



In all we do, let us be generous, fair & loving to Spaceship Earth and all its inhabitants. For we're All-One or None! All-One!

**UNLOCKING REGENERATIVE ORGANIC CERTIFIED®
MARKET GROWTH WITH DR. BRONNER'S**

Newtopia Now – August 20, 2025

DR. BRONNER'S JOURNEY TO REGENERATIVE ORGANIC CERTIFIED®

SHIFTING DR. BRONNER'S TO REGENERATIVE ORGANIC CERTIFIED®

Our Supply Partners



Serendipol – Sri Lanka
Coconut Oil



Serendipalm – Ghana
Palm Oil



Canaan – Palestine
Olive Oil



Pavitramenthe – India
Peppermint Oil



Serendicocoa – Samoa
Coconut Oil



THREE PILLARS OF REGENERATIVE ORGANIC CERTIFIED®

Starting With Organic As The Baseline



Soil Health

- Builds Soil Organic Matter
- Conservation Tillage
- Cover Crops
- Crop Rotations
- No GMOs or Gene Editing
- No Soiless Systems
- No Synthetic Inputs
- Promotes Biodiversity
- Rotational Grazing



Animal Welfare

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



Social Fairness

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

DR. BRONNER'S ROC™ IMPACT BY THE NUMBERS



8 years

committed to ROC



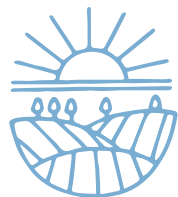
18K+

smallholder farmers



2,515

acres agroforestry installed



52K+

ROC acres



41%

registered farmers
are female



780K+

trees planted by partners



“Women in farming are essential to economic empowerment, food security, environmental benefits, gender equity, cultural and social impact, and resilience to climate change and disasters.”

—Julia Schumann



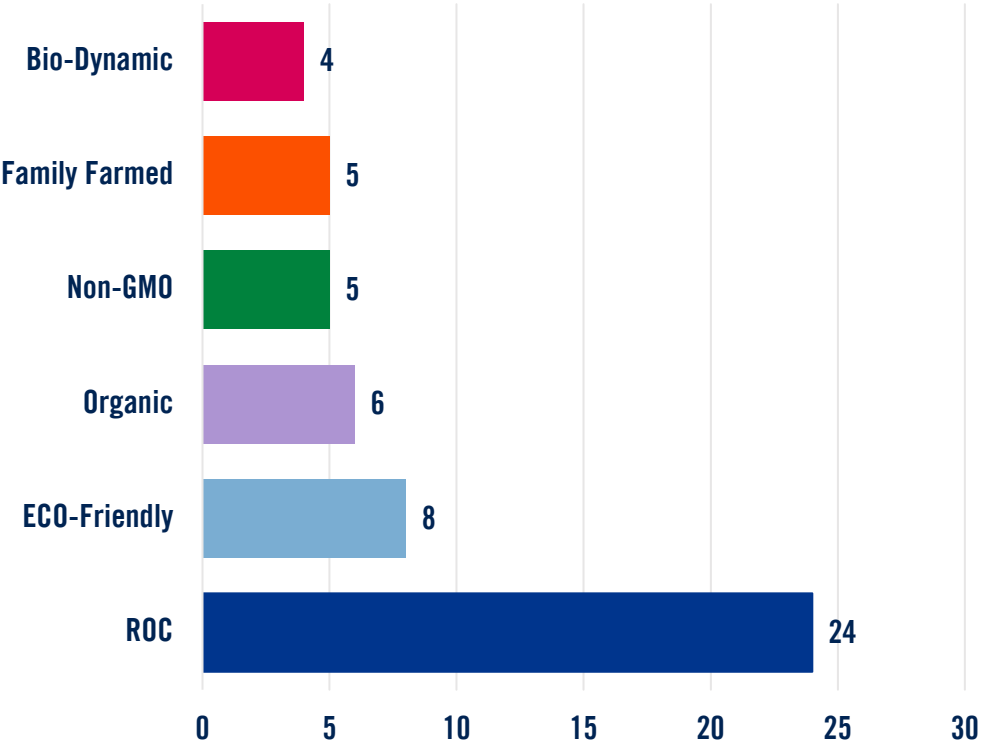
**DR. BRONNER'S NEW MAGIC SOAP LABELS
MADE WITH REGENERATIVE ORGANIC CERTIFIED® OILS**



REGENERATIVE ORGANIC CERTIFIED® MARKET GROWTH

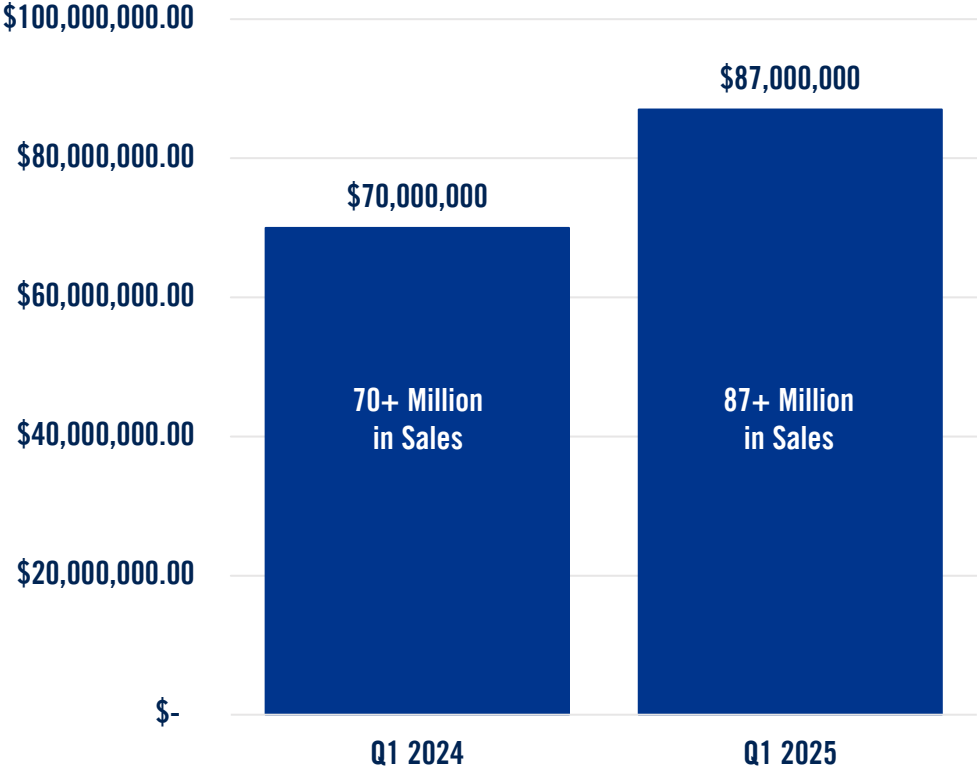
MARKET GROWTH FOR ROC™ PRODUCTS

CPG Natural Product Label Claim Growth



ROC™ product sales grew exponentially higher in the U.S. over 4 years compared to other sustainability-related label claims in the CPG industry

Growth Of ROC™ Retail Sales YOY



Sales of ROC™ products grew an average of 24% in Q1 of 2025 compared to sales in Q1 of 2024





19.4M+ ACRES
CERTIFIED



67K+ FARMS
AND SMALLHOLDER
FARMERS



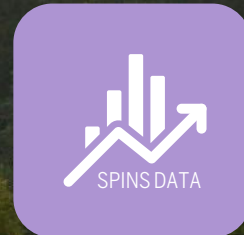
574 TYPES OF
ROC™ CROPS



319 BRANDS
LICENSED



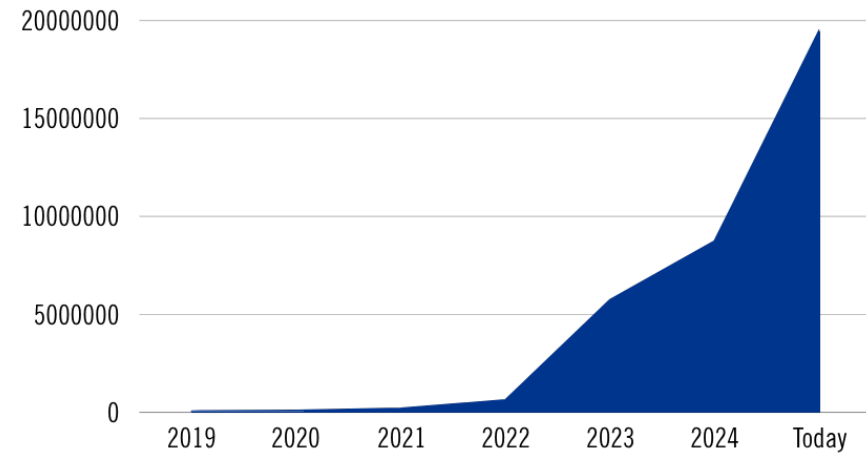
2,640 ROC™
PRODUCTS



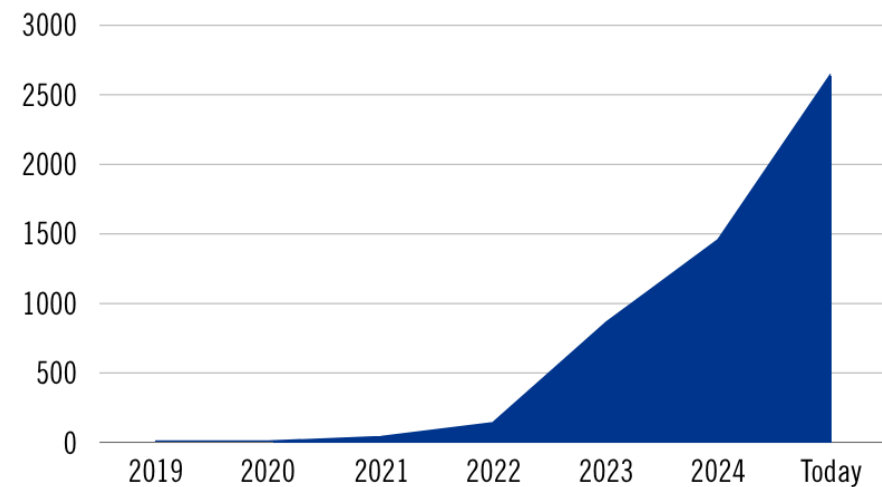
25% SALES
GROWTH YoY

WHERE WE ARE TODAY

Regenerative Organic Certified® Acres



Regenerative Organic Certified® Products in the Marketplace



REGENERATIVE AWARENESS IS RISING, BUT UNDERSTANDING IS LOW

- Kiss the Ground found **6.8% of U.S. adults are aware of regenerative agriculture in 2024**, compared to 4% in 2023.
- Regenified 2024 Consumer Report found that while 68% of Values-Based Shoppers have heard of regenerative agriculture, **only 37% claim to understand it**. Nearly half of aware respondents became aware within the last year.



**3 WAYS DR. BRONNER'S IS MARKETING
REGENERATIVE ORGANIC CERTIFIED®**

#1: RETAILER & CONSUMER COMMS GO HAND-AND-HAND



Retailer activations drive
consumer awareness

Consumer demand drives
retailer demand



ROC™ MARKETING CAMPAIGN

Engaging with retailers

- Dr. Bronner's is participating in the Regenerative Organic Alliance's first ever omnichannel Marketing campaign, "Heal the Earth, Nourish Your Life"
- Regenerative Organic Certified® endcap to be featured at select stores this October—consumer-facing channels to support in-store activations
- Get in touch with us if you're interested in partnering on a ROC campaign in your stores in 2026!



#2: STORYTELLING THE RIPPLE EFFECT OF ROC™

Our recent shoot at Serendipalm in Ghana

- Historically, we have had challenges communicating the complexities of ROC™ and fair trade with consumers
- We've had the most success **breaking down complex concepts like ROC™ with relatable storytelling**
- Two examples from our recent trip to Ghana:
Plastic Insetting & Montessori School



#3: WE KNOW WHERE OUR PRODUCT COMES FROM

Highlighting ingredient transparency

- Consumers are becoming increasingly curious about where their product comes from and what's behind it
- Regenerative Organic Certified® ensures the product was grown with respect for the land and the people who make it
- We recently conducted a **social media training** with our sister company, Serendipalm, to capture future content and **connect our suppliers with our customers**



SOCIAL CONTENT
Serendipalm factory tour

QUESTIONS?

Gero Leson, VP of Special Operations

Gina Coccari, Director of Sales – Natural and Conventional

Sara Tajik, Brand Manager

