



Natural Products EXPO WEST[®]



By Informa Markets

What's Next for Regenerative? Honoring the Past & Planning for the Future

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Finian Makepeace
Kiss the Ground



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HowGood

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KISS
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GROUND
FOR REGENERATION



HowGood

newtopia
now



The Past that Made “Regenerative Ag” Possible

(Yes, this is a limited list)

- Indigenous place based knowledge
- Biodynamic “the OGs”
- Booker T Washington with cover crops +
- The organic, & sustainable ag movements, created the foundations.
- 1979 “Regenerative Agriculture” first written in by Medard Gabel
- 1980s Rodale Institute using term “Regenerative Agriculture”
- 1990s Key Gabe Brown
- 2005-2007 Regrarians and Gaia
- 2009–2013, The permaculture community, Terra Genesis International, Armonia LLC, and Biological Capital)
- 2012 & 2013 Kiss the Ground & Savory institute

KISS - the - GROUND®

FOR REGENERATION

Mission: To awaken people to the possibilities of regeneration.

Storytelling: Daily content, Stories of Regeneration 2M, CG & KTG Amazon

Education: Our new 90-minute course Regenerative Agriculture Essentials!

Farmers: \$500k to farmers for 73k Acres Transition to Regen

Partnerships: We are excited to partner with you to move regenerative forward



HowGood

HowGood is an independent research company and Sustainability Intelligence platform with the world's largest database on food product sustainability. With more than 90,000 agricultural emissions factors, HowGood helps leading brands, suppliers, retailers and restaurants to measure, reduce, and communicate their environmental and social impact.

Assisting major players in this space, including UNFI, Applegate, Danone and Bobs Red Mill

A bold push on a critical nodal point!

- Clear Intention
- Regen Meetups
- A key partner in New Hope
- As they were then, brands are in the most critical for the future of the movement



100+ Businesses and Organizations leading regenerative agriculture at Expo

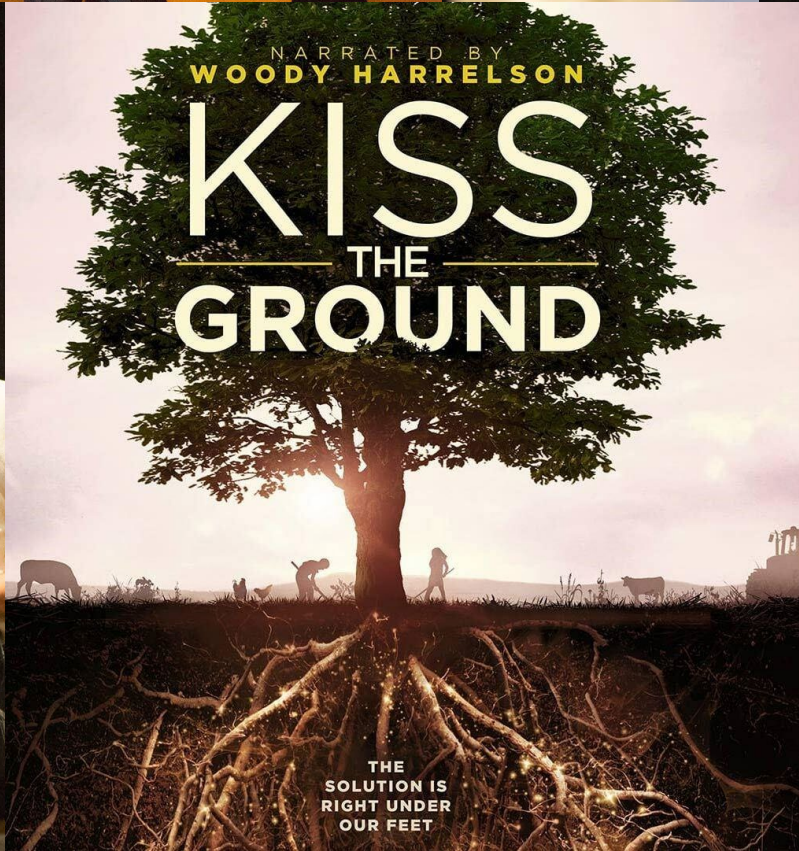
New Hope, Climate Collaborative, Kiss the Ground, HowGood, Regen Network, Patagonia Provisions, RFSI, Bee Friendly Farming, Ellen MacArthur Foundation, Soil Carbon Alliance/Green America, Mad Ag, Alec's Ice Cream, Alexandre Family Farms, A-Fram Farm, Guayaki, Rodale Institute, ION Intelligence of Nature, Fairtrade America. Regenerative Organic Alliance, Regenified, Understanding Ag, Soil Health Academy, Philosopher Foods, National Young Farmers Coalition, Project Drawdown, Greenfield Robotics, Nutiva, Savory Land To Market, Landcore, OTA, CCOF, White Buffalo Land Trust, Renourish, Ben & Jerry's. Vital Farms, Clover Sonoma, Wild pastures, Straus Dairy, Applegate, Good Sam, Gaia Herbs, New Chapter, Mega Food, King Arthur, True Grace, Dr Bronner's, Regen Brands, Non-GMO Project, Ancient Nutrition, Carbon Underground, Regen Network, Farmed Smart, Lundberg Family Farms, Soil In Formation, Chico State, Pasture Bird, Thousand Hills, Intertribal Ag Council, Terra Genesis International, Fibershed, Marine Carbon Project, Soil4Climate, Regeneration International, Compass Naturals, Regenerative Design Group, Apricot Lane Farm, Bio4climate, Savannah Institute, Cafe Gratitude, Advancing Eco Agriculture, Propagate Ventures, Tomkat Ranch, Thrive Market, Danone, Unilever, Bager, Numi Tea, Acres, Epic Provisions, Maple Hill, Soil Carbon Initiative, Guayaki, General Mills, Annies, Alter Eco, Farmers Footprint, Nature's Path, Blue Nest Beef, Association of American Indian Farmers, Burroughs Family Farms, Serenity Kids, Painterland Sisters, Bob's Red Mill, B-Corp, OSC2, Demeter, Biodynamic Association, The Ecology Center, Regenerative Rising, National Black Farmers Association,











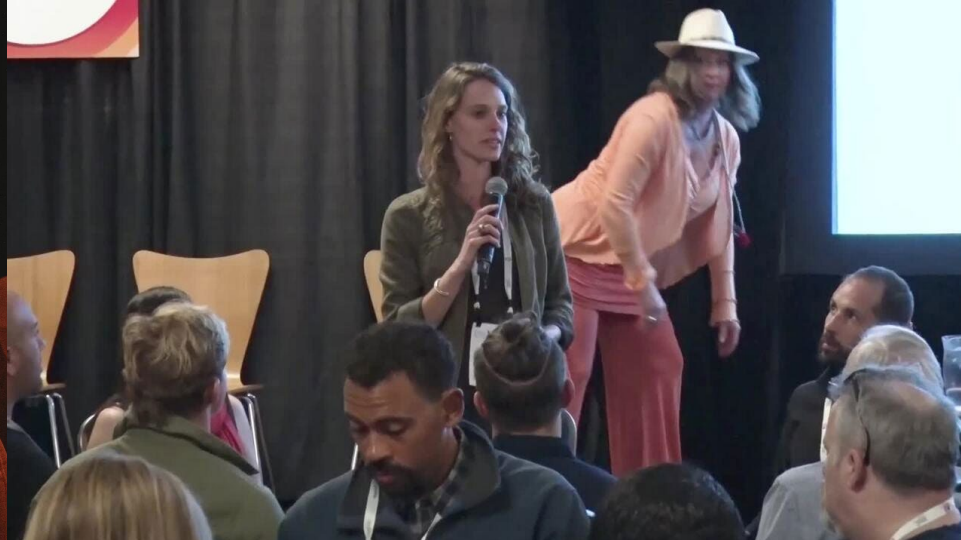


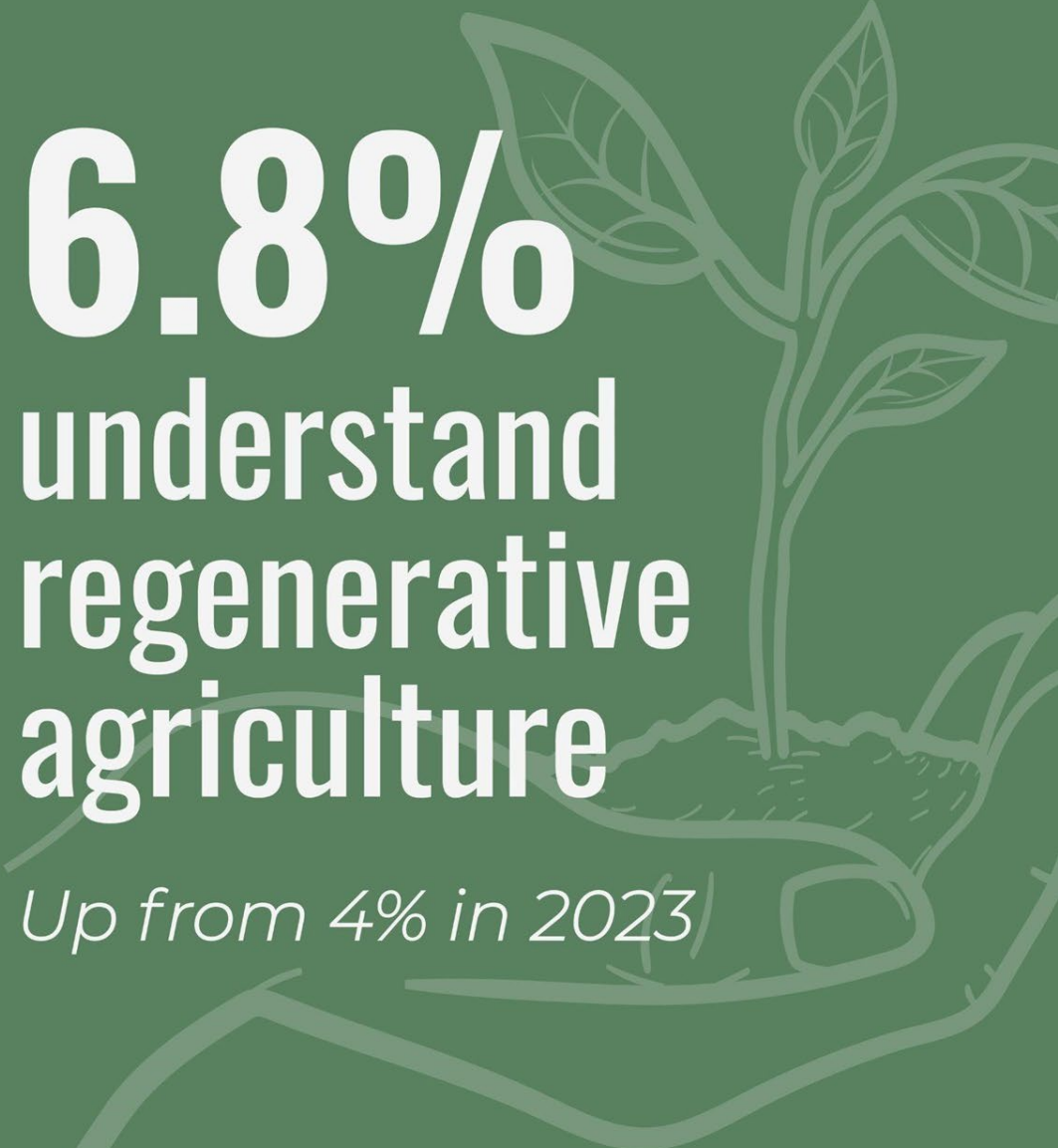












6.8%
understand
regenerative
agriculture

Up from 4% in 2023

**The Regenerative Movement is
heading toward the Tipping Point of
15-25%. Let's do this!**

Panel 1

- Jenna Fitch, New Hope
- Brita Lundberg, Lundberg Farms
- Christina Volgyesi, Dr Bronner's
- Sara Newmark, True Grace





**Jenna Fitch, New
Hope Network**



**Brita Lundberg,
Lundberg Farms**



**Christina Volgyesi,
Dr. Bronner's**



**Sara Newmark,
True Grace**

2010 Rodale
Institute

So whats next?

Confusion for consumers?

Unstable future?

Regulations?

Let's discuss how is the regen
movement moving



Panel 2

- Joe O'Connor, Applegate
- Kristine Root, Regenified
- Joni Kindwall-Moore, The Ryzosphere
- Heather Terry, GoodSam
- Ann Marie Hourigan, Whole Foods Market





**Joe O'Connor,
Applegate**



**Kristine Root,
Regenified**



Heather Terry, GoodSam



**Joni Kindwall-Moore,
The Ryzosphere**

**Ann Marie Hourigan,
Whole Foods Market**



Things we didn't address but are critical

1. Increased Awareness & Education
2. More Policy Support
3. More scientific Validation - Nutrient Density
4. Financing transition
5. Scaling through technology
6. And more!

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Thank you!

Let's build the next wave of regenerative agriculture together!

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