS SET THE STANDARD FOR RICE. NOW THEY'RE RAISING IT.

The proof is in the fields. Lundberg manages weeds with water instead of chemicals, grows cover crops to sequester carbon and restore nutrients to the soil, floods a portion of their fields to provide food and habitat for thousands of migratory birds as they travel the Pacific Flyway, and return that water to rivers and streams where zooplankton from the fields nourish Chinook salmon. They even rescue baby ducks. Yep, baby ducks. It's a farm that works with the wild, not against it.

And the Lundbergs aren't keeping these land-restoring, habitat-preserving, community-building farming practices to themselves. They're working directly with the Regenerative Organic Alliance to write regenerative standards for California-grown rice and bring more growers into the fold—literally betting the farm that regenerative organic can work at real scale. Look for their seal on everything from packaged rice to rice cakes to microwaveable rice that's ready in 90 seconds.



IT STARTS *IN THE DIRT*

ANCIENT NUTRITION TOOK "YOU ARE WHAT YOU EAT" ALL THE WAY DOWN TO THE SOIL.

Most supplement companies start with a capsule. Ancient Nutrition started with the ground. Founders Jordan Rubin and Dr. Josh Axe built the brand on a simple, uncompromising idea: a superfood is only as powerful as the soil it grew in. So if you care about what goes into people, you'd better care about what goes into the land first.

That idea has been tested in the field with partners. Ancient Nutrition's long-time farm partners in Tennessee and Missouri, including Heal the Planet Farm in Summertown and Beyond Organic Ranch in Koshnokong, became the first Regenerative Organic Certified® farms in their states in 2022. The Tennessee farm serves as a Rodale Institute research site, with multi-species rotational grazing and a food forest of more than 1.5 Million superfood-bearing perennials planted by Ancient Nutrition.



**REGENERATIVE
PARTNERSHIPS SINCE
2021 · SUPPLEMENTS**

Those farms are where the ingredients for Ancient Nutrition's launch of the first line of ROC dietary supplements were originally grown. But one set of farms was never the goal. It was the proof of concept.

The commitment runs through the whole company. Through its R.A.N.C.H. Project (Regenerative Agriculture, Nutrition, and Climate Health), Ancient Nutrition dedicates a substantial amount of dollars toward regenerative research, farmer support, education, land transition, food forests, and food-waste diversion.

Here's the part that makes them a ROC Star: they keep widening the circle. This year, Ancient Nutrition and Rodale Institute renewed the partnership they began in 2021, with Rodale's consultants working directly with farmers across the country to move them toward organic and ROC. It's not always a straight line. Finding certified processors to turn those crops into usable ingredients is the hardest part, and some of these farms may never supply Ancient Nutrition at all. They're building the foundation anyway. And they treat what they learn as open source, so dozens, even hundreds, of other farmers can follow the same path. That's not a brand protecting an edge. That's a brand trying to move an industry.



EXCEPTIONAL FLAVOR. *RESPONSIBLY SOURCED.*



FIRST ROC IN THE
SPICE AISLE · CO-OP
SINCE 1976

**FRONTIER CO-OP BROUGHT REGENERATIVE
ORGANIC CERTIFIED® TO THE SPICE AISLE
— A FIRST FOR THE CATEGORY.**

For 50 years, Frontier Co-op® has believed that Doing Good, Works. As a member-owned cooperative, responsible sourcing has been core to Frontier's business from the beginning. Frontier was an early champion of organic agriculture and among the first U.S. companies to bring Fair Trade Certified spices to American consumers. For decades, Frontier Co-op has built lasting relationships with growers and worked to create a more equitable and sustainable supply chain.

That commitment continues with Frontier Co-op becoming the first brand to offer nationally distributed Regenerative Organic Certified® bottled spices and extracts. The collection spans a growing range of everyday cooking and baking essentials, including Ceylon cinnamon, turmeric, ginger, black pepper, cardamom, allspice, and Madagascar and Indonesian Vanilla Extracts.

Bringing regenerative practices to spices and extracts is especially meaningful because of the complexity of the global supply chain. Many of these ingredients are grown by smallholder farmers in communities around the world. Expanding Regenerative Organic Certified® sourcing means working closely with growers and suppliers to invest in farming practices that build healthier soil while supporting the people and communities behind the ingredients.

For consumers, it means the ingredients they reach for every day can do more. They can deliver the exceptional flavor consumers expect from Frontier Co-op while supporting a more responsible way of growing and sourcing those ingredients. And by investing in Regenerative Organic Certified® spices and extracts at scale, Frontier Co-op is helping demonstrate what's possible for the future of the category.

NOURISH LIKE A MOTHER

**SIMPLI BUILT A SUPPLY CHAIN YOU CAN
TRACE ALL THE WAY BACK TO THE FARMER.**

SIMPLi exists to answer a question most brands would rather you didn't ask: where, exactly, did this come from? Founders Sarela Herrada and Matt Cohen built the company around a stubborn belief that food should benefit the farmer, the planet, and the person eating it, in equal measure, with nothing lost in the shuffle in between.

That conviction made history. SIMPLi became the first food brand to achieve Regenerative Organic Certified® in South America, for quinoa and beans grown at 12,500 feet in the mineral-rich, volcanic soil of Puno, Peru where farmers cultivate crops using knowledge passed down for generations.

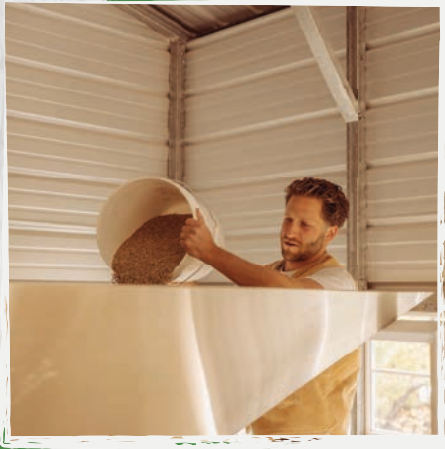
The secret is how they're built. SIMPLi works directly with its growers, ensuring more value flows back to the farmers and their communities, keeping true traceability from field to table - a real answer to an industry riddled with food fraud. Single-origin heirloom beans, ancient grains, and nutritious oils—all sourced from their ancestral lands. Every tin and bag leads back to a name.

And when their farmers face hard times, SIMPLi shows up. Standing with Ukrainian growers through the disruption of war, not just buying from them in good years. Fair For Life and Regenerative Organic Certified®, SIMPLi is what it looks like when a supply chain is built on relationships instead of anonymity.

SIMPLi

FIRST ROC IN SOUTH AMERICA · 13+
COUNTRY ROC SUPPLY CHAIN





ROOTS SIX FEET DEEP



RISING ROC STAR ·
FIRST ROC FLOUR TO
MARKET

**ROARING FORK MILL IS THE ONLY
REGENERATIVE ORGANIC CERTIFIED® MILL
IN THE MOUNTAIN WEST.**

This is a family operation in the most literal sense. A 400-square-foot mill in Carbondale, Colorado that shares a driveway with the family home. Founder Jacob Trumbull mills the grain; his wife and co-owner Nicole leads regenerative ag and storytelling, his mother bakes, his sister runs operations, his cousin designs. Even the dog has a title: Chief Taster. This is what the real work looks like. Small, hands-on, and a long way from a boardroom.

Behind the charm is a serious commitment. Roaring Fork Mill works only with 100% Regenerative Organic Certified, non-GMO, heritage grains from family farms. They mill it the slow way, on a stone grist mill that keeps the germ, bran, and oils intact, for flour with more flavor and more nutrition in every bag.

This is why they belong here: Roaring Fork Mill is the only Regenerative Organic Certified mill in the Mountain West, and its rye was the first ROC flour in the country. Beyond flour, they've brought ROC pancake mix, shortbread cookies and graham crackers to shelf. They're also reviving a wheat gone from their local valley for over 60 years, starting from a single pound of seed. None of it is the cheap way to make flour. That's the point.

And the market is answering. In three years it's grown production tenfold and gone from its first trade show to 700-plus retail doors in about six months. They lead with flavor and let regeneration be the reason it tastes that way. Keep an eye on this one – it's where the movement's headed.

ROCTM STARS



NOURISH LIKE

THE QUIET
REVOLUTION
IS IN YOUR CART

THIS OCTOBER, LOOK FOR THE SEAL, AND JOIN
THE ROC STAR BRANDS DOING THE REAL WORK.

FIND REGENERATIVE ORGANIC CERTIFIED®
PRODUCTS NEAR YOU AT [REGENORGANIC.ORG](https://regenorganic.org)