

Annual Report

2024



StarWalker Organic Farms, California

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Regenerative Organic Certified® was established in 2017 by a group of farmers, business leaders, and experts in soil health, animal welfare, and social fairness collectively called the Regenerative Organic Alliance.

Our mission is to build soil health, ensure equity for farm workers, empower farmers, and improve animal welfare through a holistic farm-based, brand-driven certification.

By adopting regenerative organic practices on more farms around the world, we can create long-term solutions to the climate crisis, factory farming, and fractured rural economies.

FOUNDERS

patagonia®



DR. BRONNER'S
ALL-ONE!®



RODALE
INSTITUTE™

**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.**



REGENERATIVE ORGANIC CERTIFIED® LABEL



**Regenerative
Organic
Certified®**

Regenerative Organic Certified® is a revolutionary umbrella label that ensures soil health, animal welfare, and worker fairness, enabling consumers to know at-a-glance that their purchase makes a positive impact at every level: environmentally, ethically, and socially.



Three Pillars of

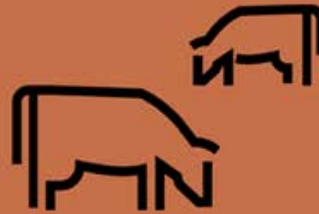


Regenerative
Organic
Certified®



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



BOARD OF DIRECTORS



Paul Lightfoot
Board Chair
Patagonia Provisions



La Rhea Pepper
Board Vice Chair
Regenerative Organic
Alliance



Rachel Dreskin
Board Treasurer
Plant Based Foods
Association



Sarela Herrada
Board Secretary
SIMPLi



Elizabeth Whitlow
Board Member
Root Down Rise Up Consulting



Jeff Tkach
Board Member
Rodale Institute



David Bronner
Board Member
Dr Bronner's



Robyn O'Brien
Board Member
Montcalm TCR

MESSAGE FROM INTERIM CEO, ROA BOARD VICE-CHAIR



2024 has been a year of exponential growth and exponential change for ROA! Elizabeth Whitlow, the founding Executive Director for ROA is shifting roles within ROA - joining the Board of Directors, as well as continuing to serve ROA as an Ambassador. In this report, you'll see the results of the strong foundation that Elizabeth has built over the past several years coming to fruition.

As the Interim CEO, it is my pleasure to share Regenerative Organic Alliance's 2024 Annual Report with you! I have had a long history in the regenerative and organic movement - beginning in the early '90s as an organic cotton farmer as well as co-founder and former CEO of the Organic/Textile Exchange from 2002 to 2023.

I have been part of the Regenerative Organic Alliance from its conception, joining the ROA Board of Directors in 2019, initially as the Treasurer, then as the Vice-Chair. Speaking on behalf of the ROA Board and Team, we are excited about this next phase of growth and the opportunities we have in working with you to drive meaningful, transformative change!

ROCTM - A Proven Solution

We are faced with an undeniable need for change. We continue to be confronted with unrest, disruption and seismic shifts in our world. It is time to pause and rethink what we want our industry, our economies, and our communities to look like!

ROCTM provides a proven and holistic solution that goes beyond no synthetic pesticides, no toxic additives, and non-GMO ingredients by championing biodiversity and healthier soils, protecting animal welfare and ensuring worker well-being.

Farm like the world depend on it... because it does!
Looking to 2025!

LaRhea Pepper



IMPACT BY THE NUMBERS

18.4M

Certified Acres



1.9K

Certified
Products on
the Market



44

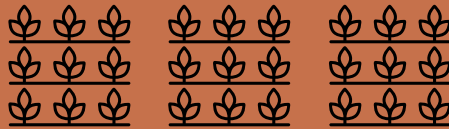
Countries
Operated in

223

Brands
Licensed

474

Different kinds of crops



13

Approved
Certifying
Bodies

&

141

Trained
Auditors

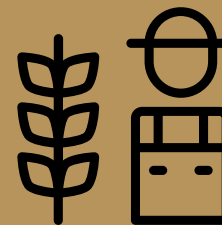
301

Certified Farms and
Ranches



61k

Smallholder
Farmers

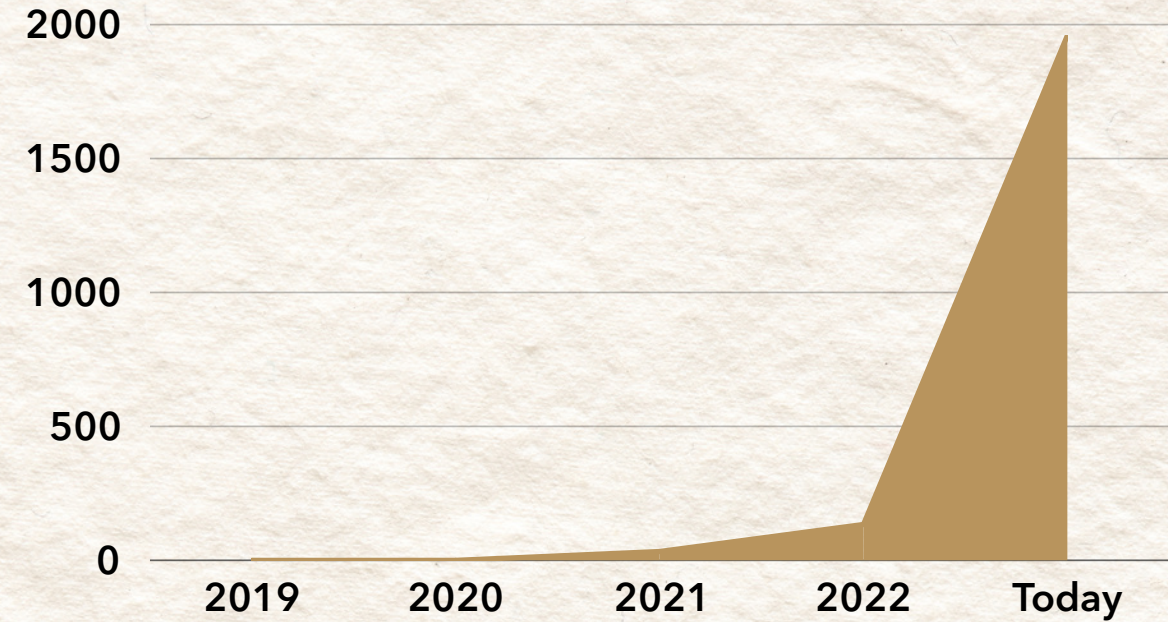


GROWING THE MOVEMENT

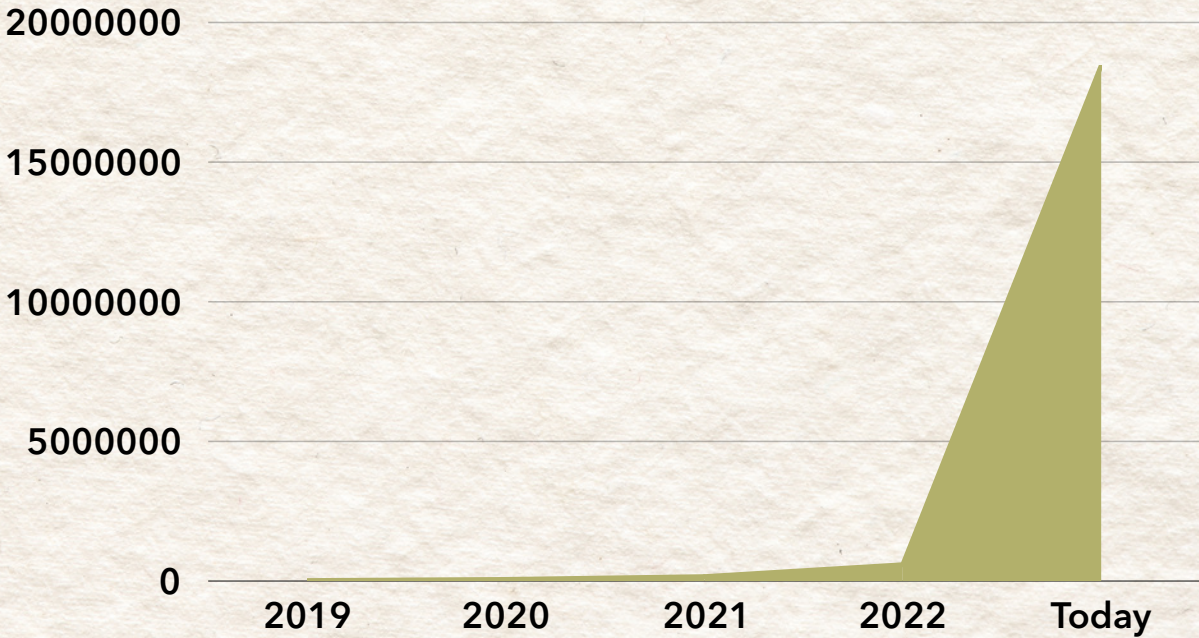


Bergman Rivera, Peru

Regenerative Organic Certified® Products



Regenerative Organic Certified® Acres



ROC™ FARMS ACROSS SECTORS



40.6%

vegetables,
grains, pulses

3.4%

fiber &
textiles

17.4%

dairy, meat,
eggs

38.9%

vineyards
& orchards

13.6%

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.

EDUCATION FOR FARMERS

REGENERATIVE ORGANIC LEARNING CENTER PILOT PROGRAM

In September of 2024 we launched our Regenerative Organic Learning Center (ROLC) pilot program. The ROLC program aims to uplift our farmers as leaders in their communities, to promote regional peer-to-peer conversations, and to offer learning opportunities for neighboring farmers in order to increase the number of Regenerative Organic Certified® farms.

Through the ROLC program, we hope to encourage the next generation of farmers in Regenerative and Organic while learning from local farming communities to understand the issues we face and the solutions to overcome them.

We selected exemplary farms to be in the ROLC pilot based on their demonstrated expertise and leadership in regenerative organic practices. In this first year, we focused on five regions in the United States.

**Northeast-
Breathe Deep Farm**

**Midwest-
A-Frame Farm**

**Southeast-
Heal The Planet Farm**

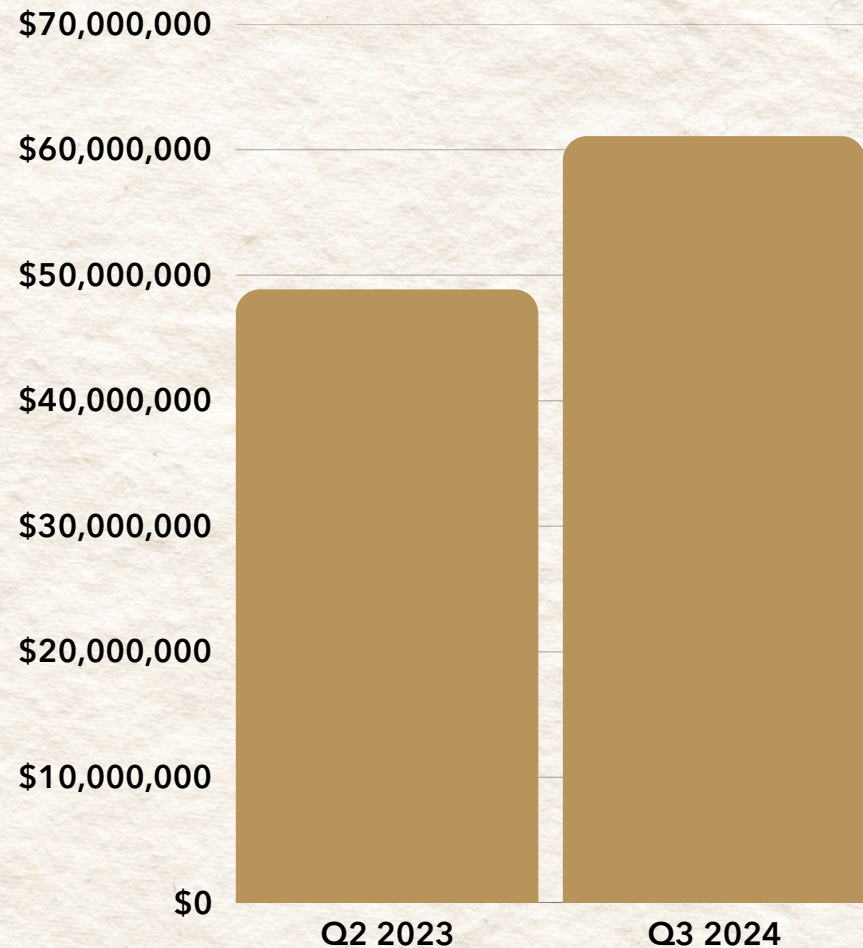
**Southwest-
Oatman Flats Ranch**

**West Coast-
The Ecology Center**

IN THE MARKET



GROWTH OF ROC™ RETAIL SALES OVER 52 WEEKS*



Sales of ROC™ products grew an average of 25% from Q2 2023 to Q3 2024, with sales totaling nearly \$50M in 2024.

**Snapshot of SPINS data reporting as of October 2024*



IN THE MARKET

Growth for Regenerative Organic Certified® Products in the Market

SPINS conducted both a 12 and 52 week trial in Q2 of 2023 and 2024 showing consumer shopping trends and revenue from Regenerative Organic Certified® products. The data collected shows an incredible growth rate in sales for Regenerative Organic Certified® products in natural and multi-outlet grocers. Overall revenue increased by 37% in 2024 when compared to data pulled from the same time period in 2023.

Not only are we seeing a tremendous growth at the check-out counter, but the number of SKUs in the marketplace increased by 71% in 2024 when compared to the same term in 2023, which is clearly indicative of continued growth potential.

By offering Regenerative Organic Certified® products, brands are responding to the consumer desire to have their purchase make a positive impact at every level: environmentally, ethically, and socially.

New Marketing Campaign Launch

In Q2 of 2024 the Regenerative Organic Alliance formed a Marketing Task Force with our brand partners in order to develop a campaign to help scale consumer demand for Regenerative Organic Certified® products in the marketplace.

Working in tandem with Grit Std we developed the new campaign 'Heal the Earth, Nourish your Life' which speaks to consumers through three targeted campaigns for environmental health, social/ human health, and ethical treatment of farmed animals.

The campaign is set to launch in the beginning of Q1 2025, deploying on digital and social platforms along with running advertisements in retailers.



**Heal the Earth,
Nourish your Life.**

Heal the Earth, Nourish your Life.™

Every time you choose Regenerative Organic Certified® products, you're investing in a healthier future for yourself, your family, and generations to come.



**Regenerative
Organic
Certified®**

GLOBAL REACH



NEWSLETTER - 16.5K subscribers

Up 17.8% from 2023



WEBSITE - 90K annual visitors

Up 45% from 2023



INSTAGRAM - 41.9K followers

Up 35% from 2023



LINKEDIN - 32.4K followers

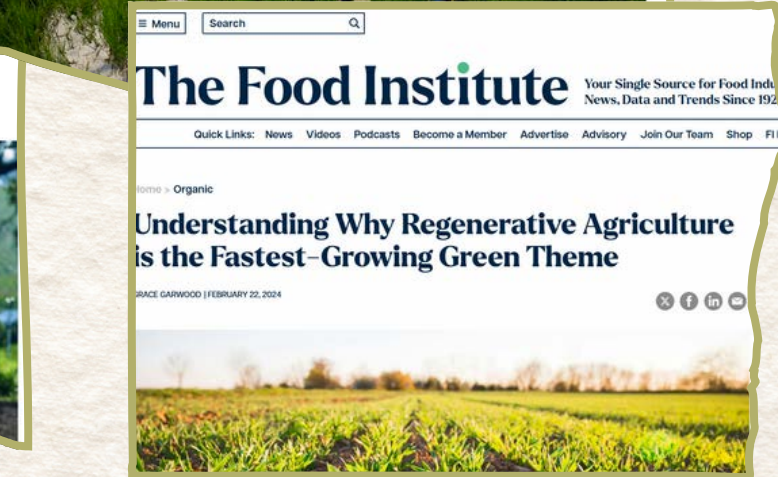
Up 47% from 2023



FACEBOOK - 8.3K followers

Up 3.75% from 2023

MEDIA SPOTLIGHTS





Feature on

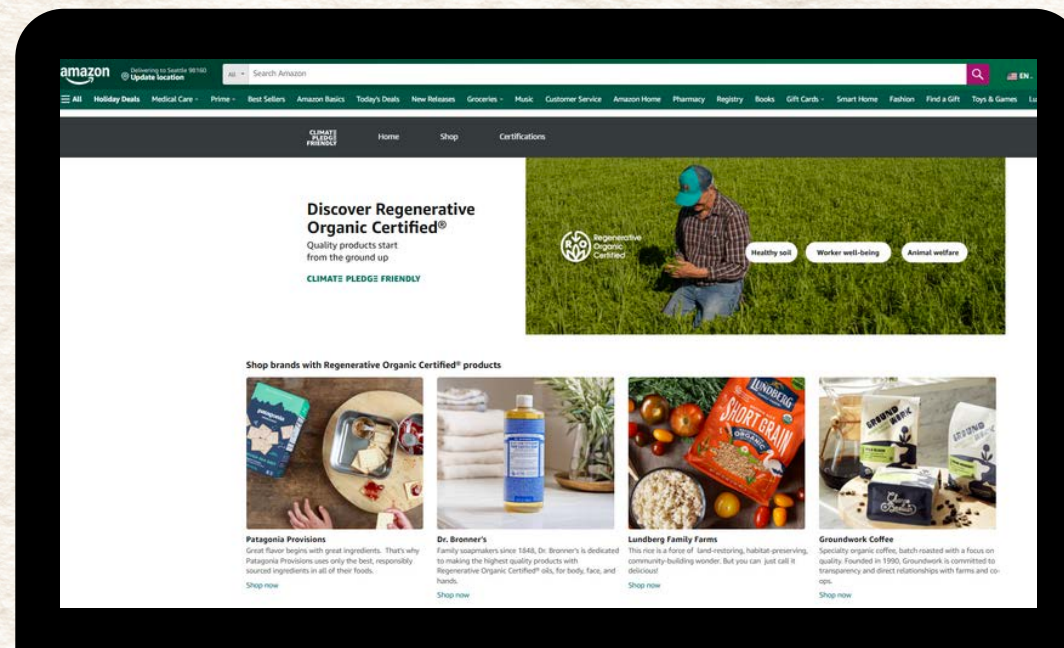


Regenerative
Organic
Certified®

During Climate Week 2024, Amazon.com spotlighted Regenerative Organic Certified® brands through its Climate Pledge Friendly (CPF) program.

The campaign launch placed Regenerative Organic Certified® on Amazon's CPF shop homepage with information about our organization and framework. It featured brands who are Regenerative Organic Certified® that sell on Amazon, linking directly to their products. One of the key elements of the campaign spotlight was a 'Shop Your Values' video created by amazon that spoke on ROC and featured ROC brands, receiving over 250 million views in a two month time. The video streamed directly on Amazon.com and Amazon Prime Video.

We celebrate the visibility this partnership with Amazon has brought, not only to the values of our program, but also to the dedicated brands that in partnership with suppliers and farmers are creating a more resilient future for all!



THOUGHT LEADERSHIP

Presentations



Organic Growers Summit

Textile Exchange Conference

Europeas First ROC Gathering with Champagne Telemont

Natural Products Expo West

Why Regenerative at Climate Week SORA

Inside Organic Summit

Forum for the Future

Whole Foods Annual Gathering

Slow Money Farm Fest

Bioagricert Path to a Sustainable Future with ROC Webinar

Culinary Institute of America Earth Day Event

Forum for Naturals

Seeds of Equity, Women in Agriculture

World Tea Expo

Sustainable Foods Summit

Food Solution Summit

EcoFarm

Networking



IFOAM Organic World Conference

World Living Soils Forum

Newtopia Now

BIOFACH - The Leading Trade Fair for Organic Food

Annual Provender Alliance Educational Conference

Sustainable Brands Conference

ROA Community Gathering

ROLC Bio- Regional Field Days

ROC Textile Luncheon at the Textile Exchange Conference

Climate Week 2024 NYC

Farm Aid Festival

Tilth Conference

Podcasts



Agriculture Elevated: Regenerative Organic Farming Solutions for a Better World- Future Food Cast

Advancing Regenerative Agriculture- Appropriate Omnivore Podcast

David Bronner | Origins of Regenerative Organic Certification Podcast- Real Organic Project

The Regenerative Organic Certification- The Checkout

What Is Regenerative Organic Certified- Food For You and the Planet

2024 ALLIES OF THE A



DR. BRONNER'S
ALL-ONE!®



RODALE
INSTITUTE™



**ORGANIC
INDIA**®

patagonia®

Versq

TAZO®

**WHITE
LEAF**
PROVISIONS

**TERRA
THREAD**



Dark Horse
farming co.



TRUETT•HURST



**JUNE
SHINE**



FINANCES



REVENUE

Program Services	\$711,800
Allies Sponsorships	\$505,000
Grants Income	\$300,000
Direct Contributions	\$105,000
Charitable Contributions	\$38,220
In-Kind	\$17,220

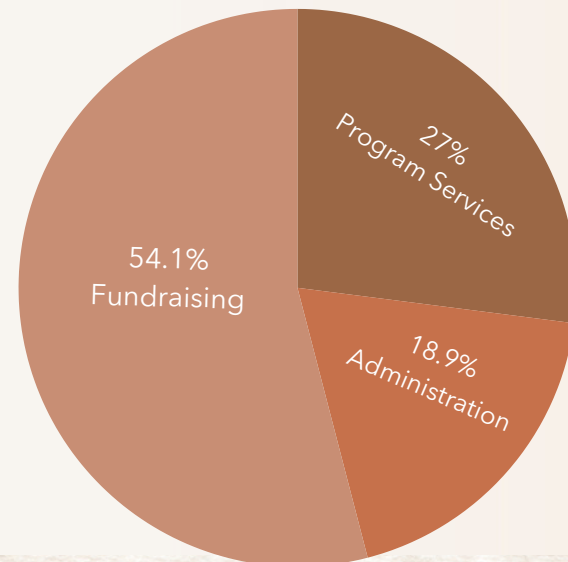
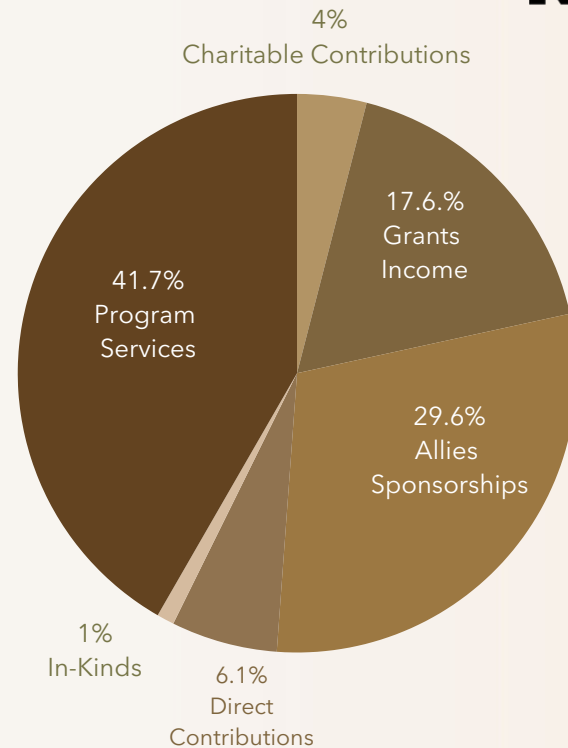
Total Donations & Revenue \$1,677,240

EXPENSES

Program Services	\$780,400
Administration	\$546,280
Fundraising	\$234,120

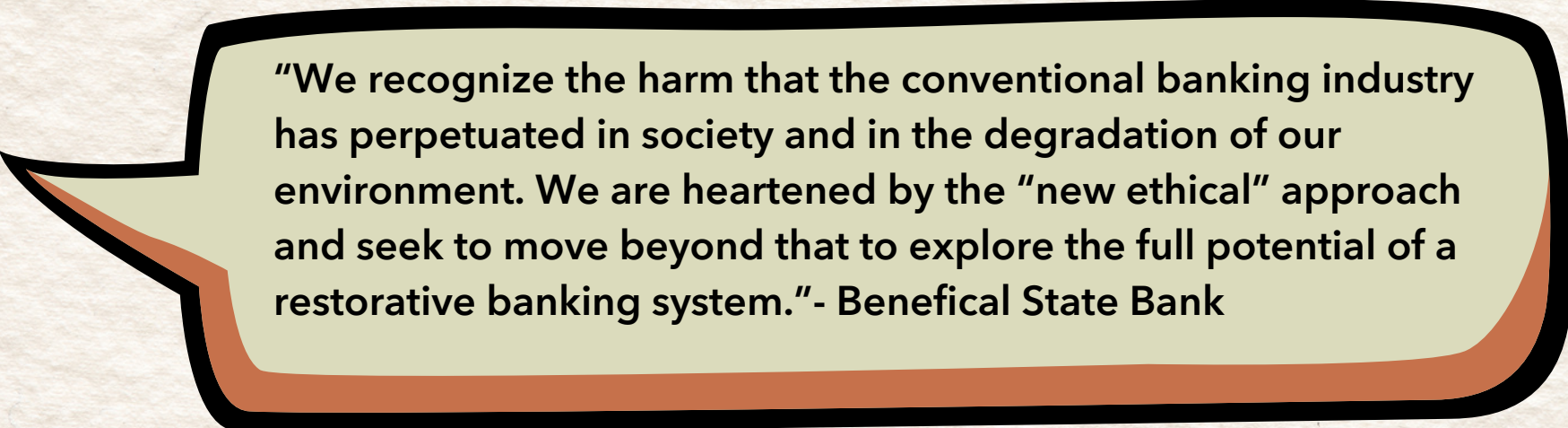
Total Expenses \$1,560,800

For year ending in December 31, 2024



PARTNERSHIP WITH BENEFICIAL STATE BANK

We are proud to partner with Beneficial State Bank as our primary banking avenue. Similarly to how the Regenerative Organic Alliance operates, Beneficial State Bank holds high standards in the way they do business. They are a Green America Certified Business that meets high standards for both social and environmental impacts, certified B Corp since 2012, a member of the Fossil Free Banking Alliance from Bank.Green, and one of the 196 federally recognized Community Development Financial Institutions.



"We recognize the harm that the conventional banking industry has perpetuated in society and in the degradation of our environment. We are heartened by the "new ethical" approach and seek to move beyond that to explore the full potential of a restorative banking system." - Beneficial State Bank

LOOKING AHEAD



MEASUREMENT, EVALUATION & REPORTS

There is an increasing need for ROA to be able to deliver quantifiable Data & Reports to support the industry and ROC™ Licensees. Core improvements to the certification database "Intact" are underway with a dedicated and experienced team member to join Q1 of 2025 to support stronger organization of data and the ability to generate reports as well as automate applications and create greater effectiveness and efficiencies.

MARKET DEVELOPMENT

The ROA is experiencing tremendous growth. While the primary focus has been based upon food, there are other industry segments that are and can play a vital role in expanding the adoption of ROC™. Leveraging the foundation ROC™ standard, modifications are needed in the application and ROA systems to meet targeted needs, initially for cosmetics, textiles and vineyards.

STANDARD REVISIONS

In addition to reviewing the standard for specific guidance and clarification on various crops (see new guidance document for Rice ([link here](#)), stakeholder groups will be convened to review the standard for needed updates to provide for variations that may be needed based upon regional differences while holding true to the principles of ROC™.

EDUCATION PROGRAM

In 2024 we launched our Regenerative Organic Learning center pilot program in hopes of inspiring more farms to transition to regenerative organic practices in their respective bio-region. Due to the great success in 2024, we plan on expanding the Regenerative Organic Learning Center program in 2025. One component of the expansion will be a partnership with Rodale Institute- more details to develop on this partnership and program in quarter 1 of 2025.



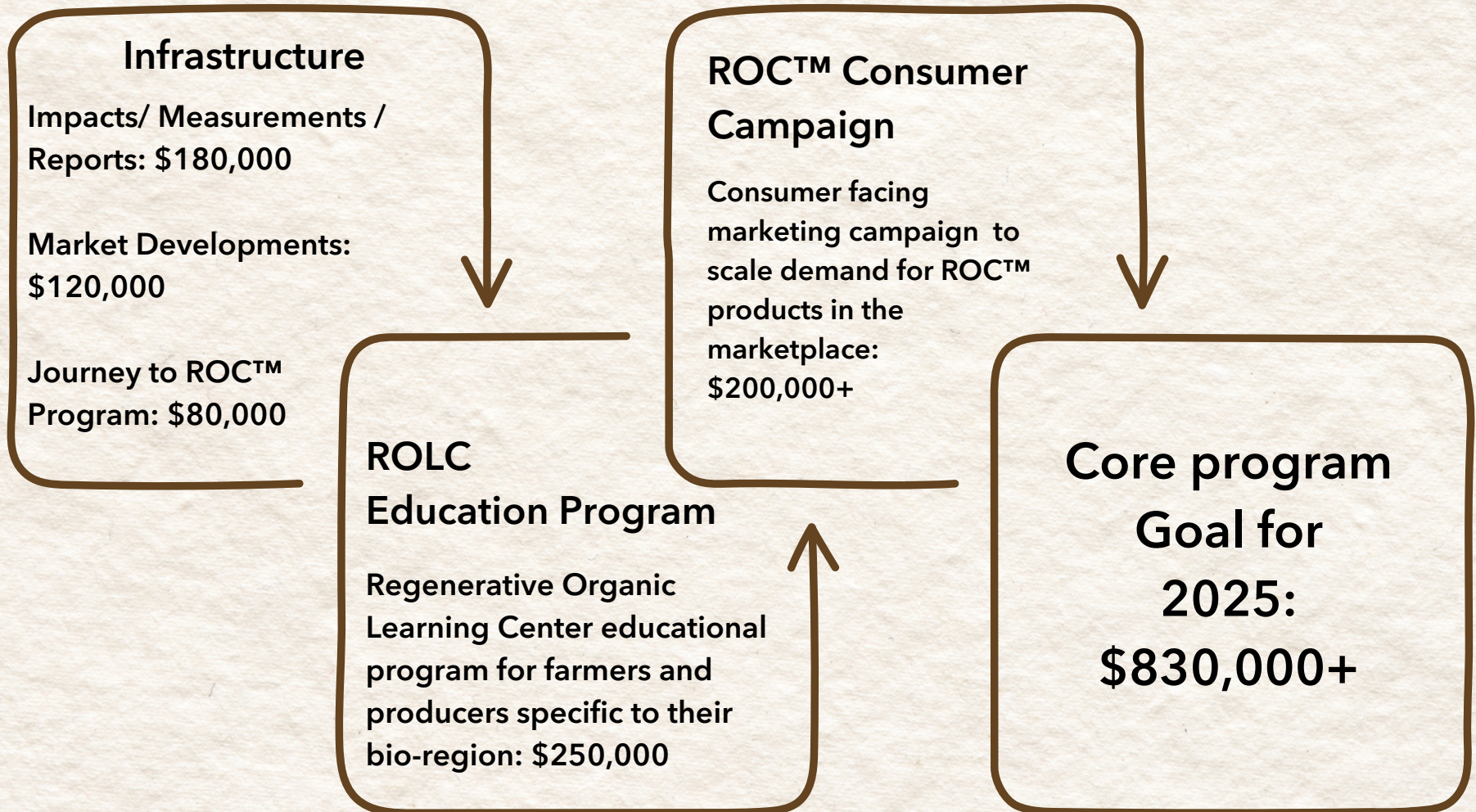
JOURNEY TO REGENERATIVE AND ORGANIC

While the interest in ROC™ is increasing, so is the challenge with transitioning conventional agriculture to Regenerative and Organic Agriculture. To support this need and create the “on-ramp” to regenerative and organic certification we propose three programs for launch and piloting in 2025.

- Expansion of Equivalency programs for all three pillars: Soil Health, Animal Welfare and Social Fairness.
- The creation of a transitional program (US Markets) and in-conversion (EU Markets) for certification and labeling to support farmers in their journey to ROC™.
- Create a pilot program for Pathway or Step by Step Journey to ROC™. This would entail a gap analysis of other credible, 3rd Party Certified “Regenerative” programs to create a time limited transition out of conventional agricultural practices.

ROA Allies Sponsorship

Our Allies provide financial and other support as we pursue increased soil health, improved animal welfare, and economic stability and fairness for farmers, ranchers, and workers around the world.



2025 ALLIES OF THE ROA

Thanks to our cornerstone Allies!



patagonia[®]



With support from:



Become an Ally of the
Regenerative Organic Alliance

Contact us at
info@regenorganic.org





"The farmers, companies, and NGOs who are part of the ROA are the visionaries leading the revolution, and if we want to have any hope of saving the planet, then we must revolutionize our agricultural system.

The Regenerative Organic Certified® program can do that – it's a holistic approach to agriculture that upholds best practices for soil health, labor and animal welfare."

**- Yvon Chouinard
Founder of Patagonia**

Join us on the journey!



ROC™ is the gold standard in organic and regenerative farming that champions biodiversity, healthier soils, protects animal welfare and ensures worker well-being.

info@regenorganic.org



www.regenorganic.org