

Regenerative Consumer TOOLKIT

Find food, fiber and other goods produced in a way that slows down climate change

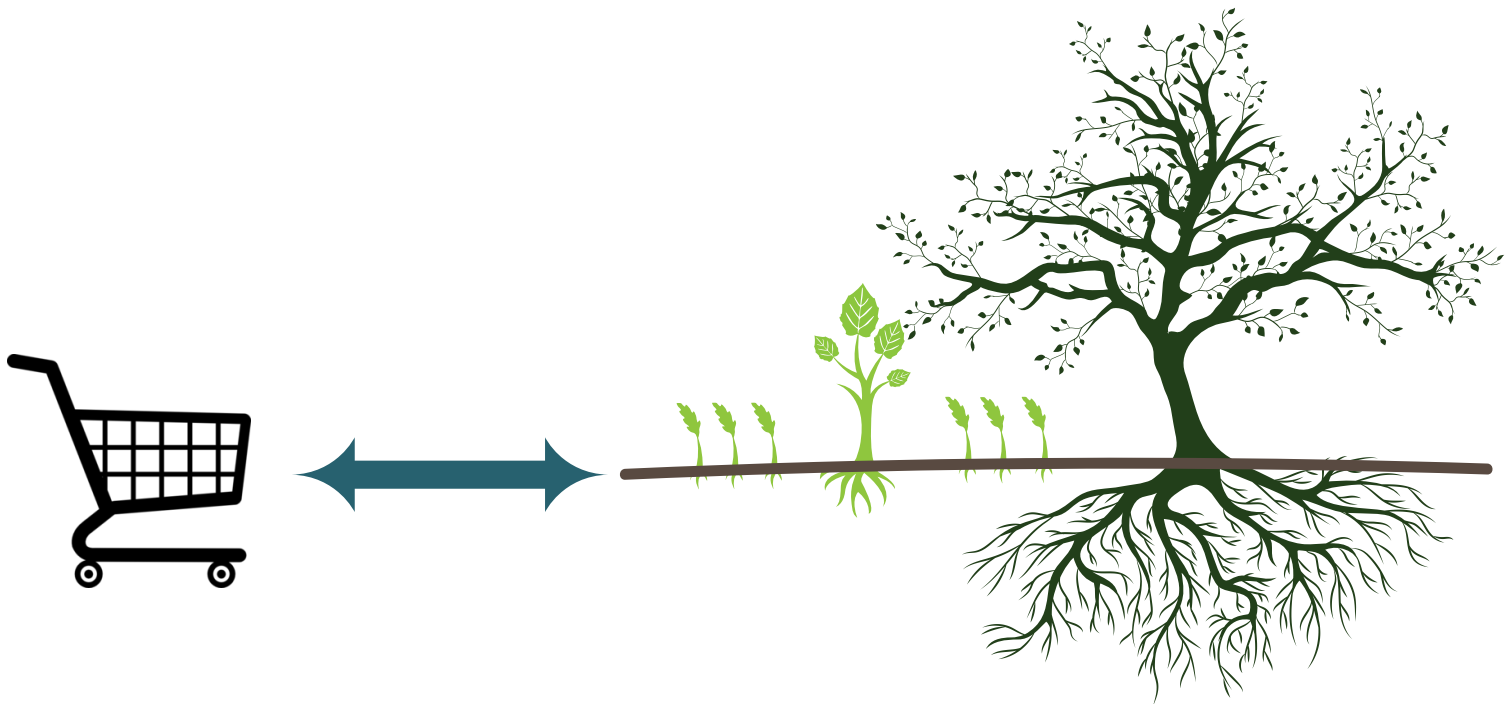


Hear the buzz about regenerative farming, but not sure what that means for YOU?

Want to find carbon-farmed goods?

Want to *#changeclimatechange* in a way that feels empowering and tastes amazing?

Then read on.



In a world so filled with problems that it's easy to feel overwhelmed, here's a bit of good news:

Farmers and scientists around the world are confirming time and time again that a major climate solution lies in something as simple as soil: healthy soil can absorb excess carbon from the atmosphere and store it safely for long periods of time.

The practices for increasing this capacity in the soil are low-tech, low-cost, and accessible, and bring with them numerous other environmental benefits. We call them regenerative farming practices. **This is farming that can help to slow down or potentially even reverse global warming.**

So there it is. Farming doesn't have to be destructive, it can be restorative. The way you meet your daily material needs doesn't have to be destructive, it can be restorative.

You don't need to be a farmer to participate in this regenerative revolution. If you eat food, wear clothes, or use any products that can be traced back to farmland somewhere, you are already a part of the equation that can make this work. You already have a say. And it's quite simple:

By supporting regenerative farms and companies that source from them, YOU can help to slow down or potentially even reverse global warming.

Are you ready to begin this adventure and step into your role as a regenerative consumer?

10 STEPS TO BECOMING A REGENERATIVE CONSUMER

1 BUY FOOD FROM A REGENERATIVE FARM

- find a regenerative or carbon farm near you on Project Grounded's **Carbon Farm Map**
- buy from your local farm that may not call itself a "carbon farm," but uses some of the following growing practices:
 - no-till or low-till vegetable farming
 - no-till or direct-seed grain farming
 - holistically managed pasture-fed livestock
 - mulching/compost application
 - no-till/strip till/direct seed farming
 - multi-story agroforestry
 - food forests
 - windbreaks and hedgerows
 - silvopasture (integrating woody species/timber on pasture)
 - tree and shrub establishment
 - alley cropping
 - pasture cropping



Questions to ask your farmer:

- How do you fertilize your crops?
- What pest control methods do you use on your farm?
- Is your farm certified organic? (A "No" answer doesn't necessarily mean that you shouldn't support them. Some farmers are practicing organic and regenerative methods, but choose not to get certified, for financial or other reasons.)
- Do you use GMO seeds?
- Are your animals raised on pasture?
- What do you feed your animals?
- How much time do your animals get to be outside each day?
- Are your animals given antibiotics, feed additives, or hormones?

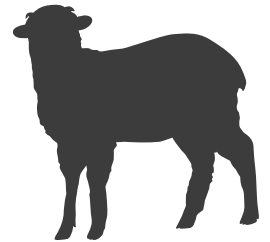
2 FIND FIBER OR CLOTHING FROM FIBER GROWN ON REGENERATED SOILS

This is a new frontier, but a lot is happening.

Fibershed has developed a Climate-Beneficial Certification for wool and other fiber. Find participating farms [here](#).

Textile Exchange's **Responsible Wool Standard** tracks fiber farmers' best practices in the management and protection of the land

Regeneration International is working on a list of regenerative apparel brands. In the meantime, look for clothing with labels in the **Ecolabel Index**.



3 SUPPORT COMPANIES & BRANDS THAT SOURCE THEIR RAW MATERIALS FROM REGENERATIVE SYSTEMS

This is a dynamic list that we'll be updating as more bold brands join the movement:

- **Patagonia Provisions**
- **EPIC bars**
- **Tanka bars**
- **Wild Idea Buffalo**
- **Nova Chocolate**
- **Cholaca**
- **Cacoco**
- **LUSH Cosmetics**
- **Nutiva Organics**
- **Dr. Bronner's**
- **Organic India Tulsi teas & supplements**
- **Coop Coffees**
- **Full Circle Wool bedding**



4 SUPPORT RESTAURANTS, CAFES, AND GROCERY STORES THAT SOURCE FROM REGENERATIVE FARMS

A great guide for locating such businesses on the U.S. East Coast is **Foodwaze**. Or, find restaurants at **Eat Well Guide** that source local organic produce and grass-fed meat, dairy and other animal proteins. If they are conversant with the term “regenerative,” that’s a plus!

5 INTEGRATE MORE PERENNIALS INTO YOUR DIET

Shift your diet to include more food from plants that produce for many seasons or even decades without needing to be replanted. Why is it regenerative? Because it means less soil disturbance, no need for tilling, fewer external inputs.

Go for

- nuts
- fruit
- berries
- acorns (a forgotten superfood)
- artichoke
- rhubarb
- perennial grains**

6 CLIMATE-FRIENDLY GARDEN & LAWN CARE

Regenerative gardening = similar soil-building practices that regenerative farmers use: cover crops, crop rotations, minimizing tilling, mulching, integrating perennials, adding organic matter to the soil, incorporating biochar.

Regenerative lawn care principles:

- phase out all chemicals
- Mow high (3")
- Let grass clippings decompose and add nutrients back to the soil
- Allow for polyculture lawn (e.g. clover + grass)
- Top-dress with finely sifted compost

7 COMPOST

at home, at school, at your workplace, at your community garden. Reduce food and yard waste and make new fertile soil! If your city doesn't collect organic waste, check with urban farms, community gardens, or farmers' markets. All you need is a compost pail in your kitchen.

8 PLANT TREES

Regeneration = putting more roots in the ground everywhere! Plant a tree in your yard or make it an outing with friends by joining **Urban Re-Leaf, Friends of Trees, Afforestt**, or a similar tree-planting organization in your area.

9 SUPPORT REGENERATIVE CONSERVATION EFFORTS GLOBALLY

Commit to supporting these conservation efforts. Consider that your annual “carbon investment”:

Reforestation: **Trees for the Future, Rainforest Action Network, Plant a Billion Trees, Arbor Day Foundation, Treeera**

Protecting wetlands: **EPA's list of state and tribal wetland programs, Beavers: Wetlands and Wildlife**

Riparian restoration: **Forterra, River Partners**

10 BE AN ENGAGED CITIZEN

- Vote for politicians who support effective climate policies.
- Let your political representatives know that you want immediate action on climate change.
- Join an advocacy group speaking up for small-scale farmers.
- Consider the impact that your investments and savings have on global warming.
- Switch to an ethical bank or community credit union.

In case you're wondering... FAQ

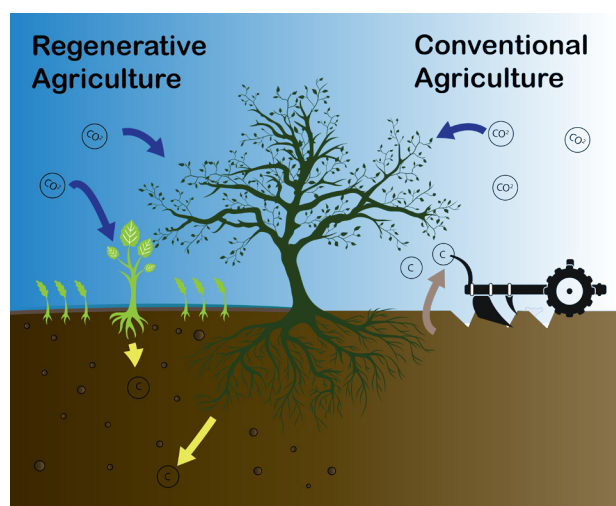
WHAT'S REGENERATIVE AGRICULTURE?

Regenerative agriculture goes way beyond organic and sustainable farming by restoring soils and rebuilding soil fertility. It's also called "**carbon farming**" because fertile soils are able to store more carbon from the atmosphere, where it's destabilizing our climate.

WHY GO BEYOND ORGANIC OR SUSTAINABLE?

| | |
|---------------------|--|
| SUSTAINABLE | simply means "maintaining the current conditions." Soils everywhere are degrading and eroding, releasing soil carbon into the atmosphere, which contributes to global warming. It's no longer enough to simply "sustain" and "maintain": we need to set the bar higher. |
| ORGANIC | signals farming practices that avoid chemical inputs. Organically certified farms must be verified by a third party and meet certain standards. But the organic certification doesn't guarantee that soil health is improving ; it only indicates the absence of chemicals. |
| REGENERATIVE | farming practices improve upon the existing conditions. They regenerate the soil through practices such as minimal tillage, adding compost, crop rotation, and cover crops. They renew existing resources instead of depleting them, protect biodiversity, are more drought- and flood-resilient -- and increase the soil's potential to store carbon. |

HOW DOES IT WORK?



Healthy, fertile soils have a high percentage of **soil organic matter, which is mostly carbon**.

Whenever soils are damaged or eroded, they lose that precious soil organic matter (= carbon = fertility = climate-mitigating capacity). Conventional farming practices, such as **tilling the soil or applying synthetic pesticides or fertilizers**, do just that: they damage the soil.

In contrast, one of the **key principles of regenerative farming is minimal disturbance to the soil**. It is achieved, for example, through

- minimal tilling or no tilling at all
- incorporation of perennial plants, such as trees and hedges (no need to plow annually, less need for synthetic inputs, LOTS of roots = underground carbon)
- maintaining fertility biologically through cover crops, composts and manures, and managed animal grazing

IS THERE A LABEL FOR “CERTIFIED REGENERATIVE” OR “CARBON FARMED” PRODUCTS?

This has been a hot topic within the regenerative movement for a while. In September 2017, Rodale Institute revealed the draft standards for a new **Regenerative Organic Certification**, a cooperative effort among a coalition of farmers, ranchers, nonprofits, scientists and brands. When finalized, the new certification will go “beyond organic” in that it requires evidence of soil health, fair working conditions for farmers and farm workers, and animal health. It will help you, as the consumer, to make the best choices possible when buying food.

For textiles, the Fibershed’s **“Climate-Beneficial Wool”** certification sets a new standard for fiber farmers who store carbon in the soil of their pasture.

I’M ALL IN! BUT I’M HAVING A HARD TIME FINDING REGENERATIVE FOOD, FARMS, OR BRANDS.

The regenerative economy is still just emerging. But we’re going to see more and more farms and producers transitioning to regenerative models in the coming years because the ecological case AND the economical case AND the climate case for doing so are so strong.

We need to support more farmers in their efforts to farm regeneratively — and more forward-thinking companies in making their supply chains fully regenerative. That way, we will collectively and gradually persuade other farms, companies, and brands to do the same!

In the meantime, we’ll sometimes have to be patient with a world that’s still not quite where we’d like it to be, and seek out the **“best for the world for the time being.”**

Here are Project Grounded’s top resources for

1. FINDING ETHICAL, ORGANIC, NON-TOXIC (though not necessarily regenerative) CONSUMER GOODS

- HowGood (www.howgood.com)
- Environmental Working Group’s Food Scores (www.ewg.org/foodscores)
- The Good Guide (www.goodguide.com)
- The Good Trade (www.thegoodtrade.com)
- Better World Shopper (www.betterworldshopper.org)

2. FINDING LOCAL ORGANIC (though not necessarily regenerative) FARMS

- Eat Well Guide (www.eatwellguide.org)
- Local Harvest (www.localharvest.org)
- Eat Wild -- resource for finding grass-fed meat and dairy, specifically (www.eatwild.org)

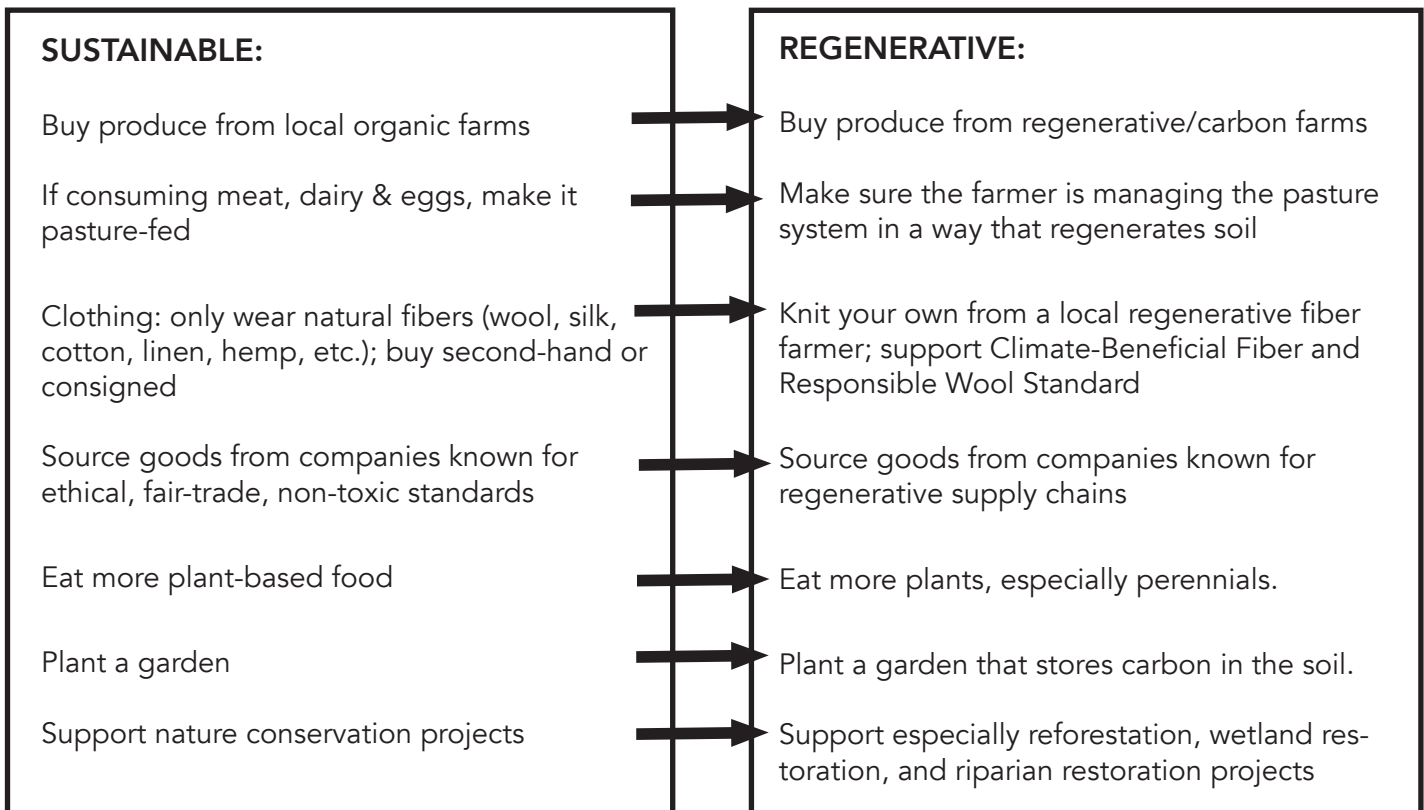
MY REGENERATION ACTION PLAN

O Start with what resonates with you the most.

- **Are you a gardener? Start adopting the climate-beneficial gardening tips in #6.**
- **Do you love taking action with like-minded folks? Join an urban tree planting event.**
- **Are you a foodie? Look for regenerative farms and regenerative-oriented restaurants in your area.**
- **Do you knit, crochet, spin or weave? Source the fiber for your next project from a Climate-beneficial farm! (see #2)**

I'M MOST EXCITED TO START WITH _____

O Choose at least one area of your life where you'll go from sustainable to regenerative.



I WILL GO FROM SUSTAINABLE TO REGENERATIVE BY _____

O Join the Regenerative movement.

Project Grounded is proud to be a part of a larger global movement to regenerate soils, ecosystems, and communities worldwide. Together, we're ordinary people who believe we can create a much more enlivening, healthy and equitable world if we roll up our sleeves and get to work.

Get to know some of our amazing partners in this work & follow them on social media for daily inspiration and empowerment:

Regeneration International

provides information and resources that highlight the connection between healthy soil, regenerative agriculture and land use, food, health, healthy economies and climate change.

Regeneration Hub

a searchable and interactive directory of regenerative projects everywhere the world

Kiss the Ground

L.A.-based non-profit dedicated to spreading the message about the climate solution called soil. They produce films, videos and other content with a ton of great information and a positive vibe.

CarbonToSoil app

support the regeneration efforts at a farm, even if on the move, with the click of a button

O Learn and spread the word.

Learn as much as you can about the food system and your place in it. Visit Project Grounded's **Learn** page for resources to understand how regenerative farming works and what the consumer can do to support it.



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