Let’s make every farm acre matter more. REGEN1 is an initiative to rapidly scale regenerative agriculture. Its initial goal is to convert 1 million acres to regenerative practices in Northern California. For the first time ever, REGEN1 will measure, score and show how regenerative farming provides cleaner air, purer water, healthier soil, greater biodiversity and a better living for the people who grow the food we all eat.

Regen1 helps every1.

Find out more about the Regen1 community at regen1.org
Every aspect of growing meets every facet of place. REGEN1 is an approach to agriculture that pays special attention to how the systems involved in producing crops can work together to strengthen and sustain every acre. This approach pays huge dividends: healthy soils, cleaner air, wise water use, greater biodiversity, better livelihoods and healthier people. Better still, regenerative agriculture stores carbon, reduces the need for chemicals and helps farmers and ranchers ease the effects of climate change.

Regenerative is responsive.
Does place have a taste?

Yep. And the best tasting food comes from the best cared-for places. Regen1’s community of farmers, ranchers and food growers live by this truth. It’s why they’ve committed to regenerative principles and practices.

It comes down to this: If you want what’s best for individuals, families, farms and the planet, you simply can’t separate how you grow from where you grow it.

Take a moment to meet the people and places behind regeneratively grown food. Their stories will inspire you. And whet your appetite for more.
Make every bite a taste of place.

Ever wonder why the best places have the best food?
It’s because food and experience are connected at the hip. They are good friends and better together.

And Regen1’s community of farmers, ranchers, and food growers know what it takes to grow the best food — food that’s good for you and better for the planet.

Learn how your food was grown. Who grew it. Where. And what values they pass on. When your farmer grows with regenerative principles and practices they are passing along the best the earth can offer.

Find out more about the Regen1 community at regen1.org
Making sense of a Regen1 fingerprint.

Noticed any new icons and symbols on your food packaging lately? If so, then welcome to the Regen1 grow code. This fun ID system for food is one small way Regen1 supports producers committed to regenerative principles and practices. Once we know all the great things these growers are doing, we bring together the right set of symbols to create a unique food fingerprint ID for them. Ready to geek out on what’s up with your new favorite food? Here you go, Sherlock.
Our icons.
They're like smart emojis for food.

You may be noticing clusters of new icons on your food packaging and in your market. We call this the REGEN1 grow code. These icons signify regeneratively grown food that celebrates place. Here’s a quick guide to help you figure out the smart things your farmer is doing to bring you and the planet great food.

Our food system is vast and we are continuously designing new icons to describe it. Here are a handful to get you going.

Find an up-to-date list of icons at regen1.org.

Discover regenerative.
Taste the place.