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Regenerative Agriculture Industry Map

Charting a Decade of
System-Wide Growth



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GROUND

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A message from Ethan Soloviev

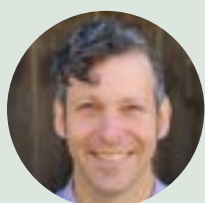
Regenerative agriculture spent decades as a niche concept—something only a small circle of people were actively discussing, testing, and advocating for. When I first started tracking it, I was struck by how quickly that circle was widening. More people were engaging, each with their own level of depth and focus.

The Regen Ag Industry Mapping project began simply: late at night at my kitchen table, I searched for anyone publicly using the term “regenerative agriculture” and noted when they started using it. It was a way to make the movement visible—its roots, its rapid growth, and its potential to transform how we think about food and farming.

What I found is that people around the world are hungry for more than doing less harm. We are hungry for ways to contribute to something positive. We’re feeling and seeing the volatile effects of climate change, pollution, and biodiversity loss, and want a path forward. Regenerative agriculture offers that path: a way to eat, consume—even indulge—while uplifting communities, restoring ecosystems, and addressing climate change.

This year, thanks to the amazing work of our partners at [Kiss the Ground](#), the research grew deeper and more comprehensive, giving us a clearer, more global picture of where the movement stands. The map now reflects not just numbers, but a maturing ecosystem—farms, brands, nonprofits, investors—signaling to businesses, policymakers, and the public that this is a movement worth joining. Seeing its exponential growth reassures people they’re not alone and that their contributions matter. It also proves the awesome potential of continued investment in the movement.

I invite you to read the report, send it to friends, engage with us to grow it more, and celebrate this incredible (and still getting started!) movement and its impact on our planet and people.



Ethan Soloviev

Chief Innovation Officer, HowGood



A message from Karen Rodriguez

When I first saw Ethan's regenerative agriculture map, it felt like a lifeline —a visual testament to the vision we at Kiss the Ground, and so many across this movement, have been championing for years. The map confirmed that the seeds of soil health and regeneration were finally taking root in the collective imagination. Like the '[Open Letter to Brands](#)' we shared, it held a promise of what could be: farms healing landscapes, businesses nourishing communities, and regeneration becoming not just a concept, but a tangible reality.

Seeing this map updated fills me with renewed hope. It shows us, in clear terms, how far we've come. Regenerative practices are no longer on the margins – they are spreading across industries, shaping decisions that impact both human and planetary health. At the same time, the map reminds us that growth must be held with care. This movement spans a spectrum: some approaches bring deep ecological and social benefit, while others risk diluting the meaning if they are not grounded in integrity.

For me, regeneration is not just an industry trend—it is an ancient current, rooted in wisdom that runs through all of life. To participate in that flow is a great responsibility. This map is more than data; it is a tool that helps us choose wisely, expand the circle of people and organizations carrying this work forward, and hold each other accountable as we transform the systems that no longer serve.

I invite you to engage with this map. Share it. Talk about it. Together, we can ensure this movement continues to grow in ways that honor its roots and realize its vast potential—for our health, our planet, and future generations.



Karen Rodriguez

Chief Operating Officer, Kiss the Ground





People are hungry to contribute to something positive...

Regenerative agriculture has a different promise, which is that we can eat, consume, even indulge — and do so in a way that uplifts communities, restores and heals and enhances ecosystems, and does something good for climate.

ETHAN SOLOVIEV

Executive Summary

The 2025 Regenerative Agriculture Industry Map documents a continued surge in the global adoption of regenerative agriculture, with **1,192 organizations across at least 49 countries** now publicly using the term. Originally launched as a grassroots tracking effort, the project has evolved into a powerful tool for visualizing and validating the growth of a movement. This year's edition, a joint collaboration with *Kiss the Ground*, reflects a significant expansion of research and methodology to enable more granular geographic data collection. With farms now representing the largest category of participation—surpassing consumer brands for the first time—the data shows regenerative agriculture taking root at both the grassroots and corporate levels.

More than just a map, this project signals the growing cultural and business relevance of regenerative agriculture. From smallholder farms to billion-dollar corporations, adoption is accelerating across sectors and supply chains. Investors, policymakers, and industry leaders are using the data to assess momentum and identify areas of opportunity. By tracking language as an early indicator of engagement, the map helps capture the energy behind a movement that offers not just sustainability, but regeneration—of land, communities, and climate.

From fringe concept to global movement

The regenerative agriculture movement has undergone a remarkable transformation over the past decade and a half. What began as discussions among a small group of advocates has evolved into a global phenomenon spanning 49+ countries and encompassing organizations with combined revenues exceeding billions of dollars annually.

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The documentation of this growth began in 2019 with a simple methodology: tracking organizations that publicly chose to publicly use the term “regenerative agriculture.” This approach captures not only the adoption of farming techniques but also the emergence of a shared language and common purpose across diverse sectors of the food system.

The latest research, conducted in partnership with Kiss the Ground, documents 1,192 organizations across 49 countries that have publicly signaled a commitment to regenerative agriculture. The movement has experienced explosive growth, with 275 organizations adopting the terminology in 2024 alone—representing a 30% increase over the previous year's total cumulative count of 899 organizations.

A note on methodology

Tracking language as movement indicator

The research methodology focuses specifically on public adoption of regenerative agriculture terminology rather than attempting to assess the quality or authenticity of practices. Organizations are included in the mapping if they publicly state their involvement with regenerative agriculture, regardless of the depth or scope of their commitment.

This approach creates an inclusive framework that acknowledges the significance of public commitment. When organizations—particularly corporations—include regenerative agriculture in their public communications, it typically represents internal discussions, board approvals, and strategic decisions to align with the movement's goals.

The research team monitors global news coverage mentioning regenerative agriculture, identifying new organizations and tracking the earliest documented use of the terminology by each entity. Additional data layers include organizational type, geographic location, and financial scale, where publicly available.

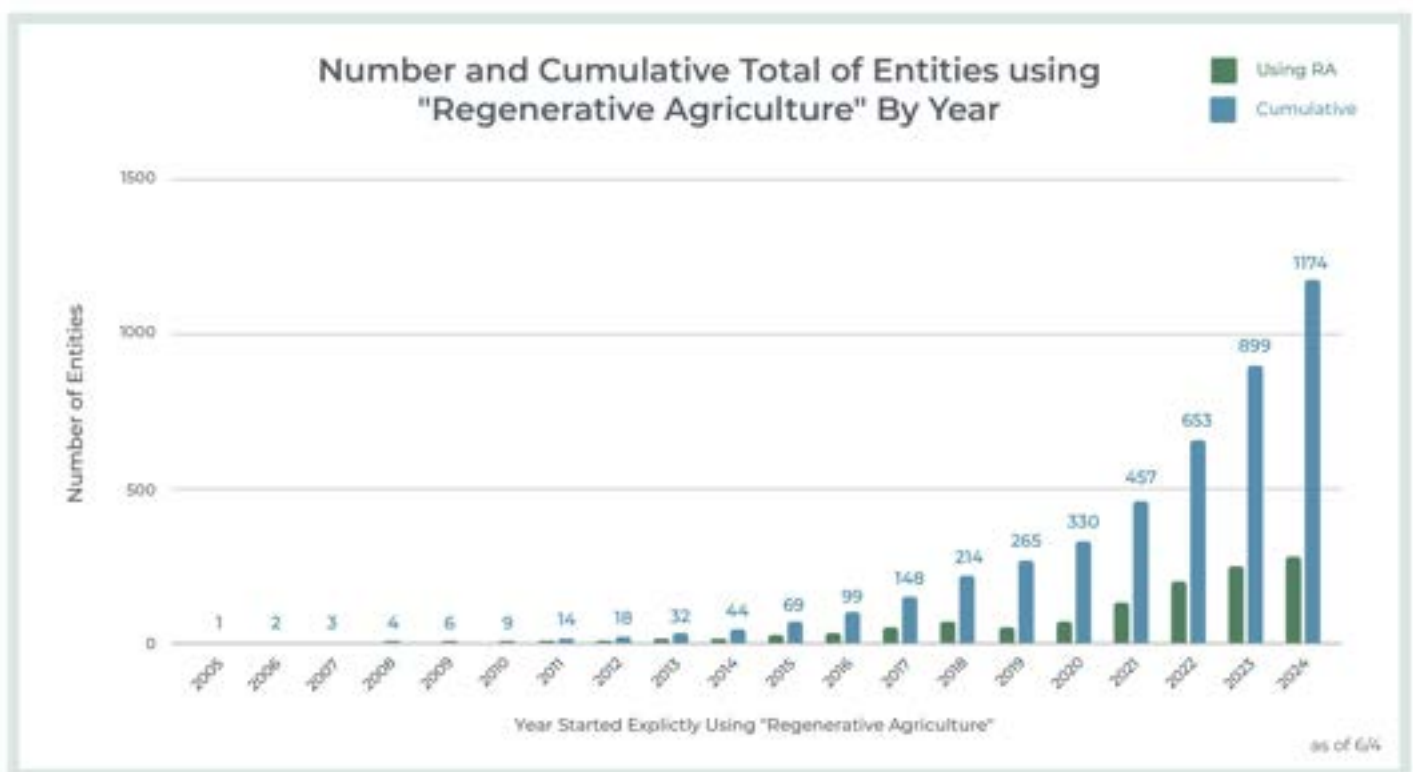
**We welcome expressions of interest for
collaboration on data analysis from
academic or research institutions.**

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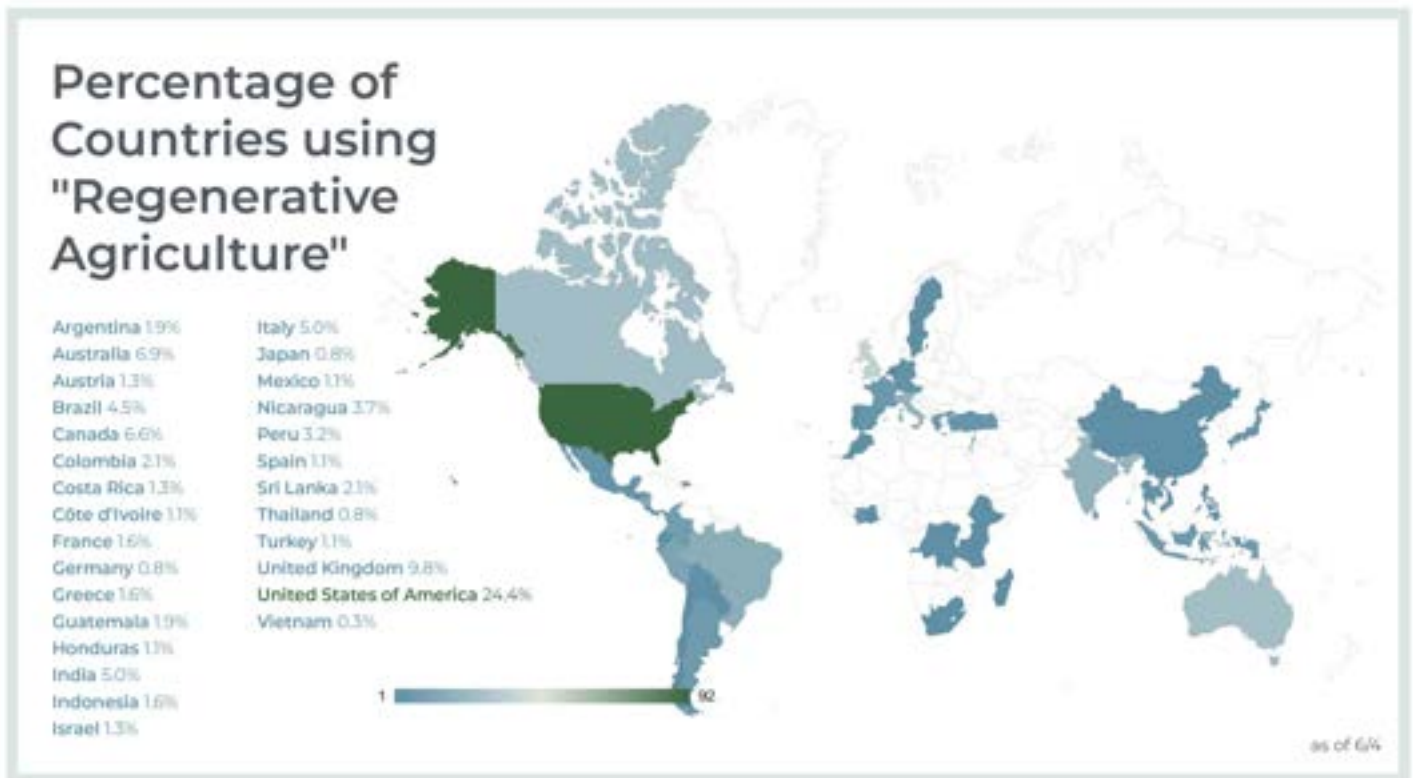
Quantifying Unprecedented Growth

The current mapping reveals exponential growth that validates early predictions about regenerative agriculture's trajectory. From a single documented organization in 2005, the movement has expanded to 1,192 organizations by 2024. The growth pattern shows classic hockey stick acceleration, with particularly dramatic expansion after 2020 and a 30% year-over-year increase in 2024.

Farms now represent the largest organizational category with 415 participants (34.8% of total), followed closely by Consumer Packaged Goods companies at 394 organizations (33.1%). This balance reflects both grassroots farmer adoption and corporate supply chain integration driving the movement's expansion.



The data reveals classic exponential growth patterns, starting with a single organization in 2005 and reaching 1,174 cumulative organizations by 2024. The acceleration is particularly dramatic after 2020, with 275 new organizations adopting regenerative agriculture terminology in 2024 alone—the highest single-year adoption rate recorded. This trajectory demonstrates the movement's transition from fringe concept to mainstream agricultural strategy.

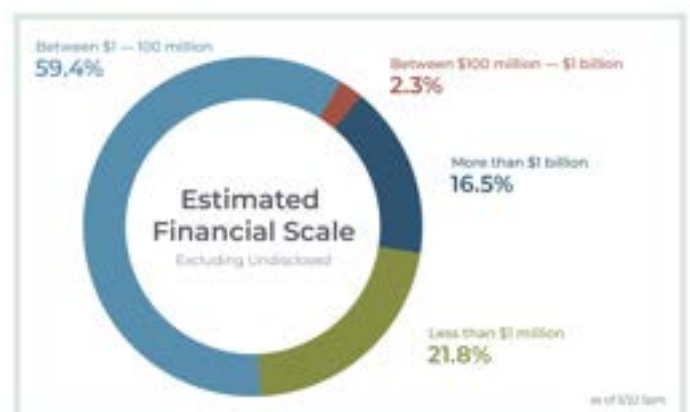


Global reach and financial scale

The movement's international scope encompasses organizations across 49 documented countries, representing a diverse global community that extends well beyond what our research has captured. The United States shows significant representation with 67 organizations (24.4% of the total), followed by the United Kingdom with 37 organizations (9.8%), though the true global distribution likely reflects different patterns and increased global participation than our English-language focused research suggests.

The broader regenerative agriculture community demonstrates even greater reach—the Regenerative Agriculture Industry Network LinkedIn Group alone connects over 35,000 practitioners from more than 100 countries, indicating the movement's expansive global presence.

The financial scale demonstrates regenerative agriculture's mainstream business viability. Among organizations with disclosed revenues, 43 exceed \$1 billion annually, while the complete spectrum includes enterprises from small farms to multinational corporations. This financial diversity indicates that regenerative agriculture creates value propositions across business scales, from local operations to global supply chains.



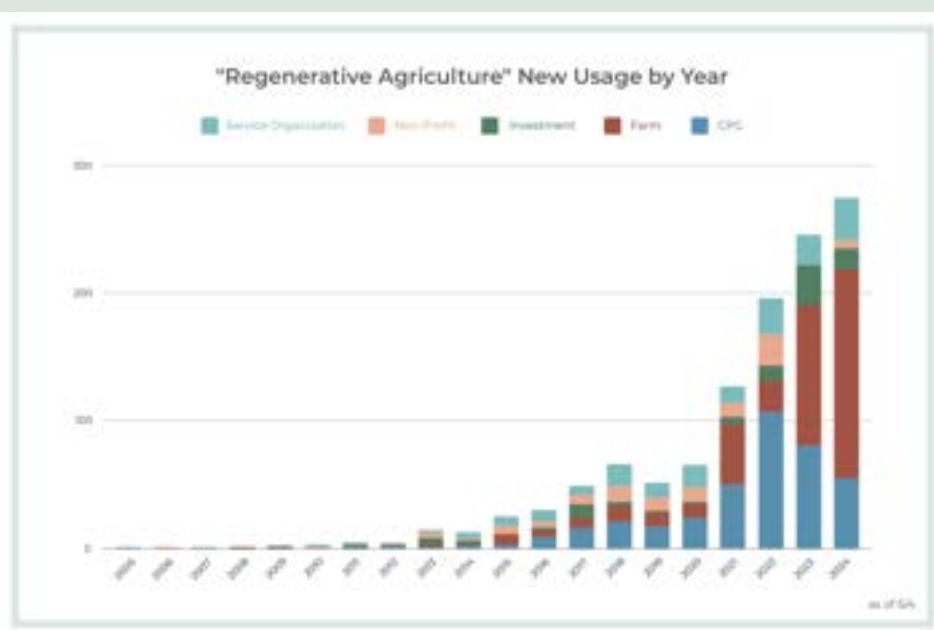
Systems integration across value chains

The diversity of participating organizations reflects the systemic nature of agricultural transformation, with the 1,192 documented entities spanning five primary categories. Consumer Packaged Goods companies (394 organizations) and Farms (415 organizations) together represent nearly 68% of participants, demonstrating critical mass at both production and product development levels.

Supporting ecosystem development is evident through meaningful participation from Service Organizations (180), Investment firms (94), and Non-Profits (109). This multi-sector engagement creates reinforcing dynamics where retailer commitments create demand that incentivizes consumer goods companies to seek regenerative ingredients, which in turn cre...

Temporal analysis reveals evolving adoption patterns, with our recording of farm participation increasing dramatically in 2023–2024 due to enhanced research focus in this area and rapidly growing uptake in the sector, while CPG companies showed strong growth from 2020–2023. Investment firms and service organizations demonstrate steady, consistent growth, indicating maturation of the financial and technical support infrastructure necessary for scaling regenerative agriculture.

The current moment represents a critical juncture for scaling regenerative agriculture from a small percentage of global agricultural land to the 30–50% that could generate meaningful climate and ecological impact. This scaling requires substantial financial investment, making the demonstration of momentum and business viability particularly important.



The movement spans 1,192 organizations, led by farms (415, 34.8%) and Consumer Packaged Goods companies (394, 33.1%). Services (180, 15.1%), non-profits (109), and investment firms (94) complete the ecosystem, highlighting broad supply chain engagement in regenerative agriculture.



When people see hockey stick growth in regenerative agriculture, it sticks with them. That visual becomes part of the conversation—it fuels the excitement, reinforces the momentum, and helps people grasp the scale and potential of this movement globally."

ETHAN SOLOVIEV

Investment and market signals

The documented exponential growth serves multiple strategic functions in attracting continued investment and participation. Visual representation of hockey stick growth patterns communicates market momentum to potential investors, even when not making direct investment arguments.

Early adoption by major food companies provides proof of concept for mid-tier organizations considering regenerative agriculture commitments.

The mapping serves both to congratulate early adopters and create competitive pressure for organizations that have not yet made public commitments.

The research also highlights the evolution from impact investor funding in early stages to mainstream financial institution interest as regenerative agriculture scales. Development banks and institutional capital sources are increasingly examining regenerative agriculture as major corporations integrate these practices into core operations....

Future Directions: Community-Driven Documentation

The evolution of the mapping project invites an increasingly community-driven documentation and data collection process. Rather than relying solely on the research team's identification of organizations, future iterations will incorporate crowdsourced submissions from the regenerative agriculture community itself.

With the publication of this report, we are launching an online submission form to allow organizations to self-report their involvement, provide documentation of their earliest use of regenerative agriculture terminology, and contribute additional context about their activities. This approach distributes the responsibility for documentation while creating opportunities for community engagement and network building.



Potential future enhancements include tracking acreage under regenerative management, qualitative impact reporting, and geographic analysis of growth patterns. These additions would provide deeper insights into the scale and effectiveness of regenerative agriculture adoption while maintaining the inclusive, community-driven approach.

Visibility as catalyst for movement building

The mapping project's primary contribution lies in making visible what was previously scattered and difficult to perceive. By aggregating organizational commitments across sectors and geographies, the research reveals a movement's scale and momentum that participants might otherwise experience only in fragments.

This visibility serves organizations seeking to understand their role in a larger movement, investors evaluating opportunities, policymakers assessing trends, and advocates building cases for adoption in their communities. The mapping also creates network effects by helping organizations identify potential partners and collaborators within the regenerative agriculture ecosystem.

As this work continues and the global community contributes to filling the gaps in our understanding, these connections become increasingly valuable for accelerating the transition to regenerative systems.

Special thanks to Margaret Taylor, Kaitlyn Kamieniecki, Nathan Rice, and Kate Solberg of Kiss the Ground for assisting with the research and report, and to Eva Clark and Kate Groner of HowGood for their contributions to design and report production.



About Us



HowGood is a sustainability research company and SaaS platform powering large-scale product footprinting for the food industry. HowGood's database of more than 90,000 agricultural emission factors is the largest in the world, enabling accurate measurement of environmental and social impact across the food and beverage supply chain. Working with leading brands, suppliers, retailers and foodservice providers, HowGood supports climate reporting, supply chain decarbonization, and green claims to drive a more sustainable and regenerative food system.



Kiss the Ground is an audience-supported 501(c)(3) nonprofit promoting Regeneration and healthy soil as a viable solution to the wellness, water, and climate crisis. Led by CEO Evan Harrison, the organization was founded in 2013 and has inspired millions to participate in the Regenerative Movement through [storytelling](#), [education](#), and [partnerships](#).