



# *Regenerative Agriculture: The View from The Field* with Whole Foods Market & Dr. Bronner's

June 29, 2021

# How many companies have committed?

Justin's



gaia  
HERBS

700+

Companies  
Committing to Action

2600+

Commitments



Community  
FOOD CO OP



Veritable  
Vegetable



seventh  
generation



MegaFood  
Fresh From Farm To Tablet™

nutiva  
NURTURE VITALITY™



# THANK YOU TO OUR DONORS!

## THANK YOU TO OUR DONORS

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# THANK YOU TO OUR DONORS!

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INFRA  
Jimbo's Naturally!  
Kamut International  
KeHE  
Kimberton Whole Foods  
Kiwa Life  
Lotus Foods  
Lundberg Family Farms

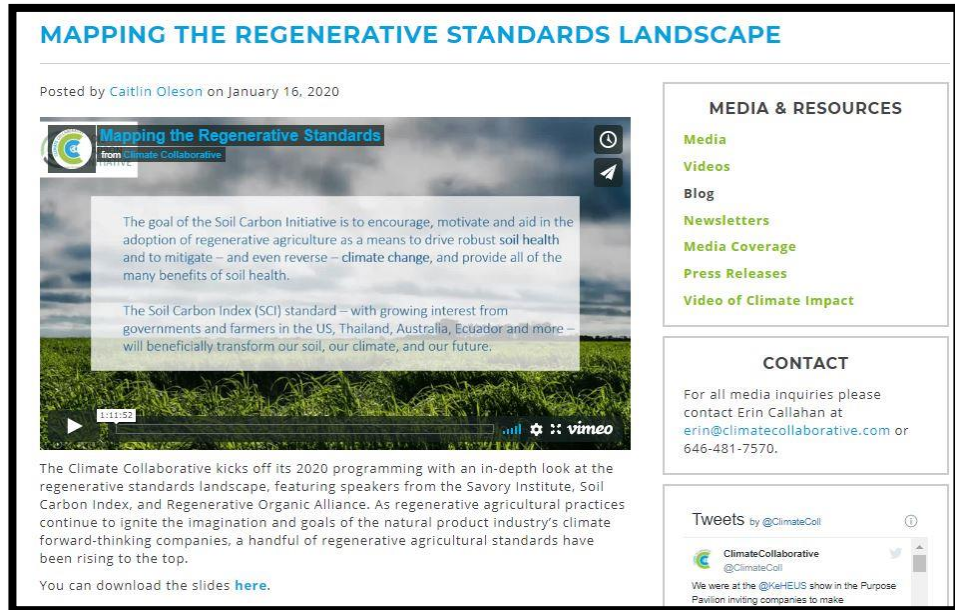
MegaFood  
Metis Consulting Group  
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Native  
Natreve  
Natural Habitats/ Palm Done Right  
Nature's Path Foods  
New Hope Network  
New Morning Market  
Numi Organic Tea  
Nutiva  
Organic India  
Organic Valley  
Outpost Natural Foods  
Perfect Supplements  
Planet FWD  
Planet + Purpose Solutions  
Plum Organics  
Presence Marketing  
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REBBL  
The Republic of Tea  
Rogue Creamery  
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Sunsoil  
Sweet Additions  
Tiger Cool Express  
UNFI  
Vanguard Renewables  
White Leaf Provisions  
Whole Foods Market  
WishGarden Herbs  
Yellow Emperor





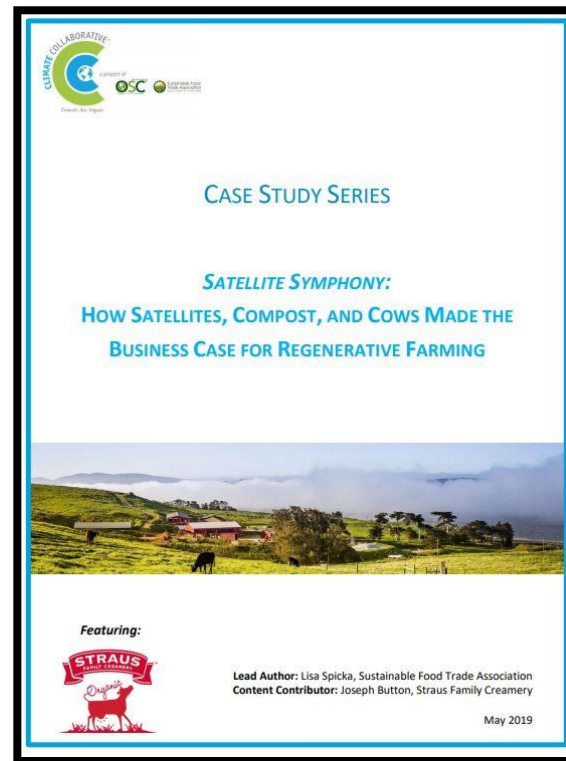
# Regenerative Agriculture Resources



## Webinars

- [Farmer Perspectives on Regenerative Agriculture](#)
- [Mapping the Regenerative Standards Landscape](#)
- [Regenerative Toolbox: How OpenTEAM Can Help Farmers Draw Down Emissions](#)

## Case Studies



[Straus Family Creamery: Building a Business Case for Regenerative Agriculture](#)

## Rooted Community

We meet throughout the year and content addresses a range of topics relevant to regenerative agriculture, including:

- Measurement to quantify regenerative agriculture
- Resilience in small-holder supply chains, and
- Collaborations in specific crops/regions.



# Our Speakers



**Katherine DiMatteo**  
*Board Member,*  
Climate Collaborative



**Ryan Zinn**  
*Regenerative Projects Manager,*  
Dr. Bronner's



**Ann Marie Hourigan**  
*Quality Standards Sr Team Lead for Agricultural*  
*Programs,*  
Whole Foods Market

FAMILY SOAPMAKERS SINCE 1858

**DR. BRONNER'S**

**ALL**  **ONE!**

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!

**REGENERATIVE ORGANIC SUPPLY CHAINS**

Ryan Zinn  
Regenerative Projects Manager





# DR. BRONNER'S JOURNEY TO REGENERATIVE ORGANIC CERTIFIED



COMMITTED TO

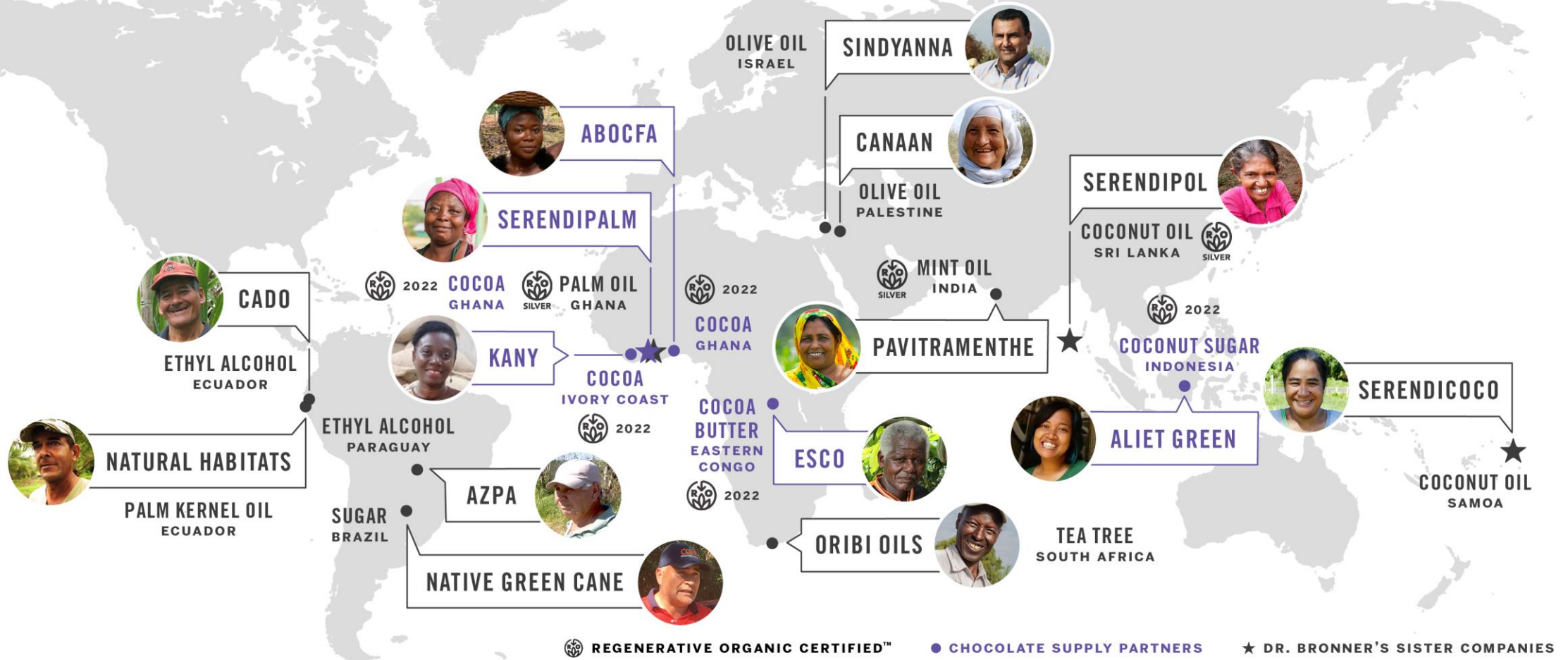
Regenerative  
Organic  
Certified™





# DR. BRONNER'S ORGANIC & FAIR TRADE SUPPLY PARTNERS


On the Journey to Regenerative Organic Certified™





An aerial photograph showing a vast, rectangular agricultural field. A narrow, winding path or road cuts through the field, leading towards a small, isolated building in the distance. The field is divided into numerous smaller plots by thin lines, possibly furrows or small paths. The overall scene suggests a large-scale, organized agricultural operation.

Industrial agriculture  
contributes  
to climate change,  
degenerates soils,  
and intensifies rural  
poverty and hunger.

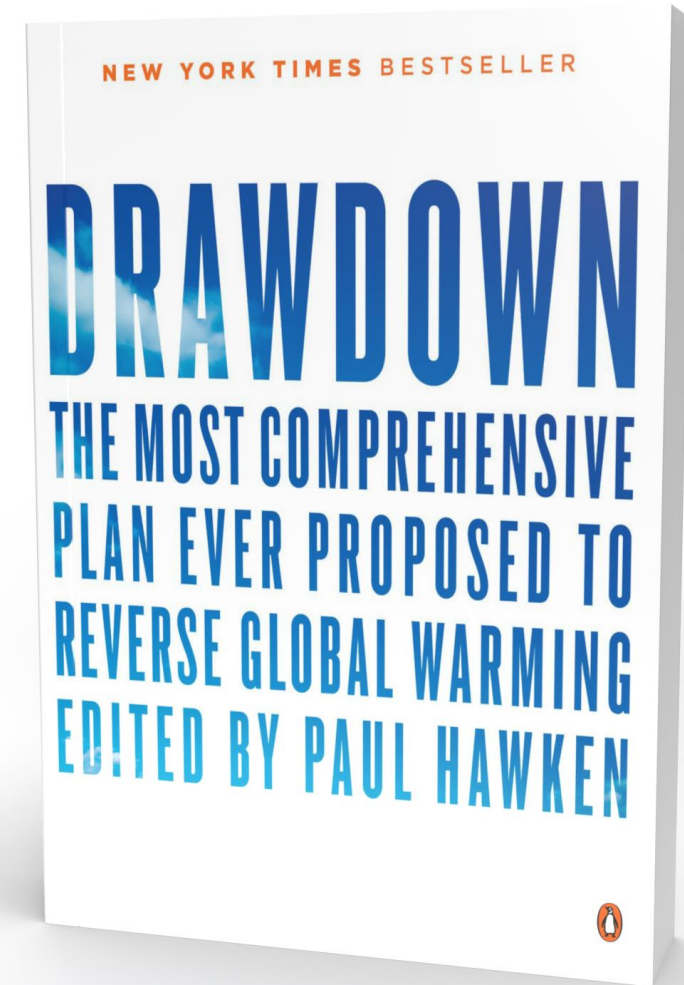
A close-up photograph of a person's hands peeling a banana. The person is using a large, dark knife to remove the yellow peel, revealing the white, fleshy fruit inside. The background is blurred, showing hints of green foliage and a wooden surface, suggesting an outdoor or semi-outdoor setting.

Small scale farmers  
cool the planet and  
feed the world.



# AGRICULTURE AS A CLIMATE SOLUTION

1. Refrigeration
2. Wind Turbines (on shore)
3. Reduced Food Waste
4. Plant-Rich Diet
5. Tropical Forests
6. Educating Girls
7. Family Planning
8. Solar Farms
9. Silvopasture
10. Rooftop Solar
11. Regenerative Agriculture
12. Temperate Forest
13. Peatlands
14. Tropical Staple Tree Crops
15. Afforestation
16. Conservation Agriculture
17. Tree Intercropping
18. Geothermal
19. Managed Grazing
20. Nuclear



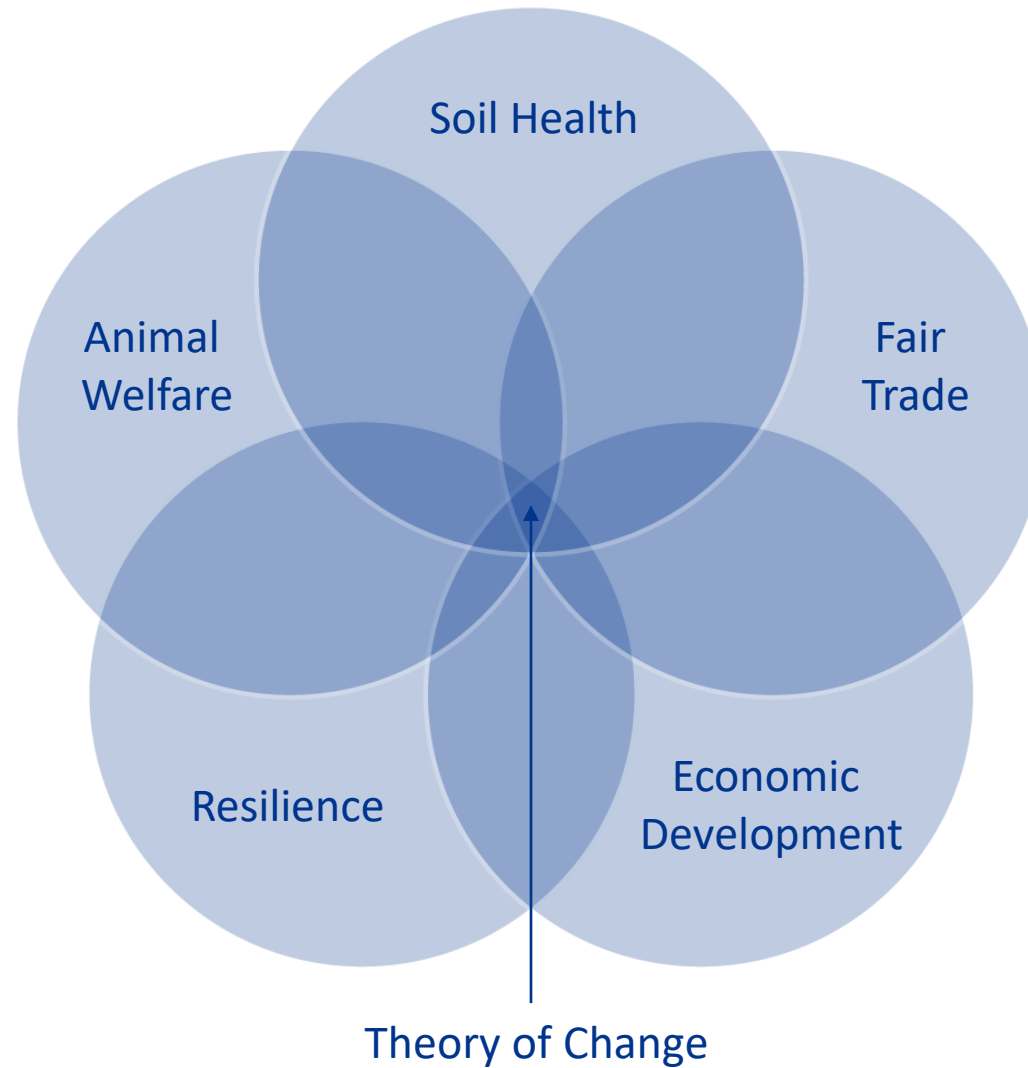
# THE PRINCIPLES AND PROMISE OF REGENERATIVE ORGANIC AGRICULTURE



- Keep the soil covered
- Minimize soil disturbance Maximize crop diversity
- Maintain living root in the ground year-round
- Integrate livestock.



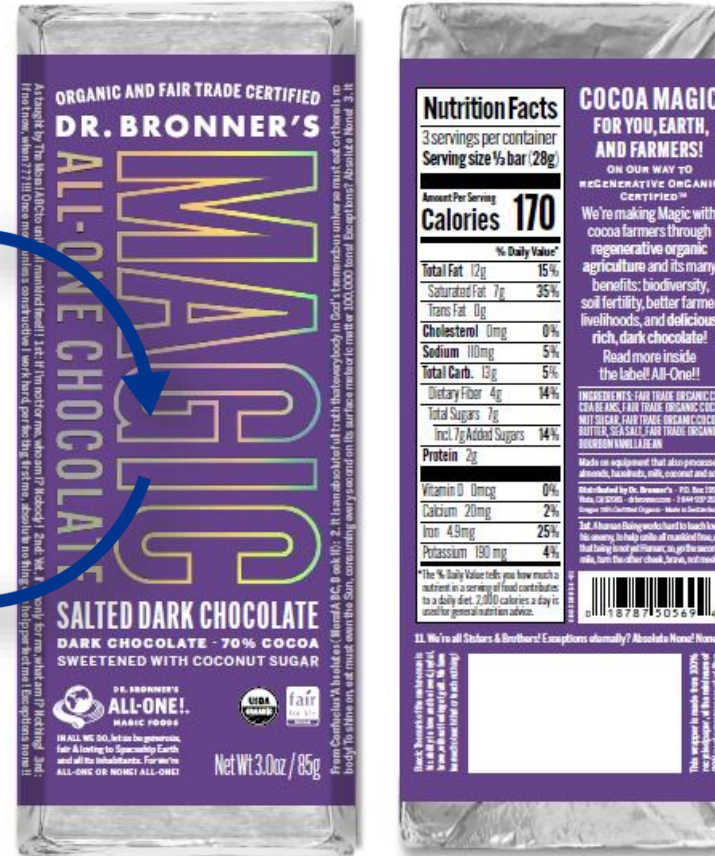
# DR. BRONNER'S VISION OF REGENERATIVE ORGANIC AGRICULTURE



# DR. BRONNER'S VISION OF REGENERATIVE ORGANIC AGRICULTURE



# REGENERATIVE ORGANIC CASE STUDY: CHOCOLATE!



**INGREDIENTS:** FAIR TRADE ORGANIC COCOA BEANS, FAIR TRADE ORGANIC COCONUT SUGAR, ORGANIC ALMONDS, FAIR TRADE ORGANIC COCOA BUTTER, SEA SALT, ORGANIC HAZELNUTS, FAIR TRADE ORGANIC BOURBON VANILLA BEAN



# GROWING THE REGENERATIVE REVOLUTION



- Collaboration is key
- Prioritize Key Supply Chains and Ingredients
- Partner with fair trade producer organizations
- Engage in policy



# ALL-ONE!



Thank you! Questions?



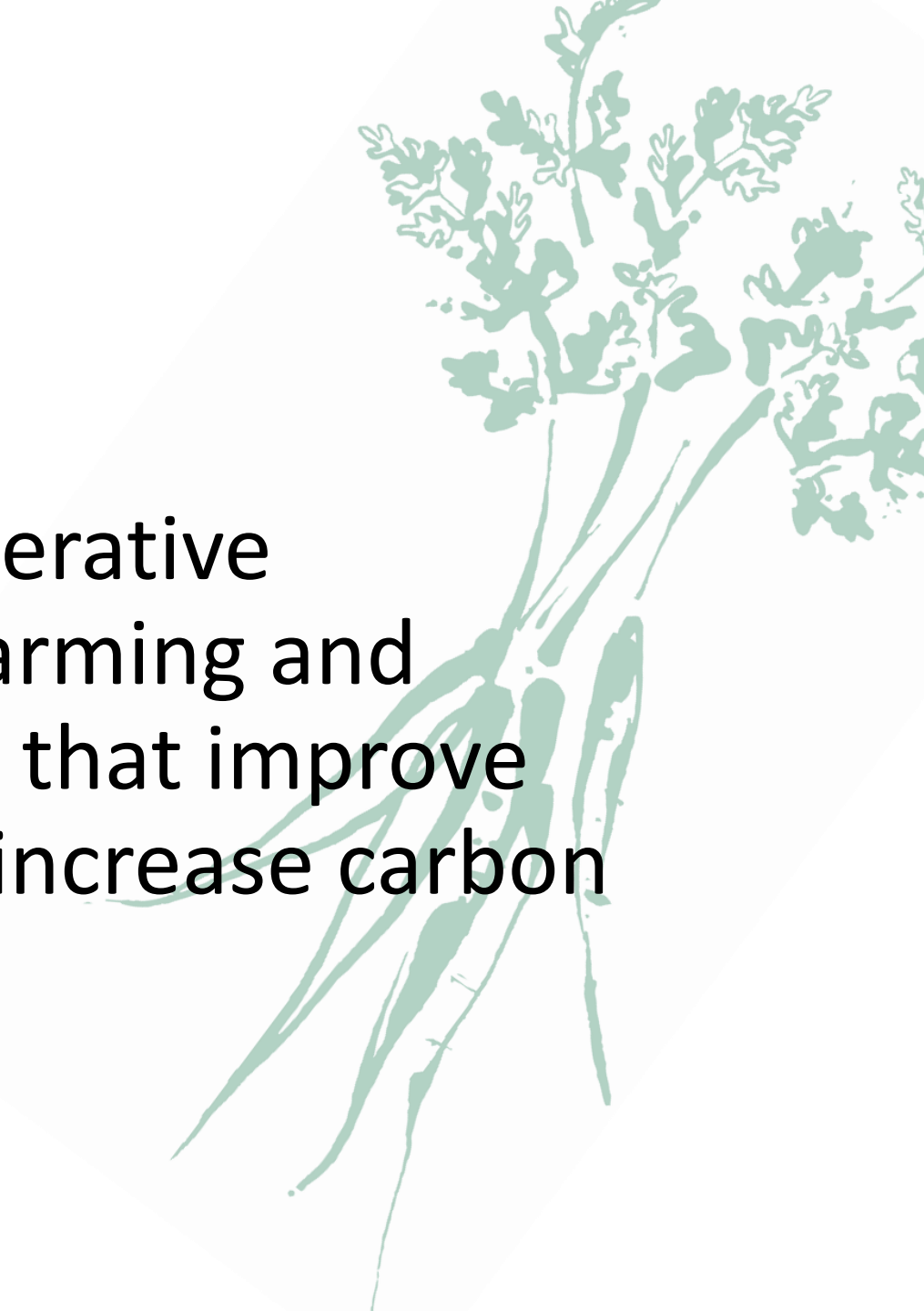
A photograph of a herd of cows grazing in a lush green field. In the foreground, a black and white cow with a white face and a yellow ear tag with the number '258' is looking towards the camera. Behind it, several other cows, mostly black, are scattered across the field, some standing and some lying down. The field is filled with tall green grass and some weeds. In the background, there is a dense line of trees, likely a forest. The overall scene is peaceful and natural.

# Regenerative Agriculture at Whole Foods Market



# Our Definition

At Whole Foods Market, regenerative agriculture describes holistic farming and grazing management practices that improve soil, enhance biodiversity and increase carbon capture.



# 2020 Year of Learning



- Regen Ag Day
- Farm Visits
- Industry Engagement
- Internal Regen Ag Newsletter
- Benchmarked Certifications
- Piloted Soil Health Surveys



# Stakeholder Feedback

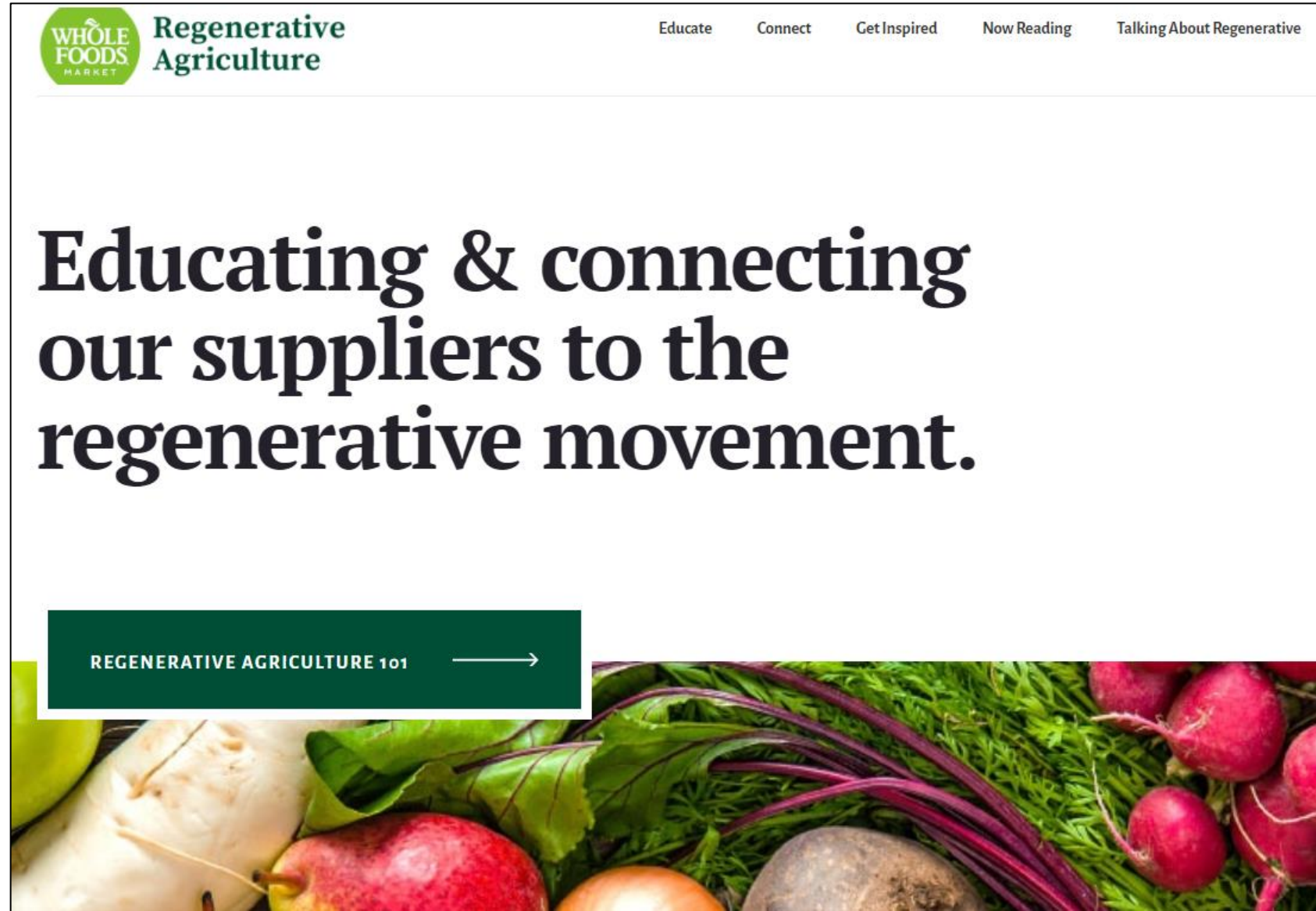
- NGOs & Soil Health Experts
- Suppliers
- Farmers & Ranchers
- Consumer Insights
- Team Member Working Group



Team members at Kauai Food Forest

# Our Approach and Commitment

- Support Suppliers
- Engage with Industry
- Review Labels





# Soil Health Principles

- Diversity and Biodiversity
- Minimize Soil Disturbance
- Living Roots
- Keep Soil Covered
- Animal Integration



# Regenerative Label Claims

## 3<sup>rd</sup> Party Certification

- Savory's Ecological Outcome Verified
- Regenerative Organic Certified



- OR -

## WFM Soil Health Survey

- Provide information on soil health management
- Have monitoring practices in place







[www.wholefoodmarket.com/mission-in-action/environmental-stewardship](https://www.wholefoodmarket.com/mission-in-action/environmental-stewardship)



# Discussion



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*Commit. Act. Impact.*



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Sustainable Food  
Trade Association  
*organic leaders for sustainability*