RAA Annual Report

Education

Business Ecosystem Development

Research

Community Engagement

REGENERATIVE AGRICULTURE ALLIANCE

2022 Annual Report

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Ecosystem Development Through Energy Management

The Regenerative Agriculture Alliance was created in 2018 as the non-profit arm of a larger ecosystem designed to build a regenerative, equitable, and socially just agriculture sector. We are focused on scaling up a systems-level regenerative poultry solution that restores ecological balance, produces nourishing food, and puts money back into the hands of farmers and food chain workers. To do so requires a completely new supply chain that integrates grassroots organizing of farmers with physical infrastructure and other regeneratively stacked enterprises.

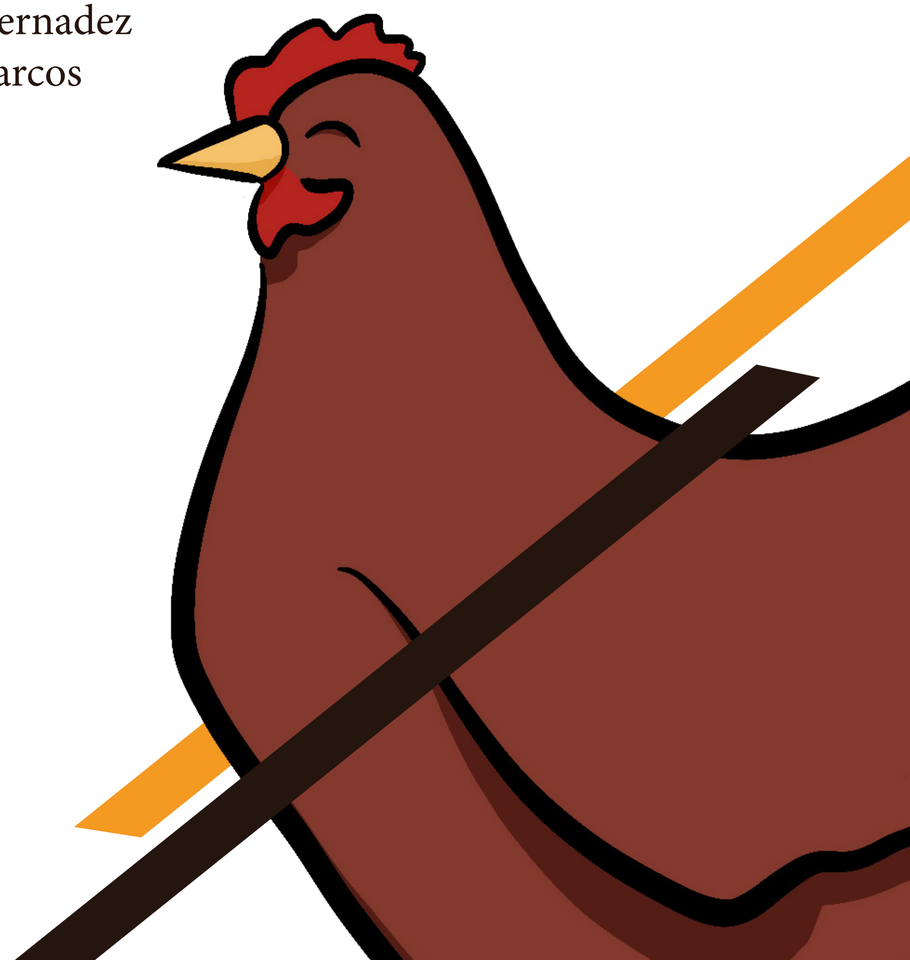
The mission of the RAA is to scale up regenerative poultry in the movement to provide a farmer driven model that showcases regenerative agriculture as the transformational shift needed to balance our ecosystems at large.

That regenerative agriculture becomes the norm.

We approach regenerative agriculture through ecosystem management. Just as the regenerative poultry system works with the entire ecosystem of the land to produce abundant food, scaling regenerative poultry takes an ecosystem of businesses to produce regenerative outcomes. That is why collective ecosystem management forms the backbone of what we do.

Board of Directors

Reginaldo Haslett-Marroquin - President
Florence Reed - Vice President
Ann Wolf- Treasurer
Bridget Guiza - Secretary
Dawn Sherman
Nick Hernadez
Luis Marcos



OUR TEAM

Our team is composed of eight hard working people who are committed to making change in the world together. 2022 saw the RAA team expanded to include two interns, a new plant manager and 14 full time staff at the Stacyville Poultry Processor Plant.

Diane Christofore

EXECUTIVE DIRECTOR

Bec Ersek

BUSINESS ADMINISTRATOR

Tony Wells

BUSINESS SERVICES DIRECTOR

Wilber De La Rosa

MANAGER OF FARMER OUTREACH AND TECHNICAL ASSISTANCE

Arnulfo Perrera

STACYVILLE POULTRY PROCESSING MANAGER

Reginaldo Haslett-Marroquin

BOARD PRESIDENT

Ava Craven

COMMUNICATIONS INTERN

Ivy Shonka

FARMER INTERN

LETTER FROM DIANE

Greetings!
Thanks to all of you that have been curious enough to find yourself in the RAA's 2022 annual report.

Many incredible people are responsible for the creation of this body of work. We hope that you will find this report to be a tool and lens to better understand the ins and outs of the organization. We tend to introduce the organization as the backbone of the Regenerative Poultry Business ecosystem. To be the backbone of a true regenerative agriculture ecosystem requires steadfast evaluation, strategic and acute directional sense, and an openness to learning, connecting. When we embrace ancestral ways, to think, act, and be in a way consistent with our indigenous intellect, our connections materialize and a different world opens up right in front of our eyes.

In 2022, I took on the executive leadership of the organization with a mandate to envision a process and prepare for growth and a larger impact. My education in food systems, background in community engagement, and dedication to transparency have served me well as I immerse myself within the Regenerative Poultry Ecosystem and engage with the emerging regenerative agriculture sector.

Non-profit organizations, like all businesses, have a life cycle. The Regenerative Agriculture Alliance is on the verge of a growth spurt. I am honored to work as part of a collective effort, composed of individuals committed to designing and building a landscape that embodies and includes us.

As Adienne Maree Brown writes in her book, "Emergent Strategy: Shaping Change, Changing Worlds", I "began to realize how important emergent strategy, strategy for building complex patterns and systems of change through relatively small interactions, is to me—the potential scale of transformation that could come from movements intentionally practicing this adaptive, relational way of being, on our own and with others."

This is where the transformational work of our time lives. The Regenerative Agriculture Alliance offers an entry point to a multitude of valuable strategies for system-level transformation. The organization is grounded in the philosophy that we are all indigenous to this Earth, that we are all made of her elements, and that we can also choose an honorable transition back to her at the end. That by cultivating our indigenous intellect and enhancing our innate intelligence, we can again become a closer reflection of our ancestral ways, of the indigenous ways that are still practiced, preserved, and protected by native communities all over the world.

We lean into spaces in between the extremities that polarize. We seek to solve the mistakes of past and current generations for the benefit of future generations while honoring the ancestors to whom we owe any wisdom we can garnish to guide our ways. Our metrics for evaluating success is not simply a set of practices and short-term outputs that we adhere to, but our ability to discern and recognize indicators of health and restoration, of regeneration that covers not just the landscape and the species we relate to, but ourselves and our ability to see our lives as part of, and within the natural world we inhabit. A world where we don't work with nature, but where we ARE but one of the species that define the natural systems of the planet. An indigenous-led departure, a philosophy we can truly lean on to.

I hope you will join us in traveling beyond our self-imposed mental constraints to meet in a new space where we share the power to reclaim and reimagine the collective as the organizing force responsible for our shared success.

With gratitude,
Diane

COMMUNITY OUTREACH

Regenerative Education, Community Engagement, Social Media

Regenerative Education

2022 has been an impactful year with the development of the Regenerative Poultry Production Training scholarships were distributed for this training

RAA Funded the Filming and production of the English Regenerative Poultry Production Training on regenpoultry.com

RAA set up a scholarship program to assist in removing barriers for farmers by providing full and partial scholarships to the Regenerative Poultry Production Training.

In July, 67 people were engaged with a live webinar to celebrate the launch of the Regenerative Poultry Production Training. Find the recorded event at regenpoultry.com

COMMUNITY ENGAGEMENT

On Farm Events and Field days

The RAA Partnered with nonprofits and communities educate people about the Regenerative Poultry System the RAA held 10 farm visits, 2 workshops, 1 guest lecture.

Newsletter

in 2022 the RAA sent out 10 newsletters to 4,083 Subscribers.

Regenerative Poultry Convergence

102 people attended: Over 20 farms , 12+ Non-profits , 10 VIP Interviews captured

CRP

With the **CRP** the RAA hosted 3 farm visits, 2 workshops, 1 guest lecture. With the **PFI** the RAA hosted 1 farm visit with 35 people

Partnering Organizations

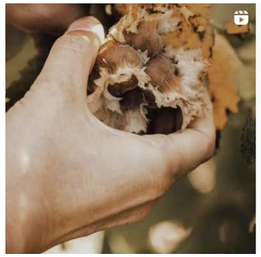
General Mills, Force of Nature, Albert Lea Seed House, Compeer Financial (Call-Team), FoodOps, Makoce Ag, Communidad Maya Pixan Ixim, Healing Soil Foundation

Speaking Events

The RAA Ecosystem engaged in presentations, workshops and podcasts with over 38 organizations

SOCIAL MEDIA

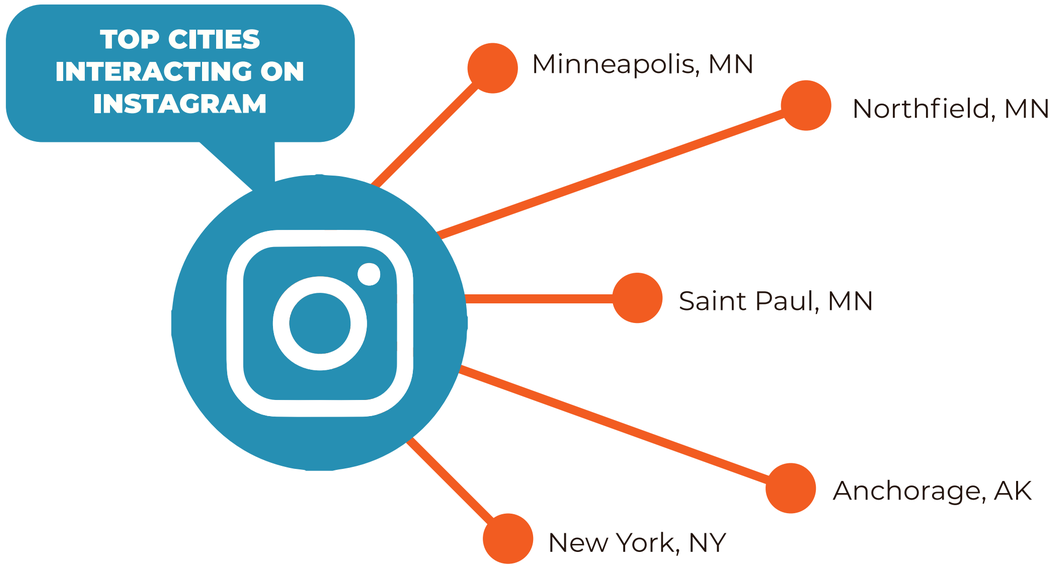
Regenerative Agriculture Alliance has used its social media presence to educate the public and expand the regenerative ecosystem.

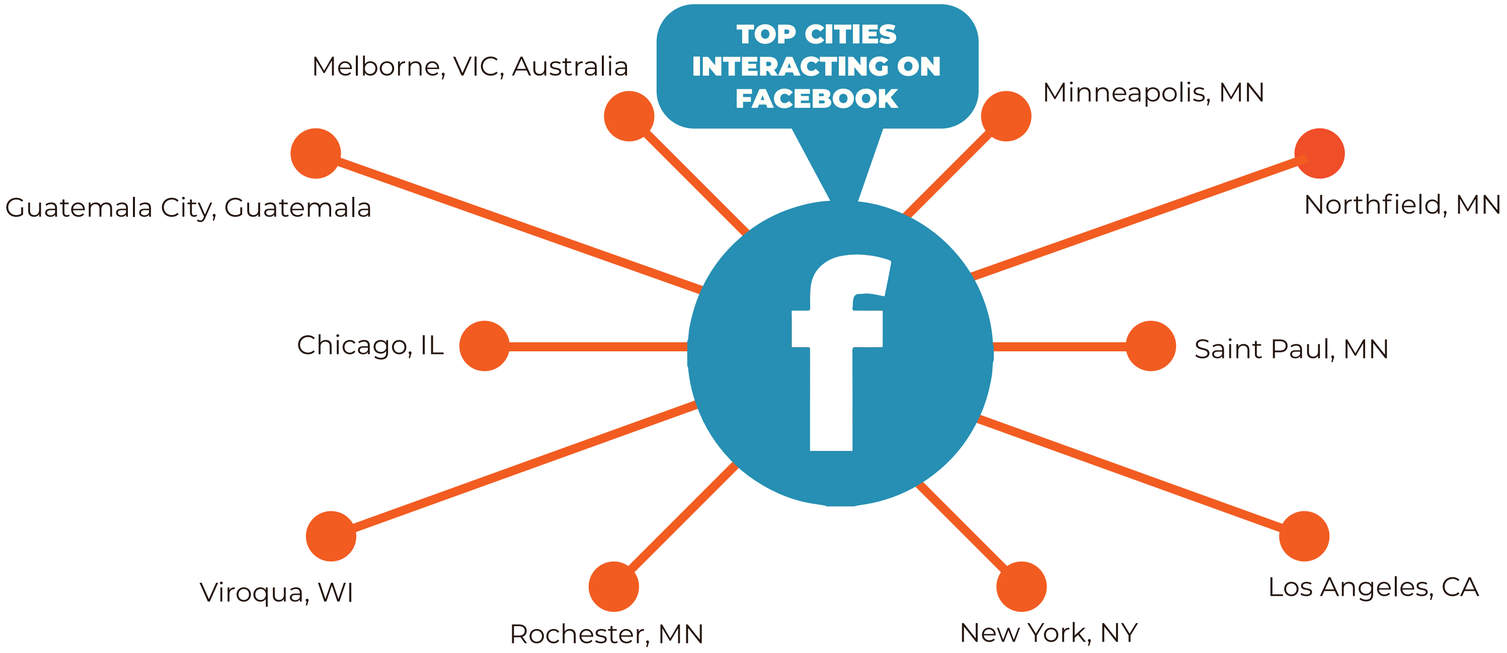


12,266 people reached on Instagram
100% increase since 2021

16,026 people reached on Facebook 1.5K% increase since 2021

Local/location of folks interacting indicate that our content on upcoming events, informational posts, and more were reaching the intended audience.





NATURAL ECOSYSTEM

Ecosystem Farmers, Regenerative Framework, Farmer Spotlight, Farming Developments, Freshwater Research, Virginia Tech Research, Vision for a Just Food System

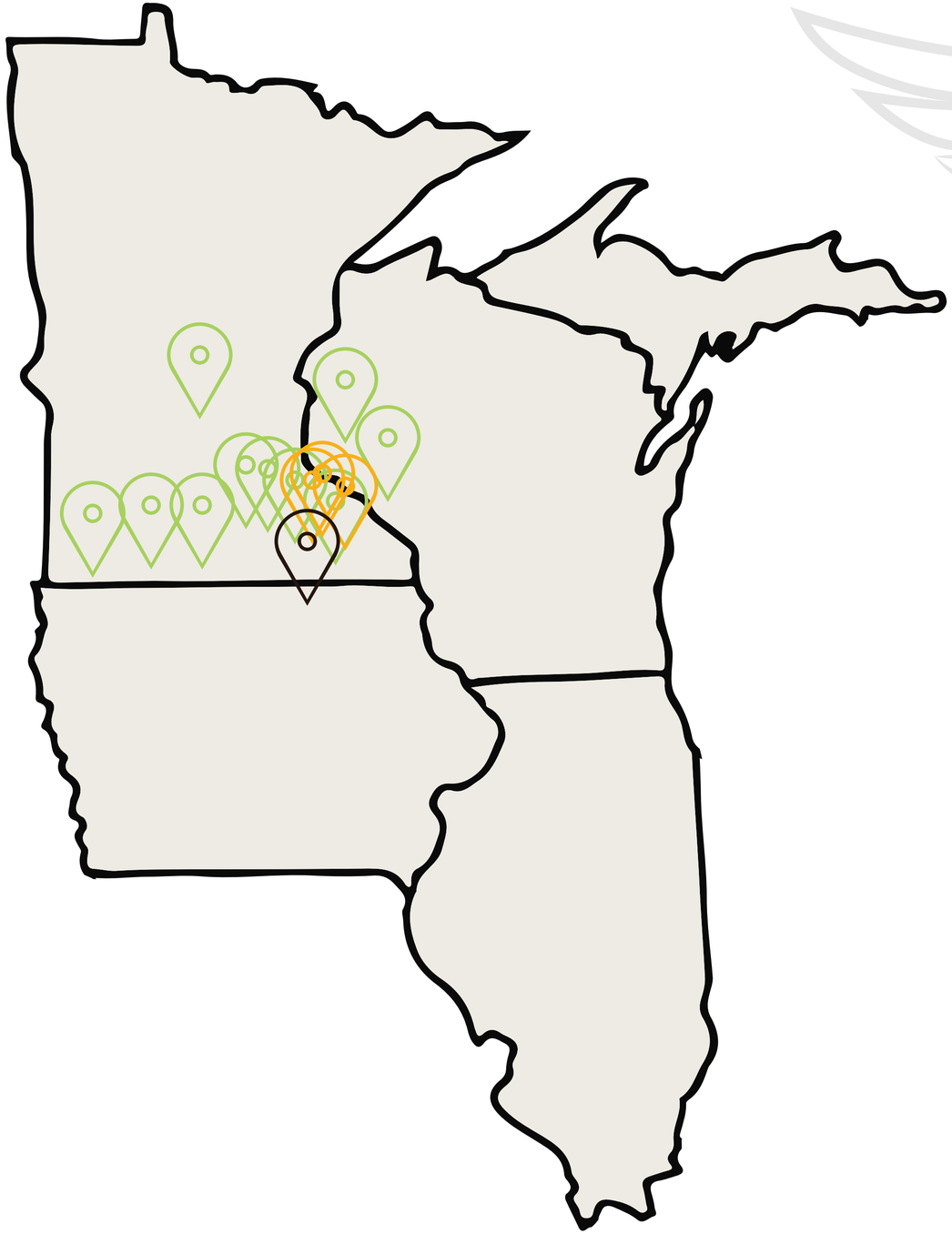
ECOSYSTEM FARMERS

45 farms are transitioning from conventional grain systems to chicken production systems under regenerative practices. 20% of them are making use of the existing infrastructure of old barns that were used for milk production systems and for raising pigs to now produce regenerative chickens.

Regenerative Poultry Production
Multiple farms are in operation in some locations.

Oat Production Farms
2022 saw the initiaion of Oat farmers integrated into the regenerative system.

Poultry Processing Facility
Current Midwest
Hub Center



REGENERATIVE FRAMEWORK

At RAA we work with farmers to deploy a regenerative poultry model that provides opportunity for stacked enterprises on farms. Farmers working collectively can aggregate their production to develop a diverse variety of agricultural products that support a healthy regenerative food system. When farmers work in community and diversify their crops, the ecology thrives, businesses grow and farmers and their communities provide a healthy ecosystem for future generations.

Ecosystem of Poultry

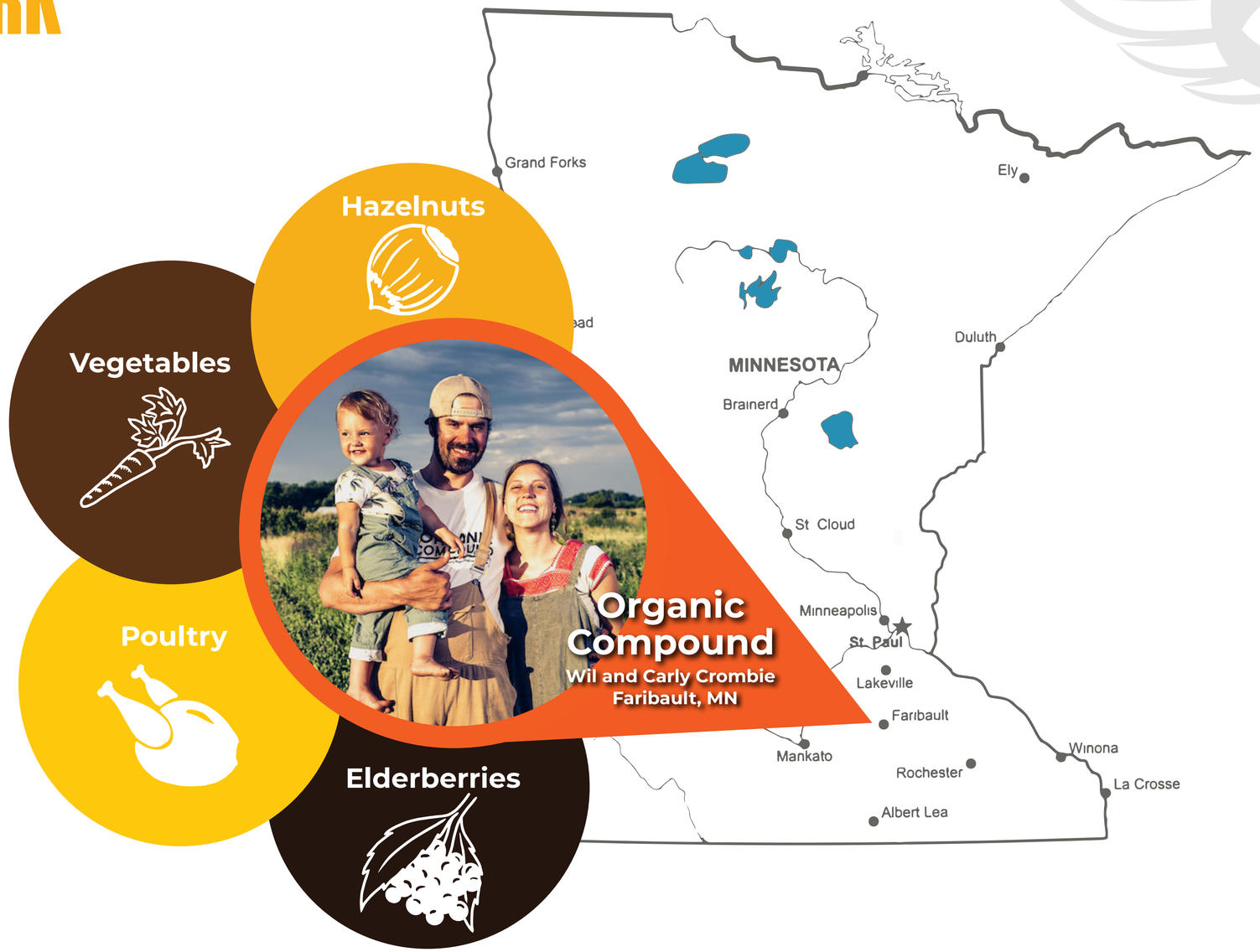
In 2022 there was a national outbreak of the avian flu that caused farmers to delay and reduce production to 40% . The total production of regenerative chicken for the year 2022 was 12,126.

Ecosystem of Hazelnuts

26,700 hazelnuts have been planted within the Regenerative Poultry System to date.

Ecosystem of Garlic

In 2022, 800 lbs of garlic were harvested within the Regenerative Poultry System. 550 lbs returned to the soil for the production of high-quality seed.



FARMER SPOTLIGHT

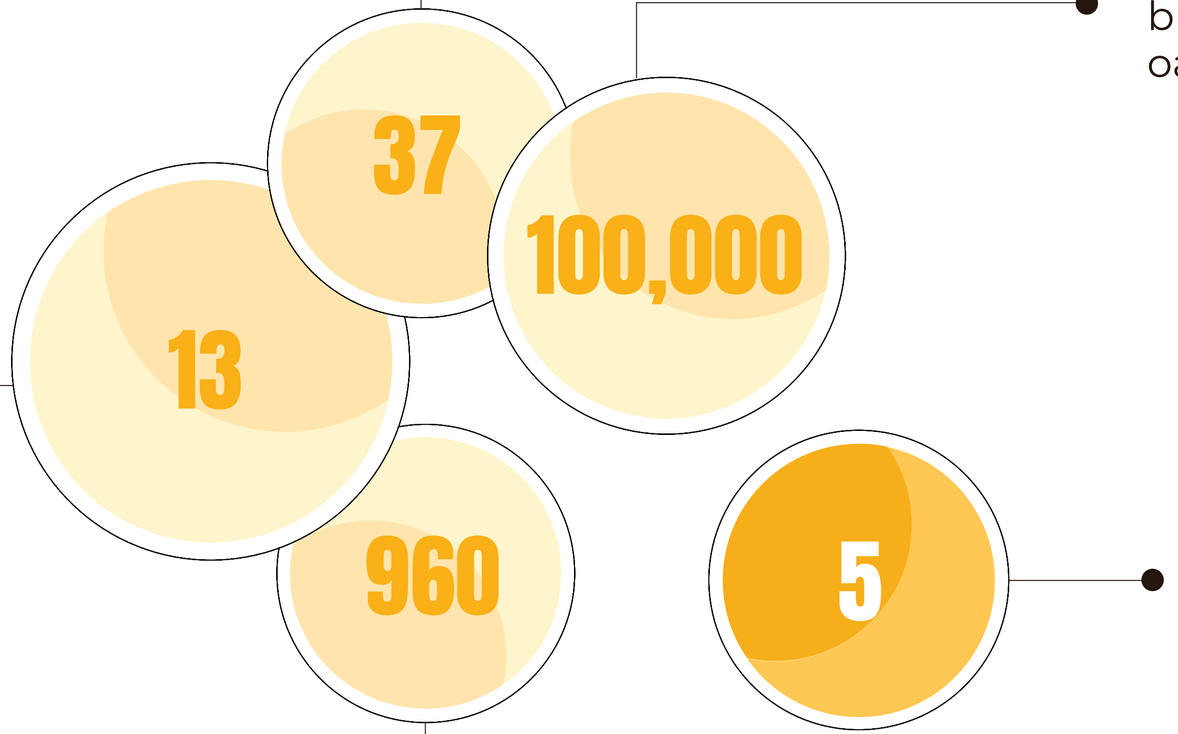
I want every family to have the ability to get this food. No matter if it's organic, or transitional. I want families to have the ability, like my kids have, of being able to get good food... Not just in this country, but in every country. We have the ability to have these systems if people work together.

-- Rodrigo

FARMING DEVELOPMENTS

In 2022, RAA expanded in collaboration with Regenerative Agriculture Solutions to include oat farmers. In the future, the oats produced will be utilized for chicken feed as well as value-added products. RAA also supported the Village Agricultural Co-op in studying tomatillos as an option to be introduced to the Regenerative Poultry Production System.

Average test weight of approximately **37** pounds per bushel of oats.



Approximately **100,000** bushels of food grade oats harvested.

13 new farmers were brought into regenerative oat production.

960 acres of oats were planted and harvested.

Five tomatillo varieties were studied, three will be selected for the system based on production, resistance to insects and diseases, ease of handling, acidity, sugar levels and cultural acceptance.

FRESHWATER RESEARCH

With lead scientist Dr Carrie Jennings, Freshwater Society initiated a 5-year study of the Regenerative Agriculture Alliance (RAA) practices in order to generate data to verify physical, biological and chemical improvements in the soil.

FRESH WATER TEAM

Dr. Beth Fisher, Assistant Professor of Geology and Soil Science, Mankato State University: regenerative agriculture and environmental justice
Dr. Dan Hernandez, Professor & Chair, Biology Department, Carleton College: novel biological methods with his students to have an impact in
Dr. John Beck: retired State Soil Scientist, now volunteering with the NRCS to investigate soil health practices.

RESEARCH OBJECTIVES

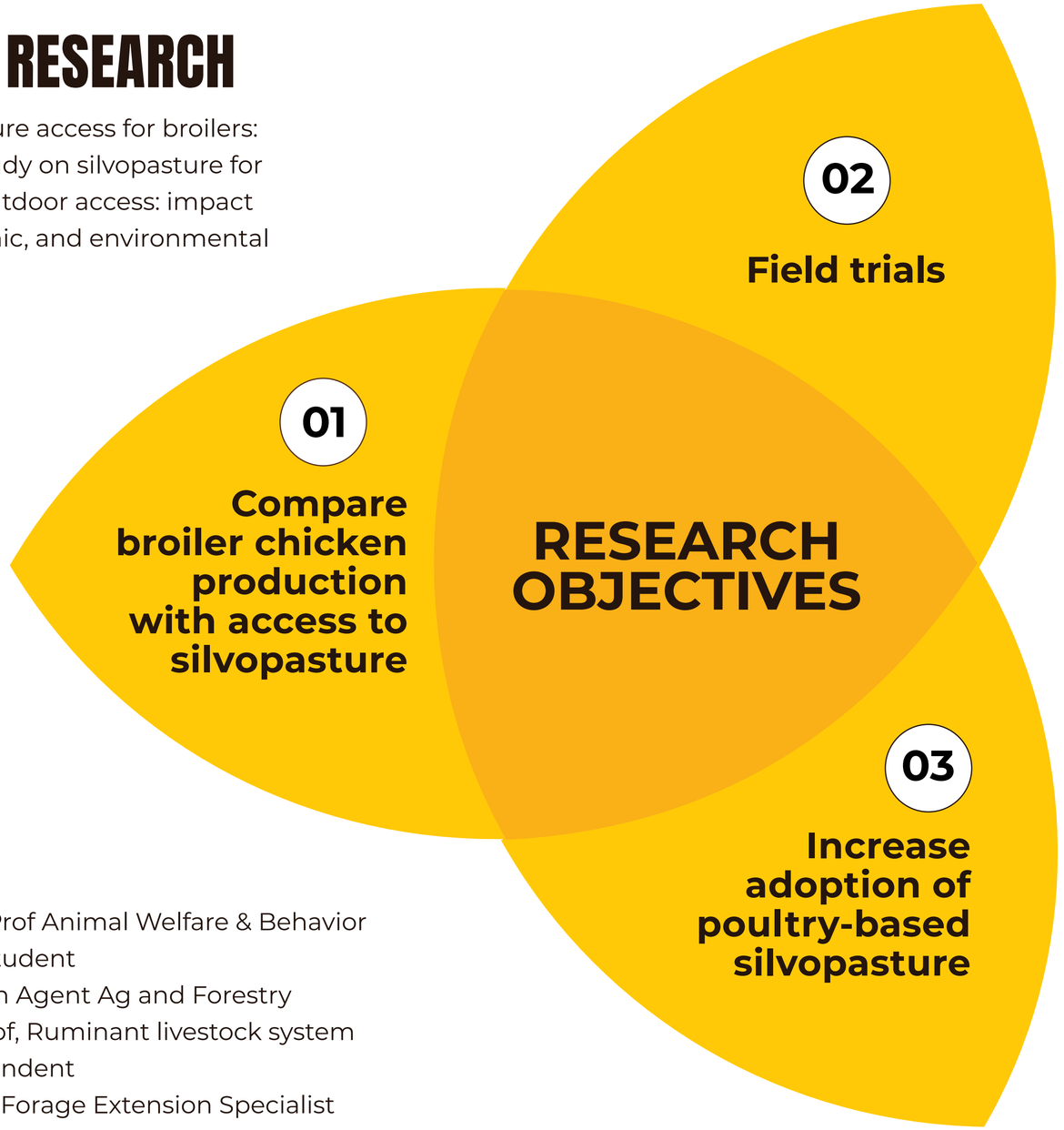
1. Coordinating the collection and analysis of data from the farm transitioning from conventional row crop agriculture into the Regenerative Poultry System.
2. Documenting how physical, biological and chemical aspects of soil change as conventional land is converted to perennials with grazing.
3. Documenting a conventional agriculture comparison site for six of seven Regenerative Poultry System sites, with matching soil morphology (soil type, landscape position, convexity).
4. Assessing the impact of soil changes on site hydrology.
5. Conveying the baseline conditions and rate of soil change to the transitioning farmers as they develop the management and building plans for this newly renovated land.
6. Determining the most reliable, cost-effective methods to demonstrate the changes in soil and communicate the impact of change to other farmers, funders and policy-makers.

LEARN MORE

https://freshwater.org/reports/current-research/

VIRGINIA TECH RESEARCH

Open pasture vs. silvopasture access for broilers: Virginia Tech initiated a study on silvopasture for poultry production with outdoor access: impact on animal welfare, economic, and environmental parameters.



01

- Animal welfare: fearfulness, foot and leg health, range use
- Economics: carcass yield, production data
- Environment: biodiversity and soil parameters

02

a) Compare newly planted silvopasture to grass pasture on large-scale USDA organic commercial farm
b) Compare established silvopastures to grass pasture on small-scale commercial farms

03

- Interview poultry producers (silvopasture and conventional)
- On-farm field day at SVO
- Compare technical and budget information for different systems

VIRGINIA TECH TEAM

Leonie Jacobs: Assistant Prof Animal Welfare & Behavior
Bidur Paneru: Graduate student
Adam Downing: Extension Agent Ag and Forestry
Gabriel Pent: Assistant Prof, Ruminant livestock system specialist, AREC superintendent
John Fike: Assoc Prof and Forage Extension Specialist
John Munsell: Prof and Forest Management Extension Specialist

LEARN MORE

https://www.poultry-welfare-extension.com/uploads/2/5/6/3/25631086/pec_newsletter_may2022_edit.pdf

VISION FOR A JUST FOOD SYSTEM

Ownership

Shared ownership and control of the system where farmers get a fair price and have power over decision-making processes

Practices

Soil, animal, human, and environmental health through regenerative practices

Food Access

Access to healthy food for all

Opportunity

Opportunities for people, especially immigrant communities, to get involved with farming

Diversity

Diversified farms that serve the needs of local and regional communities

Indigenous

Farming and organizing that's guided by Indigenous teachings

Labor

Farm labor is highly valued

CHALLENGES

- Access to land and capital
- Technical assistance for new producers
- Processing
- Relationship-building across the group
- Organizing and strategizing collective solutions
- Lack of government support for small farms
- Slow certification processes
- Racism and discrimination

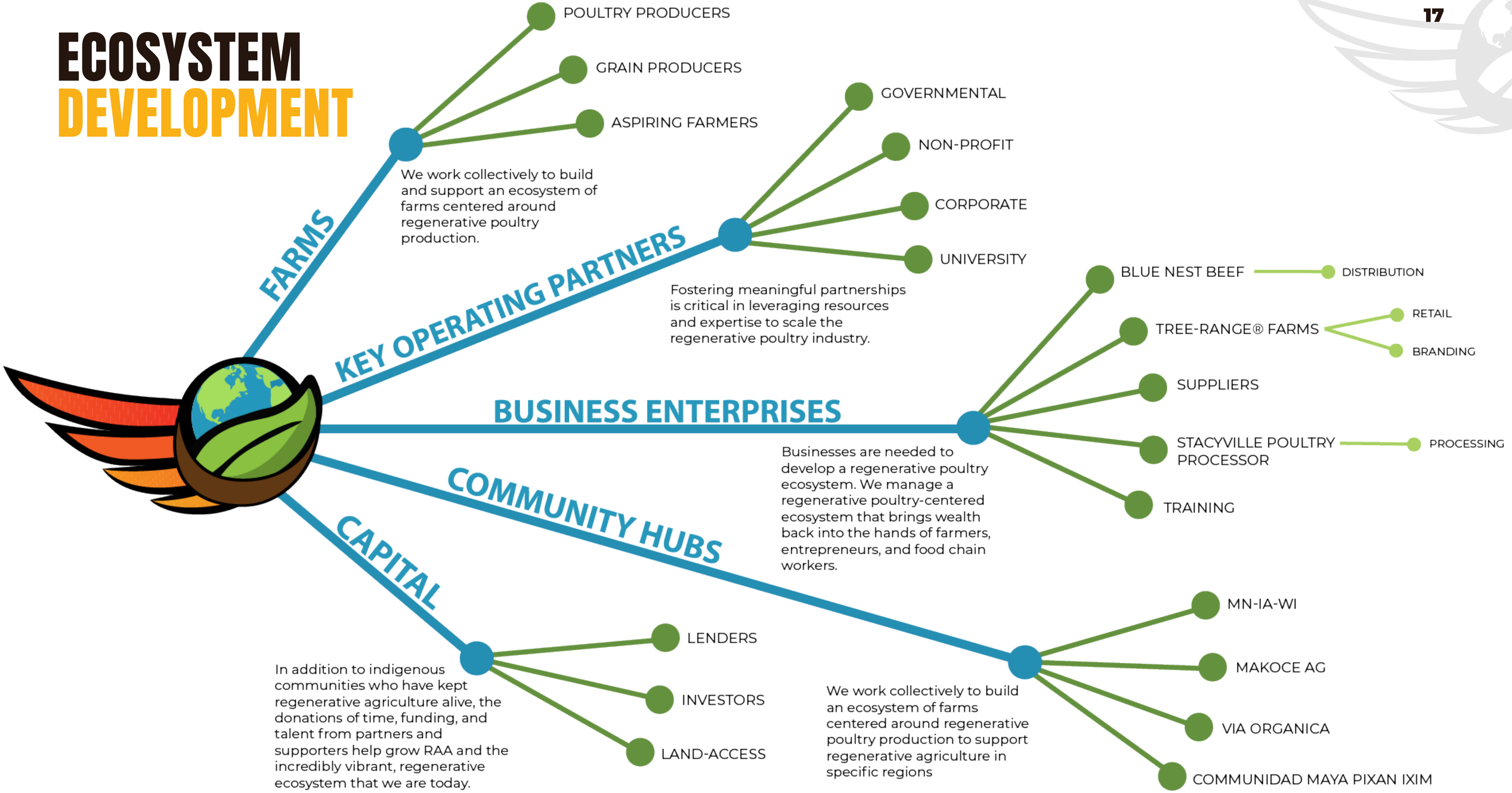
WHY REGENERATIVE POULTRY

- Market access and profitability
- Working with other farmers, sharing resources, knowledge and building a better system collectively
- Trusting relationships with other farmers, mentors, and partners
- Reducing day to day farm labor
- Getting to work with animals
- Taking care of the land and taking care of ourselves
- Being part of a movement towards justice in the food and farm system

BUSINESS ECOSYSTEM

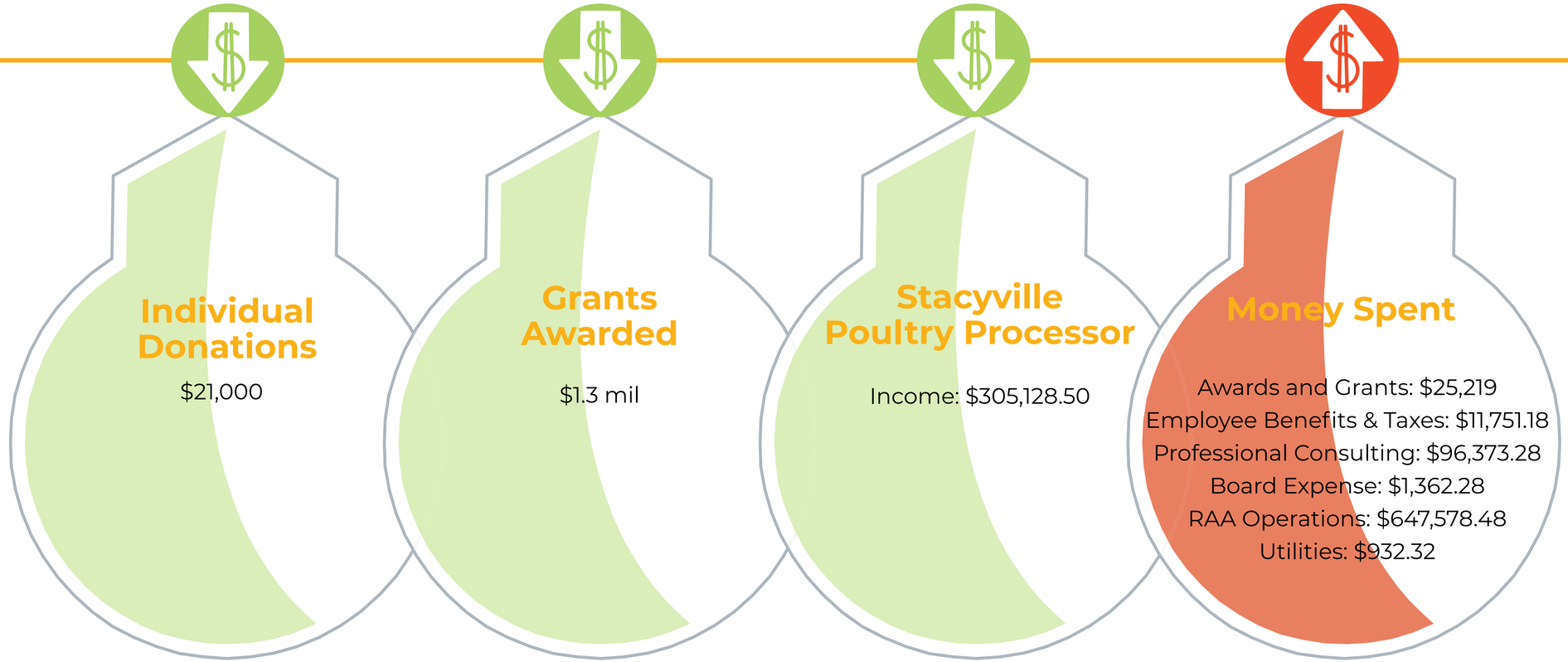
Ecosystem Development, 2022 Financials

ECOSYSTEM DEVELOPMENT



2022 FINANCIALS

How much money did the RAA receive and spend during 2022?



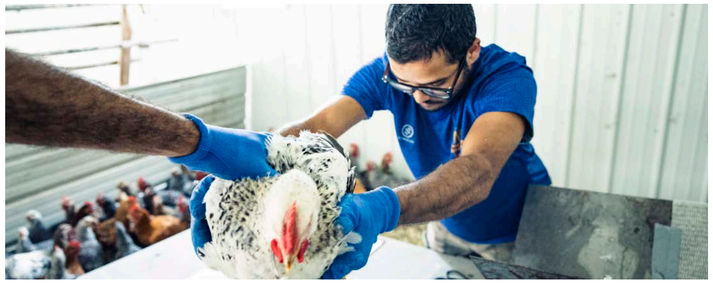
AS WE GROW

Ecosystem Partners, Letter From the Board President

ECOSYSTEM PARTNERS

Regenerative Agriculture Solutions

RAS guides farmers, professionals, and corporate leaders to view regenerative agriculture as a tested, established, and available way of farming at any scale. They engage farmers through the Regenerative Poultry Production training, a standardized model for raising poultry for Tree-Range® Chicken, and engage businesses and corporate leaders through consultation services.
www.regenpoultry.com



Stacyville Poultry Processing

The availability of affordable, custom processing services is one of the greatest barriers to entry for independent poultry farmers. The Poultry Processing Facility in Stacyville, Iowa was developed to bridge that gap and prides itself on being a model for small, independent meat processing plants nationwide.
www.stacyvillepoultryprocessing.org

Tree-Range® Farms

Tree-Range® Farms is on a mission to deploy regenerative farming systems to produce high-quality nutritious food. The scalable, tree-based, poultry-centered system is reforesting the planet and producing delicious chicken while supporting family farmers & communities, building the soil and helping rebalance the climate.
www.treerangefarms.com

In 2023 we are committed to addressing challenges facing farmers, including:

- ◊ Ensure more one-on-one, hands-on technical assistance for new producers
- ◊ Create opportunities for farmer-to-farmer training, incl. everyone who works with the chickens
- ◊ Build spaces where farmers can meet to discuss and solve problems together
- ◊ Find more ways to leverage resources (land, capital, equipment, labor) to help farmers get started or grow their operations
- ◊ Ensure chickens get picked up for processing at the right time
- ◊ Stay up to date on government policies and programs (at all levels) for opportunities to better support farmers

Special thank you Ana Fochesatto PhD Student at UW-Madison for her contributions to this Annual Report and to the regenerative system.

LETTER FROM REGINALDO

Dear Friends, Allies, Funders, Investors, and Partners; I am writing these notes to send all of you reading the RAA's 2022 annual report a huge THANK YOU! The kind of thanks and appreciation for which words have not been invented yet.

We launched the RAA in 2019 at the Acres USA Conference with the goal of building a dedicated non-profit institution that would serve as the backbone for the regenerative poultry system that I have dedicated a significant part of my life to building. By the time COVID-19 hit us all, we had started to grow rapidly. In this report, you will get a glimpse of the top highlights of progress, but know that there is so much more going on, so please stay in touch.

As we gear up for the 2023 farming season here in the upper Midwest we are preparing for a year of exponential growth. The annual report will show you how we have built a Regenerative Poultry Ecosystem, not a company, not a non-profit, not a farm, but an ecosystem with all of these business components critical to achieving scale, and delivering regenerative outcomes that can make a difference across the food and agriculture industry as a whole.

We have built a flexible, efficient, adaptable system that targets ecosystem-level programming designed for scale. We have sharpened our approaches, strategies, and ability to adapt while running a dynamic and competitive system of organizations and businesses. These are things that are easier said than done, but even though we are a very small team, we have succeeded at both.

We have strategically positioned our ecosystem to grow with this broader awareness of the vulnerability of our communities and families and we are ready to take our work to the next step to help build a resilient regional food and agriculture system. Looking forward, 2023 will see significant growth in the area of Climate Smart Commodities. This means that we can further integrate grain production and grain processing into the Regenerative Poultry Ecosystem which will stabilize feed pricing and increase the recruitment, training, and launch of many new farmers while growing the existing farms already engaged.

In 2023, we are also supporting the launch of Tree-Range® Farms, this pivotal component of the regenerative poultry ecosystem has the role of contracting, financing, branding, marketing, and distributing the chickens coming out of the system and other ecosystem outputs such as Dorper sheep, hazelnuts, elderberries, and other important outputs that the regenerative poultry system effectively delivers.

I am energized by the level of commitment that partners, friends, funders, and investors (YOU) have brought to this work, for no single business, farm, or product can be regenerative, only at the ecosystem level can achieve real change, at a scale that matters.

Thank you for being part of this movement of capital from degenerative to regenerative, of people, from hopelessness to participating in systemic real change, from crisis and scarcity to permanent solutions and abundance, from desperation watching the world being destroyed, to excitement that we have a real and practical way to be entities of change for the better.

THANK YOU!
Reginaldo Haslett-Marroquin

MALTIOX!
MIIGWECH!
THANK YOU!
GRACIAS!

instagram.com/regenagalliance/

youtube.com/@regenerativeagricultureall6994

facebook.com/regenagalliance

REGENERATIVE
AGRICULTURE ALLIANCE

regenagalliance.org

linkedin.com/company/regenerative-agriculture-alliance