



Farm like the world depends on it.

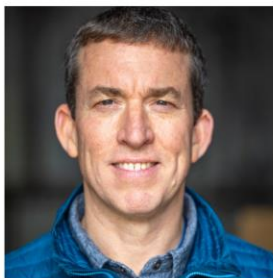


Regenerative  
Organic  
Certified

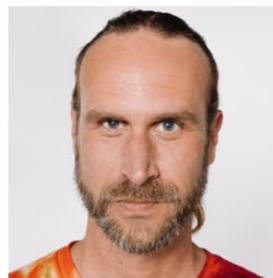




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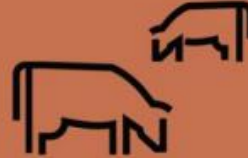
**We envision** a thriving future through regenerative organic agriculture that heals our damaged planet and repairs our broken food system.

**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.



# Baseline Certifications Required for Eligibility

## Certifications Required for ROC Eligibility - Choose One Per Pillar



### Soil Health



OR an international standard recognized as equivalent by the National Organic Program

### Animal Welfare \*



\* Not required if operation does not produce commercial animal products

### Social Fairness \*\*



\*\* Not required if operation is in the Global North (see Program Manual)





## Soil Health

What we do to the soil, we do to ourselves, as soil is the bedrock of our food system and, ultimately, our culture and civilization. Regenerative organic farming methods restore and build soil, protect ecosystems, and protect people by increasing soil organic matter, fertility, and biodiversity.



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



## Animal Welfare

High welfare farming addresses the needs and nature of animals first, ensuring livestock experience a pasture-based stress-free environment that protects them from extremes of temperature, thirst, hunger, and fear, allows them to exhibit natural behaviors such as ranging, foraging, and rooting.



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



## Social Fairness

To be truly regenerative, we must consider all players in the farm system – from the soil to the people working the soil. Ethical treatment of our land stewards is fundamental to a thriving agricultural system, and the Farmer & Worker Fairness module seeks to empower people and restore communities by ensuring fair conditions for farmers, ranchers, and workers at all levels of the farm.



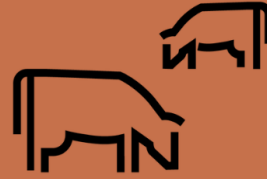
- Fair Payments for Farmers
- Long Term Commitments
- Living Wages for Workers
- Professional Development
- Good Working Conditions
- Democratic Organizations
- Freedom of Association
- Transparency and Accountability
- No Forced Labor

# The Three Pillars of



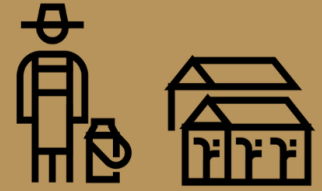
## SOIL HEALTH

- 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





The Risk of  
**GREEN-  
WASHING**

**In an era where the term ‘regenerative’ is at great risk of greenwashing and dilution of its true meaning, third-party certification is an invaluable distinction in a marketplace that is already rife with consumer confusion.**

JBS under current lawsuit by prestigious New York law firm for misleading climate pledge labeling: *must “discontinue claims relating to its goal of achieving ‘net zero’ greenhouse gas emissions by 2040”*

Quorn Foods-Advertising Standards Authority rules misleading ad that their product is a way to address climate change.

Danone’s Carbon Neutral claim on Evian bottles – *Judge rules that the term “could mislead a reasonable consumer” and allows lawsuit to continue.*

# A few principles that we stand firmly behind:

- We believe in a combination of practice- and outcomes-based approaches combined with qualified, competent third-party verification.
  - We do not support self-assessment checklists via desk audits as a viable substitution to a credible certification program.
- To be regenerative, a farm or brand cannot be using synthetic fertilizers and pesticides
  - AKA organic practices, although we understand that Organic Certification isn't necessarily the only way to get there.
- There needs to be a path accessible to everyone. For that, we recognize other solid regenerative standards.
  - We believe they must **follow a timebound commitment** to the elimination of synthetic fertilizers and pesticides in order to carry a meaningful REGENERATIVE claim.



# Sustainable Products Show Mixed Results in conventional (MULO) and Natural channels

+39% U | \$39M

Regenerative Organic  
Certified®

+13% U | \$13M

Certified Greener World -  
Animal Welfare

+11% U | \$1B

Labeled Pasture-Raised

+10% U | \$1B

Labeled Grass-Fed

+4% U | \$740M

Certified Detox Project -  
Glyphosate Residue Free

+1% U | \$51M

Certified Upcycled

-26% U | \$49M

Certified Fair Trade USA

-12% U | \$792M

Certified Plant Based Foods  
Association

-6% U | \$12B

Certified B Corp

-4% U | \$29B

Labeled Organic

-3% U | \$42B

Certified Non-GMO Project  
Verified

-3% U | \$6M

Labeled No Antibiotics  
Added

## WHERE WE ARE TODAY



**5.7M ACRES  
CERTIFIED**



**58K+ FARMS  
AND SMALLHOLDER  
FARMERS**



**400 TYPES OF  
ROCTM CROPS**



**147 BRANDS  
LICENSED**

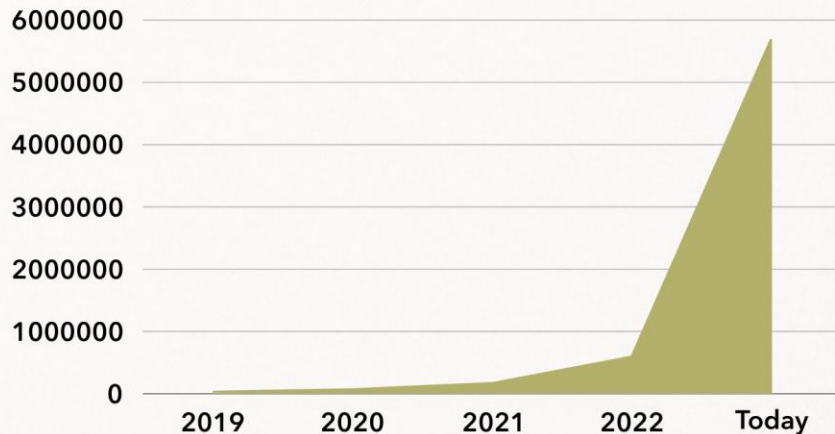


**1,097 ROCTM  
PRODUCTS**

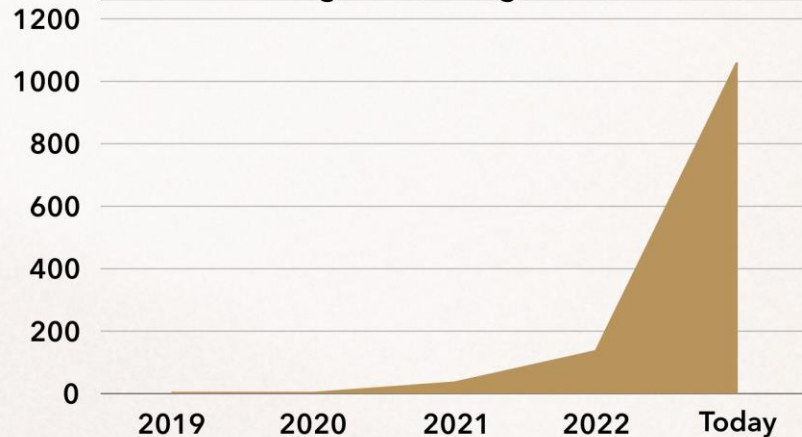


**25% SALES  
GROWTH YoY**

### Regenerative Organic Certified® Acres



### Products with Regenerative Organic Certified® Content





## ROC™ FARMS ACROSS SECTORS



**39%**  
vegetables,  
grains, pulses

**10%**  
fiber &  
textiles

**16%**  
dairy, meat,  
eggs

**40%**  
vineyards  
& orchards

**9%**  
health &  
wellness

In practice, Regenerative Organic Certified® farms are often diverse enterprises with production for multiple sectors on the same acreage, thus maximizing the regenerative impacts of rotation and integration.

## 2023 MILESTONES



### TRADEMARK

The ROA successfully earned the trademark on Regenerative Organic Certified®, registering our marks first in the US, EU, UK, and Japan.

### MARKETPLACE

The ROC™ Product Directory on our website provides quick access to a full list of all Regenerative Organic Certified® products currently available.

### OUR TEAM

The ROA now has 8 full-time and 4 part-time staff members located throughout North and South America.

We've also expanded our list of approved Certification Bodies and trained 132 auditors around the world.



## LOOKING AHEAD



**CERTIFICATION** - expanding the program for cotton, wool, cashmere, silk, and leather to meet the rising demand from textile brands.

**COMMUNICATION** - developing tools and educational campaigns for retailers and consumers.

**RESOURCES** - publishing guidance documents to empower farms to increase their capacity for achieving the benchmarks in Farmer & Worker Fairness Pillar.

**EDUCATION** - bringing Regenerative Organic Learning Centers to regions throughout the US.



Join us on the journey



Regenerative  
Organic Alliance

[www.regenorganic.org](http://www.regenorganic.org)



Regenerative  
Organic  
Certified

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