

Regenerative Agriculture Claims Policy January 2024

Purpose

The purpose of this document is to provide a Regenerative Agriculture Claims Policy for products sold at Whole Foods Market to provide clear guidelines and substantiate that the products we sell with *regenerative agriculture* labeling claims align with Whole Foods Market's definition of regenerative agriculture.

Regenerative Agriculture at Whole Foods Market

Regenerative agriculture is a broad, umbrella term for farming and ranching practices that enhance soil health. There is not one set definition. Nor are there regulations that define the term *regenerative agriculture*. At Whole Foods Market, we describe regenerative agriculture as holistic farming and grazing management practices that improve soil, enhance biodiversity, and increase carbon capture. Regenerative agriculture's land management practices fall into five basic Soil Health Principles:

- Diversity & Biodiversity
- Minimized Soil Disturbance
- Living Roots
- Keeping Soil Covered
- Strategic Animal Integration

These principles, along with tools to measure improvement, represent the foundation of farming and ranching practices that regenerate soil health.

Regenerative Agriculture Claims Policy

For prominent claims, seals or logos on the Principal Display Panel, we require third-party certification to one of these benchmarked programs:

- [Regenerative Organic Certified \(ROC\)](#)
- [Ecological Outcome Verification \(EOV\)](#)
- [Regenified](#)

For ingredient-specific claims or romance copy, we conduct a detailed evaluation of the product's sourcing using a [Regenerative Assessment](#). To support a regenerative agriculture claim, the assessment responses must represent that: (1) the farm adequately addresses at least four of the five Soil Health Principles, and (2) the farm has established metrics and monitoring to evaluate soil health.

Scope

Our label review process evaluates any messaging, seals, or logos on pack that include the words regenerative, regenerating, regenerate, etc. in connection with agriculture.