




REGENERATIVE  
AGRICULTURE IN  
CALIFORNIA



REGENERATIVE  
AGRICULTURE  
OFFERS AN  
ANSWER TO  
BOTH THE  
AILS OF  
CONVENTIONAL  
FARMING AND  
THE LOOMING  
CLIMATE CRISIS.

THERE IS HOPE FOR A  
BETTER WORLD, AND IT  
IS RIGHT BENEATH  
OUR FEET.

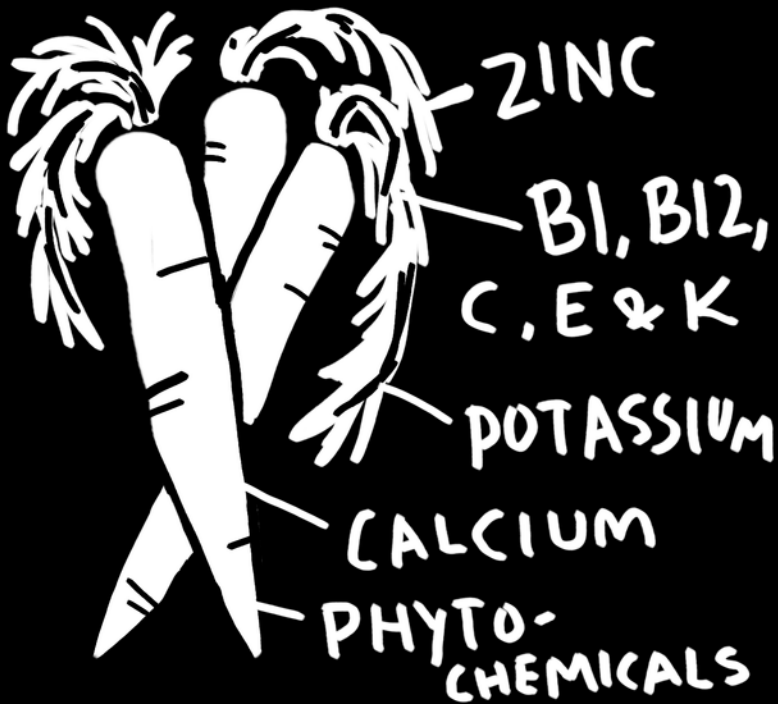


SOIL HEALTH IS A  
CRUCIAL COMPONENT OF  
REGENERATIVE  
AGRICULTURE.

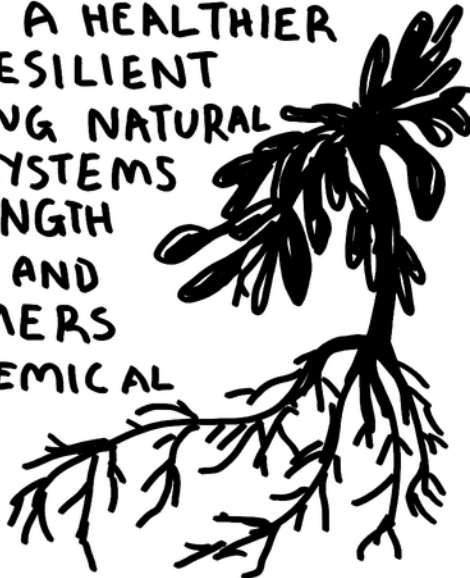
IN FACT, FOR EVERY  
1% INCREASE  
IN SOIL ORGANIC  
MATTER,

0.001%  
CROPLAND  
CAN STORE UP TO  
25,000 GALLONS  
OF WATER PER  
ACRE.

HEALTHY SOILS MEAN  
HEALTHIER FOODS, TOO.  
VEGETABLES GROWN ON  
REGENERATIVE FARMS  
CONTAINED MORE:



THESE HEALTHIER SOILS ARE ACHIEVED BY A WIDE VARIETY OF REGENERATIVE TECHNIQUES INCLUDING CROP ROTATION, NO OR REDUCED TILLING, COVER CROPPING AND COMPOSTING. EACH METHOD INCORPORATES DIFFERENT NUTRIENTS AND MICROBES TO THE SOIL-PLANTING LENTILS FIXES NITROGEN, FOR EXAMPLE WHICH MEANS A HEALTHIER AND MORE RESILIENT CROP. MIMICKING NATURAL ECOLOGICAL SYSTEMS PROVIDES STRENGTH IN DIVERSITY AND ALLOWS FARMERS TO FOREGO CHEMICAL INPUTS THAT ARE BOTH COSTLY AND POLLUTING.





CREATING  
HEALTHY, LIVING



SOIL BUILDS THE  
FOUNDATION FOR  
NUTRITIOUS AND  
ENVIRONMENTALLY  
FRIENDLY FOOD.





REGENER-  
ATIVE  
FARMING ALLOWS  
FOR THE AGENCY  
AND SAFETY OF THE  
FARMER, THE CONSUMER,  
AND THE  
WHOLE  
ECOSYSTEM.



IT IS SUCH  
A BEAUTIFUL THING  
TO BE SO IN  
HARMONY WITH  
THE EARTH, WITH  
YOUR COMMUNITY,  
AND WITH  
YOURSELF.