



# MEDIA KIT







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## **Regenified™ Expands to Canada with Axten Family Farms Leading the Way in Regenerative Agriculture**

**DALLAS, Texas**, (Sept. 27, 2023) – Regenified, a global leader in regenerative agriculture verification and certification, proudly announces that Axten Family Farms, a fourth-generation, 12,000-acre grain and legume farm based in Minton, Saskatchewan, has become the first Certified Regenified farm in Canada. Axten Family Farms achieved Regenified's Tier 5 certification, which signifies the highest level of regenerative practices grounded in data-driven practices. Certification requires rigorous in-field evaluation, practice assessment and verification, along with outcomes assessment to measure progress.

Regenified's mission is to facilitate the widespread global adoption of regenerative farming, addressing critical environmental challenges and ensuring the production of nutrient-dense, regeneratively grown food. Designed to move entire supply chains toward regenerative agriculture, its 6-3-4 Verification Standard™ creates consistency and protocols to track progress in the regeneration of agricultural systems.

Derek and Tannis Axten, co-owners and operators of Axten Family Farms, began their regenerative journey in 2007 while looking for ways to conserve soil moisture. Continuing to transform the land over time, the Axtens note, "We are deeply committed to regenerative practices because we believe in doing what's right for the land and the planet. Regenified offers us the opportunity to showcase our commitment to regenerative agriculture to a discerning market. It's not just about the quality of our products; it's about the care and dedication that go into producing them." Their passion is reflected in their farm motto, "Loyal to the Soil".

Salar Shemirani, CEO of Regenified, says, "We are thrilled to welcome Axten Family Farms into the Regenified community. They have set a remarkable standard for Canadian agriculture at a time when the government is taking positive steps to advance regenerative agriculture. We are excited to see the Axten's grains and legumes land on shelves in grocery stores across Canada so consumers can choose to buy nutrient-dense food that is verified to heal the soil and restore water cycles."



Reflecting on the farm's transition to regenerative practices, the Axtens added, "Joining a global network of regenerative farmers who share our values is really important to us. Regenified provides a framework that clearly measures the impact regenerative practices have on the land. As a result of their comprehensive evaluation and lab testing, we achieved Tier 5 verification which validates our years of hard work and commitment and provides measurable proof that our way of farming can and does transform the land," he notes.

The Axten family also cites their respect for Gabe Brown, co-founder of Regenified, and a renowned regenerative agriculture advocate featured in the upcoming documentary Common Ground. Gabe has been an inspirational mentor to the Axtens for many years.

Regenified's expansion into Canada is a significant step towards its goal of a global network dedicated to regenerating one billion hectares of land by 2025. As consumers increasingly prioritize regenerative agriculture and seek assurance that the soil is actively regenerating, farms like Axten Family Farms play a pivotal role in meeting this demand. Regenified's seal and product claim is the first and only 3rd party regenerative program to be recognized and accepted by USDA Food Safety and Inspection Services for single and multi-ingredient products.

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**About Regenified:**

Regenified is a practice and outcome-based land verification and product certification program that champions regenerative agriculture. Founded by a team of regenerative farming pioneers, experts, and innovators, Regenified promotes practices that enhance biodiversity, soil health, water quality, and nutrient density while aligning with nature. Regenified verifies and certifies farms, ranches, and products that restore ecosystems and regenerate soil, ensuring a sustainable legacy for future generations. Committed to cultivating a regenerative world, Regenified guides farms and brands toward practices that rejuvenate the Earth, support thriving ecosystems, and transform agriculture into a healing force for our planet. Farmers and buyers interested in learning more should visit [www.regenified.com](http://www.regenified.com)

**About Axten Family Farms:**

Axten Family Farms is a multi-generation farm in Minton, Saskatchewan that specializes in the cultivation of a diverse range of regenerative crops, including Lentils, Yellow Mustard, Winter Peas, Buckwheat, Chickpeas, Golden Flax, Cereal Grains, and Camelina. These crops, grown using regenerative practices, result in nutrient-dense grains beneficial to both consumers and the environment. For more information visit <https://www.axtenfarms.ca/>





# ABOUT REGENIFIED:

**Repair. Rebuild.  
Revitalize. Restore.**

**Regenified's mission is encapsulated in these four powerful words.**

These actions are at the heart of our company's every effort. They reflect Regenified's commitment to restore the Earth for present and future generations. Founded by a team of regenerative farming pioneers, experts, and innovators, Regenified is a practice and outcome-based land verification and product certification program.

**Regenified is more than a quality assurance program; it is a vision and a commitment to transforming agriculture.**

At its core, Regenified champions regenerative agriculture with a focus on enhancing biodiversity, soil health, water quality, and nutrient density, while supporting farm profitability.

For farms and ranches, being part of the Regenified community and practicing its systems, signifies a profound commitment to the environment. Our rigorous 6-3-4™ Verification Standard provides a path for farms and ranches to achieve certification. It is a meticulous process designed to measure progress in regenerative practices while achieving continual improvement.



# BACKGROUND:

## Decades of Dedication

Regenified's roots date back to the 1990s when forward-thinking individuals, including farmer and author Gabe Brown, Dr. Allen Williams, and Doug Peterson recognized the urgent need for change in our agricultural practices.

The organization has been built on the foundation of science, practice, research and real-world outcomes. Its standards have been acknowledged and acclaimed as the 'Gold Standard' by government departments and academia, including the government agencies and leading retailers among others.

### **Regenified drives the growth of regenerative agriculture and the adoption of certified products.**

Every year, our verifiers conduct field visits to gather up to 65 science-based data points, and we recognize and reward farmers and ranchers so they may continually improve their methods based on field observations, field measurement and data collection, and third-party lab soil testing and nutrient density assessment.

To date, our reach extends across six countries, involving 20+ brands, covering more than a million acres. Regenified brands include Maker's Mark, Vital Farms, King Arthur Baking Co., Cooks Venture, Pacha Soap, and more. Presently, our influence spans row crops, permanent crops, orchards, vegetables, pastured protein, vineyards, wild harvests, and timberland. With a primary presence in the United States and operations extending to Canada, Mexico, Guatemala, Liberia, and Ghana, we're committed to revolutionizing agriculture.







# ABOUT REGENERATIVE AGRICULTURE

Regenerative agriculture is an approach to farming that focuses proven methods to restore and improve the health of the land. It goes beyond sustainable practices by actively enhancing biodiversity, soil health, and water quality, while producing flavorful, nutrient-dense food.. This method not only benefits the environment but also offers economic advantages to farmers and produces higher-quality crops. Regenerative agriculture is guided by a set of principles and practices that promote soil health, conserve and maximize water cycle, and mitigate climate change while fostering a more sustainable and resilient agricultural ecosystem.

## Enhanced Soil Health

Regenerative agriculture prioritizes soil health, employing techniques such as cover cropping and crop rotation to enrich the soil by increasing organic matter. These practices nurture beneficial soil microorganisms, enhancing soil structure and nutrient cycling. Furthermore, they minimize disturbances like tillage and synthetic inputs that damage soil and cause erosion.

## Promotion of Biodiversity

Regenerative agriculture is a champion of biodiversity. By creating habitats for beneficial insects, birds, and other wildlife, these practices foster a diverse and balanced ecosystem. Regenerative agriculture helps farmers transition away from synthetic inputs, contributing to more sustainable agricultural systems and reducing the environmental impact of harmful chemicals.





# ABOUT REGENERATIVE AGRICULTURE

## Integrated Livestock for Soil Improvement

The integration of livestock into regenerative agriculture is a fundamental element for soil improvement. Grazing animals play a vital role in nurturing soil microbiomes and maintaining soil cover. This approach enhances the condition of the soil rather than damaging it. By foraging plants, grazing livestock stimulate root growth and the exudation of plant sugars that feed soil microorganisms, in turn accelerating nutrient cycling to build soil organic matter.

### Carbon Sequestration and Climate Mitigation

A critical benefit of regenerative agriculture is its role in climate mitigation. By sequestering carbon in the soil, these practices actively combat climate change. Stored carbon significantly reduces the overall carbon footprint, contributing to broader climate change mitigation efforts.

### Water Conservation

Regenerative agriculture is highly effective in conserving water resources. These practices improve soil health, reducing runoff and evaporation, thus maximizing water conservation. This not only benefits agricultural operations but also plays a vital role in overall water resource management, preserving this precious resource for present and future generations.





# ABOUT REGENIFIED'S 6-3-4™ VERIFICATION STANDARD:

Regenified's 6-3-4™ Verification Standard is based on six principles, three rules, and four processes.

It reflects decades of on-farm and in-lab research on regenerative agricultural practices. It enables food/fiber/fuel companies, farmers, and ranchers, to make more informed and conscious decisions about what to cultivate and produce for market.

## Six Principles of Soil Health: Covering practices.

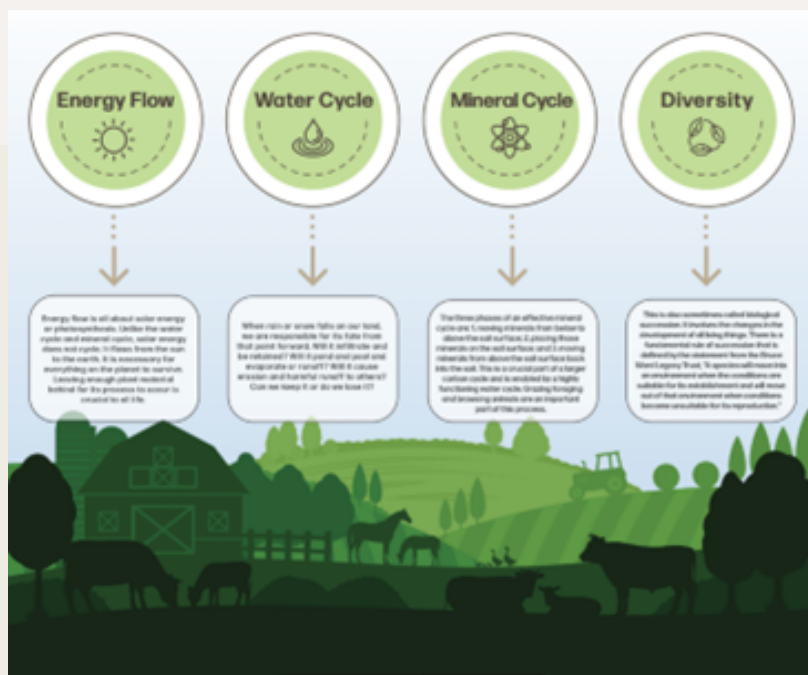
Widely recognized and embraced globally.



# ABOUT REGENIFIED'S 6-3-4™ VERIFICATION STANDARD:

## Three Rules of Adaptive Stewardship: Covering practices and decisions.

Every decision on farm has compounding and cascading effects.



## Four Ecosystem Processes to measure outcomes.

Guided by Holistic Management, these processes are widely recognized across the globe.





**Regenified's 6-3-4™ Verification Standard is designed to move entire supply chains toward regenerative agriculture to yield improved climate effects for the planet and positive health benefits for people.**

### **Regenified Certification Farm/Ranch Tier Qualification Scores**

To become Regenified, farms and ranches must meet certain qualification scores. These scores reflect the percentage of land that has achieved Regenified status.

### **Regenified's 6-3-4™ Verification Standard Field Soil Assessment**

Our field soil assessment methods include various tests that help measure aggregate stability, water infiltration rates, soil biology, and livestock health.

### **Regenified's 6-3-4™ Verification Standard Lab Soil Assessment**

In the laboratory, Regenified performs rigorous soil tests that provide critical insights into soil health, microbial activity, carbon storage, aggregate stability, and water-holding capacity. These tests are the foundation of our certification process.

### **Certified Regenified Multi-Ingredient Product Requirements**

For multi-ingredient products to earn the Certified Regenified seal, they must meet specific weight and ingredient-sourcing criteria. This ensures that the certification is a mark of true commitment to regenerative practices.

For access to the 6-3-4™ Verification Standard document, visit [www.regenified.com](http://www.regenified.com). For more information about the verification standards, Doug Peterson, chief scientist and director of standards and protocol can be reached at [dpeterson@regenified.com](mailto:dpeterson@regenified.com).

# REGENIFIED CERTIFICATION

These tiers are based on the percentage of land Regenified™:

<b>TIER 1:</b>	<b>Less than 20% - These farms/ranches have "Formally taken steps to implement regenerative principles and practices."</b>
<b>TIER 2:</b>	<b>20-40%</b>
<b>TIER 3:</b>	<b>40-60%</b>
<b>TIER 4:</b>	<b>60-80%</b>
<b>TIER 5:</b>	<b>80-100%</b>

Farms have three years to progress into a higher tier. The tiers determine marketing claims and the use of the Certified Regenified seal, reflecting a farm's commitment to regenerative practices.

## Certified Regenified Multi-Ingredient Product Requirements

### Product Weight 100%:

- All ingredients by weight (excluding water & salt) must originate from fields Certified Tier 2+ by Regenified within the past 12 months.
- Seal use allowed: Certified Regenified.
- Permissible Claim: 100% Regenified.

### Product Weight >75% - <100%:

- A minimum of 75% of all ingredients by weight (excluding water & salt) should be sourced from Certified Tier 2+ Regenified fields within the past 12 months.
- 100% of the total weight of any ingredient labeled under the Regenified designation must be Certified by Regenified within the last 12 months.
- Seal use allowed: Certified Regenified.
- Permissible Claim: Made with Certified Regenified [ingredient].

### Product Weight <75%:

- If less than 75% of a product's ingredients by weight (excluding salt and water) are from Regenified Certified lands, the product must be listed as part of the claim.
- Seal use is not allowed at this time.
- Permissible Claim: Contains Certified Regenified [ingredient].



# WHO WE ARE



## **Gabe Brown, Farmer, and Co-Founder at Regenified**

Gabe Brown is one of the pioneers of the current soil health movement which focuses on the regeneration of natural resources. Gabe owns and operates Brown's Ranch, a diversified 5,000-acre farm and ranch near Bismarck, North Dakota. The ranch consists of several thousand acres of native perennial rangeland along with perennial pastureland and cropland. Their ranch focuses on farming and ranching in nature's image.

After one failed farming attempt early in his life, Gabe understands the struggles of farmers around the world. These days the Brown family integrates their grazing and no-till cropping systems holistically, which include a wide variety of cash crops, multi-species cover crops along with all-natural grass finished meats. This diversity and integration have regenerated the natural resources on the ranch without the use of synthetic fertilizers, pesticides, and fungicides.

Over 2,000 people visit the Brown's Ranch annually to see this unique operation. They have had visitors from all fifty states and twenty-four foreign countries. Gabe and his ranch have received many forms of recognition for their work, including a Growing Green award from the Natural Resource Defense Council, an Environmental Stewardship Award from the National Cattlemen's Beef Association, and a Zero-Till Producer of the Year Award, to name a few. Gabe has also been named one of the twenty-five most influential agricultural leaders in the United States.

Gabe authored the book, *"Dirt to Soil: A Family's Journey into Regenerative Agriculture."* He is a partner at Regenified™ and serves as a spokesperson for the company. He is also an instructor for Soil Health Academy, which focuses on teaching others the power and importance of healthy functioning ecosystems. Gabe has a degree in Animal Science and Agricultural Economics from North Dakota State University.

# WHO WE ARE



## **Allen Williams – Farmer, Co-Founder at Regenified**

Dr. Allen Williams will forever be known as a champion for the regenerative movement. With over six generations of farming in his blood, Allen has traveled around the world teaching the methods of adaptive grazing models, humane animal husbandry, and overall environmental stewardship. Although he graduated from Clemson University with a B.S. and M.S. in Animal Science and a Minor in Poultry Science, and earned Ph.D. from Louisiana State University in Animal Genetics and Physiology, Allen, can typically be found in the field.

Few people have been more influential to repairing America's food systems, and Regenified is a complete system because of Allen's guidance and knowledge.



## **Doug Peterson, Farmer, Co-Founder, and Science Chief & Director of Standards & Protocol at Regenified**

An NRCS employee with over 32 years' experience, Doug began his career as a soil scientist. Over the years, he has held various roles including state grassland specialist, state soil health specialist, and most recently, regional soil health specialist. In this capacity, he educated row crop and livestock producers nationwide on soil health and regenerative agriculture's profound impact on natural resource processes.

Graduating from Missouri Western State University in 1986 with a bachelor's degree in agriculture, focusing on economics and agronomy, Doug's upbringing on a Northern Missouri crop and livestock farm has informed his perspective. He has managed his own 250-head cow/calf and contract grazing operation for the past 25 years, employing Adaptive Regenerative Grazing to enhance soil health and reduce external input requirements. Doug's extensive NRCS training and hands-on experience uniquely qualify him as a consultant in regenerative agriculture. His expertise resonates with both row crop and livestock producers across the nation, bridging the knowledge gap. Regenerative agriculture holds immense potential for improving the environment, profitability, rural communities, and health. Doug firmly believes it represents the future of agriculture and is eager to assist farmers and ranchers in acquiring the knowledge, confidence, and skills necessary to make informed regenerative decisions for their operation.



# WHO WE ARE



## **Salar Shemirani, CEO at Regenified**

Salar Shemirani is a prominent advocate for a global transition to regenerative agriculture. His passion stems from firsthand observation of the application of regenerative practices across diverse agronomic enterprises, yielding enhanced financial returns for farmers and ranchers, while nurturing healthier outcomes for people and the planet.

Recognized as an industry expert, Salar is the driving force behind Regenified's mission to foster the adoption of regenerative practices throughout the global supply chain.

With an extensive background in strategy development, forging partnerships, and securing capital, he has effectively supported numerous organizations across retail, consumer packaged goods, agriculture, logistics, and infrastructure sectors.

Salar's leadership roles in both agriculture and 'CleanTech', combined with his professional experience at KPMG in the United Kingdom and Canada, have deeply influenced his commitment to advancing the future of regenerative agriculture.



## **Kristine Root, Chief Marketing Officer at Regenified**

Kristine is a seasoned marketing and branding strategist with nearly two decades of experience championing sustainable food movements. In her role at Regenified, she leverages her extensive expertise in branding, digital marketing, and holistic nutrition to empower brands towards a regenerative future.

Kristine's journey includes founding Socha Branding, where she directed strategic initiatives for visionary leaders in the food industry.

Her roles in board leadership at Colorado Food Works and Slow Food Denver highlight her commitment to driving change in sustainable food practices. Kristine's passion for social good and deep-rooted knowledge of natural food align perfectly with Regenified's mission to transform agricultural landscapes into regenerative havens. Kristine holds a BA in Marketing Communications from Gustavus Adolphus College and digital marketing nano degree from Udacity.



# FREQUENTLY ASKED QUESTIONS

## **What is Regenified?**

Regenified is a practice and outcome-based land verification and product certification program dedicated to advancing regenerative agriculture. It champions practices that enhance biodiversity, soil health, water quality, and nutrient density while maintaining harmony with the environment.

## **What is the 6-3-4™ Verification Standard?**

The 6-3-4™ Verification Standard is the core framework used by Regenified. It is based on six principles, three rules, and four processes, reflecting years of on-farm and in-lab research on regenerative agricultural practices. It guides farmers, ranchers, and companies towards practices that rejuvenate the Earth.

## **How does a farm or ranch become certified by Regenified?**

Farms and ranches can achieve certification by meeting the criteria outlined in the 6-3-4™ Verification Standard. This process includes ongoing assessment of regenerative practices, with financial incentives playing a vital role in promoting these practices.

## **What are the benefits of being certified by Regenified?**

Certification by Regenified not only demonstrates a commitment to regenerative agriculture but also offers financial incentives. Certified farms and ranches benefit from increased profitability, reduced costs, access to premium pricing, and recognition for advancing regenerative practices.

## **What products qualify to be certified by Regenified?**

Regenified certifies products sourced from farming and ranching operations that employ regenerative practices. This encompasses a wide range of agricultural products, including crops, livestock, and more. For more information on Regenified products go to [www.regenified.com](http://www.regenified.com).





# Regenerative Agriculture

## **What are the key principles of regenerative agriculture?**

Regenerative agriculture principles include keeping soil covered with cover crops, integrating livestock, promoting diversity, avoiding synthetic pesticides, herbicides, and fertilizers, and using no-till farming techniques.

## **How does regenerative agriculture contribute to environmental sustainability?**

Regenerative agriculture practices improve soil health, increase biodiversity, sequester carbon in the soil, conserve water, and offer economic benefits for farmers. These practices support a more resilient and sustainable agricultural ecosystem.

## **Can you provide examples of regenerative agriculture practices?**

Examples include cover cropping, crop rotation, integrating livestock into farming systems, avoiding synthetic chemicals, and practicing conservation tillage.

## **What role does Regenified play in the promotion of regenerative agriculture?**

Regenified partners with farmers, ranchers, food manufacturers, and retailers to promote and authenticate regenerative farming methods. It also offers a data platform to help individuals and businesses make environmentally-conscious food choices.

## **Who benefits from regenerative agriculture?**

### **Farmers and Ranchers**

Regenerative agriculture presents farmers and ranchers with substantial economic benefits, reducing costs and increasing profitability. They gain access to exclusive marketing channels with premium pricing and are recognized and rewarded for advancing regenerative practices. As a result, regenerative agriculture enhances the resilience of farming operations, improving biodiversity, soil health, water quality, and the production of nutrient-dense crops. It reduces the need for costly inputs, such as synthetic fertilizers and pesticides, ultimately contributing to the economic viability of farming operations and reducing the risk of crop failure due to extreme weather events and unforeseen factors.



## **Consumers**

Regenerative agriculture benefits consumers by offering improved product quality, characterized by higher nutrient-density. It instills trust and confidence by serving as a mark of responsible sourcing and genuine environmental regeneration.

## **Retailers**

Retailers experience advantages as regenerative products meet consumer demand for eco-conscious choices. They benefit from enhanced supply chain traceability and resilience. Regenerative agriculture also enables ESG (Environmental, Social, and Governance) monitoring and provides ground-truthed, trusted, and evident product claims. Retailers gain access to a wide range of local, national, and global Regenified ingredients, expanding their offerings.

## **Brands/Consumer Packaged Goods (CPG)**

Brands and CPG companies can conduct ESG monitoring and gain access to farm-level Scope 3 visibility. Regenerative agriculture supports supply chain traceability and resiliency. Brands can also access a list of local, national, and global Regenified Certified operations and ingredient/product supplies.

# **Verification and Certification Process**

## **What methods are used for soil assessment in the Regenified certification process?**

Regenified uses a combination of in-field evaluations, including the Jornada Soil Stability Test, Single Ring Infiltrometer, Saturo Dual Head Infiltrometer, Line Point Intercept, Soil Odor Score, Penetrometer or Shovel Test, and Livestock Body Condition Scoring. Lab soil testing includes the Haney Test, PLFA Test, Total Carbon w/ Bulk Density Test, Aggregate Stability, and Water Holding Capacity.

## **How is multi-ingredient product certification determined by Regenified?**

For multi-ingredient products to be certified, they must meet specific criteria based on the percentage of ingredients grown on Regenified-certified lands within the last 12 months. The certification level depends on the percentage of certified ingredients used.





## **Is the Certified Regenified seal recognized by governmental bodies?**

Yes, **Regenified's seal is the first and only 3rd party regenerative program to be recognized and accepted by USDA Food Safety and Inspection Services** for single and multi-ingredient products.

## **General Questions**

### **What sets Regenified apart from other certification programs?**

Regenified's rigorous 6-3-4™ Verification Standard, based on extensive scientific research, provides a holistic, outcome-based framework for regenerative agriculture. It emphasizes financial incentives and real-world practices that align human behavior with environmental needs.

### **How can individuals and businesses get involved with Regenified or learn more about its certification process?**

To get involved or learn more, visit the Regenified website at [www.regenified.com](http://www.regenified.com).

### **Media Inquiries**

For inquiries or to request images, case studies, or interviews, please contact Sarah Eykyn, Senior Media Relations Strategist at the Fresh Ideas Group, Tel: 205.239.6445, Email: [sarah@freshideasgroup.com](mailto:sarah@freshideasgroup.com).

