



REGENERATIVE AGRICULTURE CERTSCAPE

***Please note only responding organizations are reflected in this grid. If you would like to be featured in the next Certscape, please email info@climatecollaborative.com**

July 2025, Version 1.6

Please share your certification's overarching theory of change. Why do you approach regenerative certification the way you do?

A Greener World	Land to Market	Regenerative Organic Certified®	Regenified	Soil & Climate Initiative	Terra Genesis
Truly regenerative agriculture is about more than soil carbon; it must mean healthier food, more biodiverse ecosystems, cleaner air and water, and better treatment for workers and animals.	We believe regeneration can be measured by evaluating indicators of overall ecosystem function. We use Savory Institute's outcome-based land monitoring protocol to measure ecosystem improvement, which in turn becomes usable data for farmers to further enhance their land management.	Regenerative organic farming addresses many of today's pressing problems. The ROA developed a high-bar standard, Regenerative Organic Certified® (ROC™) to demonstrate what regenerative can be: a holistic approach that regenerates resources and considers all living beings in the farm system. Our program is based on practices & outcomes.	We understand that to truly make a difference, our standards need to pave the way for tens of thousands of farms and ranches to transition to certified regenerative practices. Our certification is designed to recognize and reward each step farmers take, supporting a global adoption of regenerative.	SCI is an ecosystem of programs that advances continuous improvement towards soil health and farm regeneration, at scale. Our not-for-profit, third-party verification program is designed to incentivize and support farmers and brands to make and meet regenerative management commitments, while building trust and transparency in the supply chain.	Ethos™ ROV operates on the belief that an outcomes-based monitoring approach meets brand reporting needs and interests of retailers and consumers. It fosters a transparent market for regeneratively produced products and empowers farmers to share about and learn from their land stewardship efforts.

Are aspects beyond soil health (such as biodiversity, water, farmer/animal well-being, etc.) considered in the program?

A Greener World	Land to Market	Regenerative Organic Certified®	Regenified	Soil & Climate Initiative	Terra Genesis
Yes, Certified Regenerative by AGW measures benefits for soil, water, air, biodiversity, infrastructure, animal welfare and social responsibility.	Land to Market is based on evaluating whole ecosystem health through the lenses of energy flow (i.e., maximizing photosynthesis), mineral cycling, water cycling, and community dynamics (i.e., biodiversity and the relationships between all organisms within the ecosystem).	ROC™ has stringent requirements implemented by third party certifiers and qualified auditors. To prevent greenwashing, ROC™ builds on organic while also ensuring that the soil, watersheds, livestock, farmers, farm-workers, and native ecosystems are held to the highest standards.	The 6-3-4 Protocol is a comprehensive assessment that evaluates up to 65 data points including soil health, water cycling, biodiversity of plants, animals, birds, pollinators, insects, livestock's ability to express natural instincts, the use of agricultural inputs, as well as fuel and energy use.	Yes, our verification requires actions and monitoring for above- and below-ground biodiversity, water cycling, pesticide usage, and animal welfare.	Ethos™ ROV rigorously evaluates soil health, biodiversity, climate, water management, farm economics, and the well-being of farmers and livestock. These aspects are integral to the program's holistic approach to regenerative agriculture and ensures sustainability across all facets of farm management.

Does the program consider US and global contexts (e.g., smallholder farming scenarios)?

A Greener World	Land to Market	Regenerative Organic Certified®	Regenified	Soil & Climate Initiative	Terra Genesis
Yes.	Land to Market and the Savory Institute work with farmers around the world, including large and small ranches in the US, Australia, and New Zealand, vast rangelands in Patagonia, communal farming villages in several countries across Africa, and nomadic herders in Mongolia.	The ROA works with grower groups, family farms, & estates around the world. We've certified over 19 million acres, nearly 70K farms, and over 300 licenses across food, beverage, textiles, & botanical products.	Yes, our standards and protocols are designed to apply to different contexts worldwide, including smallholder farming scenarios. They are suitable for operations of any scale, whether it's farming, ranching, forestry, or even specific sectors like vegetables, poultry, and dairy.	Yes, SCI's standard, programs, and monitoring protocols are adaptable to any farm in any production system, including smallholder farmers in global contexts. Contact us to learn more!	Ethos™ ROV uses a place-based approach, adapting to each area's geography, climate, crop, and community characteristics. This flexibility addresses farming needs globally, especially smallholder operations, ensuring standards are relevant and effective across diverse agricultural landscapes.

What types of crops does the program focus on (e.g., row crops, orchard crops, specialty crops, soilless operations, etc.)?

A Greener World	Land to Market	Regenerative Organic Certified®	Regenified	Soil & Climate Initiative	Terra Genesis
The Certified Regenerative by AGW program is open to a wide variety of producers. We work with row crops, orchard crops, specialty crops, vineyards, livestock and dairy operations, fruit, wild harvesting, herbs, flowers and more.	We verify products from livestock and perennial crop systems. Animal impact is the key to regeneration and livestock management is vital to restoring the health of grasslands. Brands can make a significant positive change by sourcing animal products from verified regenerative farms.	We certify farms producing all types of soil-based crops and livestock. To-date, our certified acreage spans 560+ different crops including everything from grains to nuts and coffee to medicinal herbs to dairy and meat.	We can verify any land use. To date we have completed verifications on a wide variety of grain crops as well as pastured protein (chicken, beef, lamb, pork, dairy, and eggs) orchards (nuts, fruits, and citrus), vineyards, timberland, vegetables, coffee, cotton, and even wild harvest crops.	SCI welcomes and supports all farms and ranches, regardless of production system. 30+ crops are currently enrolled, including: corn, wheat, soy, sorghum, buckwheat, sunflower, dairy, eggs, and cacao. The majority of acres in SCI grow diversified annual row crop rotations.	Ethos™ ROV supports a diverse range of agricultural systems, including row crops, orchard crops, specialty crops, and agroforestry systems. The program flexibly adapts to the unique challenges and opportunities of different types of agriculture.

Are there minimum/maximum acreage enrollment requirements?

A Greener World	Land to Market	Regenerative Organic Certified®	Regenified	Soil & Climate Initiative	Terra Genesis
No.	No.	There are no minimums or maximums on acreage that can be certified, however, we do require that farms commit at least 10% of the acreage at a minimum to ROC production. Over time, this number is monitored and expected to increase.	There is no minimum or maximum, we can verify any size operation. We have verified farms from 1 acre to over 100,000 acres.	No. Enrolled farms range in size from a few acres to 10,000+ acres.	Ethos™ ROV primarily addresses smallholder farmers' needs - who are often excluded from certification programs - but sets no minimum or maximum acreage limits, making it accessible to all farm sizes. The goal is to promote the widespread adoption of regenerative practices regardless of farm size.

Does this program offer an avenue for brands that don't have traceability to farm-level or who are interested in contributing to regenerative transition more broadly?

A Greener World	Land to Market	Regenerative Organic Certified®	Regenified	Soil & Climate Initiative	Terra Genesis
A Greener World offers supply chain development services to brands interested in building a regenerative supply chain.	Yes. All supply chains are co-designed with brands from the farm forward. Therefore, 100% traceability is built into each verified product. Brands can invest more broadly by supporting farmers through funding holistic management training and deployment of Ecological Outcome Verification.	We require traceability along every step of the supply chain, from the farm and through all Supply Chain Actors to the final label on product. We also require brands to meet Buyers Criteria to ensure that farmers receive a premium and engage in capacity building at farm level.	Regenified is designed to help brands at different stages move forward. We address challenges like farm-level traceability by verifying brands' supply chains and linking them with regenerative farms. Our aim is to make transition accessible for all brands, regardless of their supply chain structure.	Yes! Our Regenerative Transition Program is designed for this exact purpose. Starting at \$15/acre/year, brands can directly support farm transition and have the option to earn on-pack claims. More at: soilclimateinitiative.org/regenerative-transition	Ethos™ ROV collects field-level data, emphasizing direct relationships with farmers. That being said, brands lacking farm-level traceability can use a mass-balance or offset approach with Ethos™ ROV. By investing in relationships with producers, Ethos™ ROV offers rich farm-level data insights.

Is this certification third-party verified? (In this case, third-party verified means that an independent organization is determining that a business or product is in compliance with the specific standards of the certification/verification.)

A Greener World	Land to Market	Regenerative Organic Certified®	Regenified	Soil & Climate Initiative	Terra Genesis
Yes, A Greener World is an independent, non-profit, third-party certifier.	There are three levels of quality assurance. Accredited monitors evaluate the land, regional Hub Verifiers review the data, and Global EOY team conducts a final quality check. Verified product is tracked in-house with volume reconciliation done throughout the year for the highest level of integrity.	We work with 14 Certifiers, all accredited under ISO 17065, operating in 90+ countries, and train their expert staff on regenerative organic principles and practices. The ROA has trained more than 100 technical auditors and reviewers on our three certification pillars. We ensure auditors understand local language, site-specific farms & unique cultural practices, having the ability to assess both farming and social aspects.	Regenified, an independent certification program, conducts global verifications via its field team for maximum confidence and transparency, abiding by Ethics Codes and Integrity Safeguards. We adhere to ISO/IEC17065, certifying products, processes, & services. Read more in our Verification Standard.	Yes. Farms and Brands must achieve third-party verification through SCS Global Services before using our on-pack label. This separation between the standard holder (SCI) and the verifier (SCS Global Services) is essential for credible regenerative claims.	Ethos™ ROV employs third-party verification by VeriFi Data Corp to ensure that assessments of regenerative practices are rigorous, unbiased, and credible. This method builds trust among stakeholders without the cost of in-person audits, maintaining high standards within the program.

What stage of development is this certification program in?

A Greener World	Land to Market	Regenerative Organic Certified®	Regenified	Soil & Climate Initiative	Terra Genesis
We have brands (and/or products) that have achieved certification	We have brands (and/or products) that have achieved certification	The ROC™ Pilot Program ended in 2020. As of 2025, there are over 19M acres and 2,500 products that have achieved certification.	Since our standards were released in early 2022, Regenified has conducted numerous verifications across farming operations, expanding in 2023 globally across 6 countries & 3 continents. Now, Certified Regenified products are available in grocery stores nationwide and directly from local farms.	SCI-verified products are sold in stores nationwide.	Brands using Ethos™ ROV have verified products available to consumers in-store. Brands have also used Ethos™ ROV data to report publicly against sourcing criteria and regeneration claims.

What tests are required (e.g., soil tests, aggregate stability, water holding capacity, biodiversity, etc.)?

A Greener World	Land to Market	Regenerative Organic Certified®	Regenified	Soil Carbon Initiative	Terra Genesis
To ensure a data-informed approach with meaningful testing, a comprehensive, initial baseline risk assessment and ongoing metrics for improvement are required. While testing methods vary based on individual needs and risks, every farm annually tests soil health and biodiversity.	The protocol deployed on the land for monitoring land health includes several quantitative measures, including soil tests, water infiltration rate testing to determine water holding capacity, and a biodiversity index determined using the Shannon-Weiner methodology.	Soil lab tests by accredited labs every three years (aligned with Savory and SCI's indicators). We are assessing the health of the soil, not focused only on SOC. Auditors conduct annual in-field soil tests and assess KPIs per each pillar at annual audits.	Our extensive soil testing, in-field and in-lab, includes Soil Tests (Bulk Density, Carbon, Water Holding Capacity, Haney Test, PLfA), Biodiversity Assessment, Farming Practices Evaluation, Water Cycle Measurement, Energy Consumption (diesel, gas, electricity, renewables), & Disturbance/Input Usage.	SCI includes 25 indicators. Soil tests are conducted both in-field and in the lab, and include Total Organic Carbon, the Haney Soil Health Score, water infiltration, and more. Biodiversity indicators are chosen based on the target species or habitat. Results are used to inform and support farmers in continuously improving their regenerative farm planning.	Ethos™ ROV testing methodologies vary based on project-specific climatic, soil, ecological, industry, and cultural factors. Ethos™ ROV monitors a comprehensive set of eco-social indicators through farmer surveys, geo-located imagery, bioacoustic monitors, local academic research, and other data sources.

How does the program accommodate for variability in test results (for instance, due to weather fluctuations from year-to-year)?

A Greener World	Land to Market	Regenerative Organic Certified®	Regenified	Soil Carbon Initiative	Terra Genesis
Farms should be positive or static on all metrics, and must show positive progress on the majority of metrics over time. By tracking a range of sustainability metrics, certification ensures validation of compliance with meaningful baseline standards and comprehensive assessment of positive progress.	Variability of land and weather is in two major ways. First, the farms being evaluated are compared to a regional reference site, which is the best known expression of land within an ecoregion. Second, drought and precipitation factors are considered during the Global QA process.	Certification is not contingent on test results. Soil testing provides valuable qualitative & quantitative info on the soil that influences and are influenced by agricultural practices. Learning drives change!	We understand that nature is unpredictable, we account for the context of farming operations, like extreme weather events. Our program monitors outcomes from short to long-term, not just single-year results. This allows for context variability and a fair evaluation of farming practices over time.	If tests are not trending in the desired direction, this is flagged during verification review. SCI then seeks to provide additional agronomy consulting and assistance to understand why this is the case and, as appropriate, work with the farmer to modify plans accordingly.	Ethos™ ROV accounts for natural data variability, allowing farmers to participate without requiring continuous improvement. Data is validated against irrefutable sources - such as satellite images - which discerns if variability results from sampling errors, natural occurrences, or program violations.

When in the process is verification awarded?

A Greener World	Land to Market	Regenerative Organic Certified®	Regenified	Soil Carbon Initiative	Terra Genesis
A farm can be Certified Regenerative by AGW after a Regenerative Plan has been approved and an on-farm audit process has confirmed compliance with the Certified Regenerative by AGW standards.	The Global QA team verifies land after a farm has completed their second year of land monitoring and has shown an improvement in their ecosystem functioning. Land to Market verifies products from these farms.	Clients are screened by the ROA and once the file is completed, we assign it to the Certifier. The trained auditor conducts site visits and submits reports to the technical reviewer who makes the certification decision. The ROA then reviews the file and awards the certificate.	Regenerative agriculture is a transition. Our tier-based verification recognizes farms at different stages, granting certification once our 6-3-4 standards are met. This approach ensures genuine adoption of regenerative practices and requires continuous advancement to maintain certification.	Farm Verifications are awarded following confirmation from the third-party verifier that all requirements of the standard have been met, including soil testing, farm plan implementation, and site audit. Product Verifications are awarded following traceability review.	Ethos™ ROV verification is awarded after a thorough evaluation process that confirms adherence to all program criteria. The process involves detailed review of documented evidence provided by participants. Once granted, the verification acknowledges farms' alignment with Ethos™ ROV regenerative standard.

What are the requirements to renew verification?

A Greener World	Land to Market	Regenerative Organic Certified®	Regenified	Soil Carbon Initiative	Terra Genesis
After initial certification, the regenerative plan must be updated and submitted on a yearly basis for review. The farm audit occurs on a 15-month audit cycle to confirm compliance, verify plan implementation, and renew certification.	Farms must be monitored annually with a QA review and farmers must show long-term positive trends in land health.	Farmers sign a renewal contract, make any changes/updates to the Regenerative Organic System Plan, and undergo the annual audit-bundled with organic, social, or animal welfare.	An annual boots-on-the-ground verification is required to ensure the continuation and progression of regenerative practices. This not only involves visiting the farms, but also ensuring that brands and farmers are adopting these practices across their supply chain.	Farms must undergo required assessments/audits and demonstrate continuous improvement. Brands must demonstrate verified ingredient sourcing. Renewals require third-party verification.	Participants must provide annual submissions of updated data and passing of data validation. Renewal ensures ongoing commitment to regenerative practices and continuous evolution of systems.

Are there on-farm audit requirements?

A Greener World	Land to Market	Regenerative Organic Certified®	Regenified	Soil Carbon Initiative	Terra Genesis
Yes.	Every farm must be monitored annually by a Savory Institute accredited monitor.a	Yes, annually. We also reserve the right to conduct unannounced inspections and residue sampling if risk assessment indicates need.	Yes, the certification requires annual boots-on-the-ground field evaluations to ensure that regenerative practices are being consistently applied and maintained. This verification process is crucial to uphold the integrity of the Regenified certification.	Yes. An on-farm audit is conducted for initial verification and every three years thereafter. In non-audit years, farms undergo a site assessment designed to both ensure compliance and provide targeted feedback to the grower.	Yes, yet Ethos™ ROV redefines traditional audits by centering farmers as key data collectors through the Participatory Guarantee System. This community-led method employs local governance for compliance and remediation. Credibility and third-party validation are ensured through Ethos™ ROV verification.

Are you offering support for farmers (e.g., financial support mechanisms, agronomic trainings, assessment tools)?

A Greener World	Land to Market	Regenerative Organic Certified®	Regenified	Soil Carbon Initiative	Terra Genesis
Yes, we offer technical and marketing support for farmers along with reduced costs on auditor travel when pursuing other AGW certifications.	Farms are connected to their local hub, which offers training in holistic management and other support services. In some regions, corporate investment has been deployed to offset the cost of training and land monitoring for farmers to support the acceleration of regenerative agriculture.	We partner with our founder-the Rodale Institute to provide on the ground support to farmers across the US and in some foreign countries. We offer webinars and workshops for interested growers. We seek funding to expand our training!	Our verification protocol is an assessment tool helping farmers make informed decisions. While we don't provide consulting services, being Certified Regenified links regenerative supply & demand, unlocking market opportunity. We share access to knowledge and research to foster an inclusive community.	Yes, through our Regenerative Transition Program we offer technical support via soil testing and agronomic consulting, and peer support through our learning networks, trainings, and field days.	Ethos™ ROV adopts a data sovereignty approach, allowing farmers to own, license, and earn revenue from the data they collect. Derived insights inform community management practices and support producer recruitment. Data payments also reinvest in community support and technical trainings.

Is there a product trademark/label to communicate with consumers? If so, is it on the front of packaging or on the back of packaging?

A Greener World	Land to Market	Regenerative Organic Certified®	Regenified	Soil Carbon Initiative	Terra Genesis
Yes, the Certified Regenerative by AGW logo may be used as a front of pack or back of pack label, according to AGW logo use policies. The claim can also be used as a statement.	Yes, there is a Land to Market seal that brand members are permitted to use on qualifying products. Brands can use the seal on the front or back of the packaging, a hang tag, or product web page copy.	We license brands with processed product and products that use Regenerative Organic Certified® ingredients. The ROC™ Marks are certification marks owned by ROA and are used on-package to indicate that the certified status of raw agricultural goods are sourced from a Certified Producer.	We permit the use of a product seal for those who are certified and meet our single and multi-ingredients products standard; usage must follow our claim guidelines. The Certified Regenified mark indicates that the product has met the rigorous standards of our certification.	Yes. For verified products (contains over 70% verified ingredients), the “Soil & Climate Health Initiative Verified” mark/label can be used anywhere on pack. For regenerative support claims, a “Regenerative Partner” logo can be used except on the principal display panel.	Products verified under Ethos™ ROV may display a badge or seal on product packaging, the product itself, or e-commerce sites. This label communicates alignment with the program’s regenerative standards and associated outcomes, enhancing trust through transparency.

What is the future potential of the certification in the consumer market in terms of consumer recognition (e.g., number of products certified, product premiums, etc.)?

A Greener World	Land to Market	Regenerative Organic Certified®	Regenified	Soil Carbon Initiative	Terra Genesis
AGW has received unprecedented interest and is working with brands, businesses and farms representing a total combined market share of USD 357 Billion covering a range of categories including agricultural commodities, pantry staples, pet food, cosmetics, textiles, tea, produce, dairy, meat and more.	There are currently over 1,000 verified Land to Market products in the marketplace.	There are over 300 licensed brands offering 2,550 Regenerative Organic Certified® products in the marketplace in the US and abroad, and we currently have over 19M acres certified. Every indication is that the marketplace and consumer demand is growing.	Certified Regenified provides a pathway to choose products that nurture our planet and support those who make it possible. We’re building transparency throughout the supply chain ensuring all the steps it takes to get a product from the farm to someone’s home support a global shift to regenerative.	There are over 350,000 acres committed to achieving SCI Verification as of July 2025. By the end 2026, we aim to engage 250+ companies representing 10,000 SKUs of Verified products.	Ethos™ ROV has notable market potential by raising the standard of “regenerative” and commanding premiums for verified items. The rising demand for sustainability and transparency positions Ethos™ ROV to expand quickly. Ethos™ ROV’s emphasis on transparency helps address growing consumer mistrust.