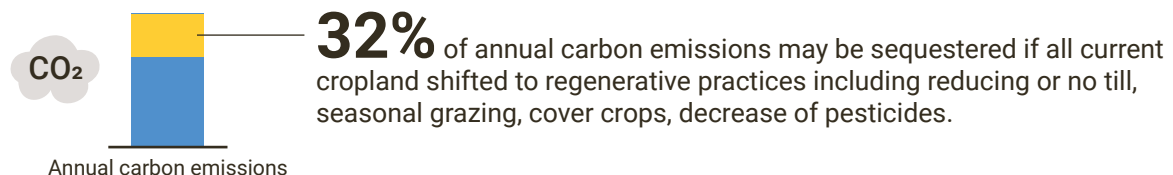


REGENERATIVE AGRICULTURE NEEDS TO BE DEFINED

The term 'regenerative agriculture' is commonly used by agri-food innovators, but means different things to different people. A clear definition is needed to set goals and measure progress towards regeneration.

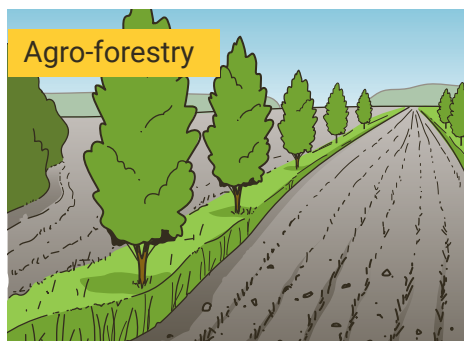
1. TRANSITIONING TO REGENERATIVE FARMING

Defining regenerative agriculture will help producers make the move toward regeneration.

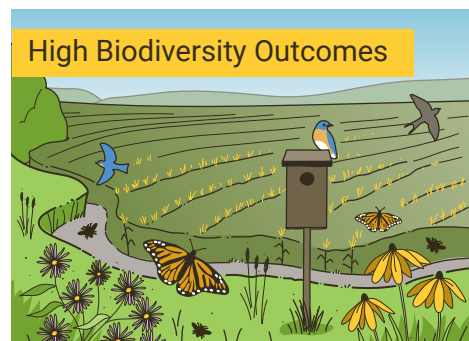


2. MEASURING SUCCESS

A clear definition will help identify problem areas, issues, and progress towards regeneration. There are 3 possible ways to define regenerative agriculture:



Practice-based definitions focus on on-farm methods, with no way to measure progress or success.



Outcome-based definitions focus on outcomes, allow for more freedom, but can cause confusion on choice of practices to adopt and their relative success.



Practice + Outcome-based definitions are the most thorough and clear and are the easiest to use for measuring success.

3. COMMUNICATING MORE EFFECTIVELY

Defining regenerative agriculture is important for clear communication and credibility among scientists, policymakers and farmers.

