KISS THE GROUND FARMER GRANT ‘25-’26

Squeeze Citrus
THOMASVILLE, GEORGIA

The Plan

Herb Young set out to explore the connection between healthy soil and nutrient-dense food. His plan: compare three varieties of regeneratively grown citrus with conventionally grown fruit through laboratory testing, while examining differences in soil biology. He hopes the findings will demonstrate the nutritional value of regenerative citrus and help farmers earn a fair price for the food they grow.

Challenges & Learnings

One of Herb’s biggest lessons? Regeneration can’t be rushed! After pushing conventional citrus trees too quickly, he learned the importance of patience and working with natural processes. He’s also navigating the challenge of demonstrating the nutritional value of regenerative food while building a financially viable farm.

Adaptations

Herb is taking a closer look at the life beneath his trees! Through soil testing and nutritional analysis, he’s learning more about the complex relationships between microbes, soil health, and citrus production. These insights are helping guide his approach as he continues transitioning toward regenerative growing practices.

Community Impact

Herb hopes his research will help more growers see the value of regenerative farming. By connecting soil health with food quality and financial sustainability, he’s working to build a stronger case for regenerative citrus. His expanding customer reach is also bringing these conversations to households across the country.

Results

Herb submitted three citrus varieties for nutritional testing and collected soil samples to compare regenerative and conventional growing systems. His research identified approximately 3,000 microbial species in the soil, highlighting its remarkable complexity! Meanwhile, his first harvest reached customers in 36 states, expanding to 45 states with his second harvest.

BIGGEST IMPACT

NUTRIENT DENSITY RESEARCH



“Beyond having a sustainable operation (financially), my goal is to be a voice that links the health of our land as a continuum through the crops we grow to its impact on the human body to prove how inextricably linked they are.”

– HERBERT (HERB) YOUNG
SQUEEZE CITRUS