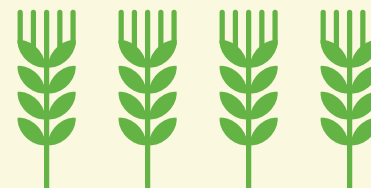


Regenerative Agriculture



What's next for regenerative agriculture and the organic and natural food and beverage market?

57% of consumers are
aware of regenerative agriculture
(up 10 percentage points from 2019)



75% of consumers are
aware of soil health as an
environmental concern
(up 13 percentage points from 2019)



Source: *Sustainability 2021: Environment and Society in Focus* and *Organic and Beyond 2020* reports, The Hartman Group, Inc.

While less aware of the detailed practices involved with regenerative agriculture, consumers tend to view the term in a positive light and see it as an agricultural method that goes beyond current organic standards in terms of sustainability and as a proactive approach to restoring and rebuilding the soil.

How will trends like regenerative agriculture influence a changing organic marketplace?

For over 20 years, The Hartman Group has been charting the consumer-driven organic and natural marketplace – find out where the market is going next in our upcoming syndicated study, *Organic and Natural 2022*. [Download the study overview and order form](#)