



ORGANIC FARMING RESEARCH FOUNDATION

fostering the improvement and widespread adoption of organic farming

Organic is Regenerative; resources for organic advocates

Social Media Kit

OFRF has developed a suite of messaging resources on the topic of "Organic is Regenerative." To learn more visit www.OFRF.org/organic-is-regenerative



These Social Media Graphics are one tool in the larger [Organic is Regenerative toolkit](#). They offer bite-sized pieces of messaging which can be shared on social media platforms. The kit includes sample text to share with your social networks or in your email newsletter or blog and downloadable graphics.

We ask that when you use or share any content from this kit you credit the Organic Farming Research Foundation (OFRF) by mentioning OFRF, tagging us on social media platforms where applicable, and including the following attribution statement: *"This Organic is Regenerative content was developed by the Organic Farming Research Foundation (OFRF). Learn more about their work at www.OFRF.org."* See our full terms of use at the bottom of this document.

Please tag OFRF and use the hashtag #OrganicIsRegenerative

- [Facebook](#): /OFRF.org
- [Instagram](#): @organicfarmingresearch
- [Twitter](#):@ofrf
- [LinkedIn](#): Organic Farming Research Foundation

Social Media Graphics

Available for download here [[SOCIAL MEDIA GRAPHICS](#)].

Sample Social Media Posts

Sample #1:

Did you know?

 The USDA National Organic Program Standards mandate best conservation management practices, including diversified crop rotations, cover cropping, careful nutrient management, and other methods to build Soil Organic Carbon and protect soil health.

 Organic farmers also grow cover crops, which keep the soil under vegetative cover for extended periods, preventing wind and water from carrying away topsoil.

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Sample #2:

"Fostering robust populations of diverse plants, animals, insects, and soil-dwelling organisms is a fundamental principle of organic production." - Guidance: Natural Resources and Biodiversity Conservation

Did you know?

 Research has found that organically managed lands have higher rates of both species richness and abundance when compared to conventional cropping systems.

 Organic farming significantly increases populations of beneficial insects, birds, and soil-dwelling organisms, as well as non-bird vertebrates (mammals, reptiles, etc.) and plants.

 Organic farmers are required to preserve and protect biodiversity and natural resources to replenish or maintain ecological balance on farms.

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Sample #3:

"Organic farms are managed in concert with natural systems to enhance the ecology of our local ecosystems, including clean air, water, soil, and food." - The Organic Farmers Association

 In organic production, overall system health is emphasized, and the interaction of management practices is the primary concern.

 Organic farming emphasizes the use of management practices in preference to the use of off-farm inputs, taking into account that regional conditions require locally adapted systems.

Just a couple of the ways that organic agriculture supports a resilient planet.

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Sample #4:

You may have heard the term “regenerative” buzzing around. Although it has gained traction among farmers and the food industry, definitions of the term vary widely. If you dig in you’ll find that organic IS a regenerative farming system that works to strengthen ecosystems and communities.

-  Organic is Good for the Economy
-  Organic is Safer for Farmworkers and Rural Residents
-  Organic is Better for Animals

Advancing organic promotes these benefits and more.

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Sample #5:

Organic has a clear legal definition supported by the National Organic Program. It is grounded in principles that collaborate with nature, foster healthy soil, and contribute to clean water, biodiversity, and thriving farm communities. The organic standards are designed to improve over time, making it a tool that can be relied upon in the journey toward creating more regenerative farming systems.

-  Organic is Third-Party Certified
-  Organic is Tried and True
-  Organic is Evolving and Improving

#OrganicIsRegenerative

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Using the Social Media Kit

Our goal with this information is to provide resources to equip you to respond to any questions about the merits of organic practices and their contribution to regenerative land stewardship.

As you access these resources, you can mix and match the messages to best resonate with your specific audience. Consider this a menu of options to pick from to suit your network and communication needs. Some users may find that the messages on the One-Pager, or in the Social Media Slides are sufficient for their communication needs, while others will want to look into the studies and reports behind them - the resources on the second tab of the spreadsheet provide a starting point for this.

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@ofrf.org.

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Content Usage: Content provided in this messaging kit is intended for educational and promotional purposes related to organic farming and regenerative agriculture. We encourage you to share this content to raise awareness and promote sustainable agricultural practices.

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OFRF's Social Media Handles

- [Facebook](#): /OFRF.org
- [Instagram](#): @organicfarmingresearch
- [Twitter](#):@ofrf
- [LinkedIn](#): Organic Farming Research Foundation

Modifications: You may modify the content provided in this messaging kit to suit the specific needs of your audience, but we ask that the core message remains consistent and aligns with the principles of organic farming and OFRF's mission to promote the widespread adoption of organic agriculture.

Feedback: We welcome feedback on the content provided in this messaging kit. Please share your experiences and suggestions for improvement by contacting brise@OFRF.org.

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