



Ways to Support the

REGENERATIVE MOVEMENT

Earth Day Resource Guide

Everyday Actions. Lifelong Impact.



Regeneration begins at the roots — in soil, in community, in consciousness. It is not just a movement for farmers, scientists, or policymakers. It is a daily invitation to each of us to live in deeper relationship with the Earth and each other. This Earth Day, we invite you to see regeneration not as a distant ideal, but as something living, breathing, and possible — starting right where you are.

At Farmer's Footprint, we've seen first-hand how small acts can grow into sweeping change. From shifting food systems to restoring ecosystems, the regenerative movement is gaining momentum — and our just-released [Impact Report](#) shares the stories, partnerships, and numbers that show what's possible when we walk this path together.

Regeneration is not only happening on farms. It's happening in hearts, homes, and communities — just like yours.

WAYS TO SUPPORT THE REGENERATIVE MOVEMENT



1. Support Your Local Farmers
2. Choose Regeneratively-Grown
3. Reconnect with the Land
4. Use Your Voice
5. Use Your Dollar
6. Educate Yourself

1. Support Your Local Farmers

Because real change begins in your backyard.

Local regenerative farmers are more than food producers — they're caretakers of soil, biodiversity, water cycles, and community health. Supporting them isn't just a transaction. It's a relationship. A vote for place-based resilience over extractive global systems.



Why it matters:

- When you buy directly from small farms, more of your dollar goes to the grower – up to 90%, compared to just 9.1% from a supermarket purchase ([USDA ERS](#)).
- Local farms often steward their land with fewer chemical inputs and more regenerative practices. A 2023 study by [Stone Barns Center](#) showed that many direct-market farms scored significantly higher on soil health metrics.
- Strong local food systems create food security. The COVID-19 pandemic revealed the fragility of long supply chains – and the strength of local ones.

Ways to support, meaningfully:

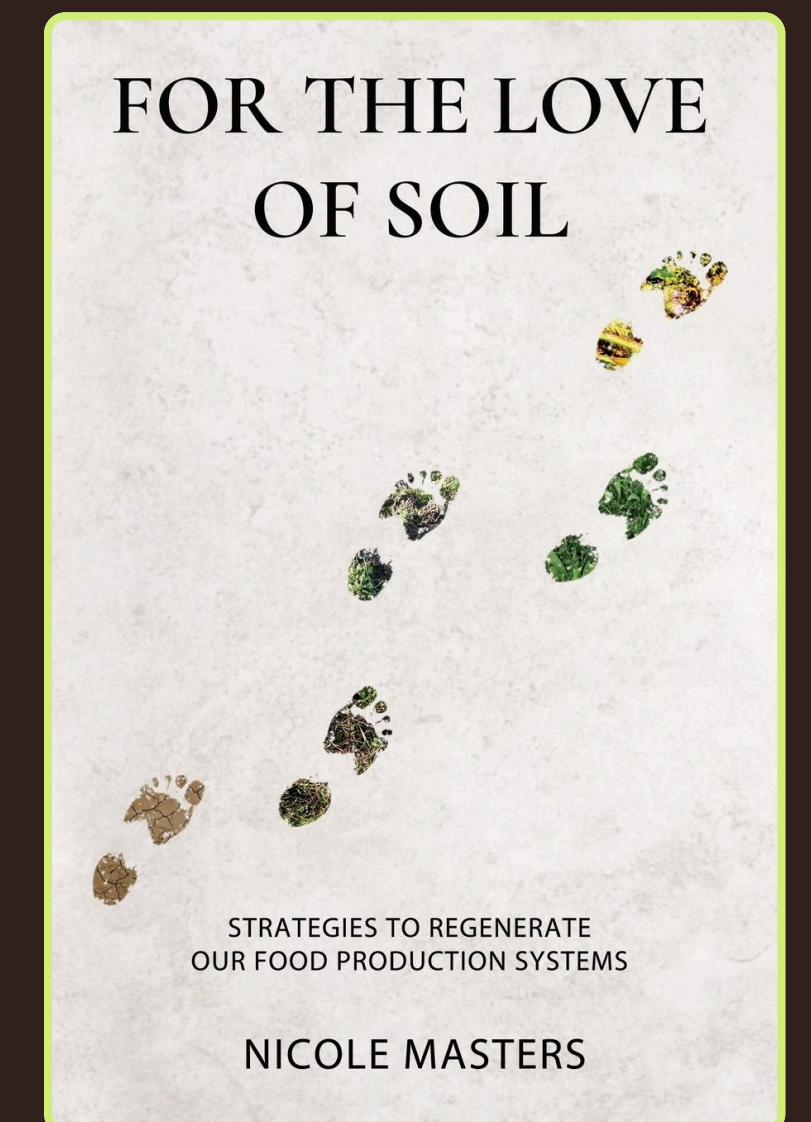
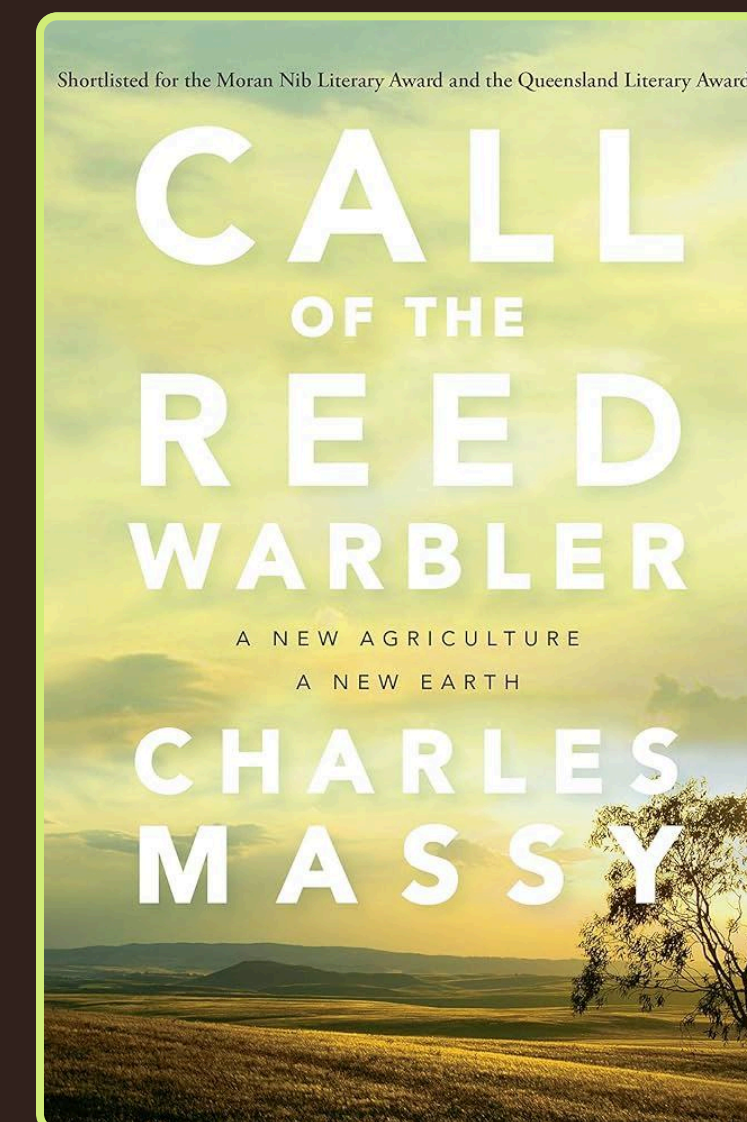
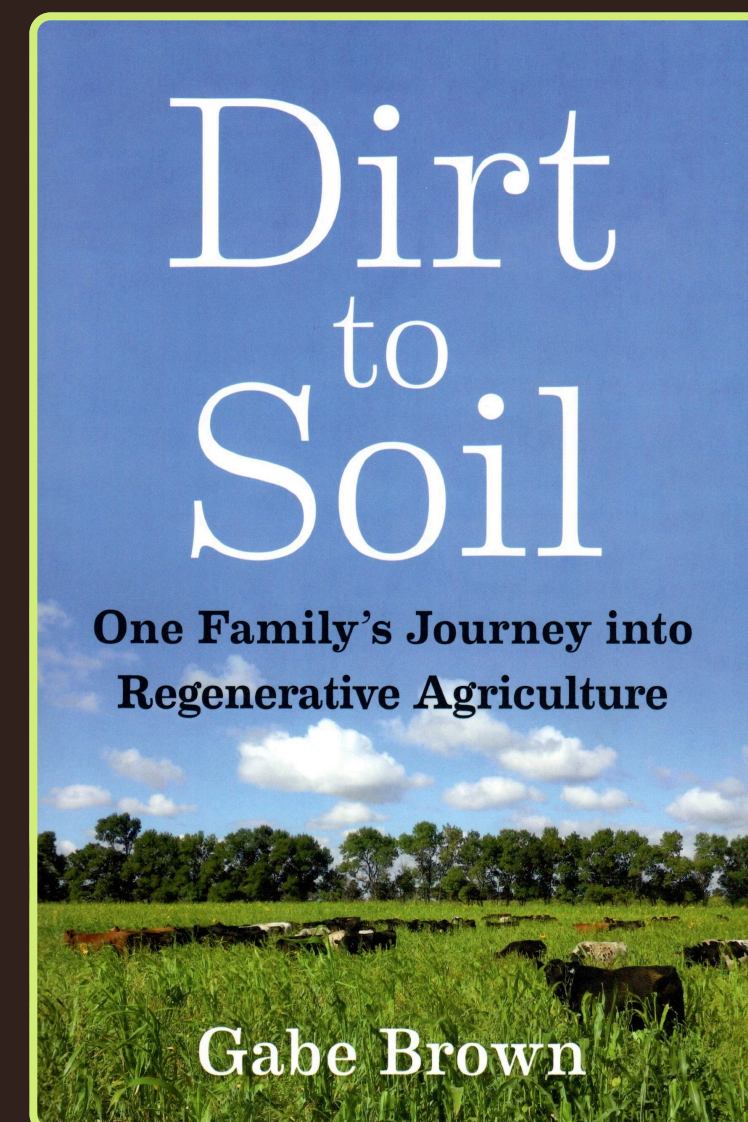
- **Join a CSA (Community Supported Agriculture) program:** You pay a farmer directly at the beginning of the season and receive regular shares of the harvest. It provides financial stability for the farmer and fresh, in-season food for you. Search [Local Harvest](#) to find a CSA near you.
- **Support local food co-ops:** Co-ops prioritize transparent sourcing and work closely with small growers. When you shop at a co-op, you're not only supporting farmers – you're supporting the local food economy that sustains them. You can find your [local co-op here](#).

Ways to support, meaningfully:

- **Buy directly from farmers – at markets, farm gates, or online:** Options are only increasing for you to skip the middleman! Visit farmers markets, stop by farm stands, or explore online ordering platforms that connect you directly with growers. These exchanges build trust, keep more dollars in farmers' pockets, and invite meaningful conversation. Find a local farmer's market or farm gate using USDA's [Local Food Directory](#).
- **Offer your time or skills:** Volunteer for a harvest day. Help build a greenhouse. If you're a writer, photographer, or graphic designer – offer to help them tell their story. Many small farms operate on razor-thin margins and deeply appreciate community involvement.

Dig Deeper:

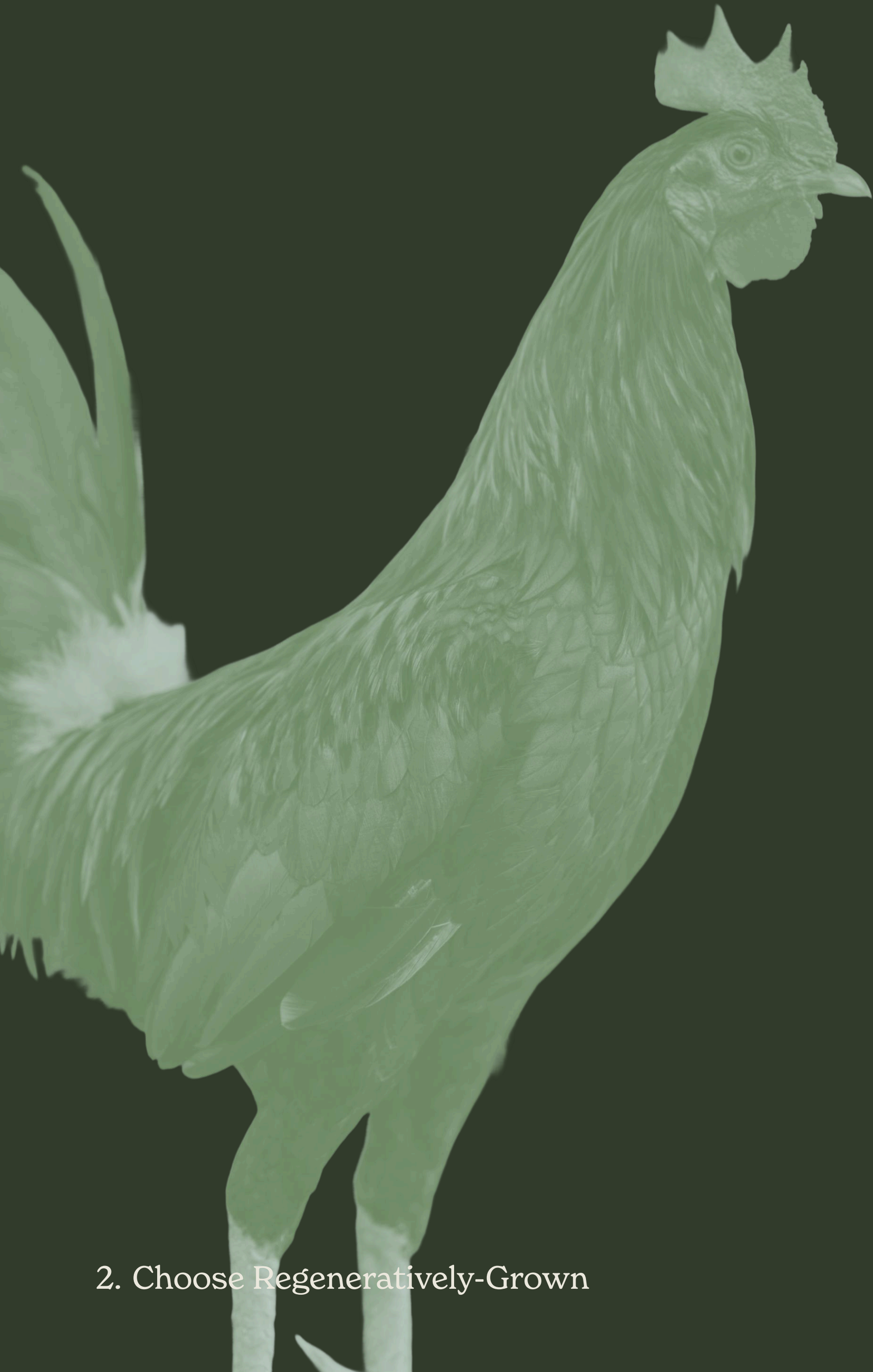
- Curious to learn directly from those tending the land? These books – written by farmers and land stewards – come highly recommended by our team and offer grounded, personal insight into the heart of regeneration.
 - **Dirt to Soil: One Family's Journey into Regenerative Agriculture** - Gabe Brown.
 - **Call of the Reed Warbler: A New Agriculture – A New Earth** – Charles Massy.
 - **For the Love of Soil: Strategies to Regenerate Our Food System** – Nicole Masters.



2. Choose Regeneratively- Grown

What you eat shapes the world.

Regeneratively-grown food is a tangible expression of care — for the soil, for animals, for farm workers, and for the eater. Unlike industrial farming, which prioritizes yield above all else, regenerative farming aims to build life with every growing season. That shows up in the quality of the food — and in the future it helps shape.



Why it matters:

- Regenerative practices like cover cropping, rotational grazing, and minimal tillage help draw down atmospheric carbon, restore degraded soil, and increase water infiltration. According to the [Rodale Institute](#), regenerative organic systems can sequester up to 1.5 metric tons of carbon per acre per year.
- A 2022 study published in [Frontiers in Nutrition](#) found that regeneratively-grown crops had higher levels of phytochemicals, vitamins, and minerals than their conventional counterparts – meaning more nutrition per bite.
- Healthy soil supports a more stable climate, better water retention, and thriving microbial life – all of which contribute to the long-term resilience of our food system.

What to look for in the grocery aisle or online:

- **Regenerative Organic Certified®:** Combines the gold standards of organic farming, soil health, animal welfare, and social fairness.
- **Land to Market Verified:** Focuses on measurable improvements in ecosystem health using a process called Ecological Outcome Verification™.
- **Farmer-forward storytelling:** Does the brand show real farms, practices, and names? Or does it rely on vague green imagery and buzzwords? Authenticity matters.
- **Other meaningful labels:** Certified Organic, Certified Grassfed, Animal Welfare Approved — while not necessarily regenerative, these can indicate steps in the right direction.



**Regenerative
Organic
Certified™**

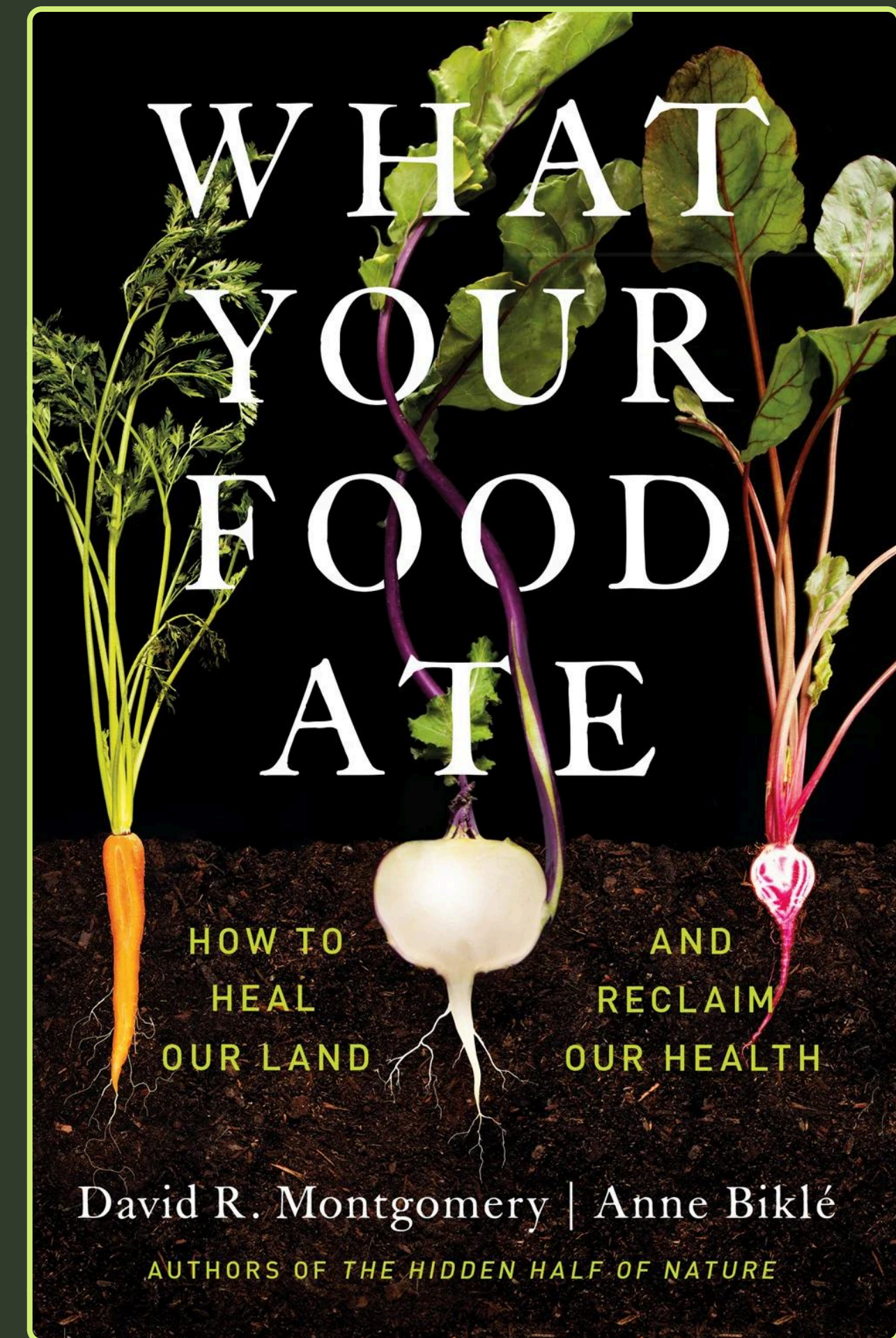


Where to begin:

- **Talk to farmers at your market or CSA** – ask how they care for soil, water, animals, and workers.
- **Explore visual and narrative tools like:**
 - [Farmer's Footprint Stories](#)
 - [Regeneration International Resources](#)
 - [Organic Scorecards & Independent Brand List](#) by Cornucopia Institute
- **Start a conversation** - At your local farmers' market, speak with the growers. At your butcher or grocer, ask where the food comes from. Inquire about the farming practices behind the produce—does it come from nearby? Is it grown with care for the land? Are regenerative principles part of the story?
- **Ask more of your supermarket** - See if they stock organic options—or if they can order them in. Every time you voice your values, you signal demand. And retailers listen.

Dig Deeper:

- [What is Nutrient Density? \(Bionutrient Institute\)](#)
- Read
 - [The Food Fix](#) - How to Save Our Health, Our Economy, Our Communities, and Our Planet--One Bite at a Time - Mark Hyman
 - [What Your Food Ate](#) - How to Heal the Land and Reclaim our Health - Anne Biklé & David R. Montgomery
- Listen
 - [The Dr. Hyman Show](#) (previously The Doctor's Pharmacy) . - Discusses food as medicine, soil health, and regenerative agriculture's impact on human health. [This episode](#) takes a microscope to our broken food system, soil depletion, and the health crisis caused by industrial agriculture.
- Watch
 - Regeneration Internationals 'Regenerative Agriculture Primer' [Playlist](#)

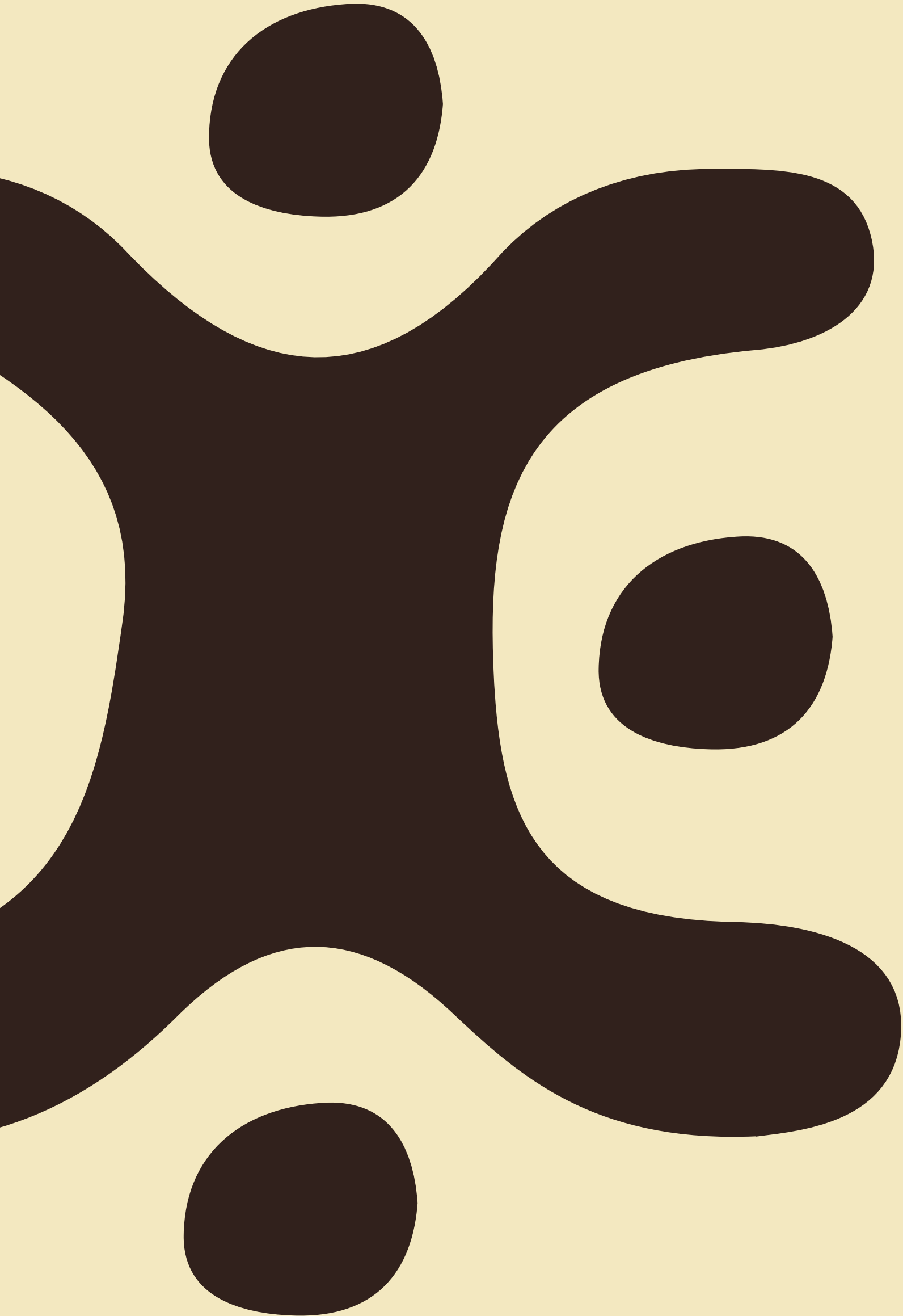


3. Reconnect with the Land

You are nature remembering itself.

In a world of digital noise and disconnection, one of the most radical acts is to return to relationship with the natural world. Regeneration begins with awareness — of our place in the web of life, and of the rhythms that govern growth, decay, renewal.

Research shows that time spent in nature improves cognitive function, emotional regulation, and even immune resilience. But more than that, it restores something deeper — our sense of responsibility. What we are in close relationship with, we are far more likely to protect.



Why it matters:

- [A 2019 study](#) found that just 20 minutes in nature can significantly lower cortisol levels and reduce stress.
- Children with regular exposure to nature are more likely to grow into adults who advocate for the environment ([Children & Nature Network](#)).
- Practices like home gardening can build soil health, reduce food miles, and restore pollinator pathways – all while feeding your family.

Ways to reconnect, with intention

- **Start a regenerative garden at home:** Whether in a yard, balcony, or community plot, growing your own food is a form of participatory regeneration. Join the [Farmer's Footprint Garden Club](#) — a community of growers across the country sharing questions, experiments, and triumphs from their gardens. Whether you're planting your first seed or tending a thriving patch, you'll find support, stories, and inspiration rooted in regeneration.
- **Compost your food scraps:** Composting diverts organic waste from landfills, where it would otherwise emit methane — a potent greenhouse gas. Get started with the [EPA's Home Compost Guide](#).

The Garden Club



Ways to reconnect, with intention

- **Observe, don't just visit:** Take a journal or nature log and track the same place each week. Watch how a tree changes. Learn the names of local birds or fungi. These acts build ecological literacy – the foundation of stewardship.
- **Engage with Indigenous-led environmental education:** Explore land-based teachings from organizations like [NAFSA](#) or follow local Indigenous-led nature walks and workshops in your area.
- **Learn the story of the land that you live on and the original people** - Research the origin name of where you live. Look into who the original peoples were and what foods they ate, what songs they sang. We connect to the land when we know the original stories. If you're in North America, you can use the [Native Land Map](#) to learn and acknowledge the Indigenous Territory you're on.



Dig Deeper:

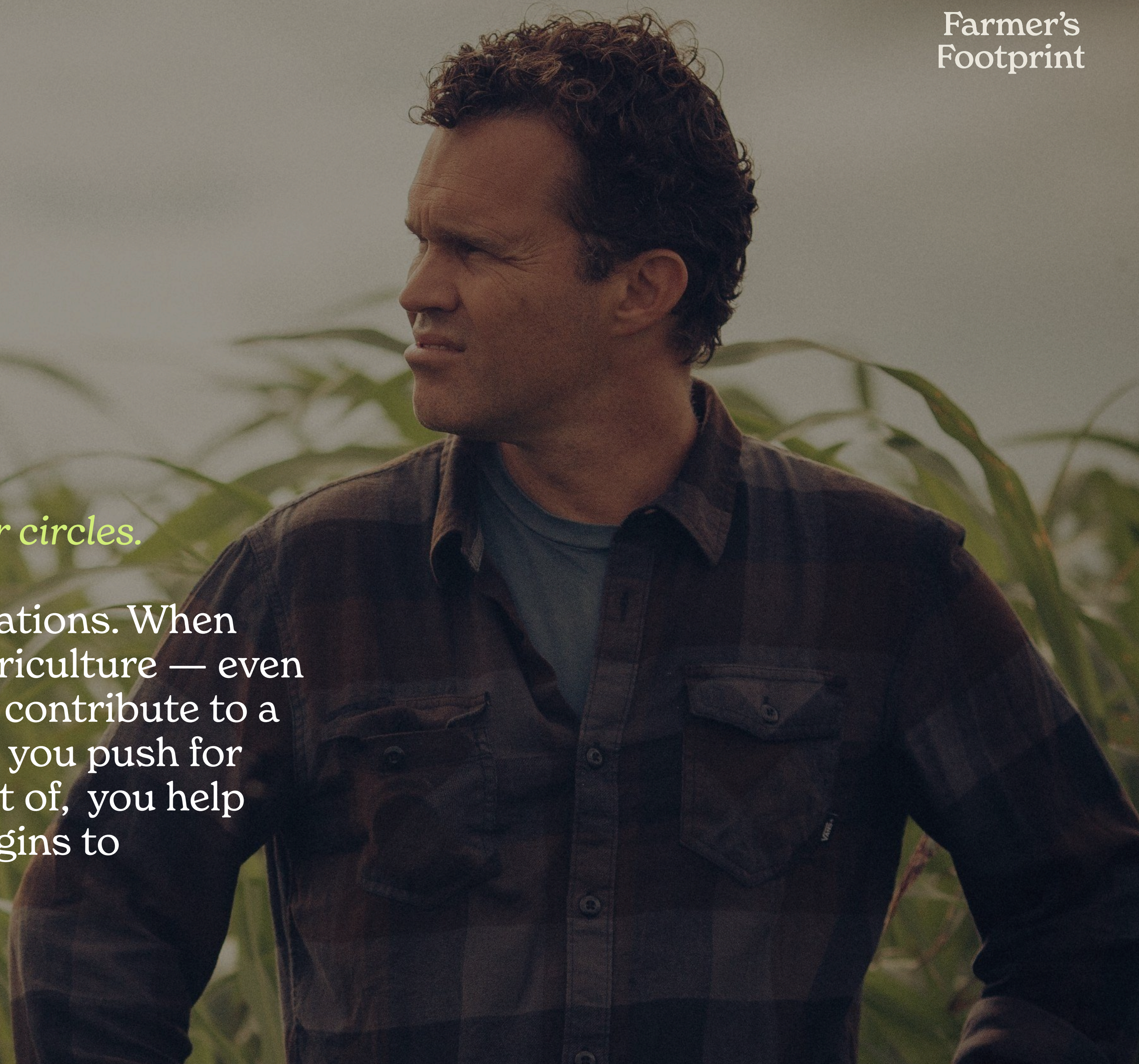
- [USDA Plant Hardiness Zone Map](#) to help determine which perennial plants are most likely to thrive at a location.
- [Local Futures](#) are an international non-profit helping to promote the movement of Localization as a way for us to reconnect with our environment and our local economies.
- [The Living Atlas of the World](#) is an interactive platform to explore global ecological data, habitat maps, and environmental trends in your region and beyond.



4. Use Your Voice

Advocate for regeneration in your circles.

Movements are made of conversations. When you speak about regenerative agriculture — even casually, even imperfectly — you contribute to a growing cultural shift. And when you push for change in the systems you're part of, you help regeneration move from the margins to the mainstream.



Why it matters:

- According to the Edelman Trust Barometer, people trust “people like themselves” more than government or media. That means your voice has more influence in your community than you might think.
- Local policies, school procurement programs, and institutional sourcing can have far-reaching ripple effects – shifting food dollars to regenerative farms and building market access for growers doing the hard work of transition.

Ways to take meaningful action

- **Invite a local regenerative farmer to speak at a school, workplace, or community event:** This supports the farmer directly and gives audiences a firsthand connection to regenerative practices. Use directories like Regenerative Organic Alliance's [Certified Farm & Ranch Directory](#) or [Farmer's Footprint Stories](#) to find aligned farmers.
- **Join our Mighty Networks Community:** This [online community](#) hosted by Farmer's Footprint is a gathering space for people to get involved and catalyze action around regenerative agriculture.

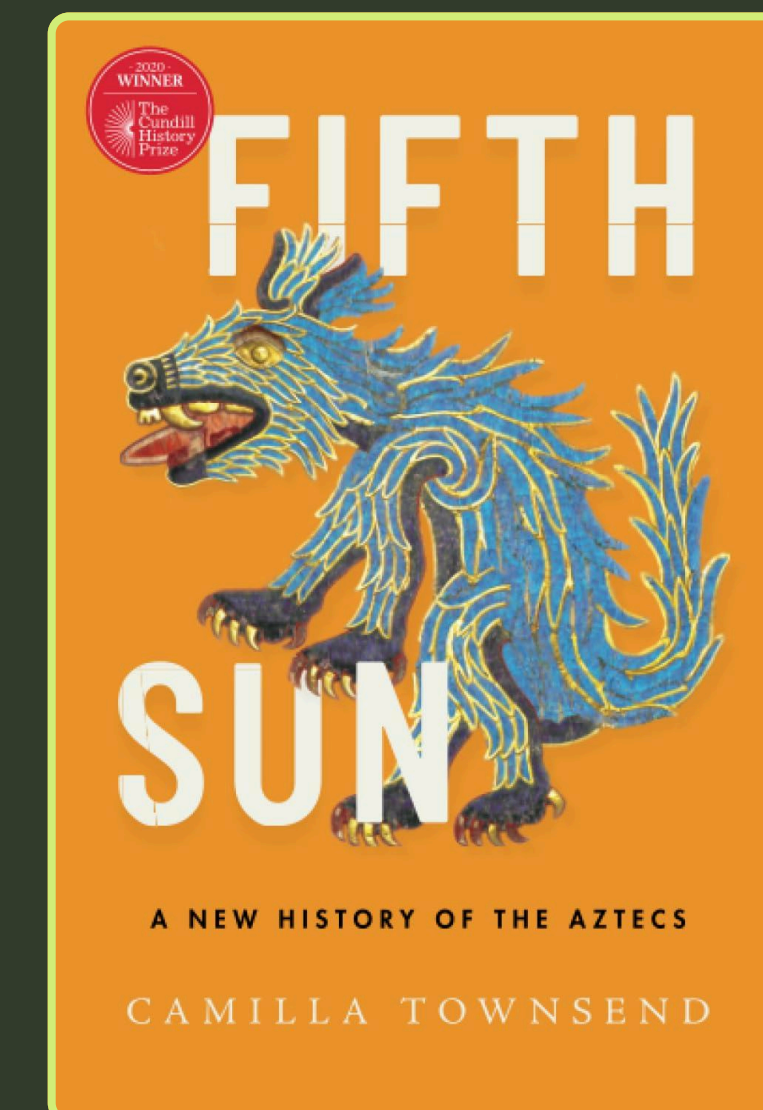
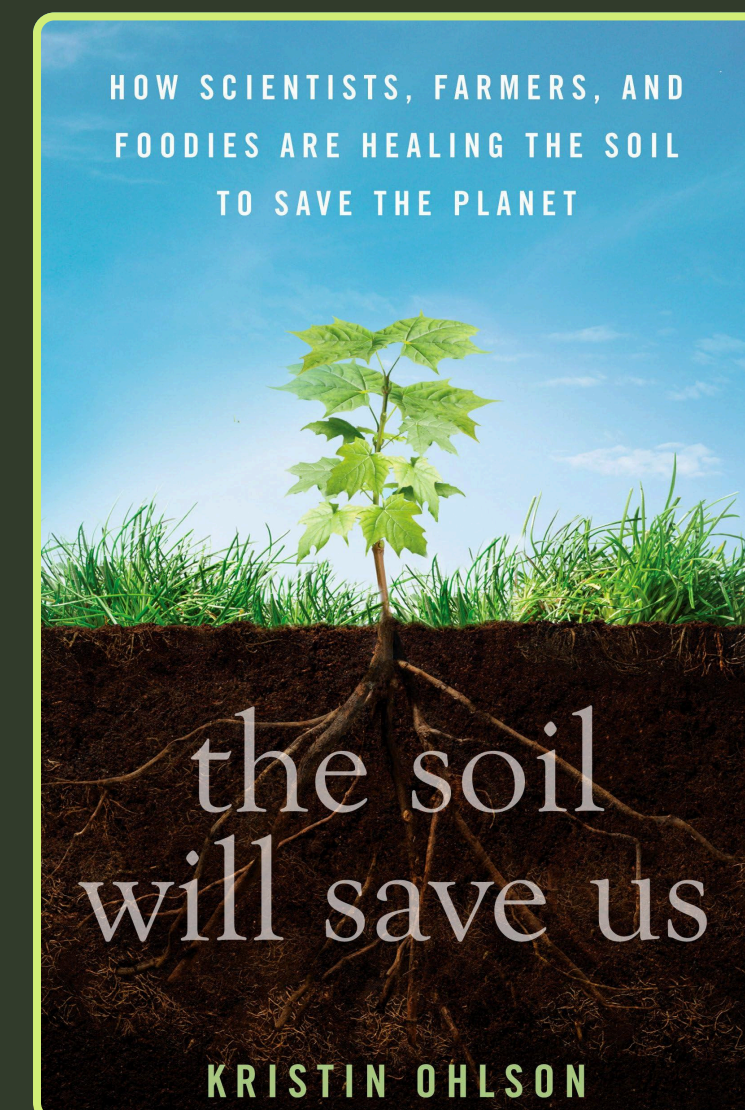
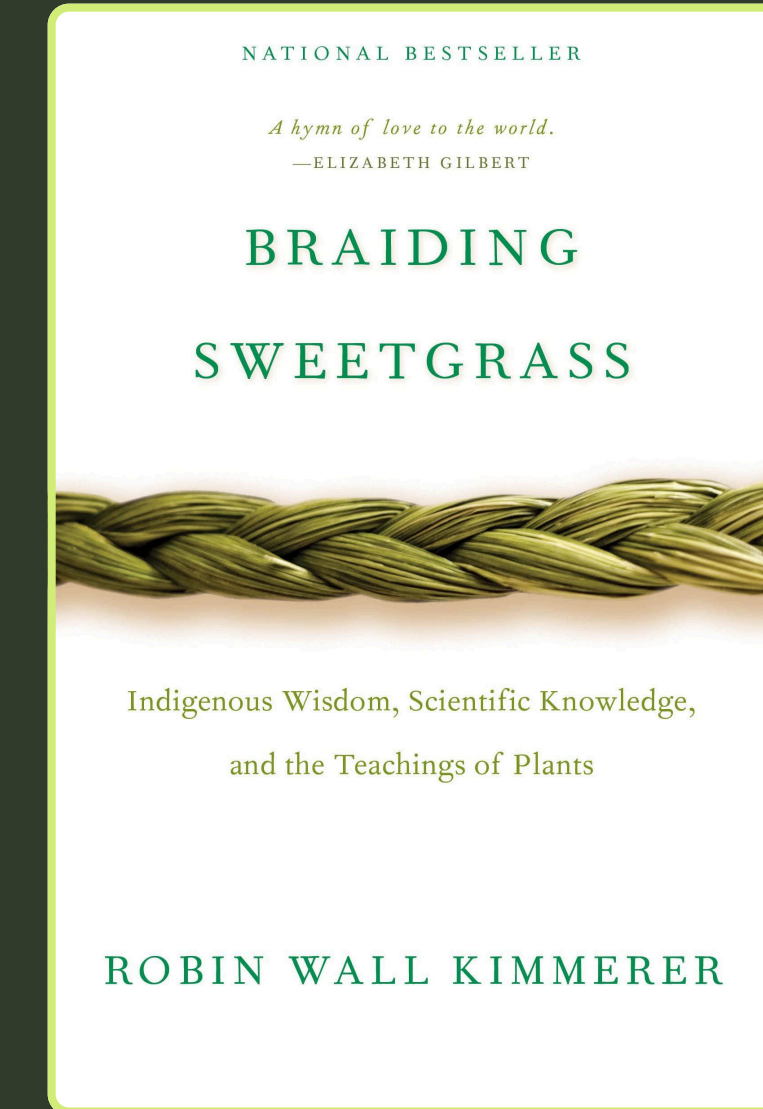
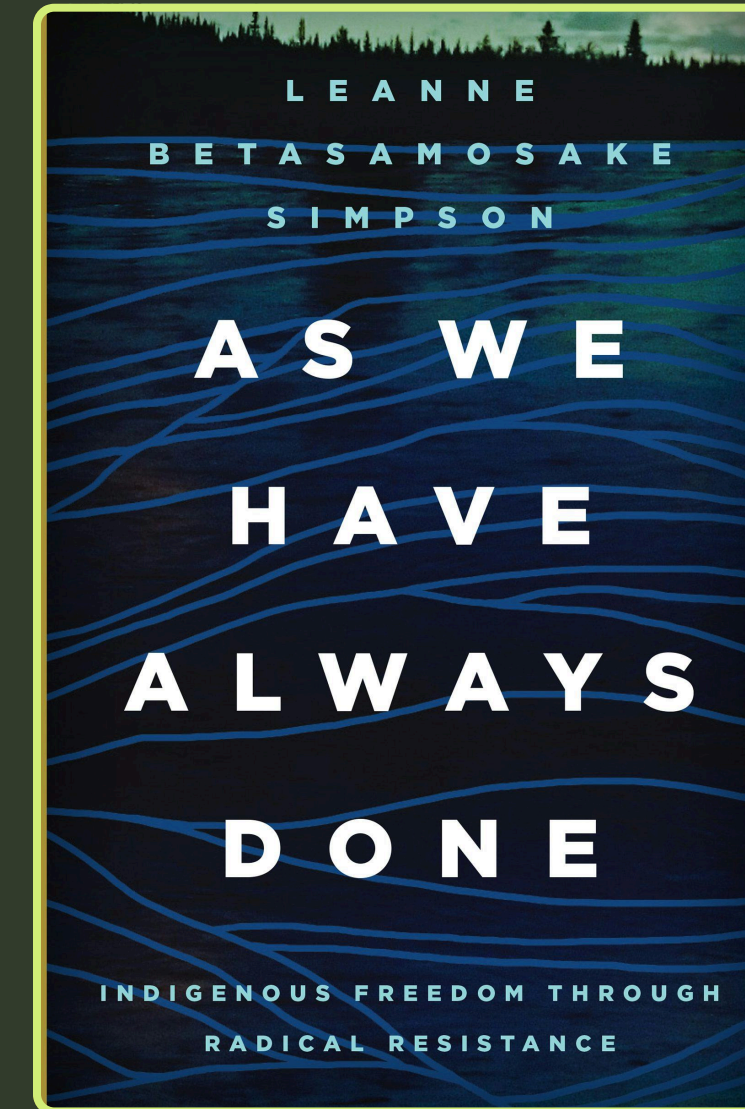


Ways to take meaningful action

- **Host a monthly regenerative book club:** Gather in person or online to read and reflect on works that challenge dominant paradigms and nourish new ways of thinking about land, history, food, and future. Let it be informal, spacious, and shaped by curiosity.

Some book club favourites to start with:

- Braiding Sweetgrass - Robin Wall Kimmerer
- The Soil Will Save Us - Kristin Ohlson
- As We Have Always Done - Leanne Betasamosake Simpson
- Fifth Sun: A New History of the Aztecs - Camilla Townsend



Ways to take meaningful action

- **Influence institutional food procurement:** Many schools, hospitals, and workplaces have flexibility in sourcing. Start by asking: Who is supplying our food? Share resources from [Farm to Institution New England \(FINE\)](#) or [Real Food Challenge](#) to show what's possible.
- **Write to elected officials:** Advocate for regenerative-friendly farm bill priorities, funding for climate-smart agriculture, or healthy soil programs in your state. Use tools like the [Center For Food Safety's Take Action page](#) to have your say on issues affecting our food systems.

Dig Deeper:

- HEAL Food Alliance's [Platform For REAL Food](#) serves as a call to action and a political compass for transformation for North American Food Systems.
- [National Sustainable Agriculture Coalition](#) to sign up for [Action Alerts!](#) to speak out for better food and farm policy.
- [American Farmland Trust](#) for initiatives that support agriculture that is diverse, resilient, climate-better and environmentally, economically, and socially sustainable.
- Slow Food USA hold's local events for Food Policy Advocacy in Action. Check out all their events [here](#).
- [Regenerate America](#) has an action oriented Take Action toolkit.

5. Use Your Dollar

Spend with intention. Shift the system.

The choices we make at the checkout ripple through entire ecosystems. When we spend with intention — favoring brands that regenerate land, support growers, and value transparency — we shift the marketplace itself.

Shopping regeneratively is not about perfection. It's about participation.



Why it matters:

- The average U.S. household spends nearly \$8,000 annually on food ([USDA ERS, 2022](#)). Even a small shift in spending habits can redirect billions toward soil health and farmer empowerment.
- Consumer pressure helped birth the organic movement. It can do the same for regeneration.
- Every dollar spent is either a vote for extractive systems – or a seed for something better.



What to look for across sectors:

Your values live in every choice you make.

- **Food:** Prioritize whole, seasonal, and locally grown ingredients—ideally organic and regeneratively produced. Choose foods as close to their natural state as possible and try to avoid highly processed items and ingredient lists filled with synthetic additives.
- **Wellness & body care:** Choose products made with natural ingredients— botanical extracts, tallow, ghee, hemp oil, olive oil, and herbal infusions. Look for items in reusable, recyclable, or compostable packaging to reduce waste. Supporting makers who emphasize regenerative sourcing and small-batch production can often mean higher quality and a better product for you and the planet.



What to look for across sectors:

Your values live in every choice you make.

- **Clothing & fibre:** Natural fibers like cotton, linen, silk and wool are more gentle on skin and break down more easily at the end of their life cycle. Invest in well-made pieces that will last, and embrace second-hand, vintage, or locally made clothing to reduce environmental impact and support circular economies.
- **Home & garden:** Choose long-lasting, non-toxic materials for home goods— like glass or steel containers over plastic, and natural sponges instead of synthetic ones that release plastic into our waterways each time they're used. Seek out biodegradable cleaning products or simple ingredients like vinegar and baking soda. Take inspiration from 'homesteading' practices. A little time invested up front can lead to great savings - for you and the planet.



Dig Deeper:

Use these tools and guides to determine how and where to identify brands that are supporting global regeneration efforts:

- [Land to Market Brand Directory](#)
- [Fibershed Regional Affiliates](#)
- Regenerative Organic Alliance's [Licensed Brand & Product Directory](#)
- Use the [HowGood](#) app to evaluate sustainability ratings while shopping.
- [Commons Downloadable App](#) - rates brands based on how much they're contributing to a sustainable economy.
- The [RegenBrands Podcast](#) is a place for brands, retailers, investors, and other food system stakeholders to learn about consumer brands supporting regenerative agriculture.

6. Educate Yourself

Knowledge is power.

Whether you're passionate about food, fibre, farming — or simply finding your place in the healing of our planet — we've curated a list of resources to nourish your learning journey. From podcasts and books to films and articles, this list isn't exhaustive, but it's a rich place to begin.

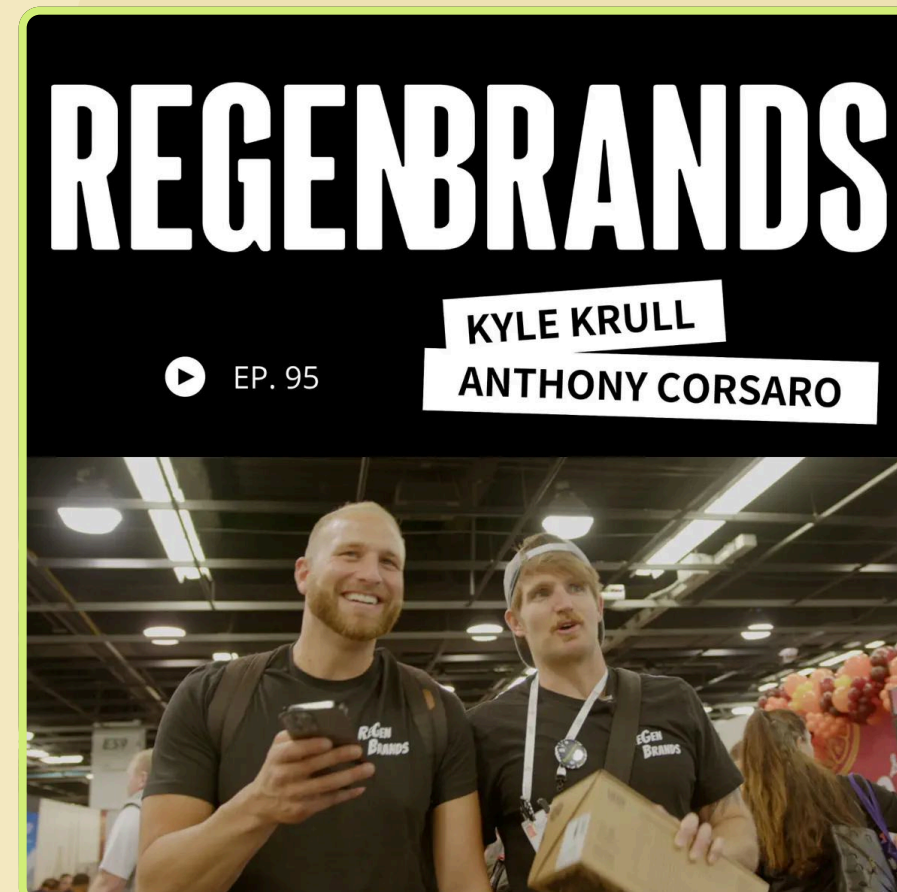
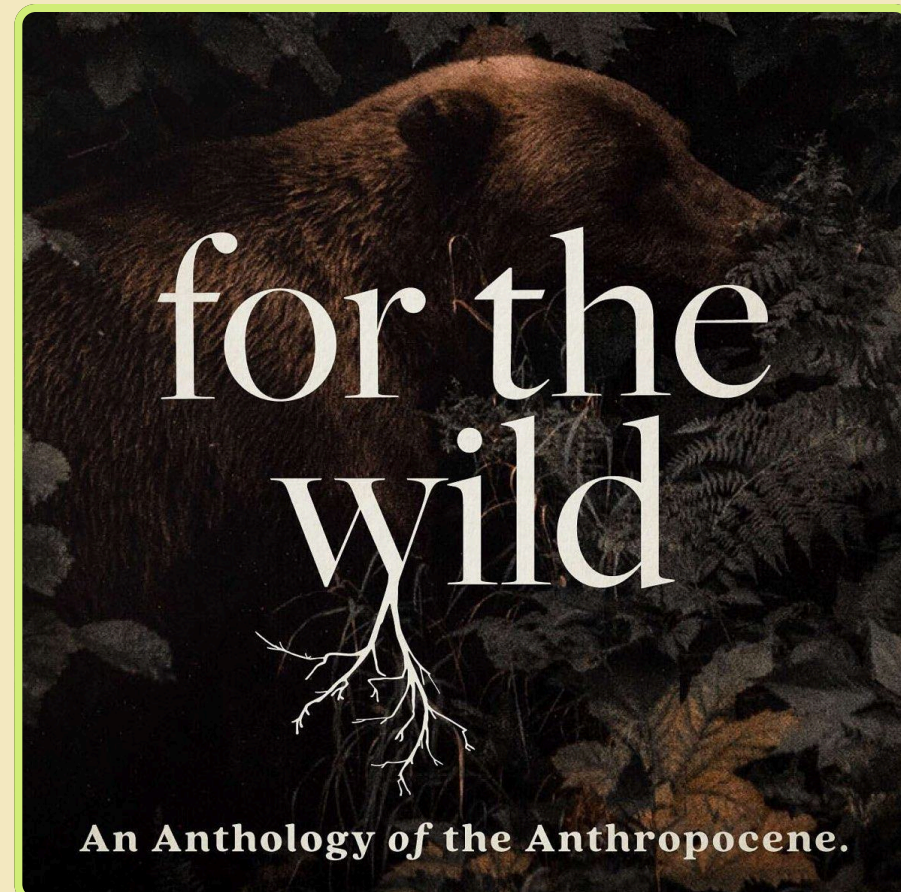
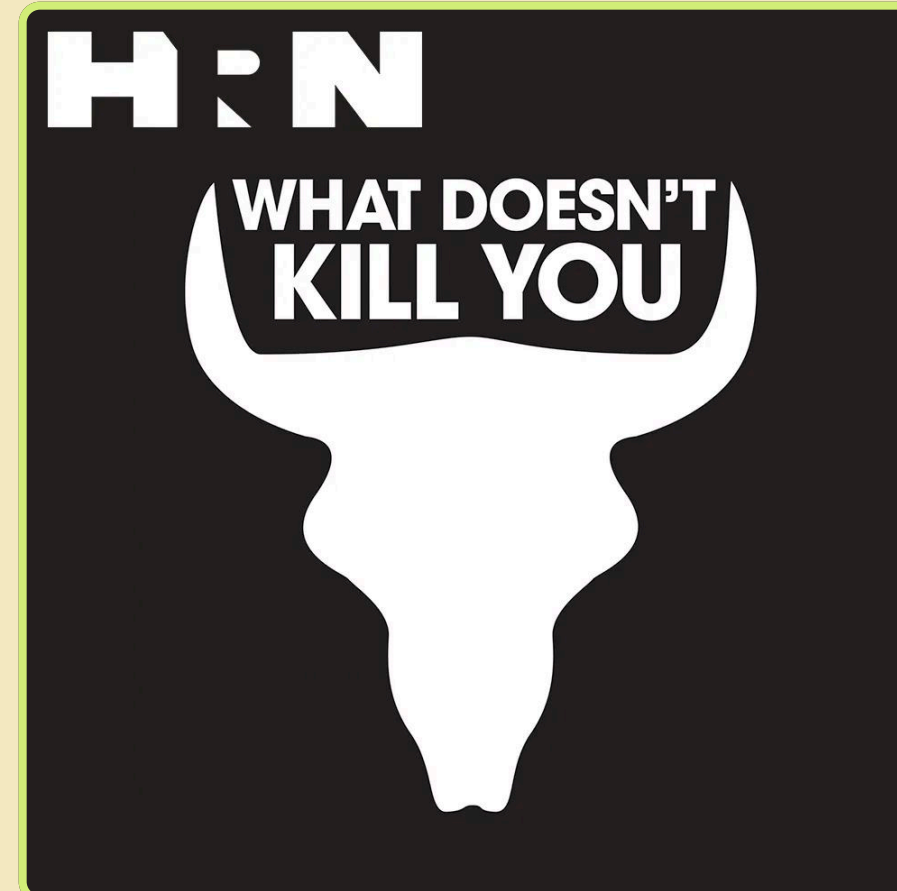
However you like to absorb knowledge — through your ears, your eyes, or your hands in the soil — there's something here for you.

Podcasts

- Regenerative Agriculture Podcast – Hosted by John Kempf, covering soil health, plant health, and regenerative farming techniques.
- The Dr. Hyman Show – Discusses food as medicine, soil health, and regenerative agriculture's impact on human health.
- Reversing Climate Change – Covers climate-focused solutions, including regenerative farming's role in carbon sequestration.
- Sustainable Dish Podcast – Hosted by Diana Rodgers, covering nutrient density, food sovereignty, and sustainable food systems.
- Food Tank Podcast – Features food system experts discussing global food security, sustainability, and regenerative agriculture.



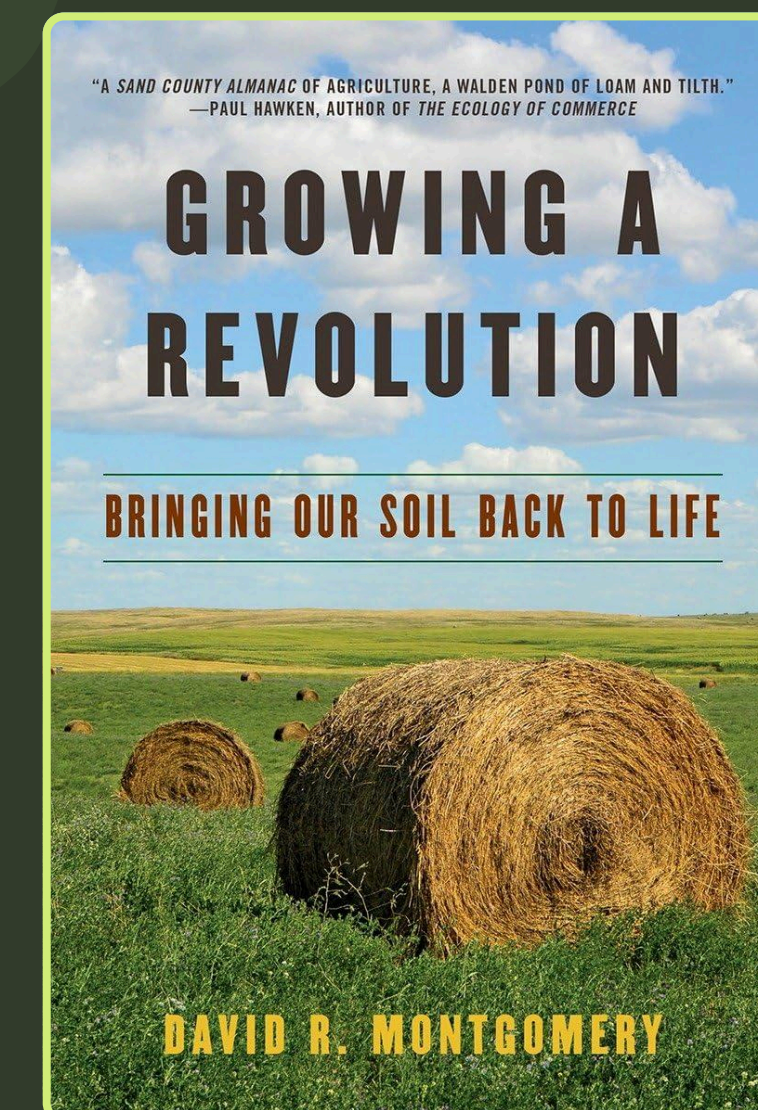
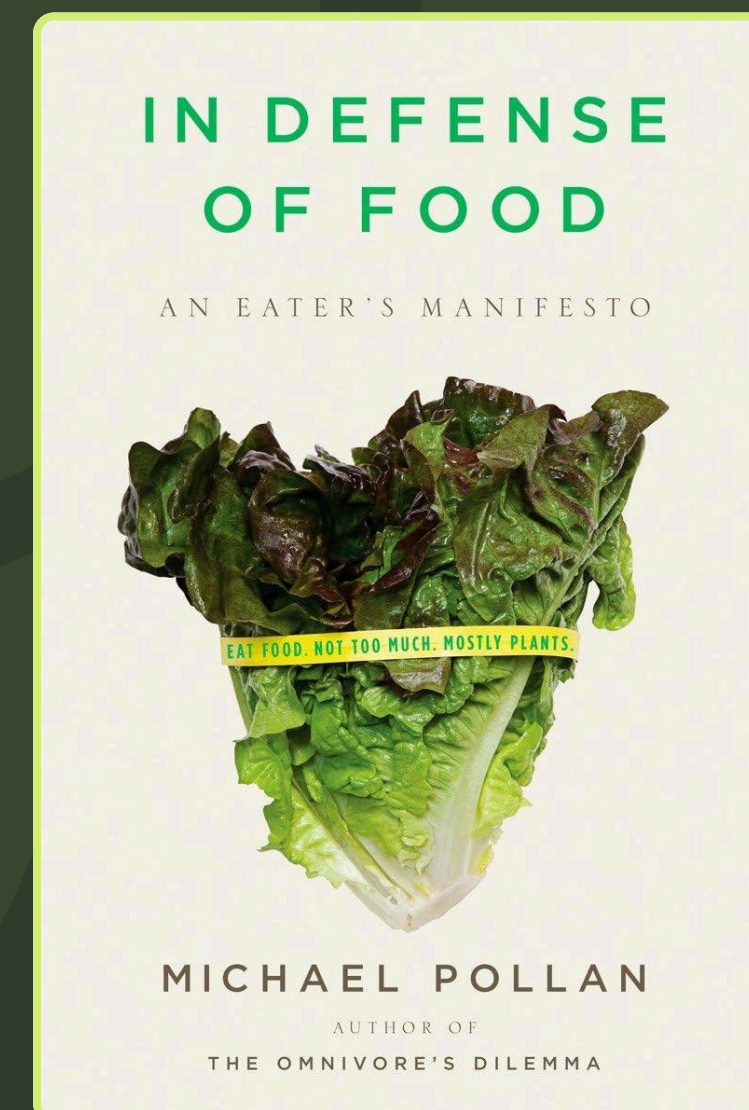
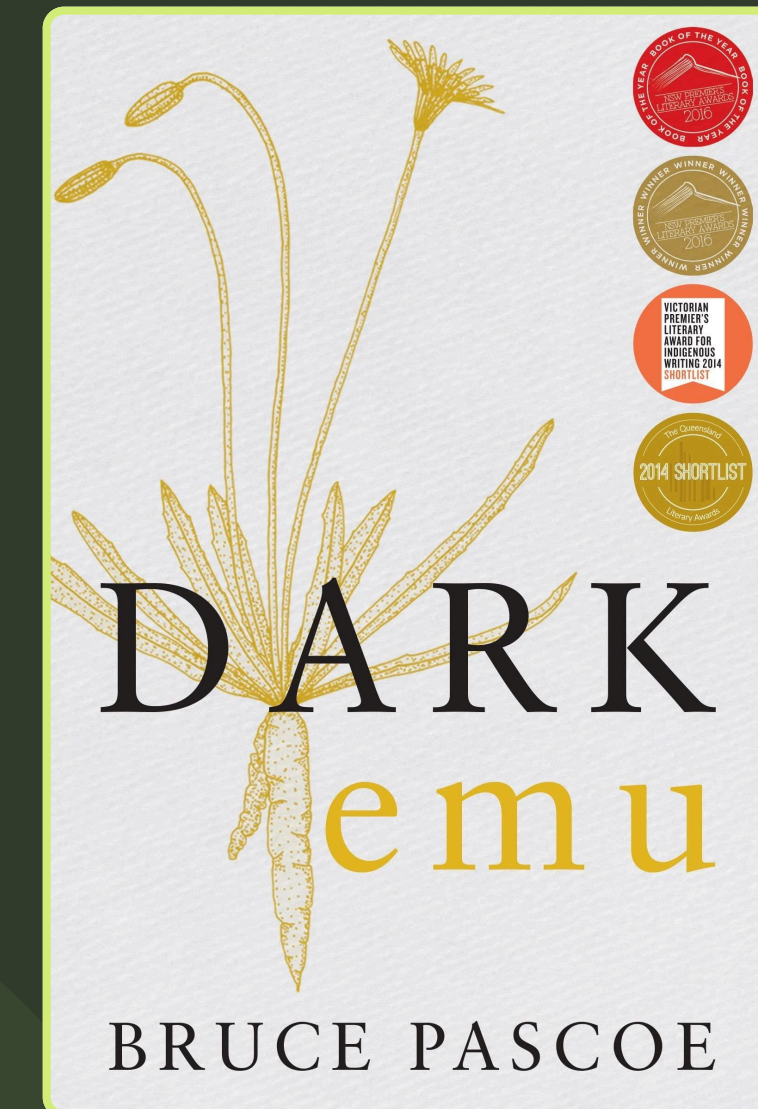
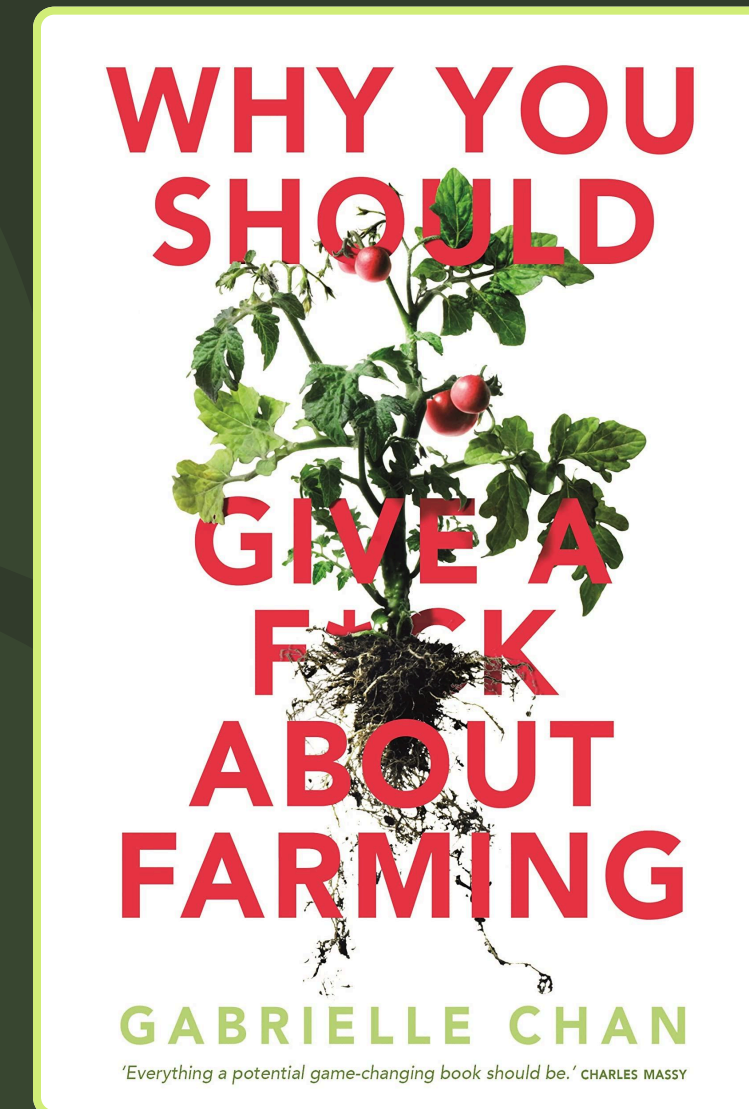
Podcasts

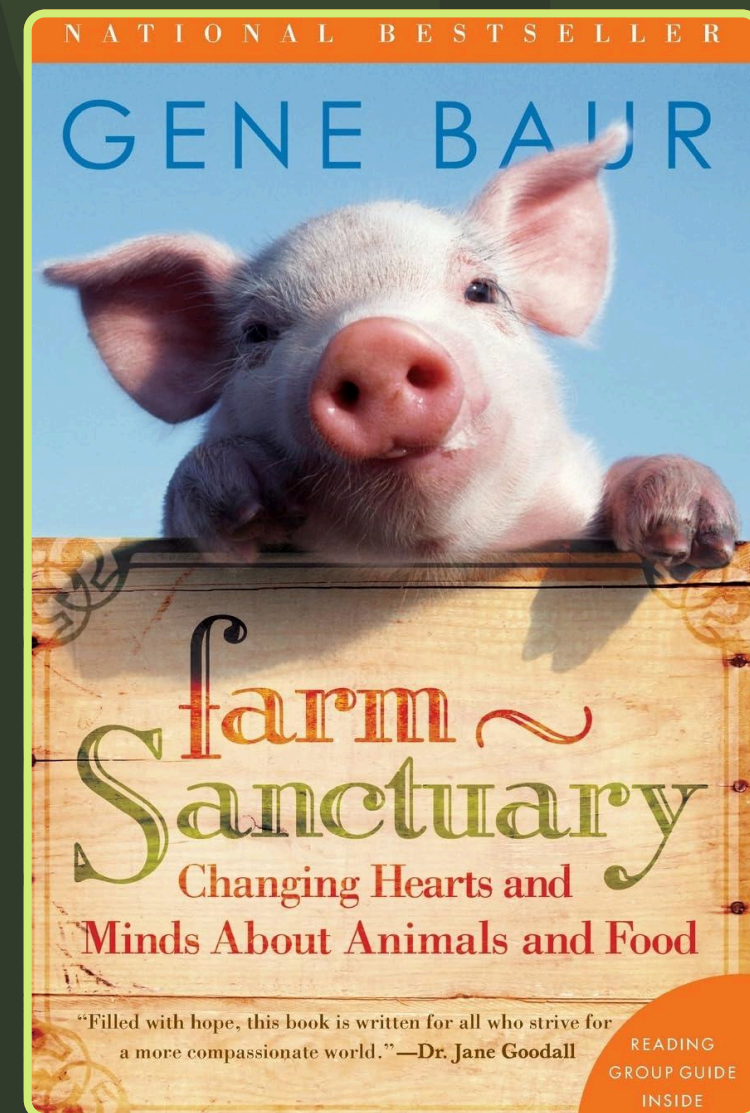
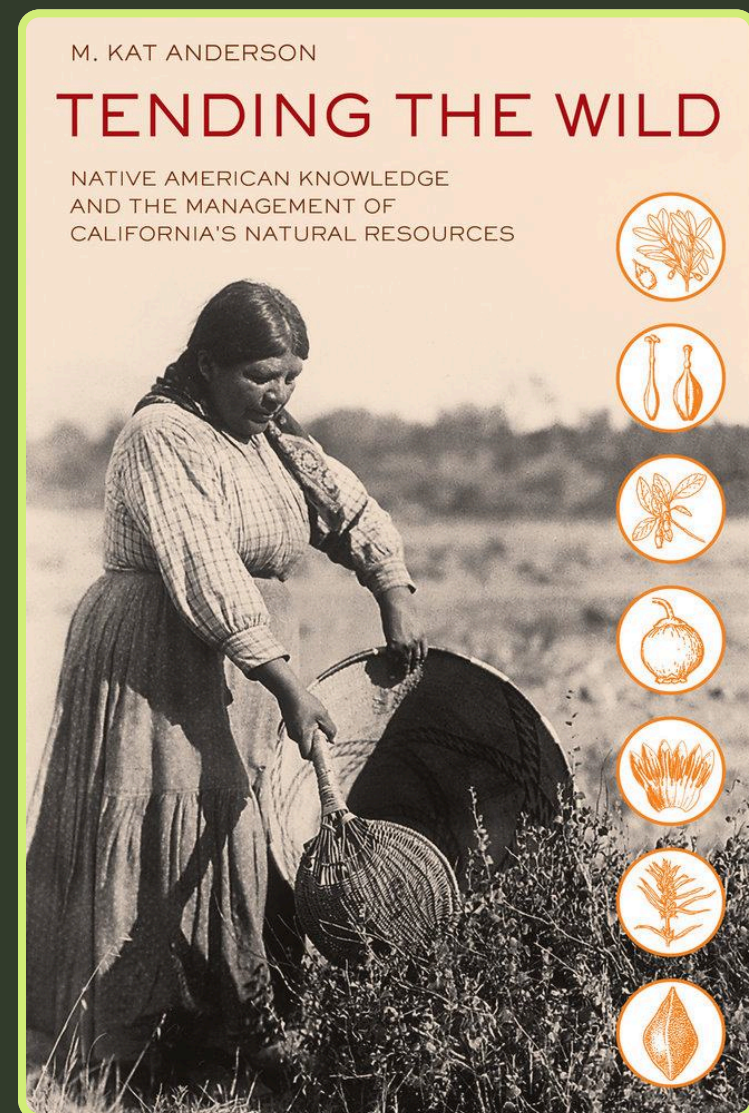
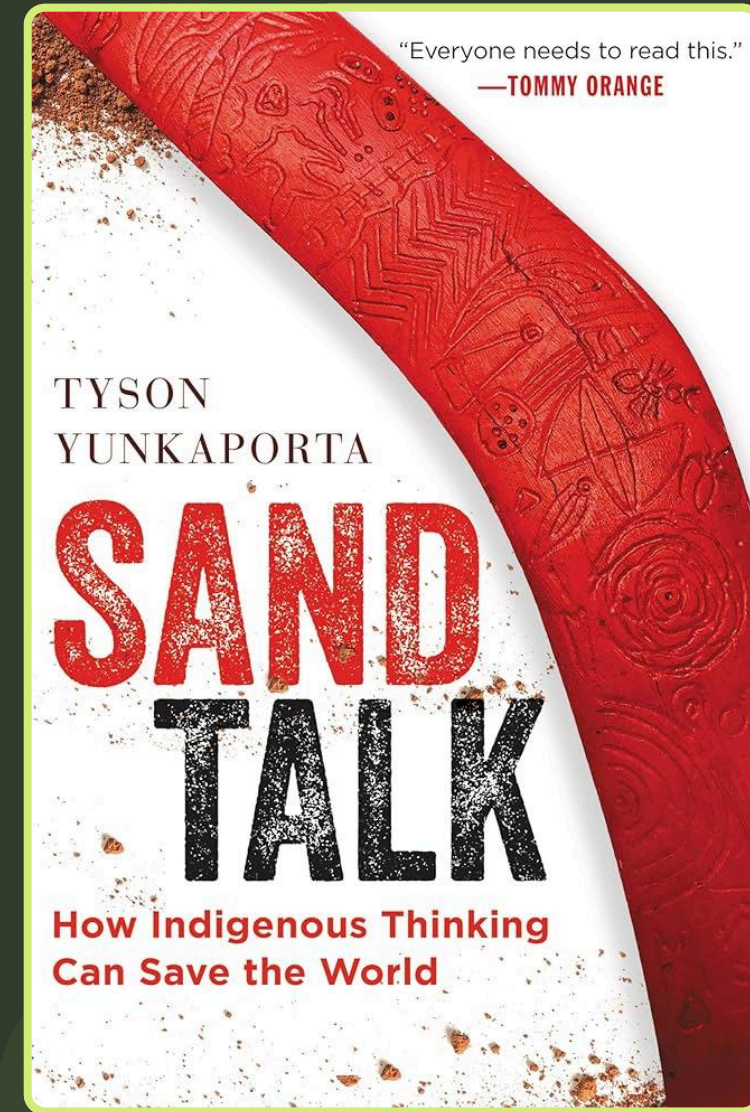
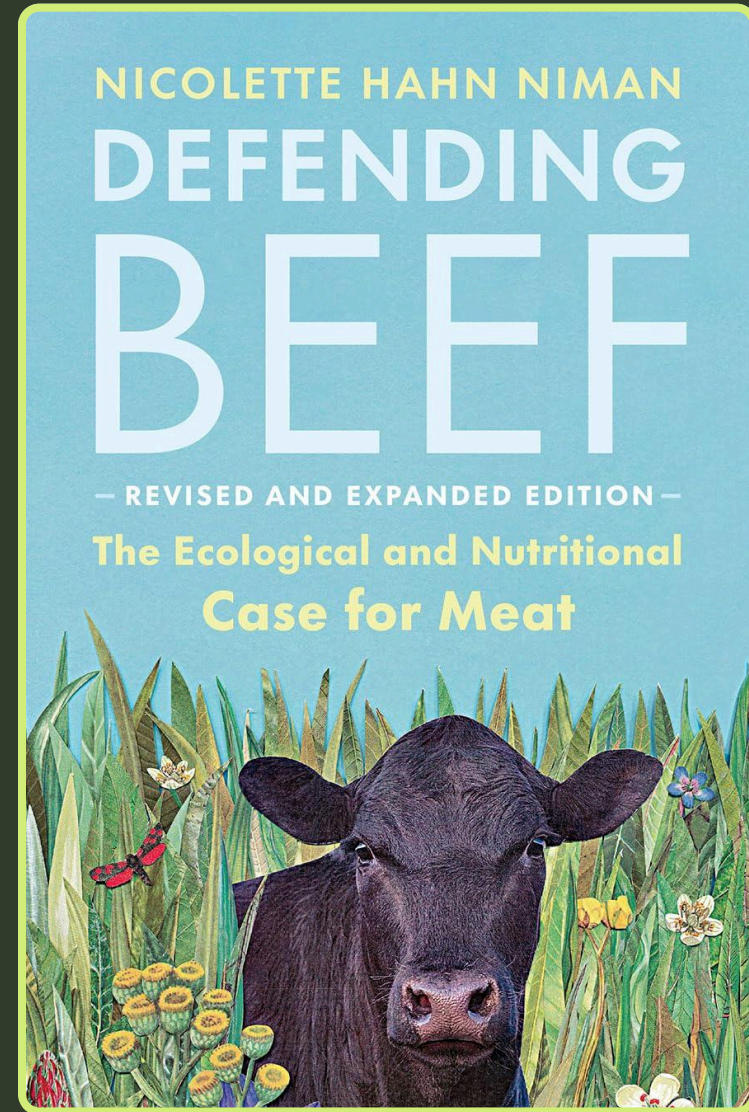


- Regen Brands Podcast - Explores how brands integrate regenerative agriculture, ethical sourcing, and sustainability into their business models.
- What Doesn't Kill You: Food Industry Insights - Investigates industrial agriculture, policy, and sustainability issues.
- For the Wild - Explores Indigenous ecological knowledge, land stewardship, and decolonizing the food system.
- The Toasted Sister Podcast - Highlights Indigenous foodways, traditional food sovereignty, and Native culinary traditions.
- Medicine Stories Podcast - Shares ancestral knowledge, plant medicine, and regenerative relationships with the land

Books

- Regeneration: Ending the Climate Crisis in One Generation - Paul Hawken
- The Soil Will Save Us: How Scientists, Farmers, and Foodies Are Healing the Soil to Save the Planet - Kristin Ohlson
- Growing a Revolution: Bringing Our Soil Back to Life - David R. Montgomery
- Dark Emu: Aboriginal Australia and the Birth of Agriculture - Bruce Pascoe
- In Defense of Food: An Eater's Manifesto - Michael Pollan
- Sacred Cow: The Case for (Better) Meat - Diana Rodgers & Robb Wolf
- Why You Should Give a F*ck About Farming - Gabrielle Chan





Books

- The Omnivore's Dilemma: A Natural History of Four Meals – Michael Pollan
- Folks, This Ain't Normal: A Farmer's Advice for Happier Hens, Healthier People, and a Better World – Joel Salatin
- Defending Beef: The Ecological and Nutritional Case for Meat – Nicolette Hahn Niman
- Farm Sanctuary: Changing Hearts and Minds About Animals and Food – Gene Baur
- Tending the Wild: Native American Knowledge and the Management of California's Natural Resources – M. Kat Anderson
- Sand Talk: How Indigenous Thinking Can Save the World - Tyson Yunkaporta
- Food Fix: How to Save Our Health, Our Economy, Our Communities, and Our Planet – Mark Hyman, M.D.

Films

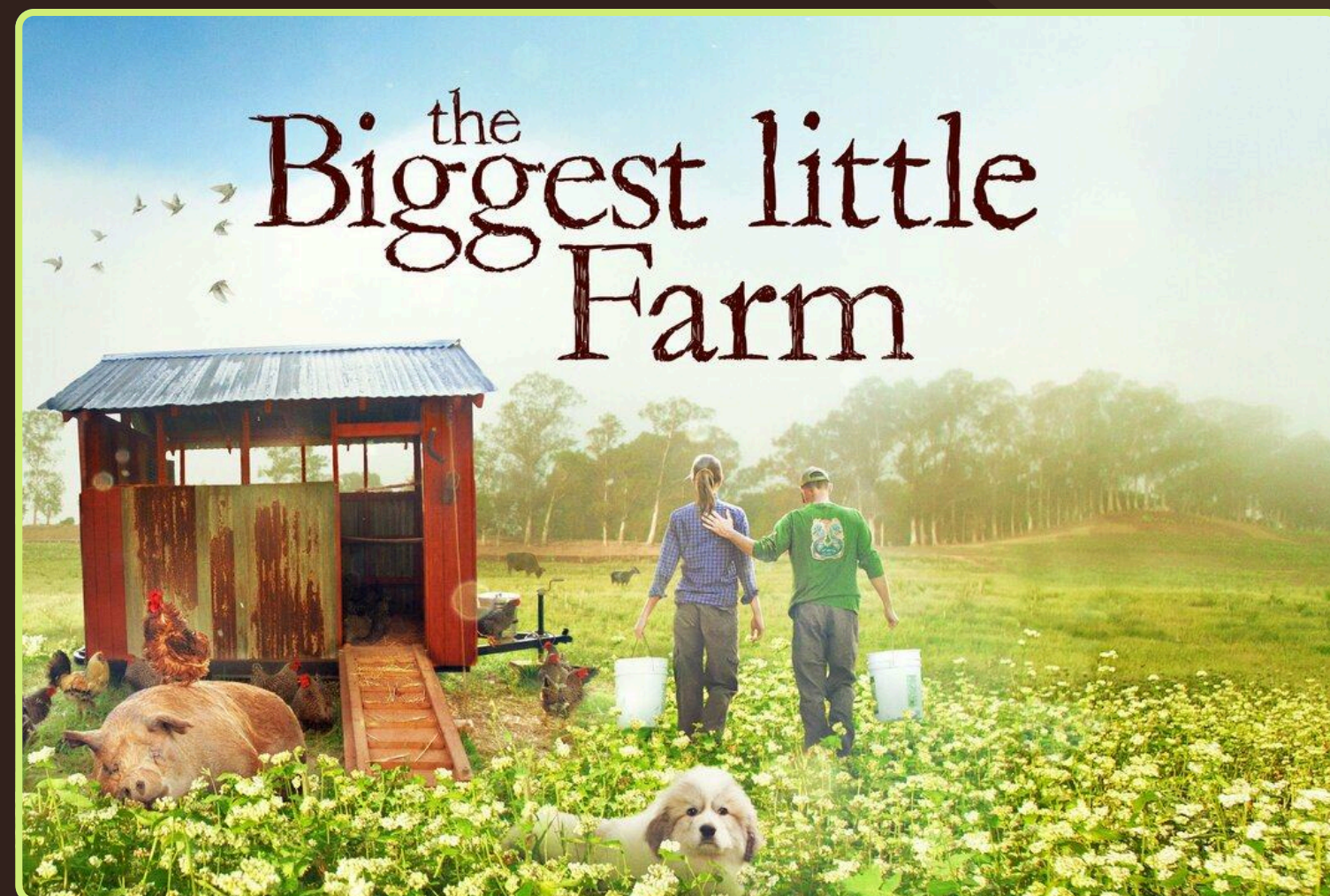
- To Which We Belong (2021) - A poetic, deeply hopeful film showcasing farmers and ranchers who've moved beyond conventional agriculture to heal land and grow abundance.
- The Need to Grow (2019) - Explores the fragility of our food system through the lens of innovative soil scientists and young activists fighting to protect what feeds us.





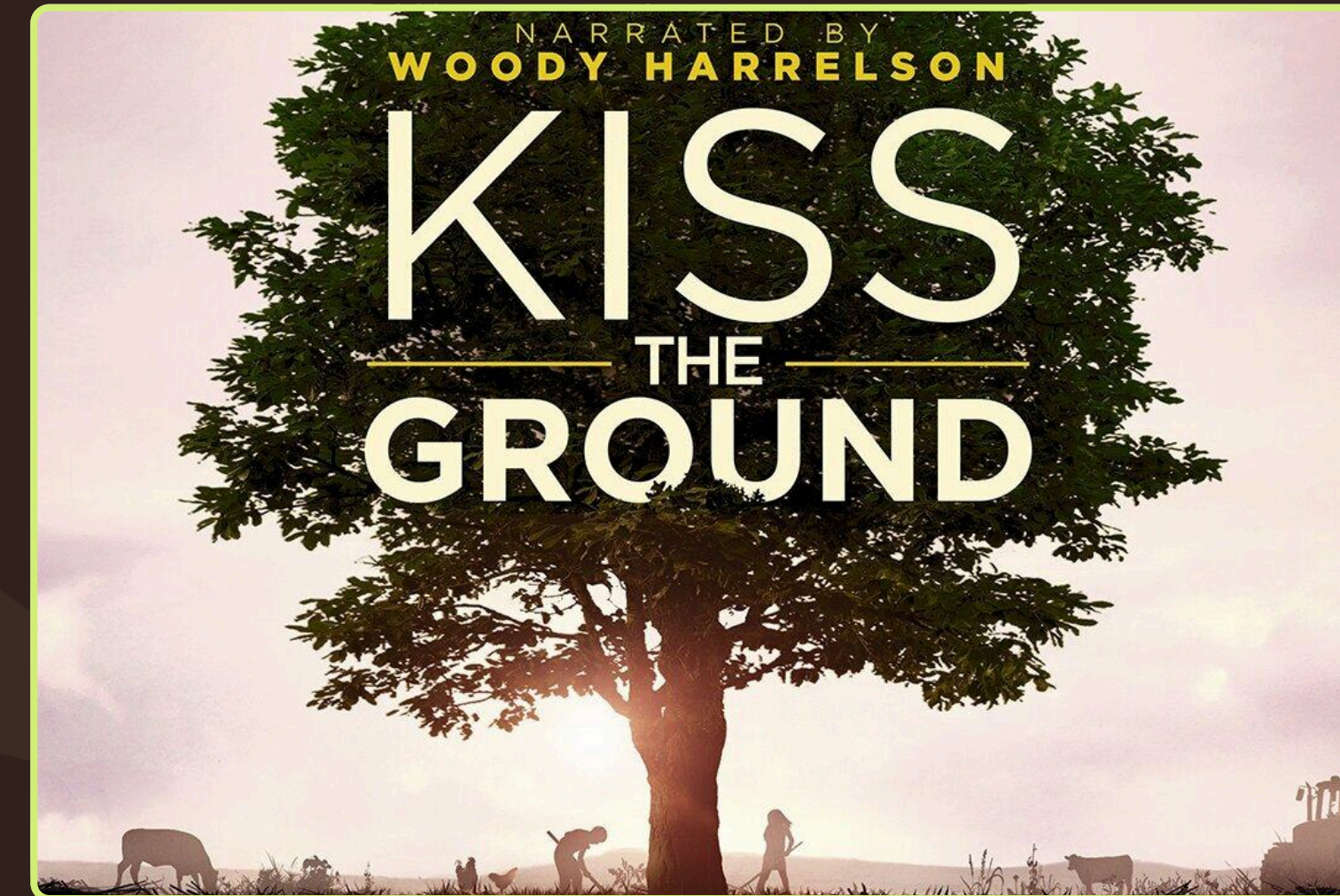
Films

- Gather (2020) - This beautiful film explores Indigenous food sovereignty and the reclamation of land-based lifeways.
- The Biggest Little Farm (2018) - A widely loved film that chronicles a couple's journey restoring a monocropped farm to ecological vibrancy.



Films

- Kiss the Ground (2020) - Narrated by Woody Harrelson, this foundational documentary reveals how soil health and regenerative farming can reverse climate change.
- Common Ground (2023) - A sweeping follow-up to Kiss the Ground, this film unearths the corruption of the American food system and highlights regenerative farmers as climate and culture healers.



Films



- Into the Weeds: Dewayne “Lee” Johnson vs. Monsanto Company (2022) - Follows the story of groundskeeper Lee Johnson and his fight for justice against agricultural giant Monsanto (now Bayer, which bought the company in 2018), the manufacturer of the weed killer, Roundup.



Explore even more tools, stories, and learning materials on our [resource page](#), where we regularly share fresh, relevant, and thought-provoking content to support your regenerative journey.





Farmer's Footprint

