

Regenerative Agriculture Momentum

A 2022 study** highlighted the rapid growth of the term “**Regenerative Agriculture**” within corporate and agricultural sectors. **549** entities now use the term, up from 219 in 2019. Industry momentum often serves as a bellwether for mass adoption.

A NEW KISS THE GROUND STUDY* FOUND

4% of US Adults Understand the Significance of Regenerative Agriculture

45% support organizations tackling **climate change**

feel it's important to “do my part to **protect the planet**” **54%**

70% purchased organic, non-GMO, and/or sustainable products this year

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FOR REGENERATION

Visit www.kisstheground.com/research

* Non-profit Kiss the Ground Conducts a National Study to Better Gauge the Understanding of Regenerative Agriculture and Calls for Greater Awareness. Our sample of 1,110 respondents represent the US adult population. Results reflect a 95% confidence level at a 3% margin of error.

** HowGood - Regenerative Industry Landscape Study 2022