



ORGANIC FARMING RESEARCH FOUNDATION

fostering the improvement and widespread adoption of organic farming

OFRF has developed a suite of messaging resources called "Organic is Regenerative." This memo provides an introduction to these resources and suggestions for their use.

Organic is Regenerative

Consumers are showing an increasing interest in understanding the environmental impact of their food choices. Meanwhile, farmers, who are on the front lines of climate change, are actively exploring farming practices that can contribute to climate change mitigation and adaptation. This alignment presents a unique opportunity to promote transformative practices through research, education, and on-farm trials. However, it's crucial to expand our efforts to educate a wider audience about the farming systems responsible for generating these benefits and how to effectively scale up these systems.

Although the term 'regenerative' has gained widespread traction among farmers and the food industry, definitions of the term vary widely. Organic farmers have long been engaged in systems-based regenerative approaches, yet organic is often overlooked in the conversation about climate solutions. Organic agriculture has a clear legal definition, is grounded in principles that collaborate with nature, foster healthy soil, and contribute to clean water, biodiversity, and thriving farm communities; it shares many of the same principles and goals of regenerative farming. Organic is the original climate smart agriculture. It is a verifiable legal standard that can be relied upon in the journey towards creating more regenerative farming systems.

Many people, including some consumers, funders, and policy makers, don't always have a clear understanding of what organic means. It is critical for the organic industry to present unified, science- and standards-backed messaging in our communication about organic.

OFRF has developed a suite of messaging tools to help organic advocates clearly articulate the benefits of these farming systems. We have intentionally focused on the positive aspects of organic, highlighting the merits of organic practices and their contribution to regenerative land stewardship. The kit includes a one-page flier for print or digital use, a presentation slide deck and speaker notes, and social media graphics and language as well as our extensive message mapping spreadsheet. The spreadsheet is the most comprehensive resource which includes corresponding statements for various audiences along with supporting evidence. A list of additional resources is also available.

As you access these resources, you can mix and match messages to best resonate with your specific audience. Consider this a menu of options to pick from to suit your network and communication needs. Visit www.OFRF.org/organic-is-regenerative to learn more.

We value your feedback and would appreciate hearing how you utilize this tool in your communications. If you have any comments or questions, please contact Brise Tencer at Brise@ofrrf.org.