

**CAPABILITIES STATEMENT**

# REGENERATIVE AGRICULTURE

**Transforming sectors,  
landscapes, and livelihoods**



The Rainforest Alliance stands at the forefront of advancing regenerative agriculture practices worldwide. Through **science-based technical guidance, advocacy, thought leadership (such as our work on the REGENIO outcomes framework), as well as our ground-breaking new Regenerative Agriculture Standard, we are shaping global dialogue, policy, and best practices. Our long history, strong market credibility, deep local relationships, and proven record of innovation give us a distinct advantage in transforming the sector.**

**OUR APPROACH TO REGENERATIVE AGRICULTURE**

Regenerative agriculture is part of a broader climate-smart approach to farming and land-use planning—one that helps restore nature’s essential functions while improving productivity and livelihoods. The Rainforest Alliance advances regenerative agriculture through scalable, locally adapted solutions. Our model integrates interventions in biodiversity, soil health, climate resilience, livelihoods, policy and advocacy, and market development at multiple, interlocking scales. By doing this, we work with farmers, forest communities, governments, and civil society to advance regenerative agriculture in some of the world’s most ecologically significant landscapes, including tropical forest regions of the Amazon and Congo Basins and Indonesia.




**PROMOTING REGENERATIVE AGRICULTURE THROUGH THE RAINFOREST ALLIANCE CERTIFICATION PROGRAM**

Our Rainforest Alliance Sustainable Agriculture Certification is one of the world’s largest farm-to-consumer certification programs, spanning more than 7.9 million farmers and workers cultivating more than 6 million hectares of farmland. With strict requirements for social, economic, and environmental practices, this certification is designed to drive positive outcomes for forests and biodiversity, human rights, climate, and farmer livelihoods.

In September 2025, after years of research, field testing, and collaboration with farmers and companies, we published the Rainforest Alliance Regenerative Agriculture Standard, prioritizing the most critical social, livelihood, and water requirements in our Certification Standard, while deepening requirements for soil health and fertility, biodiversity, and climate resilience. Flexible by design, it can be standalone or complement Sustainable Agriculture Certification, providing a holistic approach to strengthen supply chain resilience and regenerate farming landscapes.

**>> [Learn more about the Rainforest Alliance’s work in regenerative agriculture](#)**

**THE RAINFOREST ALLIANCE’S APPROACH TO REGENERATIVE AGRICULTURE**

STRATEGY	 <b>FARM-LEVEL</b>	 <b>LANDSCAPE-LEVEL</b>	 <b>MARKET-LEVEL</b>
<b>SUMMARY OF ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Cover cropping</li> <li>• Agroforestry</li> <li>• Riparian buffers</li> <li>• Waste and water management</li> </ul>	<ul style="list-style-type: none"> <li>• Ecosystem connectivity</li> <li>• Watershed protection</li> <li>• Carbon sequestration</li> <li>• Landscape governance</li> <li>• Policy strengthening</li> </ul>	<ul style="list-style-type: none"> <li>• Multistakeholder alliances</li> <li>• Supply-chain risks and insights</li> <li>• Public and private investments in farms and supply chains</li> </ul>
<b>OVERALL OUTCOMES</b>	<ul style="list-style-type: none"> <li>• Healthier soils with greater fertility, erosion control, and water retention</li> <li>• Higher crop resilience, productivity, and nutrition</li> <li>• Improved farmer livelihoods and income diversification</li> <li>• Stronger habitat connectivity; enhanced biodiversity and/or forest quality</li> <li>• Increased climate resilience and adaptive capacity of farmers and communities</li> <li>• Enhanced ecosystem services, carbon capture, and emissions reductions</li> <li>• Strengthened market- and policy-enabling environment</li> </ul>		

## PARTNERING WITH COMPANIES TO BUILD RESPONSIBLE SUPPLY CHAINS

Investing in supply chains is essential to helping farmers transition to regenerative production systems. The Rainforest Alliance drives this transformation through strategic guidance, on-the-ground expertise, and robust monitoring that creates long-term value for companies and producers. We collaborate with companies across four areas:

- Building farmer capacity to adopt regenerative practices
- Unlocking finance and economic incentives for farmers
- Aligning global sourcing strategies with landscape-level action
- Ensuring transparency on farms and in supply chains through credible monitoring systems



**Our Regenerative Agriculture Cost Calculator can support numerous stakeholders—from farmers and supply chain actors to multilateral investment institutions and governments—to understand the financial**

**costs of transitioning to regenerative farming. Across production scenarios, it assesses input and labor costs, models potential income and yields, and presents investment options aligned with different production and environmental outcomes. We are applying this tool through regenerative agriculture programs in multiple countries, to help stakeholders understand both costs and impact potential of regenerative practices and use this information to make better farm management and investment decisions.**

Rainforest Alliance company partnerships have catalyzed sector-wide innovation, from assessing the cost of regenerative transitions with companies like Keurig Dr Pepper to developing farmer incentives programs with Hershey to co-developing the first Regenerative Tea Scorecard with Kirin and the first Regenerative Coffee Scorecard with Nespresso. The scorecards offer a framework to guide industry-wide adoption of regenerative approaches, catalyze greater investment in regenerative practices, strengthen local sourcing systems, and deliver measurable benefits for ecosystems, biodiversity, and farmer livelihoods.

## SCALING REGENERATIVE AGRICULTURE THROUGH A LANDSCAPE APPROACH

The Rainforest Alliance promotes regenerative agriculture by connecting it to broader land-use planning and sustainable development goals. Through multistakeholder alliances, we co-develop landscape governance models that support local actors to better manage natural resources, balance production and conservation, and attract long-term investment. Together, these efforts create the enabling conditions for regeneration by improving the policy environment, strengthening market systems, and expanding farmer access to the finance and technical training they needed need to transition to and scale regenerative practices.

## OUR PROGRAMS: REGENERATIVE AGRICULTURE IN PRACTICE

### MOUNT KENYA SUSTAINABLE LANDSCAPE AND LIVELIHOODS (MSULLI) PROGRAM | 2020–2026 | KENYA

The Rainforest Alliance's School Initiative under the MSULLI Program is equipping more than **3,200 students across 22 schools** in Kenya with hands-on training in regenerative agriculture. Through climate-smart techniques and agroforestry, students are restoring school food production systems, as well as improving food security and school retention rates. Students in the program have planted more than **15,000 trees** and harvested a variety of food crops—demonstrating impact across education, food security, and climate resilience.

### REGENERATIVE AGROFORESTRY IN SUI RIVER | 2024–2025 | GHANA

Supporting cocoa farming communities across **87,000 hectares** in Bibiani Anhwiaso Bekwai, the Rainforest Alliance trained **1,129 farmers from 30 communities** in climate-smart practices. **77,000 trees**—including 72,000 timber and 5,000 fruit trees—were planted, backed by community nurseries and a tree registration system to ensure farmers receive the full benefits of tree ownership.

### ADVANCING LAND MANAGEMENT THROUGH INTEGRATED LANDSCAPE APPROACHES | 2022–2028 | INDIA

Working in India's high-biodiversity regions, this project promotes regenerative farming across **1,015,000 hectares**, contributing to more resilient farms and supply chains. The project aims to improve land management, access to finance, and strengthen policy and advocacy on regenerative practices by establishing **10 new landscape management boards**, ultimately benefiting **765,000 farmers**.

### COFFEE, CARBON, AND FARMER LIVELIHOODS | 2024–2054 | VIETNAM

The Rainforest Alliance and partners are bridging the gap between local farmers and carbon markets through this innovative partnership. We provide training in regenerative practices, coupled with remote sensing technologies that help farmers quantify the annual increase of above-ground biomass on their agroforestry plots. This is converted into third-party verified Carbon Removal Units and sold on the voluntary market, with farmers receiving 70 percent of the revenue generated as compensation for their good practices. It is expected that over the next 30 years, **76,000 coffee farmers** will receive more than **US\$600 million** in revenue as a result.