



Regenerative Agriculture

How the Consumer Packaged Goods (CPG) industry is meeting the moment for our farmers

20M+
Acres Committed

Roughly the size
of South Carolina.



What is Regenerative Agriculture?

Regenerative agriculture is a set of farming practices focused on improving soil health, increasing biodiversity, strengthening the water cycle, enhancing farm resilience, and restoring the long-term vitality of America's farmland.

Why it Matters

Almost everything we rely on begins with a seed in soil, and with every planting season comes new challenges, innovations, and changing needs for farmers across the country.

How Industry is Driving Progress

To help farmers meet this moment and continue driving innovation in agriculture, **the Consumer Packaged Goods (CPG) industry has made historic investments in regenerative agriculture initiatives nationwide.** The makers of America's most iconic brands recognize that supporting farmers goes beyond simply purchasing agricultural products. It means working hand in hand with producers to help strengthen the future of American agriculture.

Today, the CPG industry supports more than **20 million acres of U.S. farmland** committed to regenerative transition and **has invested \$1.92 billion** into implementing regenerative practices. From coast to coast, these investments are helping strengthen rural America by providing farmers with technical support, financial assistance, and resources to support their regenerative agriculture journey.

\$1.92B
Invested



Supporting
farmers through
the transition.

17+
Commodities Covered

Row crops to
specialty crops, and
everything between.



[Scan here to learn more](#)

