

Introduction to Regenerative: Decisions You'll Need to Make for Regenerative Sourcing



Lauren Dunteman
Terra Genesis



Robbe Verhofste
Terra Genesis



Stacy Cushenbery
Oatly



Terra Genesis

Introduction to Regenerative: Decisions You'll Need to Make for Regenerative Sourcing



**Terra Genesis
is an international
regenerative design and
development firm that convenes
brands, farmers, developers,
communities, investors, and NGOs
to work at the intersection of
agriculture, ecology and economy.**

Founded in 2009 by a collective of ecosocial designers, our work is to transform the role of agriculture and business as drivers of social and ecological health. We work from the ground up to evolve stakeholder capacity and capability and to identify solutions, create processes and curate interventions for systemic regeneration.



Terra Genesis

A Tale of Two Pilots



Oatly

Perspectives led by Stacy Stacy Cushenbery. Stacy serves as Oatly's Food System Program Manager for North America. In this pivotal role, she spearheads the implementation of the first pillar of Oatly's Global Sustainability Plan, "Drive a Food System Shift." Oatly's mission is to restore the balance between humanity and nature by actively contributing to carbon restoration, biodiversity enhancement, and the empowerment of local farming communities. Before joining Oatly, Stacy was a Project Manager at the Ecosystem Services Market Consortium, where she specialized in GHG and carbon accounting. Her unique background also includes hands-on farming experiences in the heartlands of Wisconsin and Illinois, underscoring her unwavering commitment to regenerative agriculture and the pursuit of a more sustainable future.

Regenerative Rubber Alliance

Perspectives led by Robbe Verhofste, lead project manager for the Regenerative Rubber Alliance at Terra Genesis. Robbe has played an instrumental role in launching the regenerative rubber pilot with Timberland, deploying the smallholder data collection and analysis program - Ethos+ ROV+, and continues to drive expansion of the program with new stakeholders.

Regenerative Oats & Canola

North America | 2021-present



Oatly aims to reduce their climate footprint per unit produced by at least 70% from 2019 baseline and to generate a supply system that is actively restoring carbon and soil health, improving biodiversity, and boosting farmers' income in the communities and landscapes it sources from. We supported the brand's efforts to meet this goal by first comparing industry emissions factors and brand LCAs, to understand what was informing their baseline. Within this, we assessed typical net GHG emissions for focal crops within their product portfolio. Specifically, we identified production practices that most strongly influenced this impact. In order to generate a strategy, we tied regenerative agriculture definition to their GHG emissions goals and to additional brand-aligned holistic goals, with strategy then built around the KPIs linked to these desired outcomes. Finally, we supported this brand in designing monitoring frameworks for their regenerative agriculture pilot projects and a scaling pathway for transitioning to regenerative supply.



Regenerative Rubber



The contrast between highly diversified rubber agroforestry (left) and rubber monoculture (right).

Where: Thailand **Key Offerings:** origin development, in-depth context
When: 2020-present assessment, stakeholder alignment, ROV+ (Ethos+)

Terra Genesis has partnered with VF Corporation brands Timberland, Vans, and The North Face to develop the world’s first regenerative rubber supply system for the fashion industry. By working with a network of agroforestry rubber cooperatives in southern Thailand we have created direct trade relationships, a monitoring and verification system enabling quantification of regenerative social and ecological outcomes, and a pathway towards achieving VF’s corporate goal of 100% of its rubber supplied from regenerative farms by 2030. Starting with a small group of rubber farmers, the program is now moving towards a watershed-scale coordinated strategy across 3 neighbouring provinces with engagement from government representatives. The world’s first Ethos+ verified rubber footwear products were released by Vans in Q1 2023.



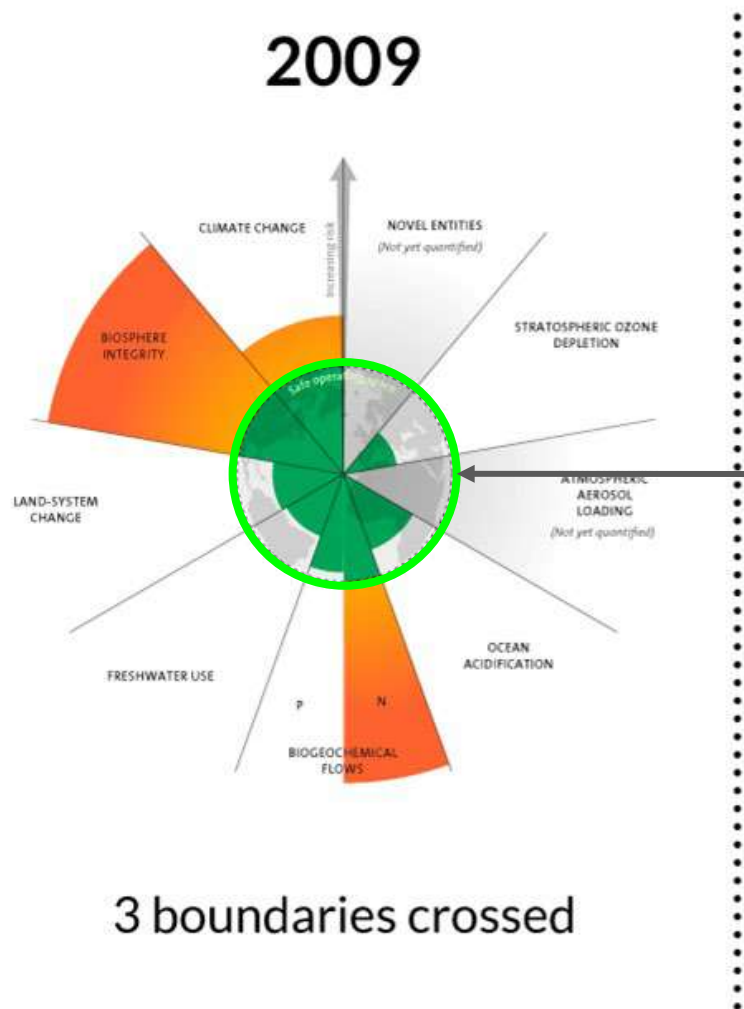
“ TGI has been a critical partner for Timberland and the broader VF enterprise to further establish a regenerative leadership position within our industry. Through their support, we have been able to transform our vision and goals into actions on the ground within the supply chain for one of our top volume materials.

Zachary Angelini, Senior Environmental Stewardship Manager

A rural landscape at sunset. A dirt road with tire tracks runs through a green field, flanked by a wire fence. In the background, a line of trees is silhouetted against the bright, low sun, which creates a lens flare effect. The sky is filled with soft, golden clouds. In the distance, a utility pole and a white building are visible.

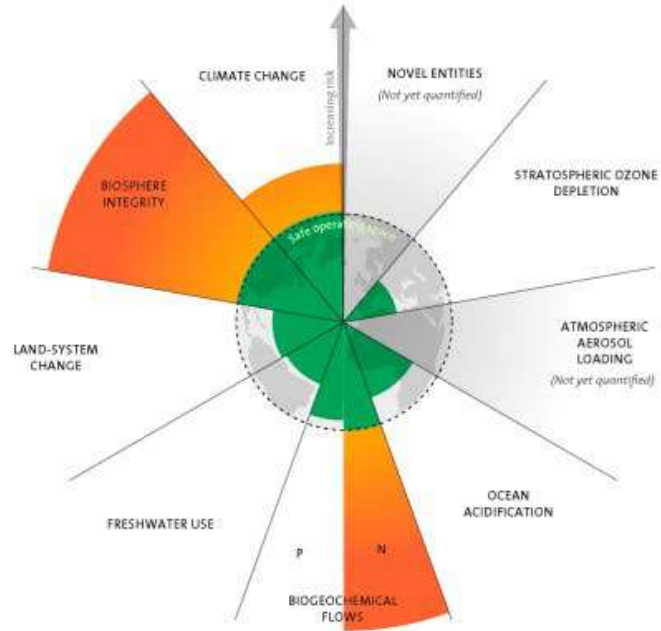
**What do you feel the CPG industry needs,
that you are energized to contribute to?**

*Introduce yourself and share with your table
(7-8 minutes)*



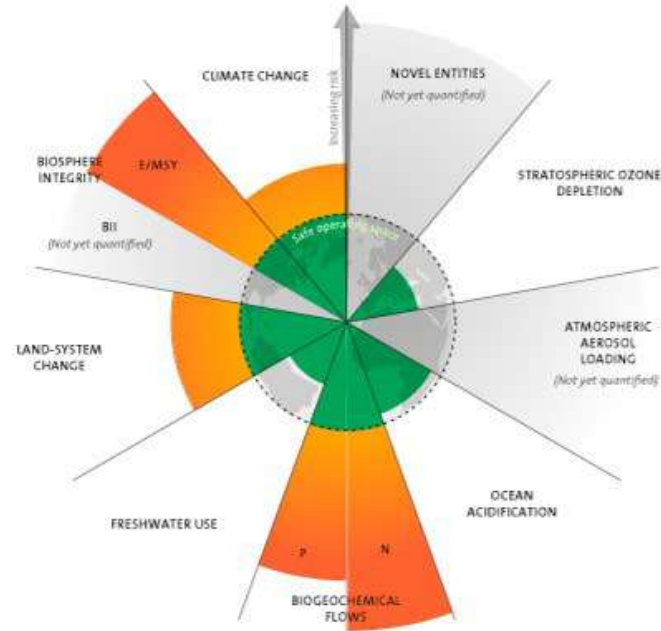
Earth's safe operating limit (across 9 key indicators)

2009



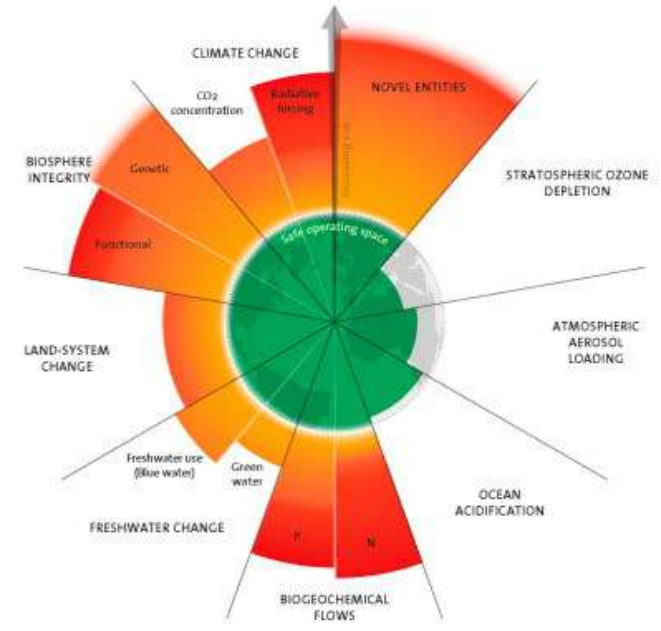
3 boundaries crossed

2015



4 boundaries crossed

2023



6 boundaries crossed



From Machines to Living Systems

Interdependence, Integrative Process, and Regeneration

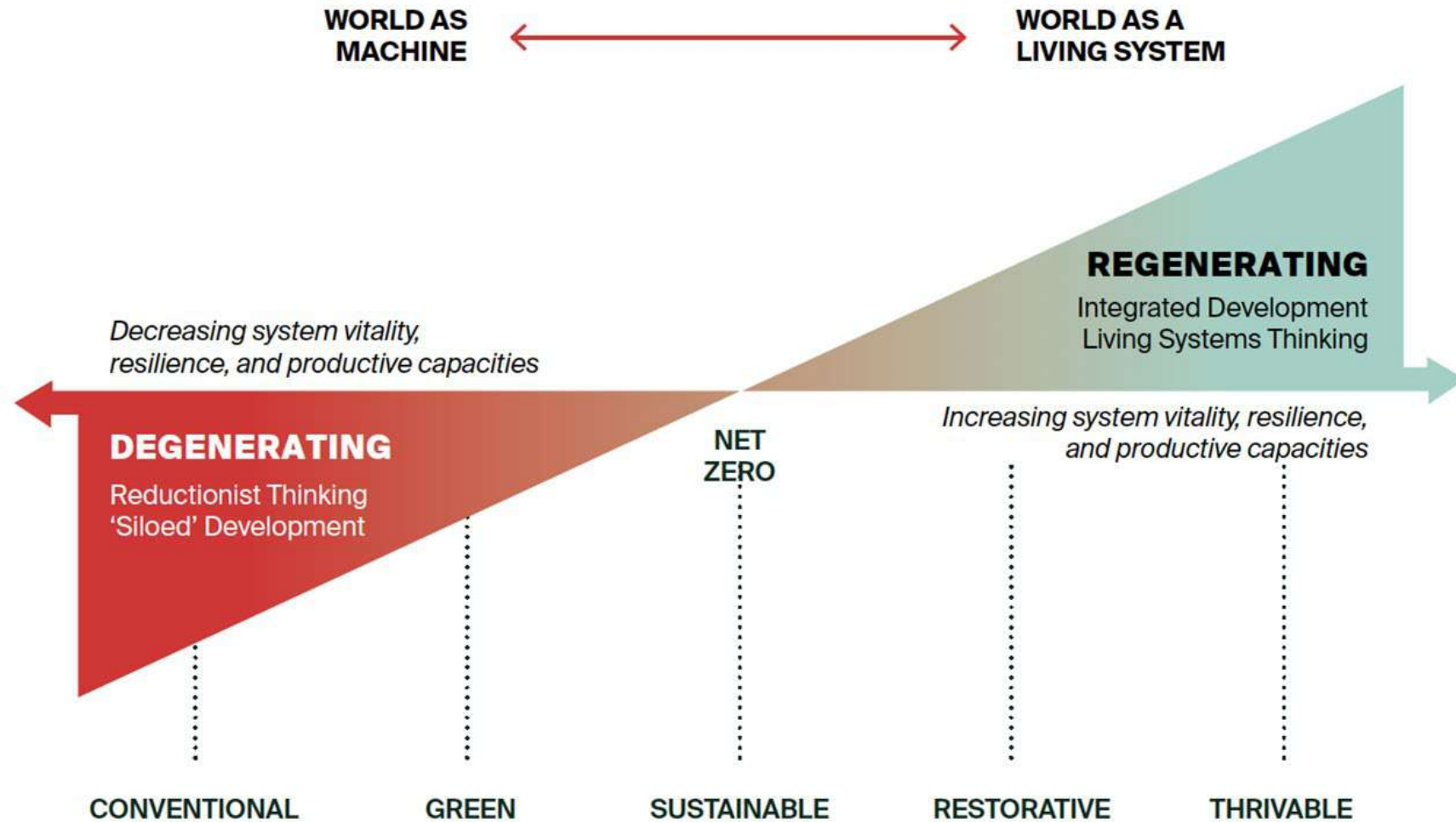
Terra Genesis cultivates transformation.

We utilize an **integrative design process** to identify and accentuate **functional interdependence** within the systems we work on.

This process fosters conditions for the **emergence of synergies** indicative of living systems in a state of wholeness and health.

We harness the synergies to strengthen the ability of that system to **regenerate** itself and the world around it.

It starts by shifting our worldview



From Thinking In Mechanisms to Sensing Living Systems

Mechanistic



World as machine



Separation & fragmentation



World as simple & linear



Command, control & prediction



Generic solutions



Self-interest & transaction

Living Systems



World as living ecology



Integration & wholeness



World as complex & non-linear



Creating enabling conditions & working with emergence

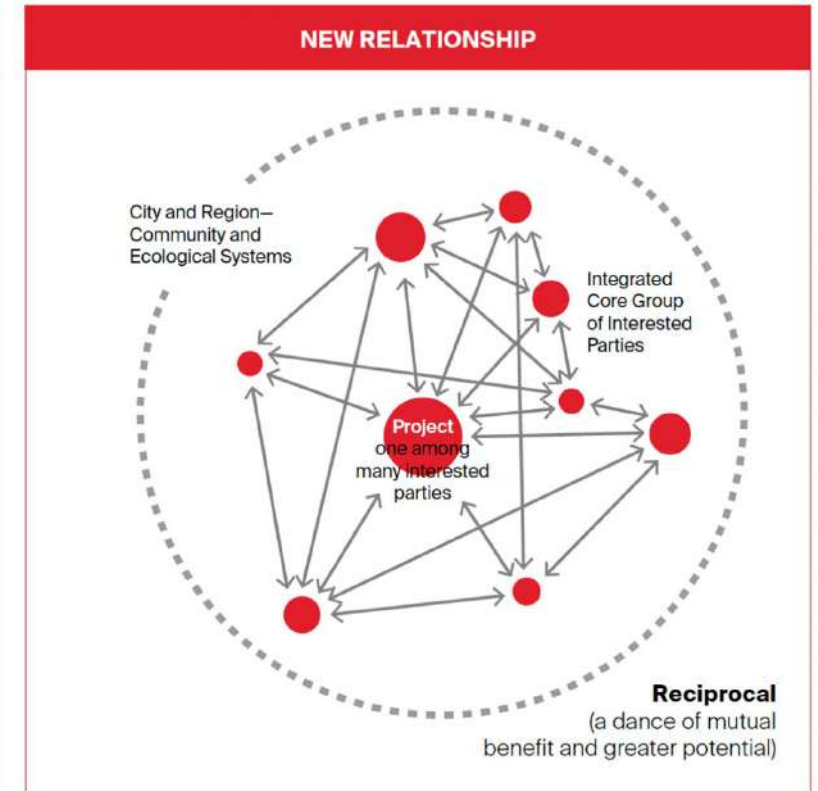
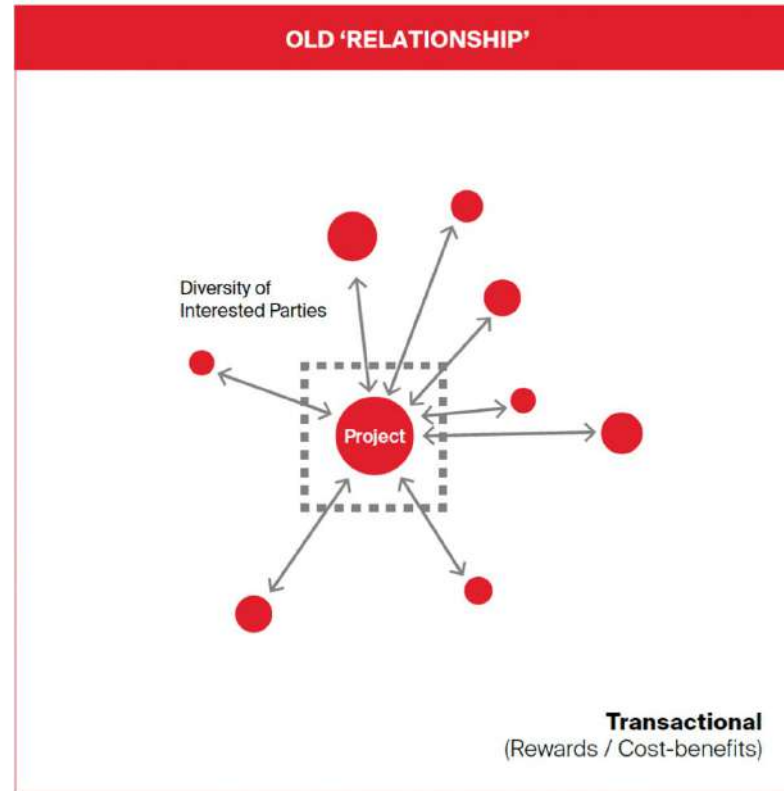


Local responses



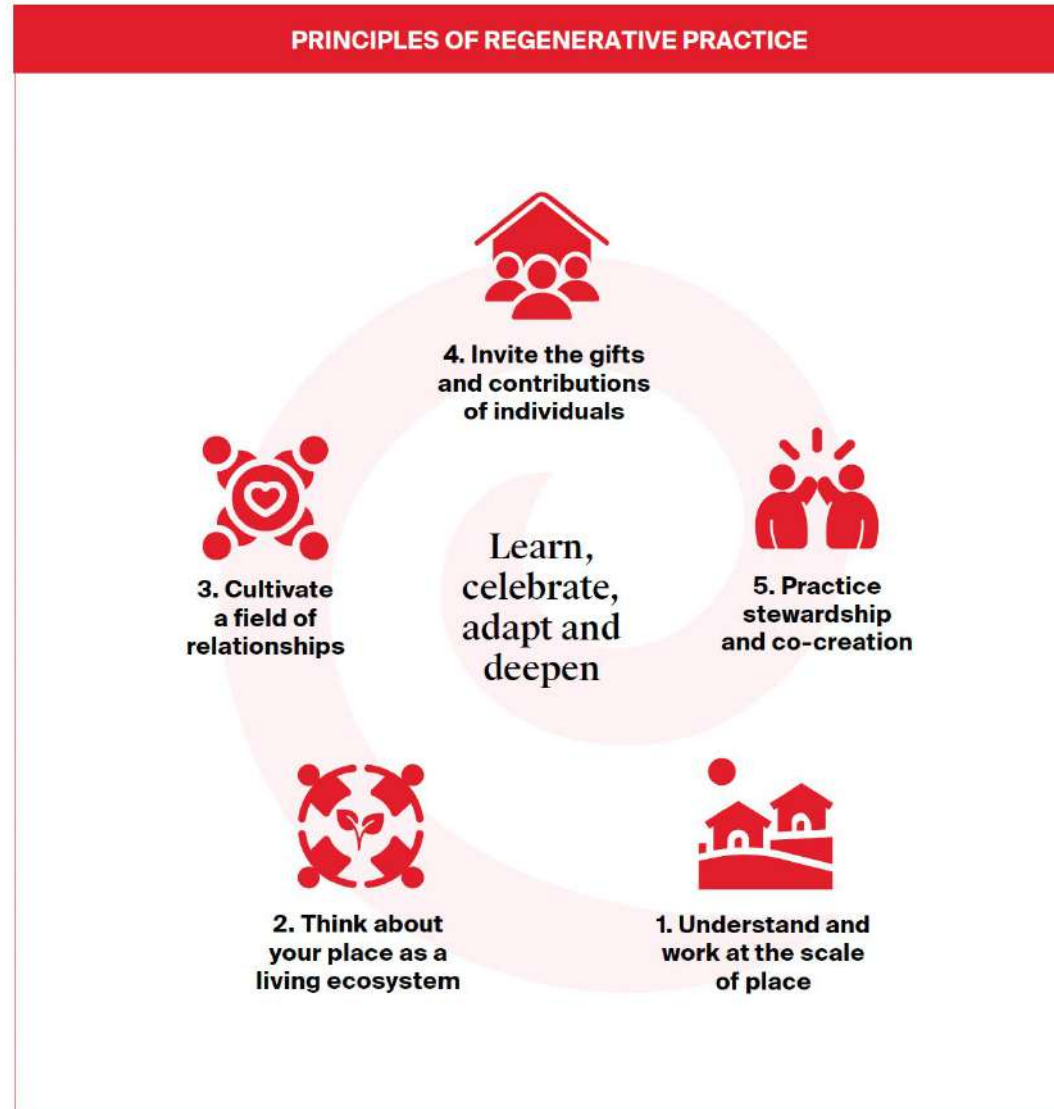
Mutuality & reciprocity

And developing new ways of relating.

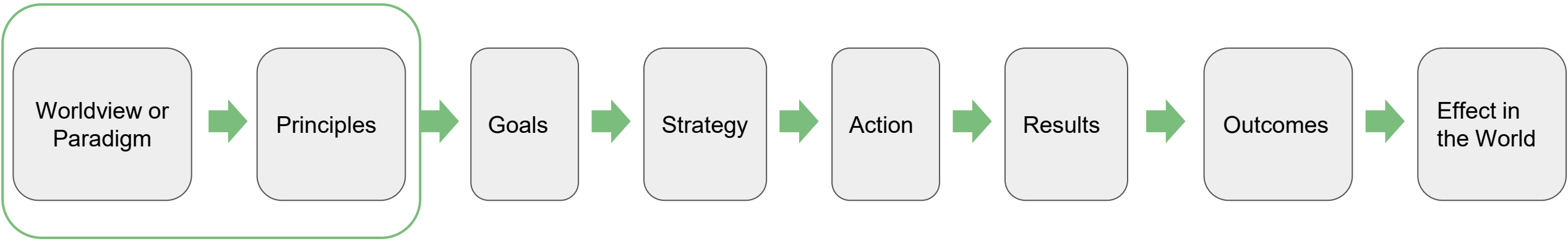


© Regenes Institute

It's a new
and
ancient
way of
working.



Why focus on Paradigm?



Our Thinking Informs the Rest

Regeneration is both paradigm & process

© Carol Sanford Institute

Extractive

Conventional agriculture, maximizing profits, minimizing value extraction without regards of social and environmental costs

Conservative

Sustainable agriculture (including some organic systems), do less harm, sustain sustainability

Net Positive

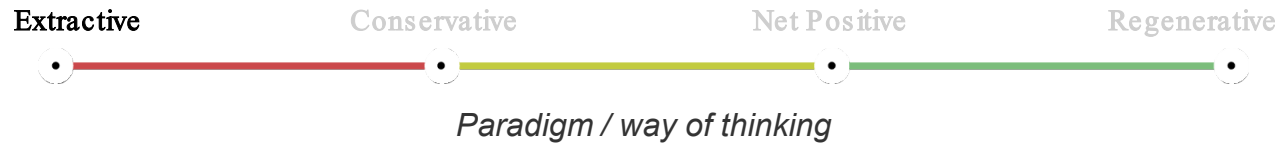
Majority of regenerative agriculture do good, repair, solving fragmented problems to leave the place better than we found it

Regenerative

Ongoing, place-based stewardship of the health and capacity of the entire ecosystem

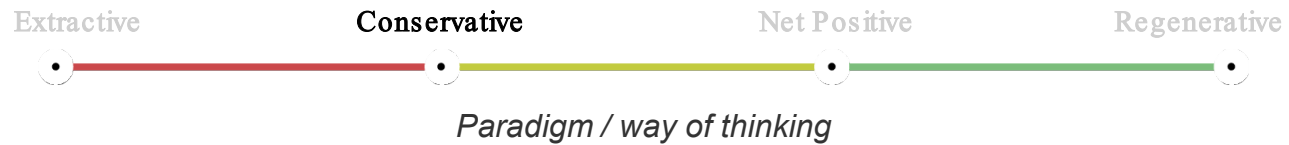
Extraction

Conventional agriculture, maximizing profits, η mining η value extraction without regards of social and environmental costs



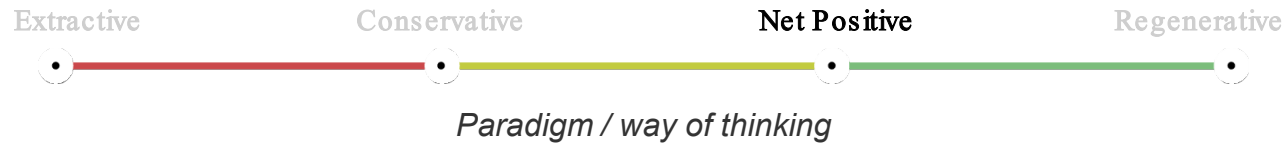
Conservation

Sustainable agriculture (including some organic systems), do less harm, sustain, sustainability



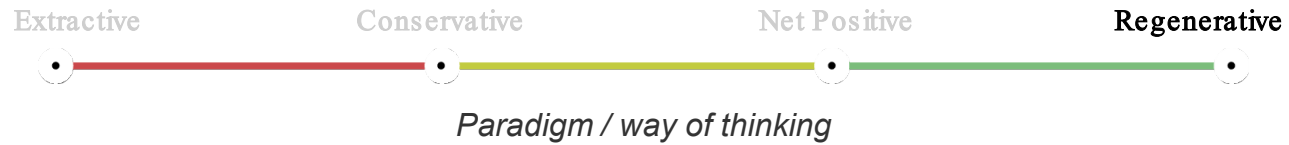
Net Positivity

Majority of regenerative agriculture do good, repair, leaving the place better than we found it



Regeneration

Ongoing stewardship of the health and capacity of the entire ecosystem





Paradigms of Work

Do Good - Aims to improve the system by working toward the solution of a problem OR relative to the status quo reality.

Regenerate Life - Aims to support the capability of a unique system to fulfill its full potential for health, thriving, and to play its role in systemic evolution.

Designed from the outside	Co-created with each stakeholder
Taking a fragmented approach to fix problems	Seeking holistic wellbeing
Generalizing Stakeholders	Seeing each stakeholder, place, and system and unique
Working toward idealized vision of success (of what is “good/right”)	Working toward the dynamic evolutionary potential of each stakeholder
Random intervention	Seeing each stakeholder as nested within their larger systems
Mechanically Assessing for Leverage	Finding the most impactful opportunity for change

Why Regenerative Supply?

Mitigating Major Risks



Climate

climate change impacts
on supply systems



Macro-economic

supply disturbance (i.e.
global COVID jams)



Regional Instability

coalitions of farmers
striking to combat
inequitable sourcing
relationships



Regulatory & Legal

greenwashing, over-stating
impact, or making
statements without
sufficient data



Brand Reputation

rising consumer demands,
out-competition by others
taking sustainability and
equitable sourcing seriously

Why Regenerative Supply?

Seeking Potential



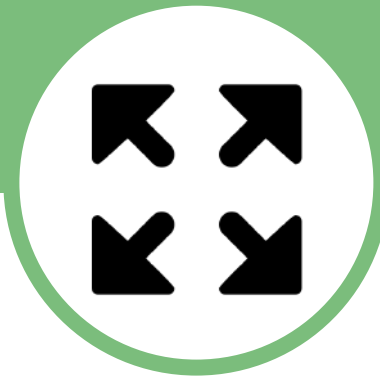
Out-Collaborate the Competition

Leading the industry in collaborating with other brands to change the world



Enhanced Product Quality

Biodiversity is the Basis for Food Sovereignty and Nutritional Density



Scaling & Growth

Diversified agriculture brings greater benefits to farmers



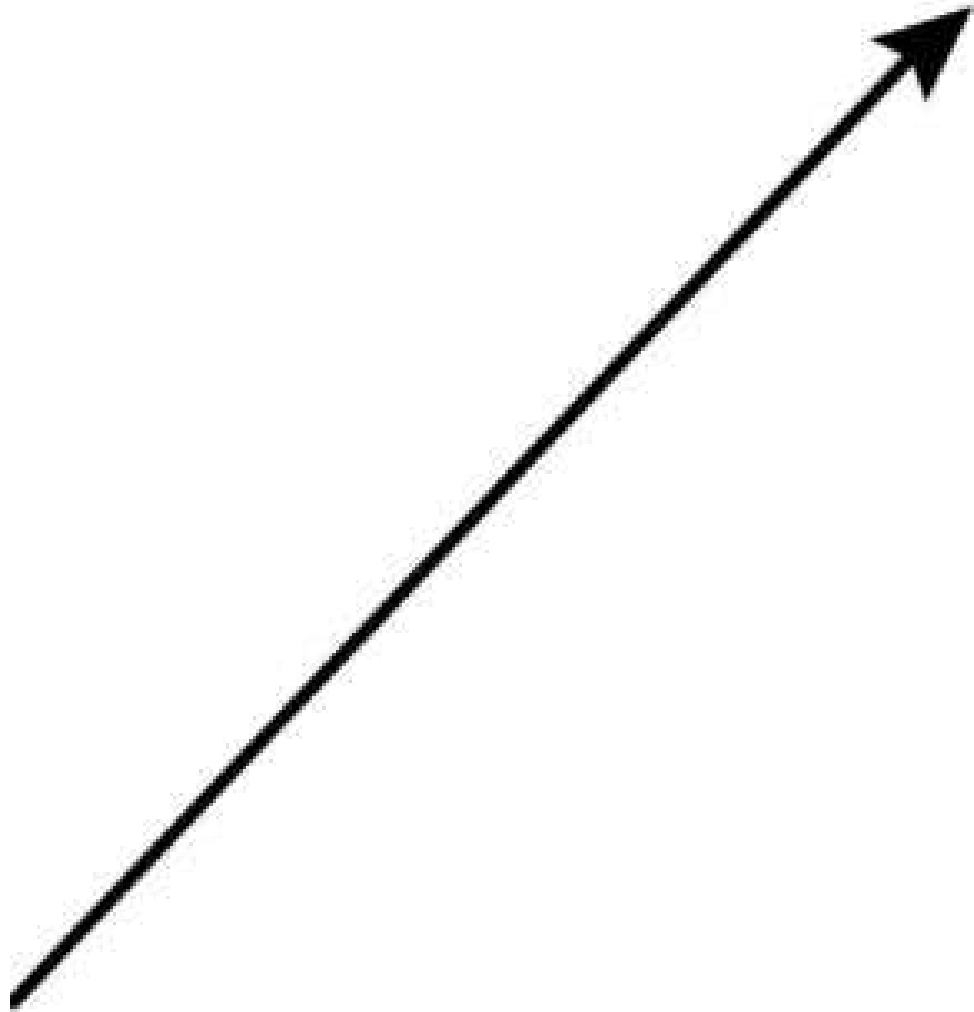
Consumer Trust

Increase consumer trust & brand recognition

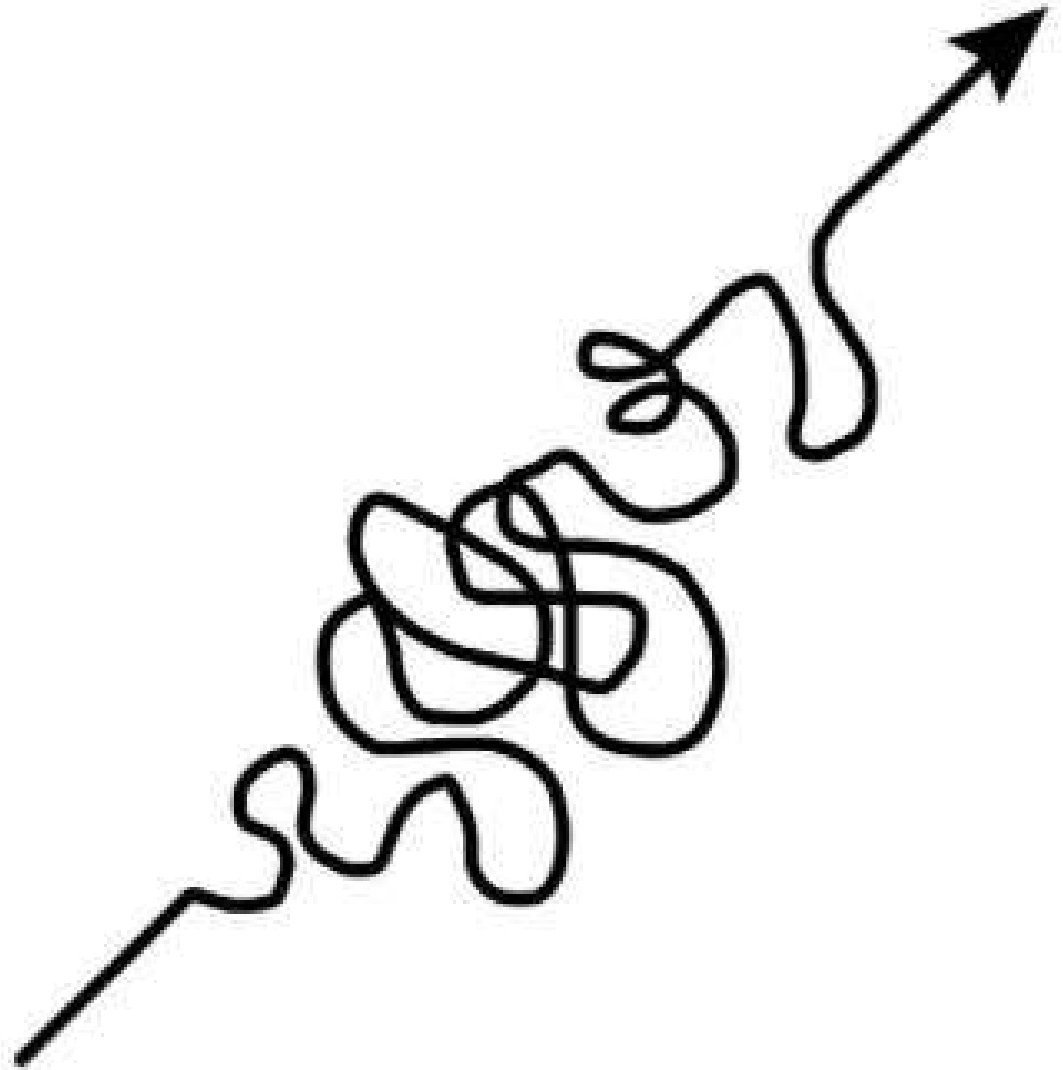


Industry Leadership

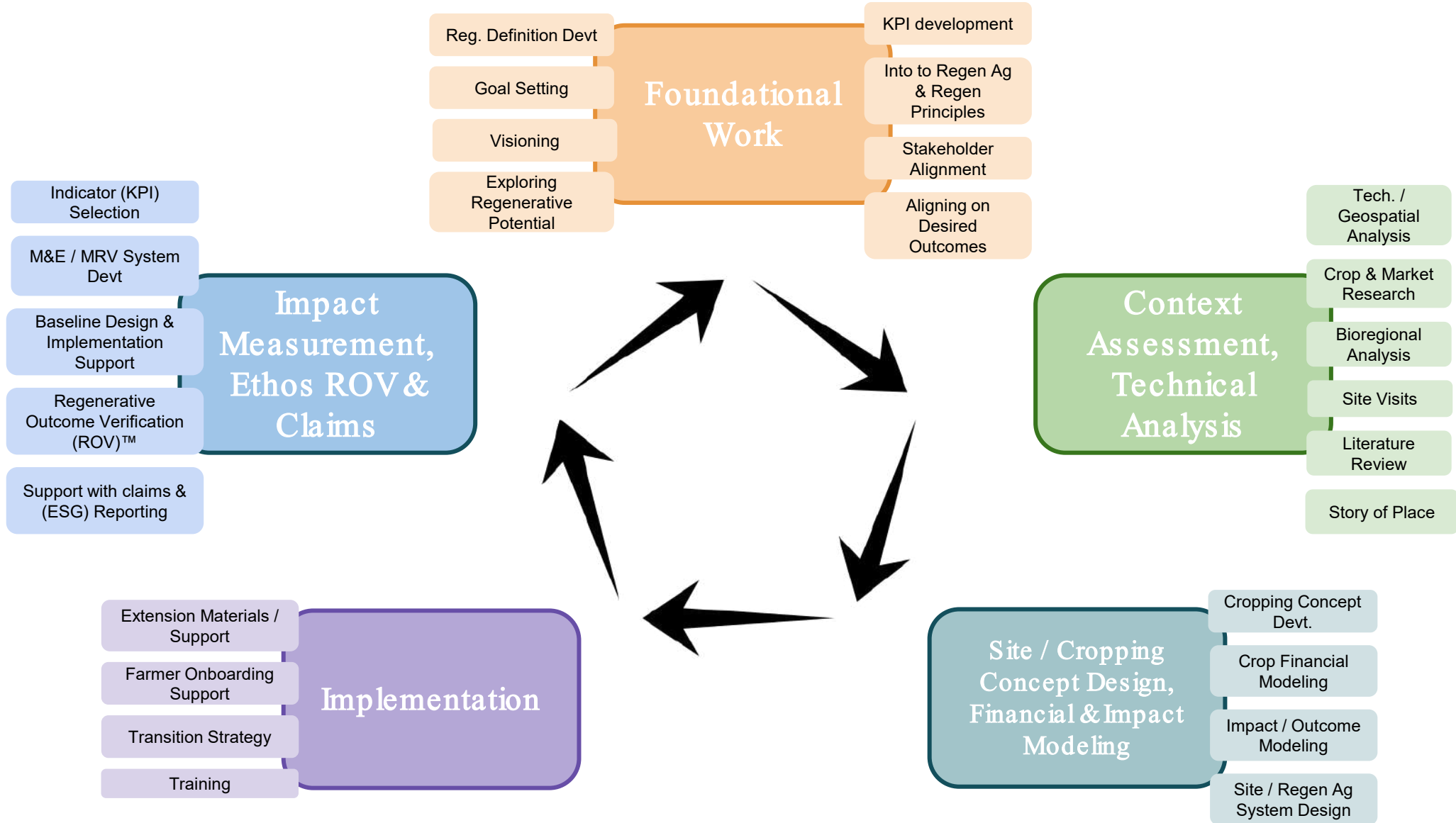
Position brand as authentic leader



**what people think
it looks like**



**what it really
looks like**



Implementing Regenerative Sourcing

slido



What part of your regenerative sourcing strategy are you currently feeling stuck on?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



Pilots that stay pilots vs Pilots that Scale

How come some pilots fall flat?

How can pilots be placed effectively within the business so that they create meaningful change?

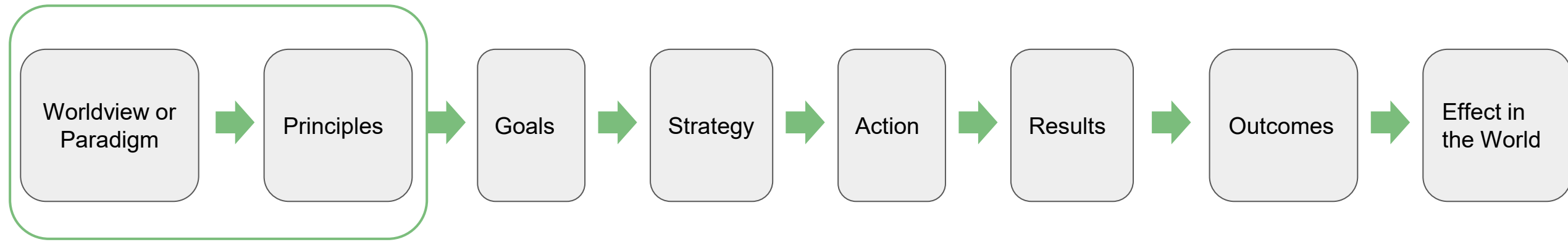


Implementing Practices and Monitoring Outcomes

Where do we place our emphasis?

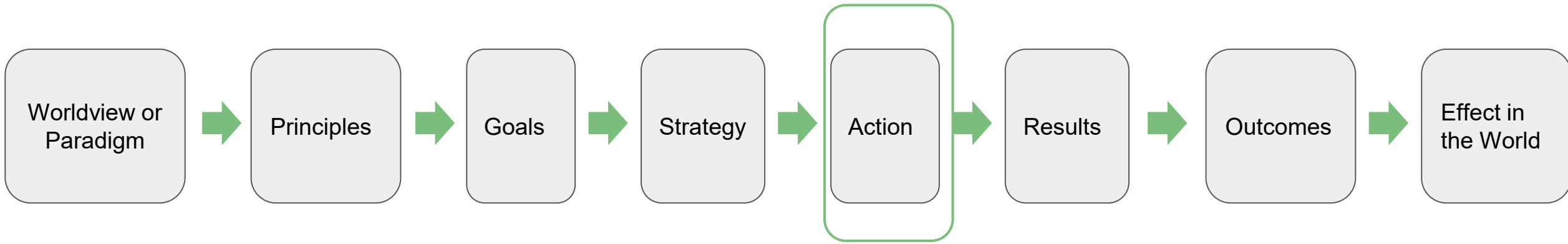
How can experts support along the way?

Zooming Out - Where to Start?



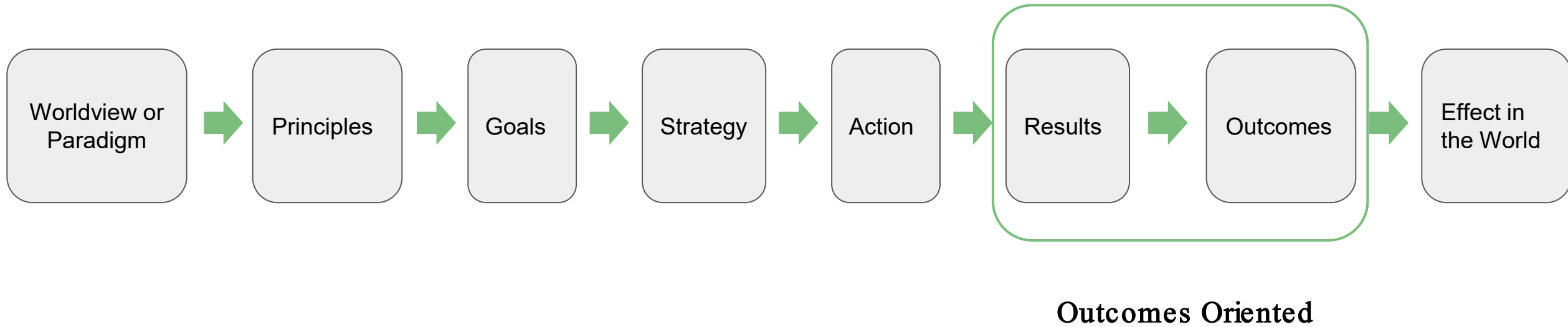
Our Thinking Informs the Rest

Zooming Out - Where to Start?

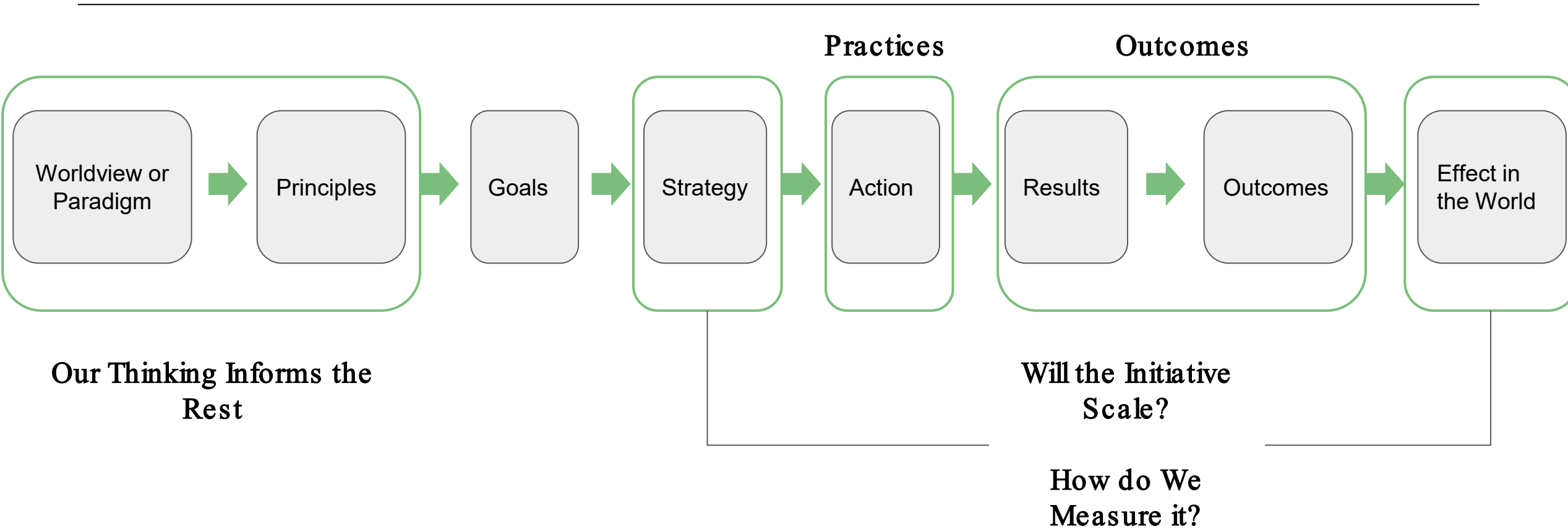


Practices-Oriented

Zooming Out - Where to Start?



Zooming Out - Where to Start?



Pilots that stay pilots vs Pilots that scale

How can pilots effectively grow to meet significant procurement needs?

- Don't let pilots get stuck!
 - Stuck pilots can be a money pit without contributing value to your long-term goals
- Designing pilots within your larger business needs allows them to grow

Why Design Pilots?



What are Pilots that Stay ~~Plots~~ Pilots?

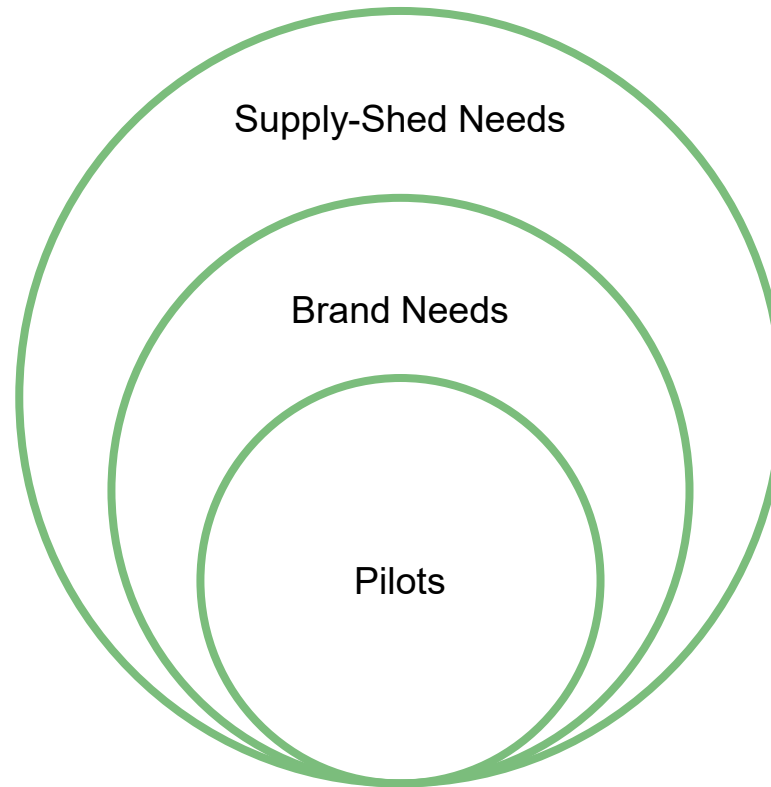


What Prevents Pilots from Scaling?

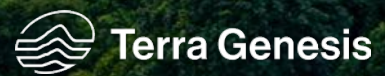




Pilots are Embedded in Additional Context:

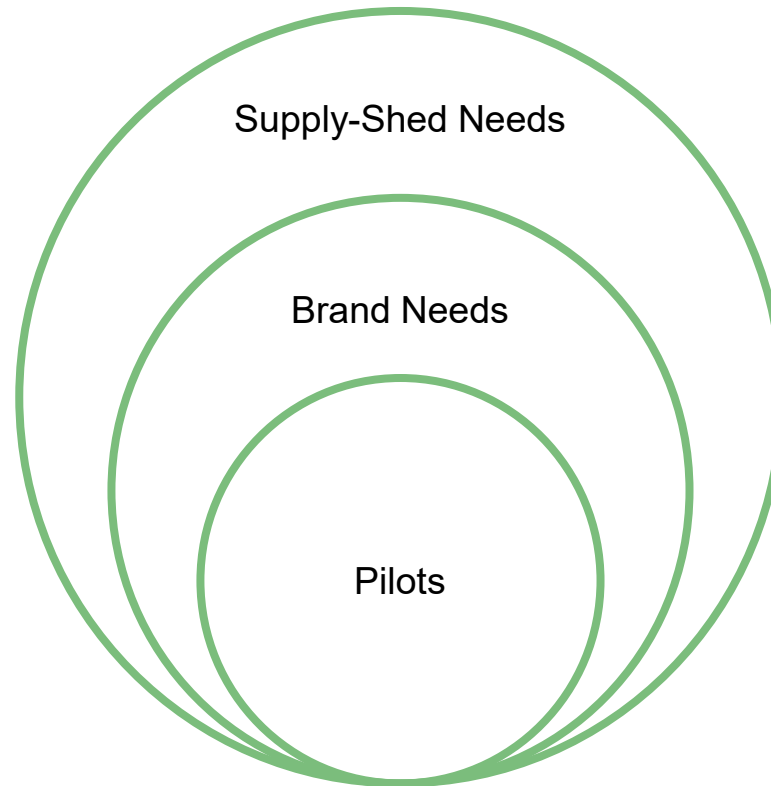


Case Studies



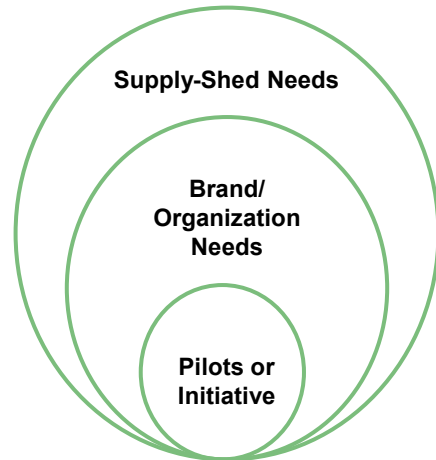


Pilots are Embedded in Additional Context:



© Carol Sanford Institute

Pilots are Embedded in Additional Context:



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Returning to Relationships: *How does the approach to designing pilot programs affect relationships with the stakeholders in your supply system? How can these relationships contribute meaningfully to pilot design and implementation?*

Break-Out Questions:

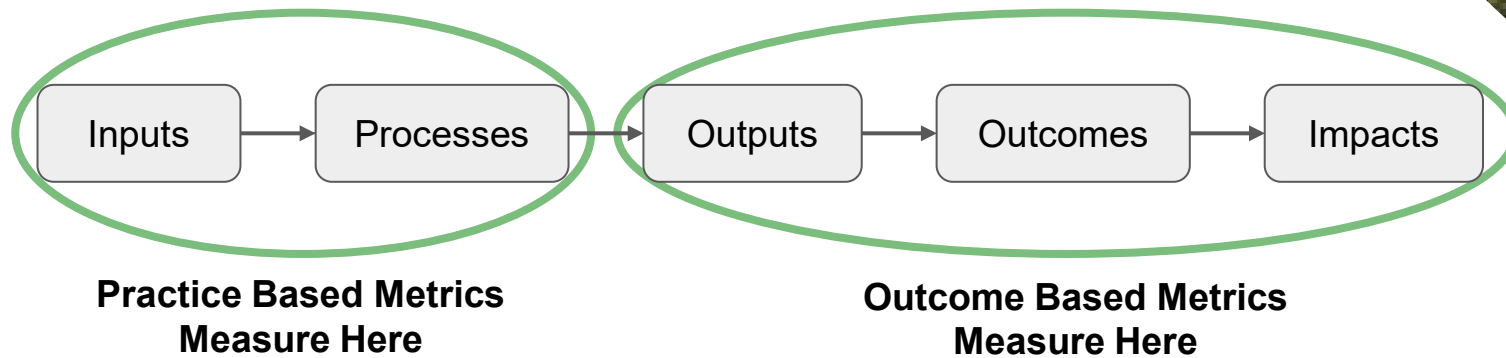
Consider a pilot/initiative currently underway or that you'd like to pursue?

- What programs does this initiative need to sit within?
- What is the higher-level strategy within your business that informs what this pilot needs to accomplish?
- What stakeholder groups (in and out of your organization) does this initiative need to work for? How can it be designed with them?
- How can your company work outside of the pilot (across regions, industries, with additional suppliers/cooperatives) in order to ensure successful implementation of a regenerative sourcing strategy?

Incentivizing Agricultural Practices and Monitoring Outcomes



State of the Industry



Certifications and verifications



Adopting Practices vs. Achieving Outcomes

Common Challenges

There are drawbacks in placing too much emphasis on just one.

- Implications of only focusing on practices
- Implications of only focusing on outcomes



Assigning Expertise

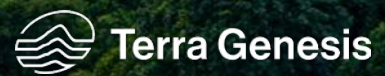
Who are viewed as the experts?

There are drawbacks in placing too much emphasis on just one.

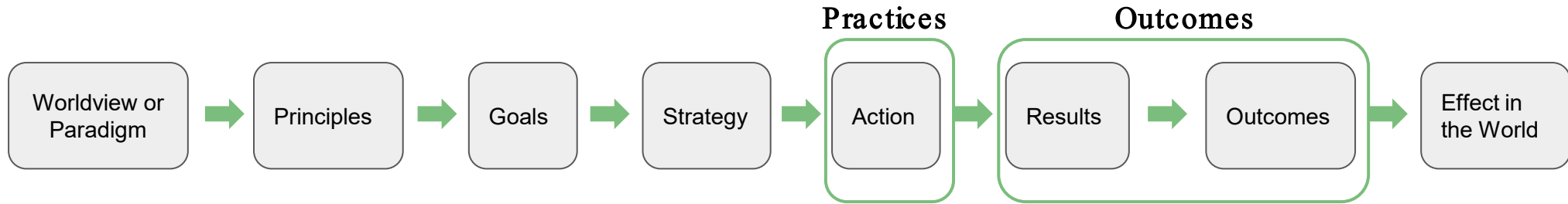
- Implications of only placing expertise on 3rd parties
- Implications of only placing expertise on farmers.



Case Studies



Practices and Outcomes for the Land



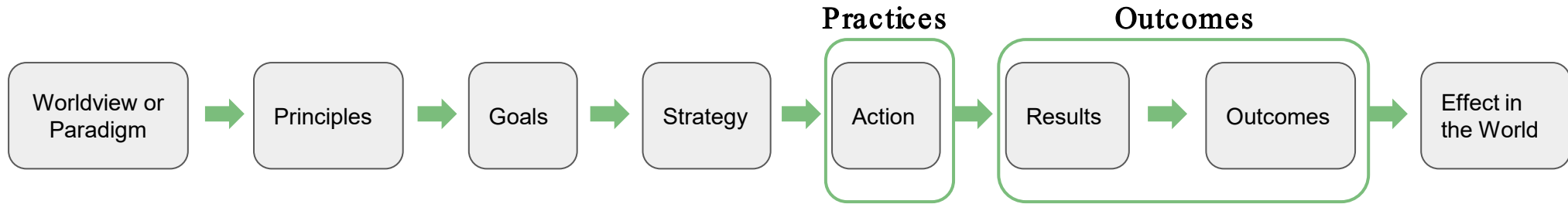
Practices:

- Cover Cropping
- Diversification
- Perennialization
- Synthetic Inputs Reduction
- Tillage Reduction

Outcomes:

- Water Infiltration and Quality
- Biodiversity
- Carbon Sequestration
- Emissions Reduction

Practices and Outcomes for Brands



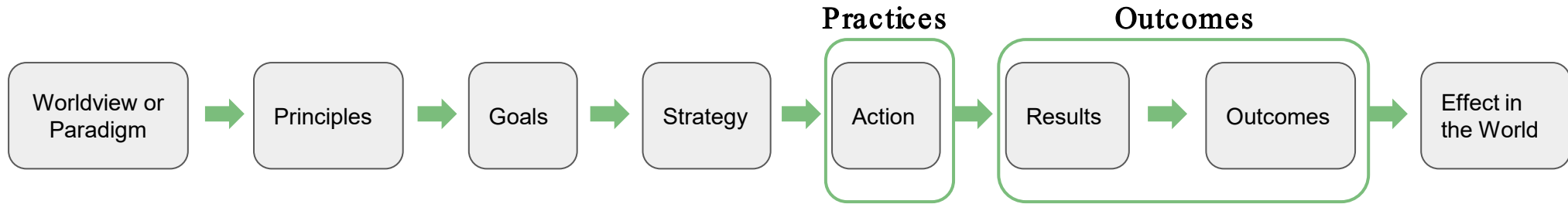
Practices:

- Relationship Development
- Collaboration
- Goal Setting and Commitments
- Price Premiums to Producers

Outcomes:

- Supply Transparency
- Improved Product Impact
- Compelling Storytelling
- Material Risk Reduction

Practices and Outcomes for Consumers



Practices:

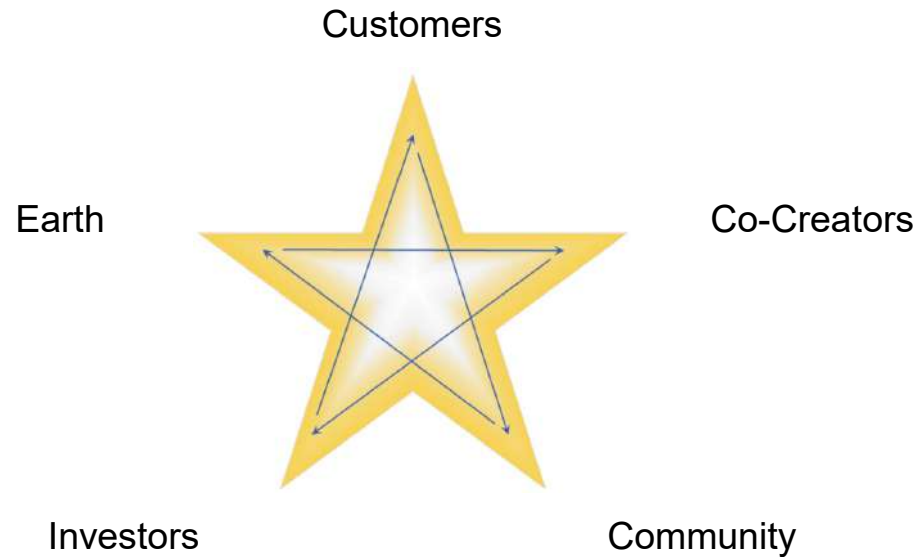
- Purchasing decisions guarantee practices

Outcomes:

- Purchasing decisions directly related to real-world outcomes



Considering Additional Stakeholders

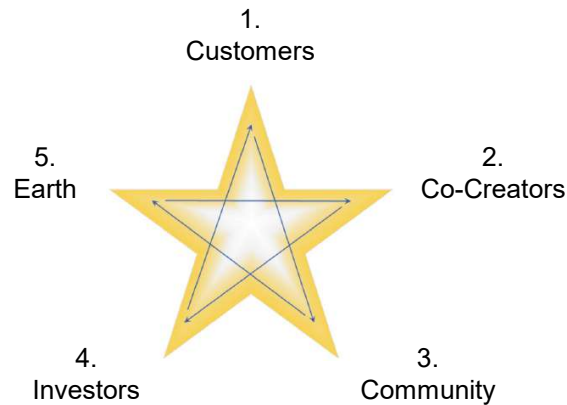


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Candidate Stakeholders

Customers:	Customers
Co-creators:	Farmers, manufacturers, other brands
Community:	Industry, broader farming communities
Investors:	Investors, other brands
Earth:	Ecosystems & places

Considering Additional Stakeholders



© Carol Sanford Institute

Break-Out Questions:

- What outcomes is each stakeholder looking for?
 - Why might they want these outcomes? What is their larger aim?
 - What would each stakeholder need to do in order to contribute to those outcomes?
- How is value being created for every stakeholder?

Returning to Relationships: *How does the approach to designing pilot programs affect relationships with the stakeholders in your supply system? How can these relationships contribute meaningfully to pilot design and implementation?*

Regenerative Agriculture Mixer



Hosted by:
Terra Genesis

Wednesday, Sept 20th
7:30pm

Within walking distance, just past the City Hall

At Tapster: 110-16 SOUTH 16TH STREET

Self-serve cocktails, beer, wine, kombucha, seltzer, soda, etc

Expo East, 2023



Terra Genesis

Connect with us!

Book a 30-minute free consultation here:



Our Understanding of The Project's Context

- Bullet summary point 1
- Bullet summary point 2



Our Proposal: Concept Design

The concept design is a useful way to organize and align the client's vision and goals with the opportunities and constraints provided by the unique context of a project site. As such a concept design provides for a strong foundation for continued iterative development, design, and implementation of the project.

A concept design also facilitates communication about the project with potential stakeholders, be it collaborators, investors, authorities, and the community.

The process required to develop a concept design can be organized into three phases:

1. Client Project Exploration

- a. Assessing client vision and motivation
- b. Alignment on regenerative development process
- c. Stakeholder mapping and strategy
- d. Establishing goals and desired outcomes

2. Assessment of Context

- a. Bioregional assessment
- b. Technical site analysis (optional site visit)
- c. Interviews with (community) stakeholders

3. Concept Design

- a. Project concept
- b. Concept site design
- c. High level financials
- d. Community engagement strategy
- e. Project roadmap





Phase One - Client Project Exploration

Through a series of initial work sessions with the client we align around a common understanding of what the regenerative development process is and what value it adds to the project. We look into the project's key stakeholders and explore how they can best be aligned and engaged to ensure desired outcomes are realized. A core outcome of this phase is alignment on the vision, aspirations, and goals for the project, and the approach to realize them.

Est. Timeline of Deliverables

Phase One:

Title

Deliverables

Est. Time: x-x weeks

Phase Two:

Title

Deliverables

Est. Time: x-x weeks

Phase Three:

Title

Deliverables

Est. Time: x-x weeks

Timeline of Work

● Contract Engagement
 ▲ Workshops
 ◆ Final Delivery

Task	June				July				August			
	WK 1	WK 2	WK 3	WK 4	WK 1	WK 2	WK 3	WK 4	WK 1	WK 2	WK 3	WK 4
Title Here	●											
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Phases with Pricing

Phase One: Client Project Exploration

\$00,000.00

Phase Two: Assessment of Context

(ex. costs associated with site visit)

\$00,000.00

Phase Three: Concept Design Development

(ex. costs associated optional community engagement strategy and high level financials)

\$00,000.00



**Total Budget
\$XX,XXX**



Annex

Core Service Offerings for Companies



Regenerative Agriculture Education

Internal education on the industry landscape, science, and application of regenerative agriculture. Explore regenerative agriculture certifications, verifications, commitments, and claims validation. Set goals and develop a brand sourced definition of regenerative agriculture.



Regenerative Sourcing Strategy

Identify the highest impact opportunities for investing in regenerative agriculture within supply systems. Regenerative sourcing strategy development, roadmapping and budgeting.



Regenerative Supply Development & Pilot Projects

Develop regenerative supply sources with existing suppliers, through new supply relationships and innovative collaborative sourcing partnerships. Supply development strategy and implementation. Design and implementation of regenerative agriculture pilot projects.

Monitoring, Reporting & Verification Systems for Regenerative Supply

Monitoring, reporting and verification systems, including Terra Genesis Ethos+ Regenerative Outcome Verification, enable companies to monitor and report on supply level impacts, validate product level claims, and fulfil ESG reporting requirements.



Marketing & Storytelling for Regenerative Materials & Products

Support for marketing and storytelling for regenerative agriculture's supply. Validation of marketing claims.

Core Service Offerings for Producers



Regenerative Strategy & Stakeholder Alignment

Identifying and aligning key stakeholders with project goals, desired regenerative outcomes, and regenerative development methodology; Capacity building in regenerative development with farmers and local stakeholders.



Technical Analysis, Feasibility & Viability Studies

Bioregional assessments; Geospatial (technical) analyses; Exploratory and feasibility studies; In-depth *“Story of Place”* process to engage key stakeholders and develop around a shared community vision for regeneration in a given context.



Regen Ag Production Systems Design & Cropping Concept Development

Tailored, whole-systems site design for regen ag systems; Cropping concept development of diversified, climate -resilient regen ag systems; Financial & impact modeling of cropping concepts



Implementation Strategy & Management Plans

Implementation strategy development, management and transition plans and extension materials; Capacity building of agricultural extension teams on the ground



Monitoring, Reporting & Verification for Regenerative Agriculture

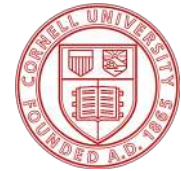
Design and implement monitoring, reporting and verification system for unique crops and production locations that enable farmers to track outcomes and brands to make data backed claims.

Brands



Farmers





Partners



Smallholder Data
Services (SDS)



Case Studies

Landscape Design, Technical Analysis, Financial & Impact Modeling

Regenerative Coffee in Central America

Where: Nicaragua,
Honduras

Key Offerings: in-depth context assessment,
feasibility, cropping concepts, capacity building,

When: 2021-present

financial & impact modeling

Terra Genesis has developed regenerative coffee agroforestry cropping concepts for Mercon Group, the largest supplier of green coffee in the world, engaging Mercon coffee growers in Nicaragua and Honduras. Core value offerings to the client and farmers included comprehensive regional and crop assessment, diversified cropping scenarios, carbon capture and financial projections, and farmer education. Throughout the projects, we have demonstrated the technical and business case for transitioning coffee monoculture systems to highly diverse polycultures incorporating market and sustenance food crops.



Netherlands Enterprise Agency



Regenerative Agriculture Program

(Santa Ynez Ranch, White Buffalo Land Trust)

Where: California, US

When: 2022-

Status: Active

Key Offerings: business strategy & site analysis, master planning & design, implementation & management planning, data collection & management, storytelling development

Description

Development of master plan for site design, farm enterprise transition, and property development. Enterprise modeling will include capital expenditure estimates and profit & loss projections for newly developed business model & site design. 10 year focus on vineyard and orchard context, and additional enterprises identified in design development.



Jalama Canyon Ranch

(White Buffalo Land Trust)

Where: USA

When: 2019-current

Status: active (new SoW)

Key Offerings: concept design,
business model strategy

Description

We created a holistic Concept Design Report and Agricultural System Plan for the 1000 acre Jalama Canyon Ranch that articulated White Buffalo’s values and business model as one integrated project. Our work provided a comprehensive understanding of the land and how it would be managed with regenerative agriculture. The plan articulates White Buffalo Land Trust’s holistic vision in a complete and accessible way that speaks to potential funders and partners.



WHITE BUFFALO
LAND TRUST



- 1. VINEYARD & ORCHARDS
- 2. OAK WOOLAND
- 3. VEGETATION ZONES
- 4. PASTURE
- 5. SELVAPASTURE
- 6. BUILDING ZONE
- 7. FENCELINE
- 8. PATH
- 9. ROAD
- 10. DOUBLE-FENCE ROAD
- 11. PONDS



Regenerative Palm Initiative



The Regenerative Palm project involved intervention planning for a palm oil outgrower network in Esmeraldas province, Ecuador. Core value offerings to the client and farmers included comprehensive multi-site assessment, risk and opportunity mapping, diversified cropping scenarios, financial modelling, geospatial drone mapping, and farmer education.



Demonstration of the technical and business case for transitioning palm monoculture systems to diverse polycultures and diversified greenfield cropping scenarios for Palm led to the active integration of regenerative agriculture practices.

Avetera Flagship Site

(Nacozia Property Development)

Where: Dominican Republic

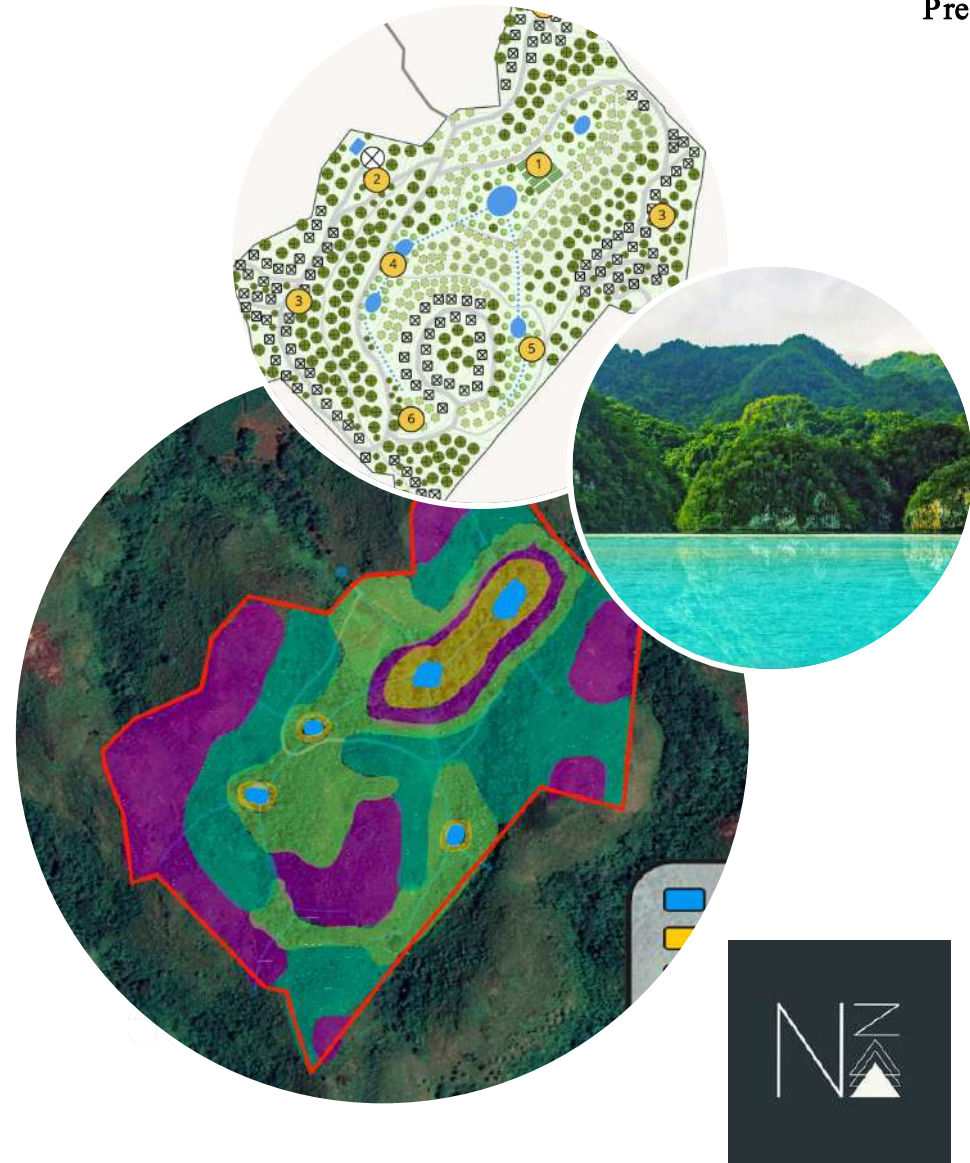
When: 2022

Status: completed

Key Offerings: regenerative strategy,
context assessment & site analysis,
concept design

Description

Located on the DR's Samana Peninsula this project is developed to function as a flagship site for Nacozia Property Solutions. The principle aim of the project is to demonstrate the possibilities of luxury real estate development that is informed and guided by the regenerative paradigm. We have collaborated closely on this project since its inception, starting with a series of workshops that developed the client's capacities to use regenerative design principles to inform project design. Work included site assessment and the development of a concept design which serves as the foundation for a more detailed master plan.





Agroforestry in the Arctic



Holt Laeringsun Ecopark began as a small community garden and education project in one of the largest cities above the arctic circle, Tromsø. They have steadily grown into the largest urban farm and garden above the arctic circle and needed expert guidance in launching the next phase of development.

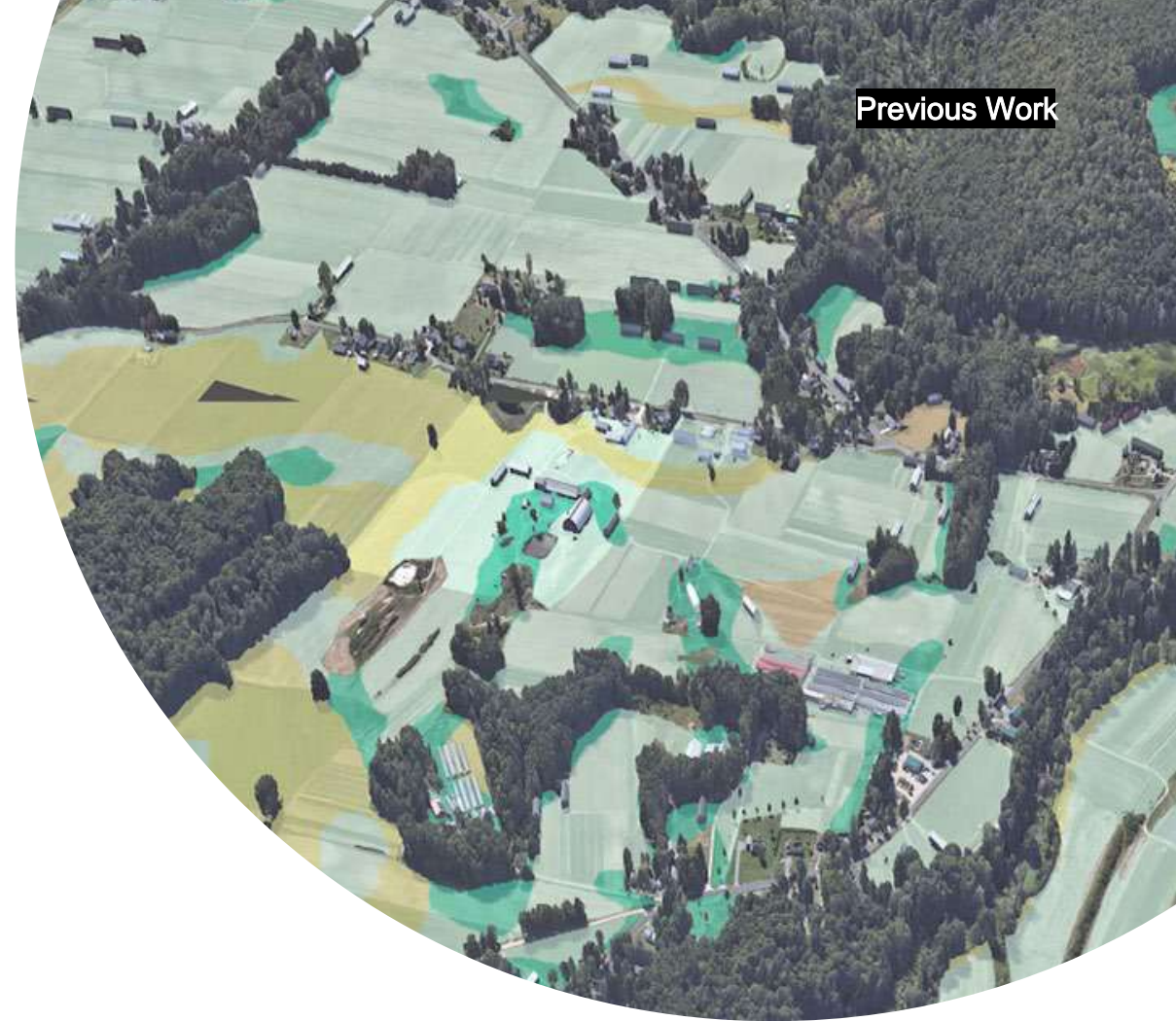
Through meetings, exhaustive research, and site visits we are helping them develop a vision for a knowledge park around arctic food systems || past, present, and future. Their vision is to become an agricultural demonstration center for other groups in arctic climates.

Agroforestry Suitability

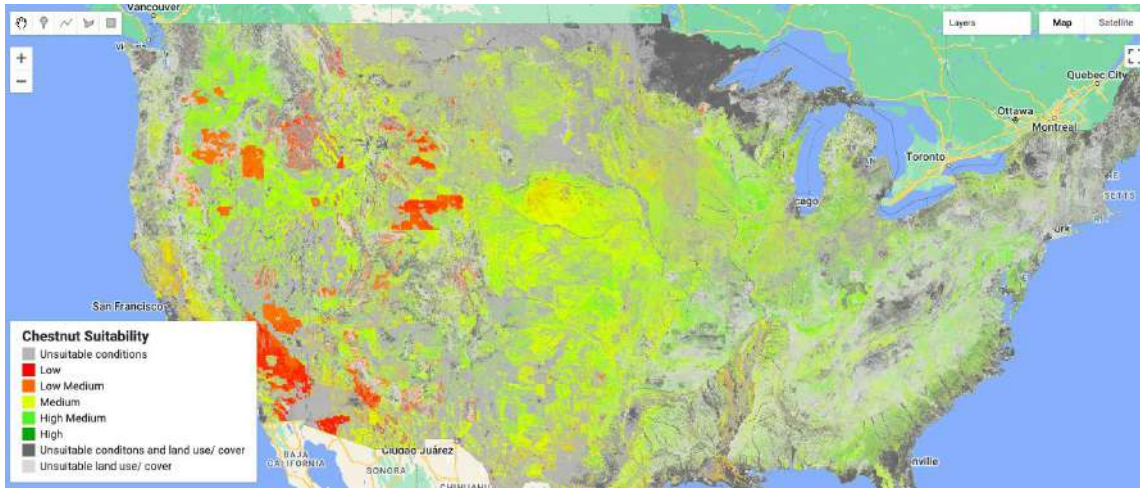


BRASA (Bio-Regional Agroforestry Suitability Analysis) seeks to assess, inventory, and map the appropriate systems and perennial staple crops for the specific conditions of any watershed.

Using BRASA, our team created an interactive map platform to enable stakeholders to accurately identify conditions for agroforestry practices at the parcel level for approximately 1.7 million acres surrounding the Connecticut River Watershed in Massachusetts. Benefits are projected to reduce erosion, increase drought risk and flood resilience, and provide some of the highest carbon drawdown rates of any farming practice.



Revolutionizing Agroforestry: A Groundbreaking Analysis of Crop Suitability and Survival in the Continental United States



Where: USA

Key Offerings: innovative geospatial analysis,

When: 2022

feasibility study & design

Building on the Bio-Regional Agroforestry Suitability Analysis, our team conducted the first of its kind suitability analysis. By pushing the model to its limits, integrating data from nearly a dozen indicators, we evaluated crop suitability at a 20m pixel resolution across the continental United States.

These layers provide not only information on the suitability of a given crop (25 agroforestry trees assessed so far), but also the probability of their survival under various [RCP](#) pathways.

This decision-making tool is extremely powerful, as it enables us, and users, to design agroforestry planting strategies with greater accuracy and at a faster rate.





Case Studies

Regenerative Strategy, Sourcing & Supply Systems Development

Keurig - Dr Pepper

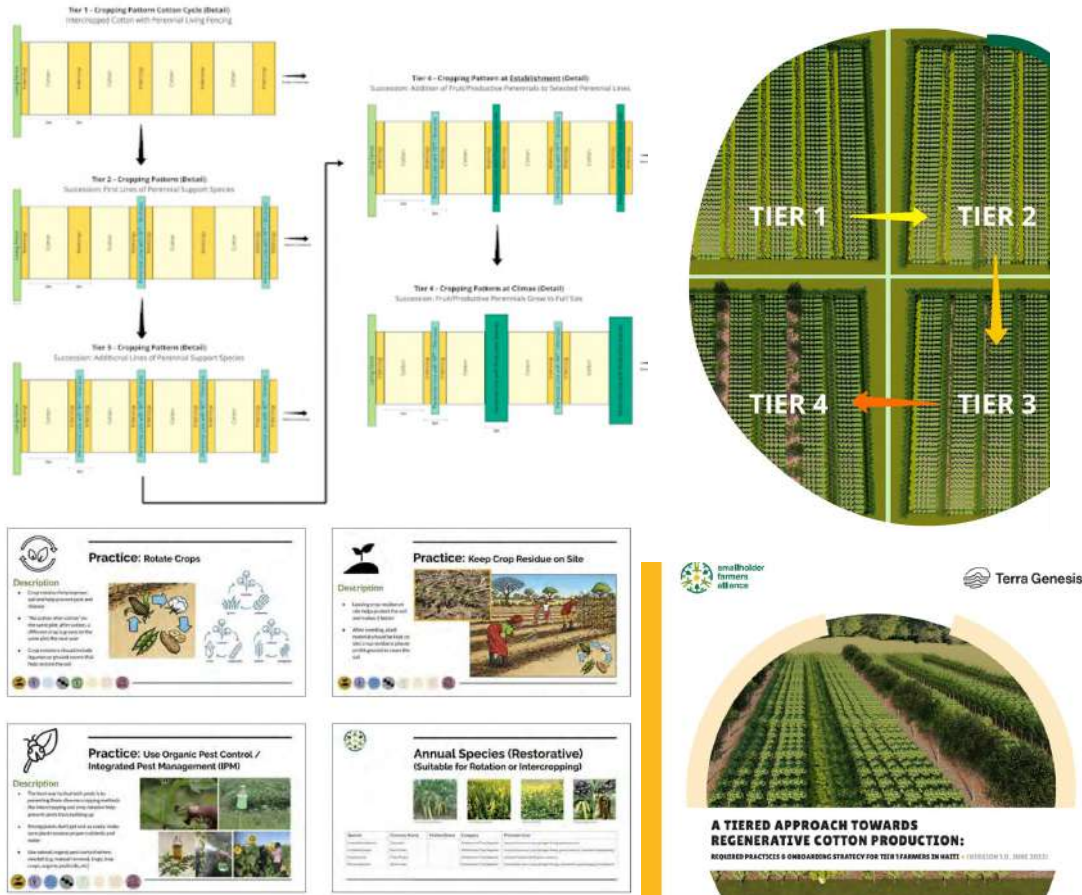


Terra Genesis worked with KDP to help them meet their goal to support the adoption of regenerative agriculture on 250,000 acres of land in global coffee, apple, and corn production systems. This project's work took place in the tropics and United States, spanning both smallholder production systems as well as large scale commodity row cropping systems.

In a co-developmental process, we assisted KDP in establishing their own specific definition for regenerative agriculture. Using their definition as a foundation for their program, we designed a scalable process to evaluate progress through crop specific KPIs that could be aggregated across their program as a whole. These KPIs and their monitoring methodology were vetted according to active industry third parties. Further, Terra Genesis provided detailed implementation plans for each of the priority ingredients, solicited feedback to support implementation projects, and verified the status and progress of the overarching plan for meeting the client's regenerative goals. The client relies on Terra Genesis and their extended network of regenerative sourcing and regenerative agriculture experts and partners to fulfill these needs with innovative solutions that are scalable and rapidly adoptable.



SFA Haiti: Regenerative Cotton



Where: Haiti

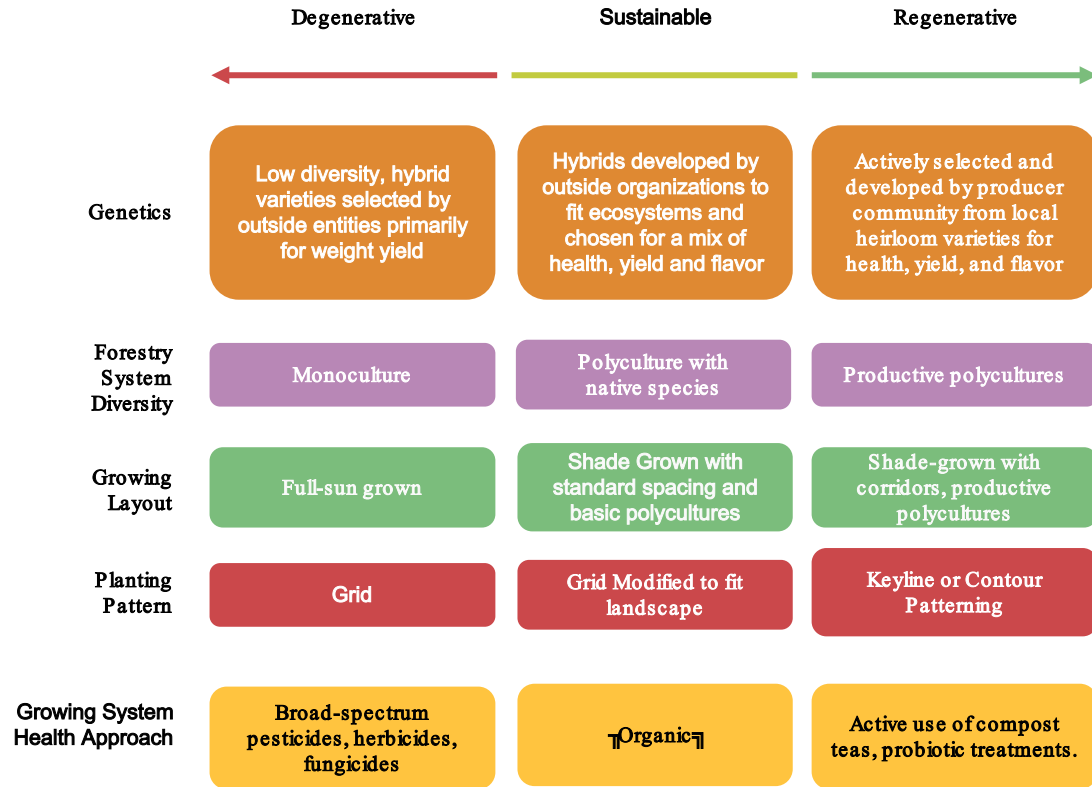
When: 2018-present

Key Offerings: in-depth context assessment, feasibility, regenerative strategy, cropping concept, capacity building, ROV \neq (Ethos \neq)

Terra Genesis supported SFA to develop a place-based definition and strategy for regeneration, specific to the unique history, traditions and current social and ecological context of Haiti and smallholders. A regenerative cotton cropping concept was developed, using a tiered approach where farmers start in Tier 1 and are incentivized to advanced to additional tiers over time, with increasing diversification and perennialization. Terra Genesis guided the SFA in implementing Tier 1 practices and developed a training manual for SFA agronomists and staff. The first Ethos \neq Regenerative Outcome Verified (ROV \neq) cotton producers were onboarded in Summer 2022 and cotton planted in June that year.



Cropping Practice Continuum



Cosmetics Ingredients Origins

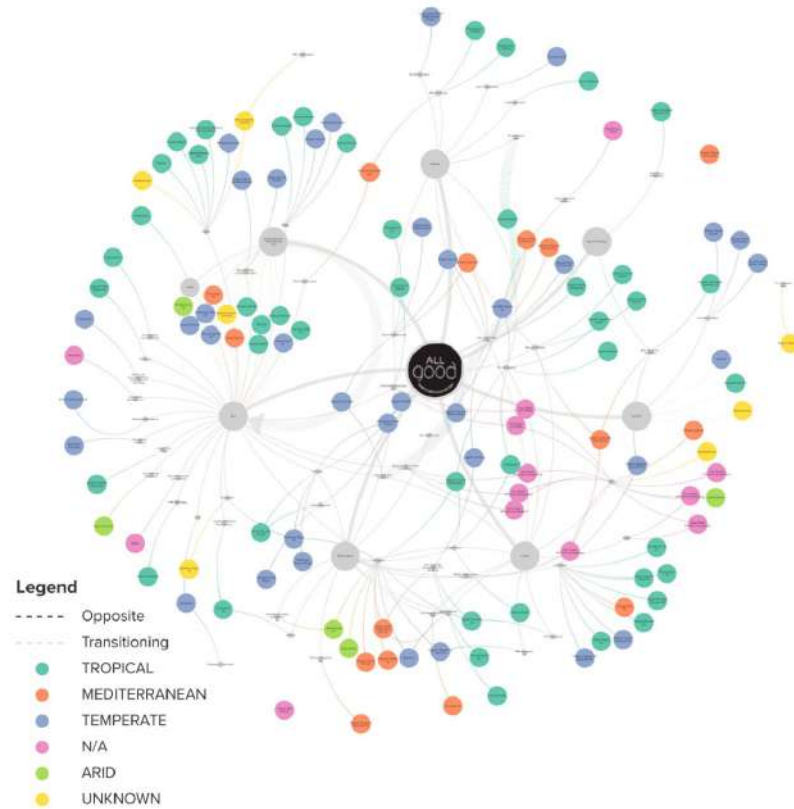


TGI worked with Lush Cosmetics North America in order to develop strategic investment policies and regenerative supply origins for key ingredients within their portfolio. We conducted holistic analyses of the risks and opportunities within their supply system, provided tailored education for core team members and supported the development of impact goals and regenerative agriculture pilot projects focused on high priority ingredients within their network of producers.

Sourcing for Cosmetics



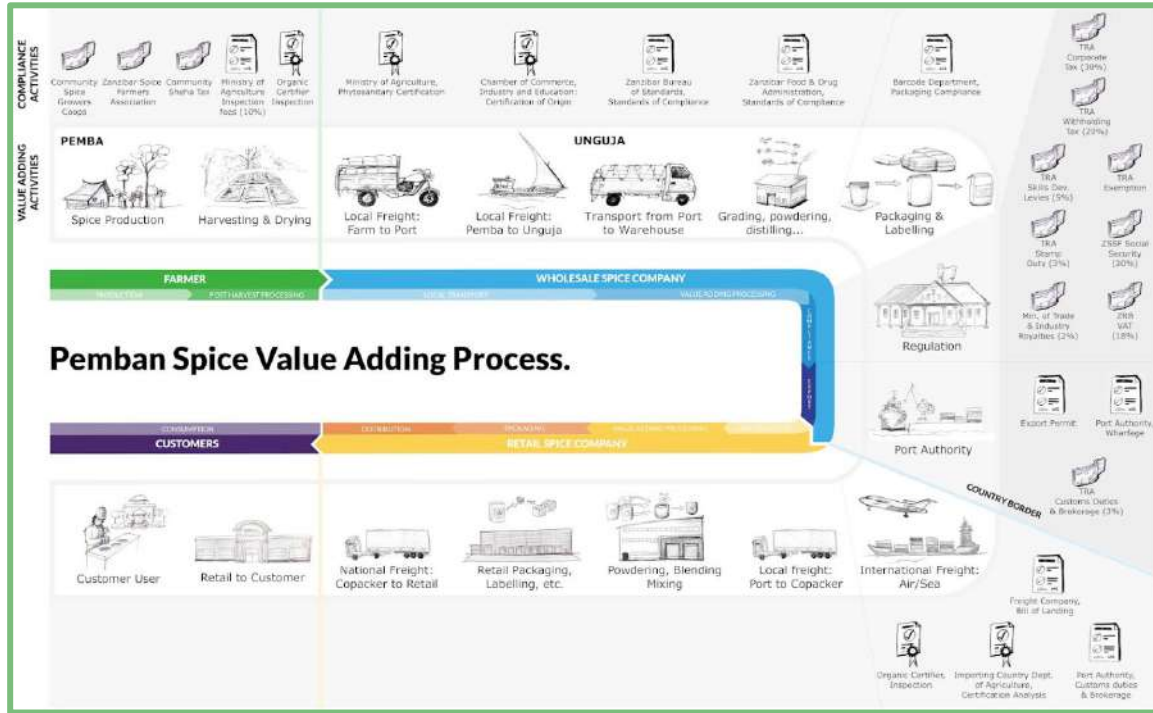
Conducted an in depth supply system assessment of a leading cosmetics brand’s supply system and its environmental and social impacts. We conducted an ingredient portfolio assessment to evaluate All Good’s many ingredients using systems mapping and patterning, an origin eco-regional analysis, and a risk assessment based on geographic data. Next, we facilitated an educational process to enable All Good’s internal supply team to better understand regenerative agriculture, and identify and develop sourcing relationships with producers using regenerative practices. Finally we identified potential product ingredients that could be grown in regenerative agricultural systems, reduce risks in the supply network and achieve All Good’s intentions for investing in regenerative ingredient sources.



Working with TGI was foundational in our ability to understand every aspect of our supply network. After the assessment, we were able to use the data to drive decisions from source through processing, all the way to end product considerations. The assessment continues to be relevant in our analysis of potential regenerative farming sources, in our continued commitment to carbon neutrality, and in ongoing product development.

Zachary Angelini, Senior Environmental Stewardship Manager

Community Forests in Pemba Island



Where: Tanzania

Key Offerings: regenerative & market strategy, in-

When: 2018

depth context assessment

Terra Genesis was contracted by Community Forests International in the role of International Trade and Marketing Specialist in this European Union Funded project. Our work focused on conducting an in-depth supply system assessment and mapping of the current spice industry to identify opportunities and restrictions for the Zanzibar Spice Farmers Association. We created a climate-smart marketing strategy and action plan for the cultivation and marketing of spice crops using regenerative farming methods. This work provided Community Forests International with a roadmap for developing value-adding processes and marketing of spice products grown in agroforestry systems.

36



Belize: Country-Wide Regenerative Agriculture Strategy

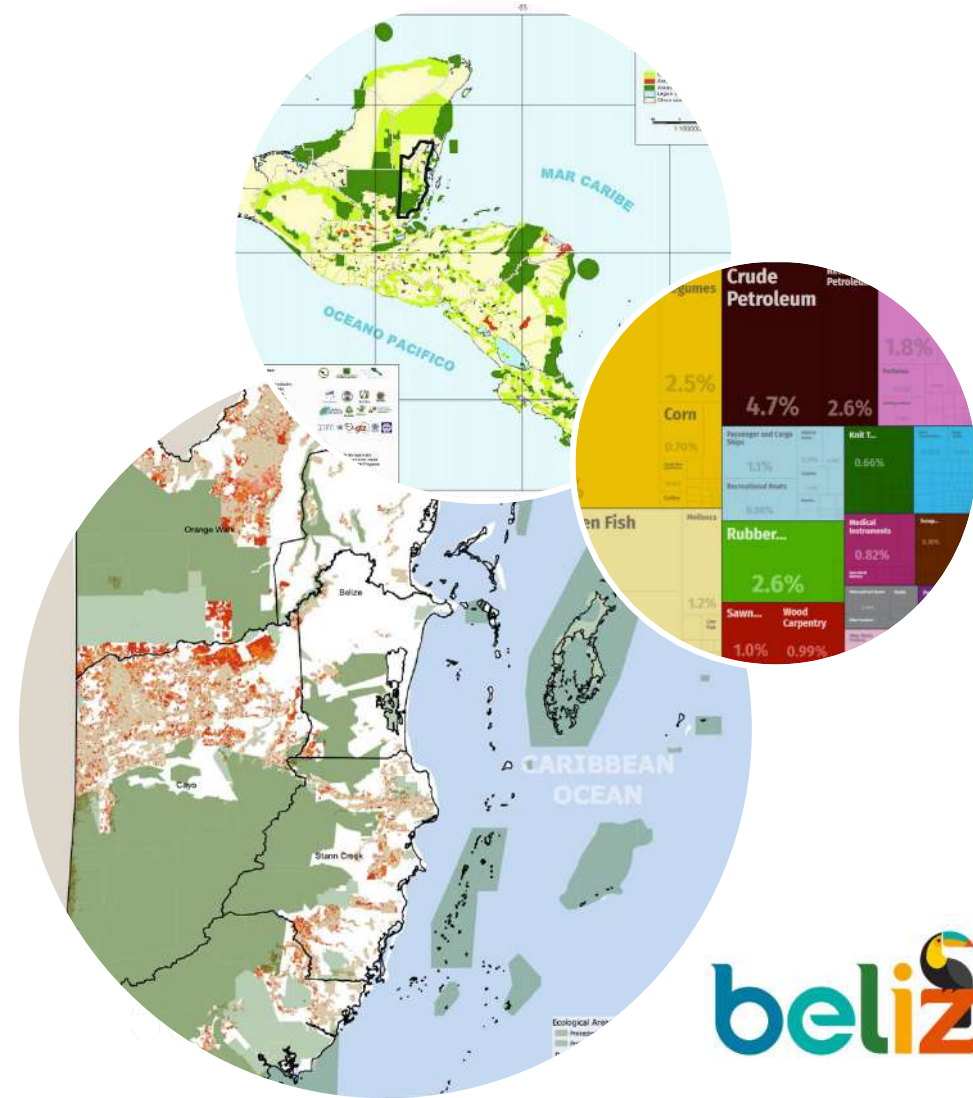
Where: Belize

Key Offerings: regenerative strategy, context

When: 2019

assessment, geospatial/ technical analysis

Terra Genesis was contracted by RegenTropix to support the regenerative agriculture strategy for Belize, integrating national conservation goals, economic development, and climate change resilience. Terra Genesis led the identification of keystone crops and ancillary crops for each key region and district, that are suited to production in agroforestry and intercropping systems thus having significant potential for regeneration of landscapes and farming communities. We also identified strategic partnerships between farmers, processors, buyers, and investors and designed a development model to catalyze the movement.





Case Studies

Outcome Verification and Data Management Design

Regenerative Cacao Sourcing Protocol



UNCOMMON CACAO
SOURCE + TRADE

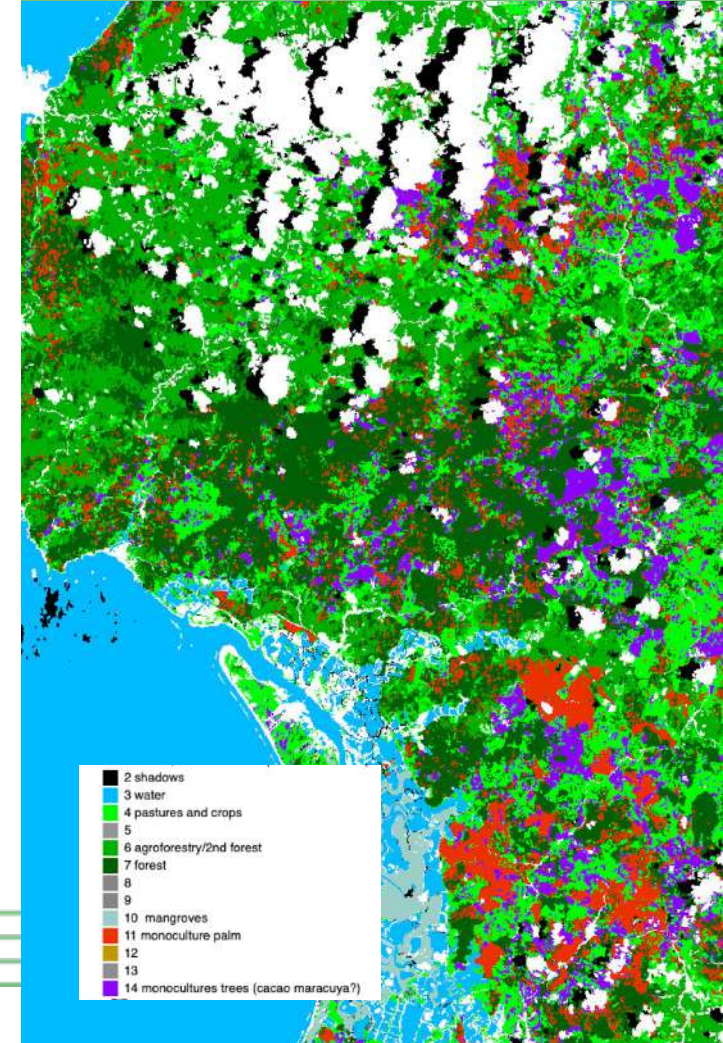


REGEN
NETWORK

We developed the 'Regenerative Cacao' concept with a 450 member organic cooperative UOPROCAE in southern Esmeraldas province. We convened a group of chocolate companies around this origin, and with their support, are growing the impact of the regenerative cacao work on the ground, as well as increasing production volumes and quality. In partnership with our sister organization Regen Network, we are currently developing the world's first blockchain-based outcome verification system for regenerative cacao.

This will enable full transparency and traceability as to the impacts of cacao agroforestry at the origin and will facilitate agreements to be made about outcomes between different stakeholders and provide a mechanism for rewarding farmers for regenerative forms of management. This project included the development of TGI owned 90 hectare demonstration farm in one of the cooperative's participating communities and development of unique partnerships with the local communities and other key stakeholders relating to cacao supply.

Analysis of El ChocÁ



Holistic Data Management



We created a comprehensive set of metrics, KPIs, and implementation plan for the Data Management Strategy and Technical Data Management System for Stone Barn's grassland management program for 350 acres. Both these offerings enable data collection, management, and communication cohesion and clarity of purpose and provides a seamless process for field data collection and data use.

These offerings enable monitoring for ecosystem health and reporting verified outcomes given unique ecological contexts and land management practices. Stone Barns is now able to effectively communicate to a wide range of stakeholders in a way that expresses the value of their land management practices and aims to impact the food industry at large.



Case Studies

Educational Offerings



Regenerative Supply Series



In collaboration with Kiss the Ground, TGI offers an online course in Regenerative Supply and Sourcing. This course is designed for food, clothing, and natural product brands seeking to engage directly with healthy soil solutions and regenerative agriculture through purchasing and supply systems.

This course includes a mix of content focused on specific topics like agriculture, supply, climate change, live Q&A with the instructors to look at specific challenges, and breakout group opportunities that will give practitioners the space to develop the direction of their company.



Terra Genesis

Regeneration at the Watershed Level

Regenerative Rubber

Legend

- Farmer Group Locations
- Orchard / Plantation Forest
- Rice
- Evergreen Broadleaf Forest
- Flooded Forest
- Cropland
- Mangroves
- Wetlands
- Urban / Built Environment

Elevation Profile



45 miles / 72 km (NTS)

Songkhla Lake Watershed Boundary

Building on the collaborative relationships formed through the Regenerative Rubber Alliance we are expanding our regenerative development focus to the watershed scale, and includes all ecosystems, communities and stakeholders within that area.

25 miles / 40 km

Examples of our public reports

We have written a number of publications on the topic of regenerative agriculture as well as other pieces of thought leadership which can be found here: <https://medium.com/terra-genesis>.

To access any of the below reports, please contact info@terra-genesis.com.

