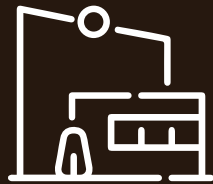




RAA 2023 Annual Report



Education



Processing, Infrastructure
and Development



Marketing
Advancements



Growth

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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.



Mission

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.



Vision

That regenerative agriculture becomes the norm.



Strategy

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

Nick Hernandez - President
Florence Reed - Vice President
Ann Wolf - Treasurer
Dawn Sherman - Advisor
Luis Marcos - Advisor
Bridget Guiza - Advisor
Reginaldo Haslett-Marroquin - Emeritus

OUR TEAM

Our team is composed of hard working people who are committed to making change in the world together. The RAA team expanded to include a Farm Enterprise and Engagement Director, Grant Administrator, and Stacyville Poultry Processor Assistant Manager in 2023. We asked our talented team members what they found most inspiring about their work in the PCRA ecosystem.

Diane Christofore

EXECUTIVE DIRECTOR



I am part of a movement. The depth of the work and witnessing the growth of our relationships, both on the land and across the supply-chain. To be able to create alongside a collection of individuals focused on building solutions is a gift.

Arnulfo Perrera

STACYVILLE POULTRY
PROCESSING MANAGER



I have the pleasure to contribute to a team that impacts the food supply and processing of the present and future.

Bec Ersek

GRANT ADMINISTRATOR



Being in community and seeing the people power. Being with folks who step up when it's time to show up to keep this work moving forward. Rather than opposing what does not work we put our energy into building what we know does work.

Delicia Garcia Hernandez

STACYVILLE POULTRY
PROCESSING ASSISTANT
MANAGER



The opportunity to learn a lot of things in all the senses and also to keep in touch with the farmers, give them support, and build trust with them.

Louis Kemp

FARM ENTERPRISE AND
ENGAGEMENT DIRECTOR



Getting to work with people who are adamant that not only do we need to change our entire food system to better suit the needs of our communities, but that that change is possible and necessary in order to move forward collectively as a species.

Nick Hernandez

BOARD PRESIDENT



We are regenerating local food systems that have been systematically dismantled for control. As a board member I am able to connect with other passionate leaders and communities creating ideas and solutions to take back control and rebuild community health and wealth through scalable systemic change.

LETTER FROM **DIANE**

THE EXECUTIVE DIRECTOR OF THE RAA



3

The Regenerative Agriculture Alliance was founded by Reginaldo Haslett-Marroquin in 2018 to serve as the backbone organization for the Poultry-Centered Regenerative Agriculture (PCRA) Ecosystem. An ecosystem that is made up of worms, chickens, perennial plants, farms of all shapes and sizes, farmers, food processing workers, truck drivers, researchers, scientists, legislators, consumers, brands, and investors.

As an ecosystem management organization, we have an immense opportunity to share and celebrate our collective story. As an ecosystem, we have a need to be organized and coordinated and to take the time to honor and recognize the growth that stems from our collective work. As you read the RAA's annual report, you will learn about our partners involved in the work. We have engaged with communities locally and internationally. In September, we gathered at Salvatierra Farms in our hometown of Northfield, MN to host our first farm dinner in collaboration with Chef Yia Vang and Tree-Range Farms. Reflecting back on that beautiful fall night, we are excited to continue creating engagement opportunities to tell our collective story.

In 2023, we welcomed two new team members to the organization. Louis Kemp, Farmer Enterprise & Engagement Director and Delicia Garcia-Hernandez, Assistant Processing Plant Manager. Both of them have flourished in their roles at the organization and will certainly continue to be at the forefront of implementing new support systems and infrastructure alongside farmers and food processing employees.

The further codification of regional grain supply-chain relationships has been accelerated through the successful award of our first federal grant through the Climate-Smart Commodities program. This grant is being managed and overseen by Bec Ersek, who has been working within the organization since 2021.

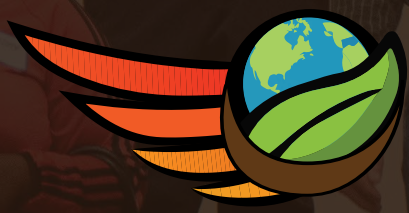
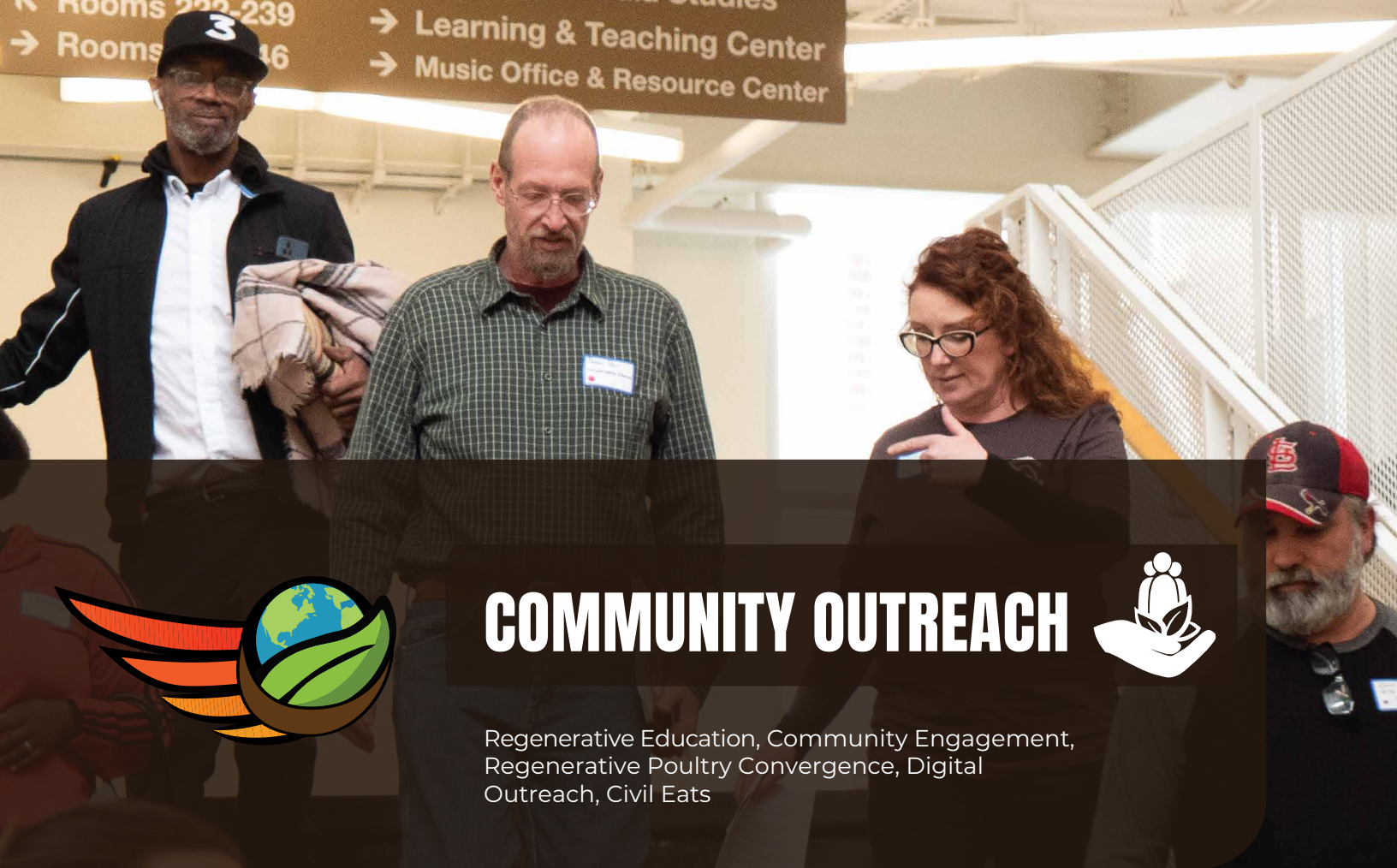
The RAA's Board of Directors are encouraged and enthusiastic about the speed and focus with which the organization continues to grow. We are approaching 2024 as a year of organizational transformation and deemed the third annual convergence as the time to, "Grow the Canopy of Collective Change." The stewardship and strengthening of our relationships within the Poultry-Centered Regenerative Agriculture movement is at the heart of the work we are doing.

It has been incredible to be a part of the monumental shifts, partnerships and developments that have transpired over the past year. Without a shared alliance and destination point, the impact we are witnessing through the number of farmers engaged with the model, improved soil health, ownership of critical supply-chain enterprises, and pounds of nutritious and regeneratively raised chicken delivered to the market-place, would not be possible.

Thank you to all of you who have witnessed the maturing of the Regenerative Agriculture Alliance. Those who have participated in our mission to scale regenerative poultry, please continue to integrate your passion and commitment so that together we can transform our regional food systems in a manner that reflects us.

~ **Diane**

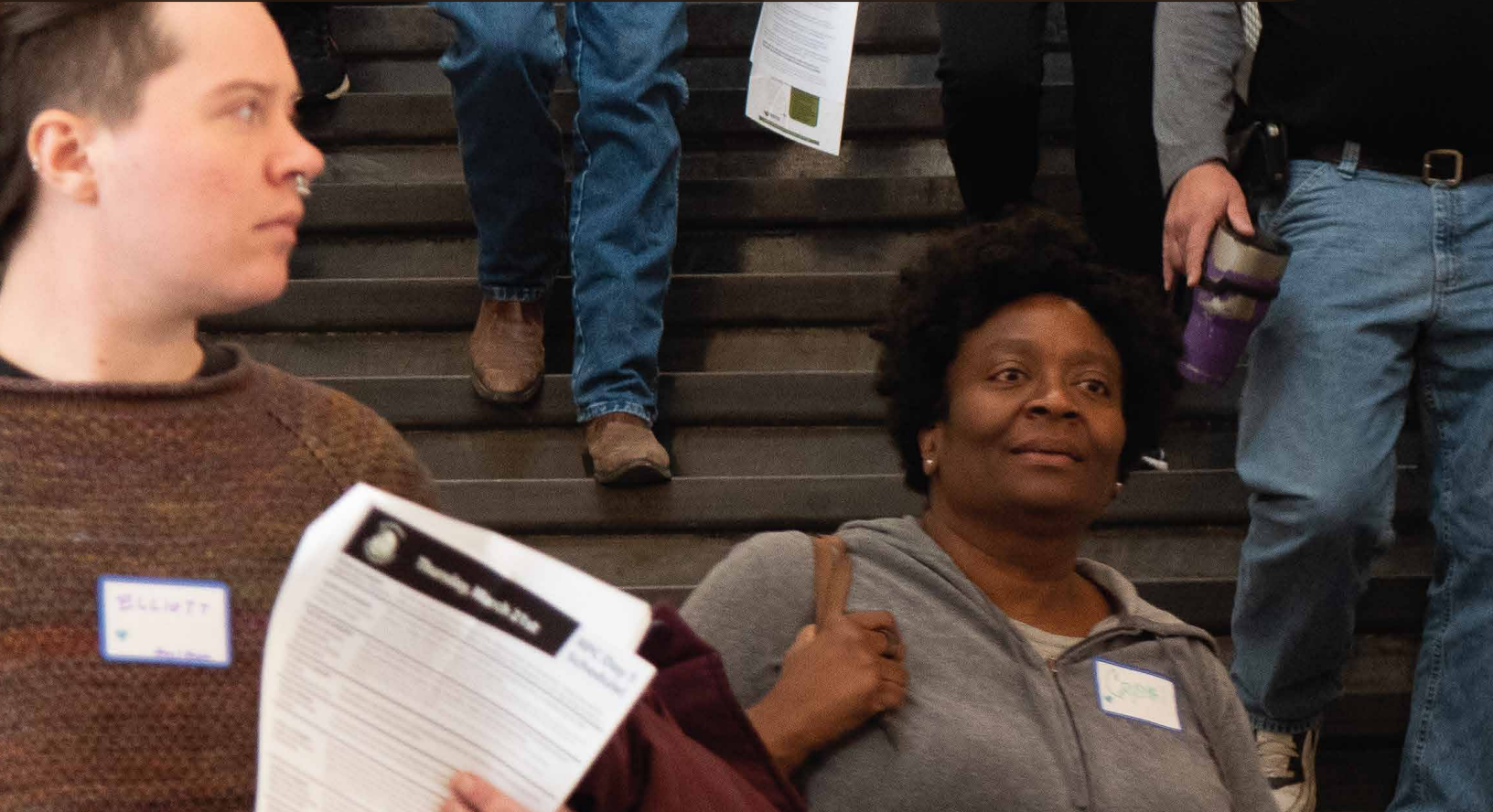
Meeting Room 236 → Cinema & Media Studies
Rooms 222-239 → Learning & Teaching Center
Rooms 246 → Music Office & Resource Center



COMMUNITY OUTREACH



Regenerative Education, Community Engagement,
Regenerative Poultry Convergence, Digital
Outreach, Civil Eats



REGEN EDUCATION

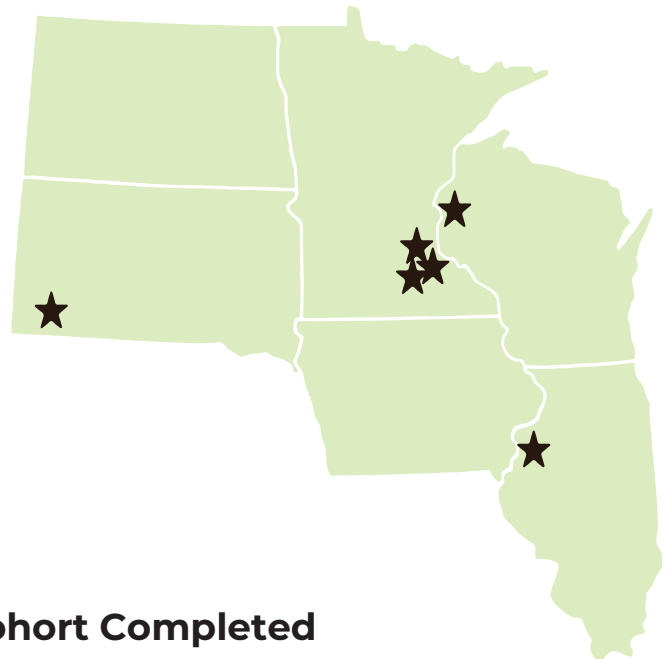


Regenerative Poultry Production Training Scholarships

In 2023, the RAA provided 13 scholarships to farmers ready to start farming poultry and join the PCRA ecosystem.

County Location:

- Oglala Lakota, SD
- Polk, WI
- Dakota, MN
- Chisago, MN
- Hennepin, MN
- Rice, MN
- Henderson, IL



RAA's First English PCRA Training Cohort Completed

10 farms, **3** ecosystem partners, **6** sessions over **12** weeks.

This training cohort is the culmination of decades of on-farm research and development. Louis Kemp took the body of work, and presented it to a group of farmers ready to implement it. Over 12 weeks, students learned from other farmers, experts in their fields, and each other, in order to build up the knowledge and the confidence it takes to succeed at something so different and transformative.

"I feel good about the training, and would like to continue to develop the network and stay in touch with everyone to continue to learn together"



"It gave me a great understanding of the system which will help me on my own farm while we think through a poultry system. It also will allow me to talk about this system to interested farmers."

"The session with farmer Stephanie was my favorite because it gave so many on-the-ground, real life examples of troubleshooting."

6 COMMUNITY ENGAGEMENT

ON FARM EVENTS AND FIELD DAYS

SANNEH Foundation and Appetite for Change Community Event

Meal packing organizations, Appetite for Change, the Sanneh Foundation, and M Health Fairview's Community Cooks, brought groups of youth volunteers to Salvatierra Farms in June. They immersed themselves in learning about the origin of the foods they pack, in this case chicken. This learning day fostered a deeper understanding and connection with the food system among the participating youth.



Vinai Farm Dinner

RAA's first annual farm dinner! These gatherings serve as reminders that regeneration resides not only in our farming practices but also in the way we savor our foods. We're excited by the initiation of this annual dinner tradition.



State Fair

The RAA enjoyed the ambiance of the Eco Ag building at the Minnesota State Fair. Over one million people attended, and chef Beth Dooley held a cooking demonstration using Tree-Range® Chicken.



Soil Water and Conservation Visit

In September, RAA hosted a staff engagement day for the Soil and Water Conservation District supervisors at Salvatierra Farms. Supervisors spent the afternoon together learning about the PCRA system and the soil and watershed management practices inherent in the model.



Meet Your Makers

The RAA and TRF joined other makers at Keepsake Cidery for an evening of chef-prepared bites and beverages, including dishes made with Tree-Range® Farms chicken and hazelnuts from within the PCRA Ecosystem. Guests enjoyed food and beverage samples, connected with local makers, and purchased products to take home.



SPEAKING EVENTS/CONFERENCES

Extinction or Regeneration

In May, Tree-Range® Farms and the RAA were invited to London for the international Extinction or Regeneration conference. Tree-Range® Farms presented PCRA as the way to move forward in a meat consuming world.



Makoce Ag Convergence

RAA and Tree-Range® Farms visited Makoce Agriculture Development (MAD) headquarters to participate in their regional convergence. The MAD team and their community are continuing to integrate PCRA as they grow!



Partnership Learning Network Meetings

Diane attended the initial Partnership Learning Network meetings to meet other grantees and gain insight into the overall goals of the the Climate-Smart Commodities Project grant program.



RFSI

The Poultry-Centered Regenerative Agriculture Ecosystem was featured at the Regen Food Systems Investment Forum (RFSI) to demonstrate the importance and impact of stacked capital strategies when launching regional food systems.



RPC 2023

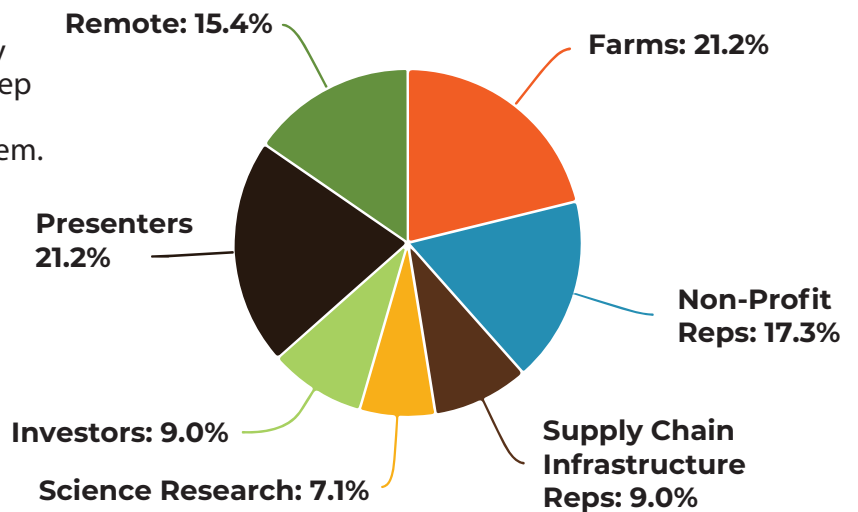
This year the Regenerative Poultry Convergence was attended virtually and in person!

REGENERATIVE POULTRY CONVERGENCE



Over two days we had 170+ people join us in a cumulative process of establishing governance, community, and connection for the regenerative poultry system as we scale to disrupt the current poultry industry sector.

With a wide variety of presentations, workshops, and the reintroduction of affinity groups, this year's convergence took a big step forward in establishing a governing council for the regenerative poultry production system. We set a precedent for information sharing and community building that we will be carrying throughout the year and into the next RPC.



THE REGEN RECAP

Every year we are reflecting on the strides we've made together in the realm of regenerative agriculture. The Regen Recap is a yearly opportunity to hear from musically talented PCRA farmers, system developments, and stories from all sectors of the Poultry Centered Regenerative Agriculture (PCRA) ecosystem.

Hear stories shared by RAA staff and ecosystem partners on our YouTube channel!



THE AG SOLIDARITY NETWORK

This is a great place for folks to continuously communicate and engage in the building of the Poultry-Centered Regenerative Agriculture community.



DIGITAL OUTREACH

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



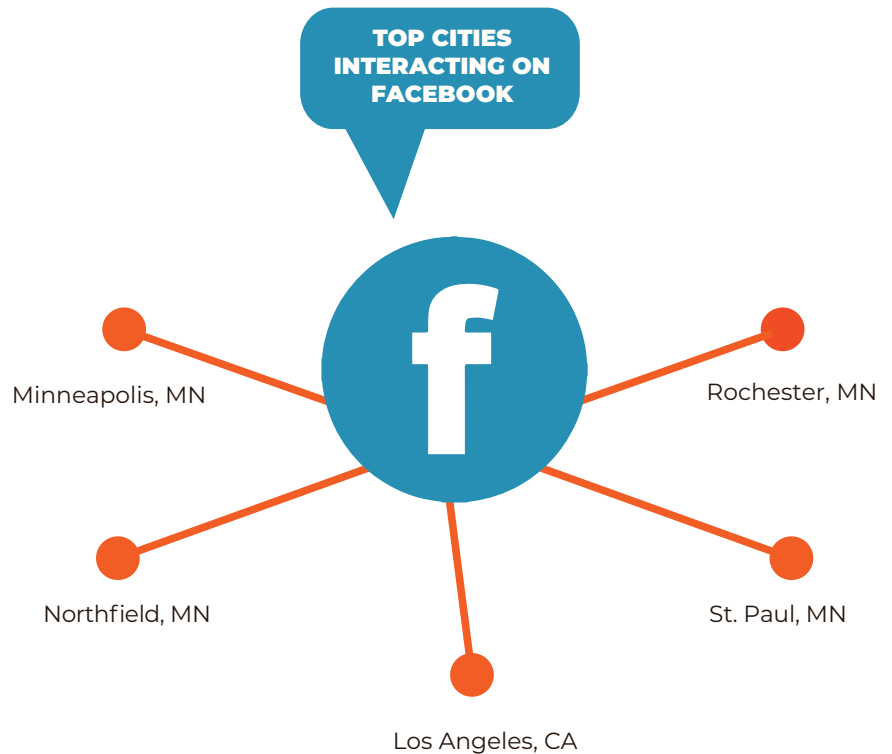
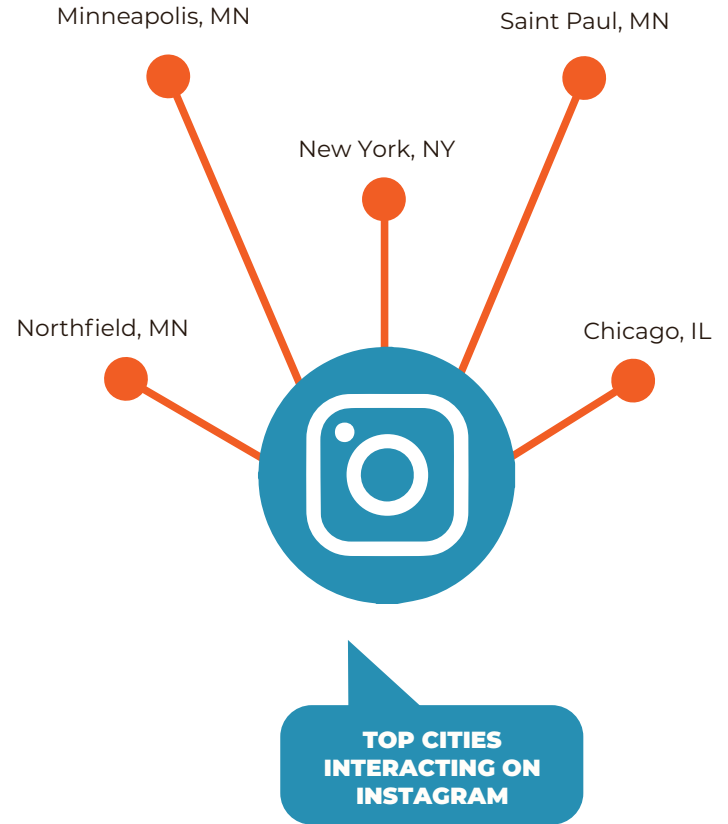
797 followers on IG, 268 new
34% increase in engagement



2167 followers on FB, 217 new
30% increase in engagement



Our YouTube became more active this year, with 7 new videos uploaded. In 2023 the RAA also started a blog. 18 email campaigns were sent this year with an impressive open rate of 51%.



CIVIL EATS

Media attention can be a powerful catalyst for driving change at both the local and global levels. When big publications highlight the achievements and challenges faced by community movements like the PCRA ecosystem, they can spur action from policymakers, businesses, and the public, leading to meaningful progress and systemic change.



“We are unleashing the original Indigenous intellect that makes us so powerful as human beings.”
Reginaldo Haslett-Marroquin, Founder of RAA



PCRA In the News!

- Season 3 episode 9 of “Zoë Bakes” on Magnolia features the Organic Compound
- In September, PCRA was highlighted on KARE 11 in the feature, “Meet the Minnesota farmer changing the way we bring food to the table”



Natural Ecosystem



Natural Ecosystem, Farmer Closeup, Ecosystem
Farming, Hazelnuts, Research Developments,
What Makes a Healthy Food System

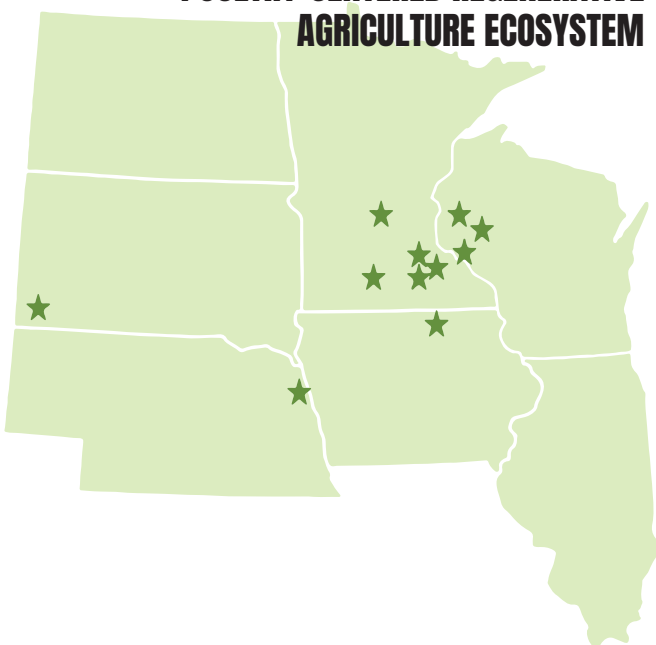
NATURAL ECOSYSTEM

Regenerative Framework

In order to change the industrial food and agriculture system, we must design for large-scale transformation, centered on core principles, that align with modern economics, social and environmental challenges and opportunities. The purpose of the Poultry-Centered Regenerative Agriculture system is to deliver a complete

framework for transforming an entire food and agriculture sector, in this case poultry. The framework establishes the process blueprint by which any other sector of the agriculture system can be transformed to achieve regenerative, system-level outcomes. More specifically, this framework has resulted in specific programs that deliver the system-level thinking while aligning with the most promising social opportunity of our times.

MAP OF FARMERS ENGAGED IN THE POULTRY-CENTERED REGENERATIVE AGRICULTURE ECOSYSTEM



Plant Variety on Farms

Although we often emphasize poultry and hazelnut production, many farmers also raise and grow a diversity of additional livestock and crops. After a flock's last day on the farm, farmers clean manure and shavings out of the coops to prepare for the next flock. But where does the manure go? Chicken manure is rich with nutrients, and when applied on the land, it boosts soil fertility and helps produce delicious and nutritious crops. Many PCRA farmers utilize the manure to build the soil for future crops, mixing it with wood chips and spreading it across land designated for crop production.

2023 NEW HIRE!



LOUIS KEMP

FARM ENTERPRISE AND ENGAGEMENT DIRECTOR

Louis is our Farm Enterprise & Engagement (FEED) personnel.

With a curious and eager mindset, he is excited for this journey of continuous learning.

FARMER CLOSEUPS

90 hours of labor per flock (coop prep, paddock work, morning and evening tasks, and loading)

Growing a variety of plants and trees, including hazelnuts, elderberries, black walnut, and cherry

14 acre farm, 2 acres used for poultry production

Creating chicken canopy in new paddocks with corn, sunflowers, and other plants

Land is transitioning to raise both cattle and poultry

Established first paddock 6 years ago and second 3 years ago



Feed the People
Collectively Owned
Northfield, MN



Wild Apple Meats
Stephanie Coffman
Ellsworth, WI

Adding an additional poultry production unit (2 total) in 2024

Joined and raised first PCRA flocks in 2023

10 acres to be used for poultry production



Salvatierra Farms
Regi and Amy Haslett-Marroquin
Northfield, MN

12 acres for silvopasture, 26 acres of woods, 5 acres for veggie production

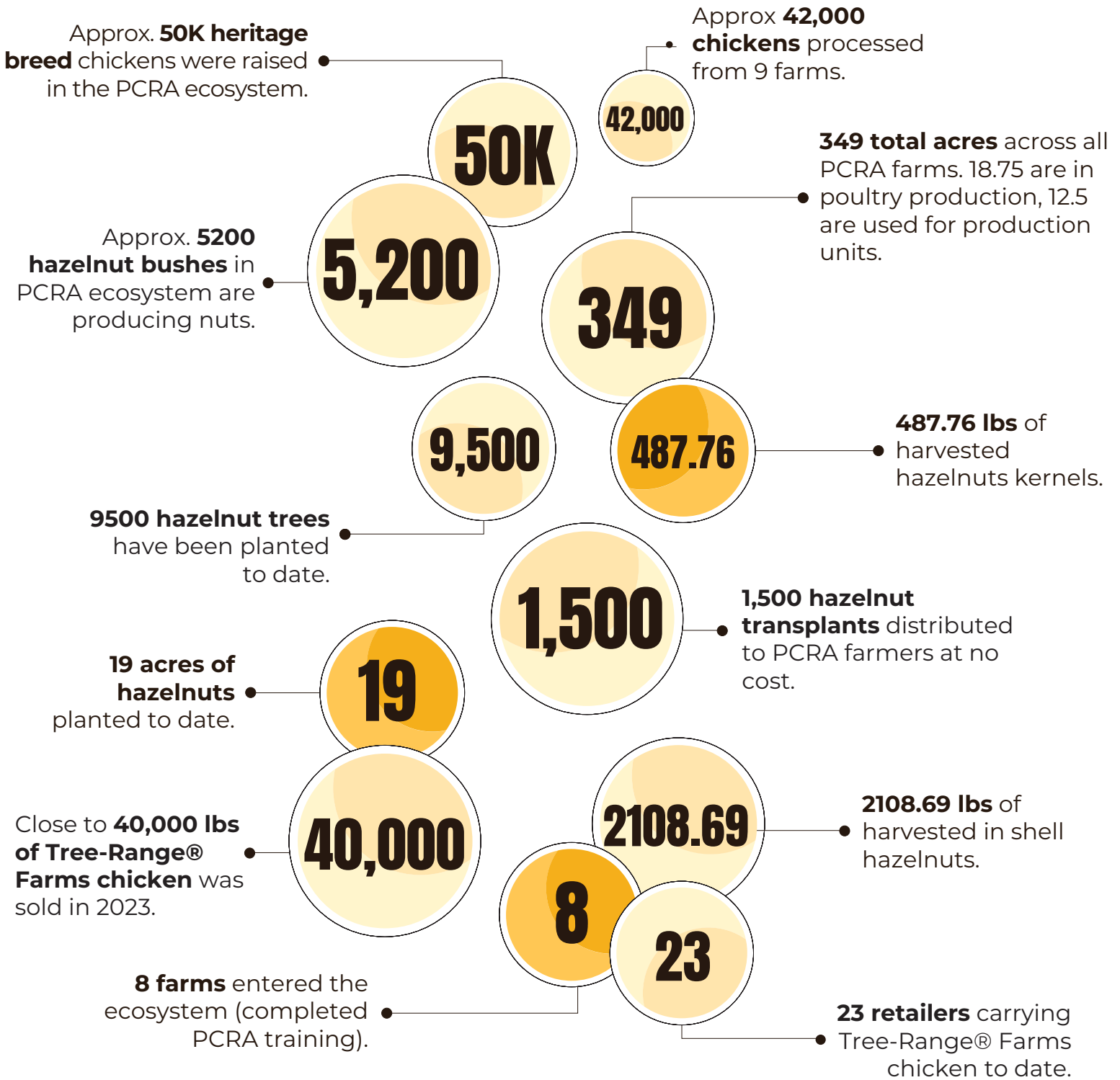
Growing a variety of plants and trees including; hazelnuts, oaks, sugar maples, garlic, black beans, and herbs

Raised first PCRA flocks in 2023

Farmers grow a variety of crops to aggregate income and create farm diversity in accordance with natural ecosystems. Some crops you will find on PCRA farms are: garlic, black beans, sunflowers, squash, tree saplings, hay, herbs, fruits and berries.

ECOSYSTEM FARMING

Highlighting 2023 Numbers



HAZELNUTS

9,500 hazelnut trees planted to date (19 acres)



Total kernel weight from hazelnuts harvested in 2023 was 487.76lbs



Weight of harvested hazelnuts in shells was 2108.69lbs



In December, folks from the RAA and the Organic Compound headed to Ashland, WI and spent a few days sorting, roasting, and packaging hazelnuts.



This fall, the RAA held an event at the Organic Compound for farmers and members of the RAA to gather and learn how to use a hazelnut dehusker.



Approx 5,200 trees producing nuts



1,500 hazelnut transplants distributed this year to PCRA farmers at no cost



Farmers are currently selling through Cottage Law, but RAA is undergoing R&D to better understand market opportunities.

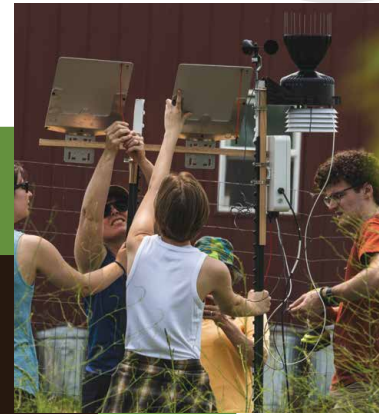
RESEARCH DEVELOPMENTS

SCIENCE TEAM

Dr. Carrie Jennings with Freshwater SocietyFresh continue to study of changes to soil, air, and water in the PCRA system when compared to comparable conventionally farmed farmland.

Dr. Beth Fisher and students from Mankato State University were on PCRA farmlands this year, studying the soil's water infiltration, bulk density, water penetration, organic carbon and nitrogen, aggregate stability, greenhouse gas-soil exchange, nutrient availability, and plant biomass.

Dr. Dan Hernandez with Carleton College continues to study PCRA's poultry grazing affects on the ecology of perennial life in a regenerative agroforestry system.

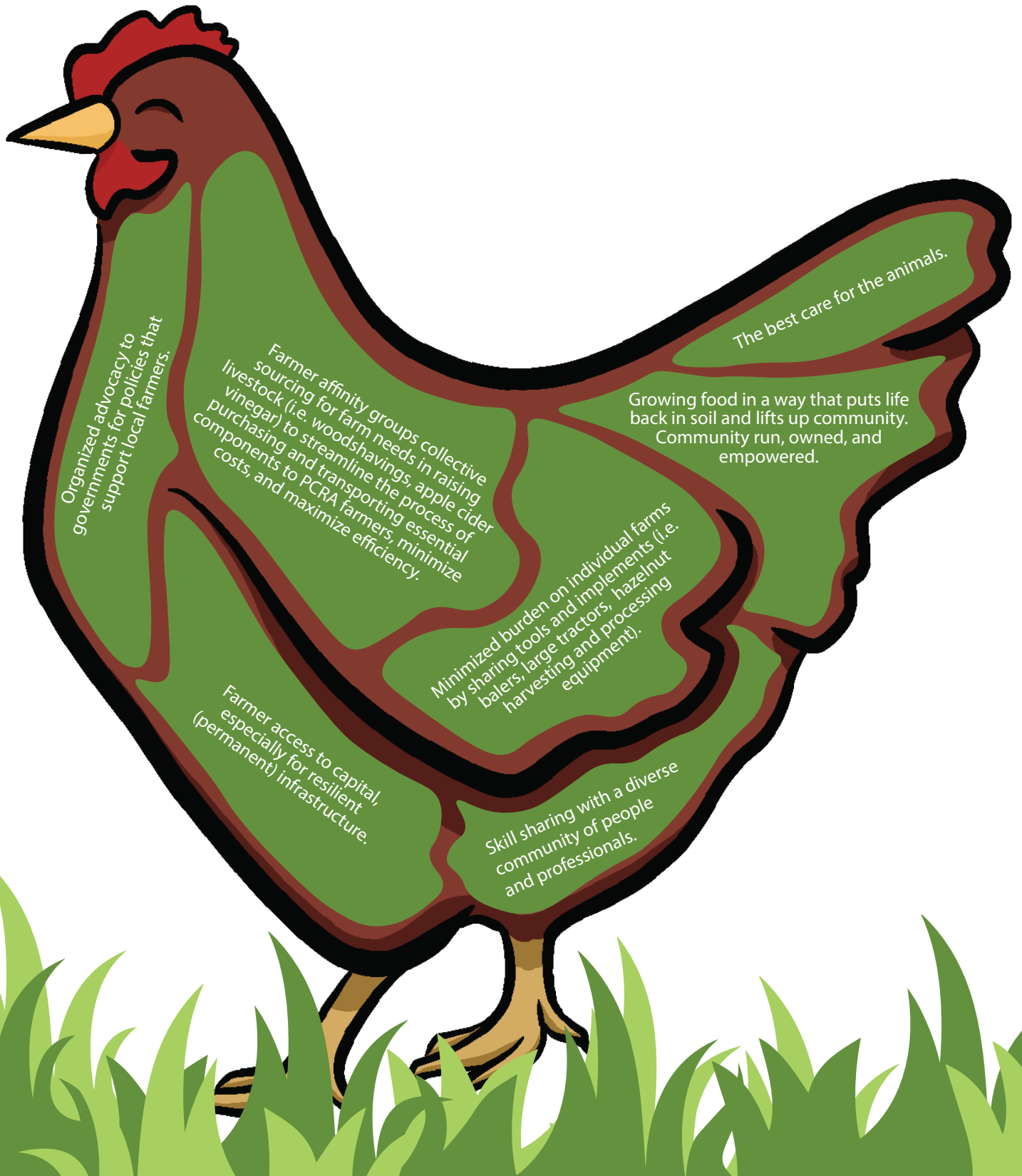


UW-MADISON STUDENTS' PROJECTS

In the fall of 2023, an environmental studies capstone class taught by Ana Fochesatto at the Nelson Institute of UW-Madison collaborated with the Regenerative Agriculture Alliance to develop community-based projects aimed at advancing food justice initiatives in the Upper Midwest. This dynamic capstone experience delved deep into the heart of the food system and its complex power structures while actively participating in advancing social change.

The students developed four projects, including educational materials on hazelnuts in the midwest, a cookbook with recipes from the ecosystem titled, "From Farm to Family: A Decolonization Cookbook," a detailed presentation on the regenerative chicken commodity chain, and an LFPA brief and policy guides for the RAA and RPCA farmers.

WHAT MAKES A HEALTHY FOOD SYSTEM





Business Ecosystem



PCRA Business Developments, Tree-Range® Farms, Stacyville Processing, Financials, Climate-Smart Commodities

TREE-RANGE® FARMS

Growth & Sales

Jennifer Zepeda and Tedd Pederson are the backbone of the Tree-Range® Farms operations, marketing, and sales. Tree-Range® Farms started 2023 with 3 retailers and ended the year with 23 retailers, 2 restaurants, 2 distributors, 1 aggregator and 5 MN LFPA (Local Food Purchasing Assistance program) non-profits who purchase Tree-Range® chicken to make it available for free to underserved communities. Tree-Range® Farms is ending their year at \$170,000 in sales and will be building on this foundation with a projected sales impact between \$750,000 - \$1,000,000 in the next cycle.



Better for the Planet and Better for People

In 2023, Tree-Range® Farms completed our baseline investor grade ESG assessment and received a score of 82 (double the industry's highest score!). We also completed a baseline carbon Life Cycle Assessment with the help of industry leader Quantis. A partnership with Medallion Labs at General Mills generated preliminary readings that show our chicken has significantly higher levels of Vitamin A and D among other critical nutrient density indicators. We are not surprised, and there is more work to be done. For now, just be assured, we are going to transform this industry!

ECOSYSTEM BUSINESS PARTNERS!

Tortilla Campesina

RAA's former Manager of Farm Outreach and Technical Assistance, Wilber De La Rosa, runs a local tortilla shop in Minneapolis, MN. Find Tortilla Campesina on East Lake St!

Other Half Processing LLC

A founder of Tree-Range® Farms, Jim Kleinschmit, has started a business as a supplier of traceable hides, leather and byproducts from regeneratively raised livestock.

STACYVILLE PROCESSING 19

Staff Events

May was bustling in Stacyville with key highlights including the appointment of a new staff lead, HACCP summary review training for employees, and a group excursion to visit ecosystem

57,917 total birds processed in 2023

2023 NEW HIRE!



DELICIA GARCIA HERNANDEZ **ASSISTANT PLANT MANAGER**

With a Bachelor's degree in Food Science from Chapingo Autonomous University, Delicia brings a strong background in food safety to her role in overseeing quality assurance and production.

partners, Organic Compound and Salvatierra Farms. Summer brought focus on chemical use and sanitation protocols, along with a lively farmer and processor worker social gathering at Feed the People Farm. Louis Kemp, our Farm Enterprise and Engagement Director, visited the processing plant, while September featured a virtual Spanish tour with Valeria Comacho, emphasizing our product's quality and safety standards.

A More Efficient Processing Facility

We've made significant equipment upgrades to enhance efficiency, including an air compressor that reduces chilling time from 4 to 2 hours,

41,065 of total birds were Tree-Range® Farms chickens

enabling same-day slaughter and processing. A new conveyor and tunnel

system has streamlined critical tasks, while VistaTrac improves inventory management and customer engagement. In October, Tree-Range Farms recognized our team's hard work with 2 chickens each. Simultaneously, we obtained the MOSA Organic Certification, following excellent

results in the USDA inspection on August 8th, 2023, prompting updates to our HACCP plans, SSOP, and E. Coli program, and ensuring that our operational standards continue to surpass industry benchmarks.

Local Meat Capacity Grant

Stacyville Poultry Processing Plant applied to the Local Meat and Poultry Processing Expansion and Strengthening (LMPP) Grant Program, administered by the United States Department of Agriculture (USDA). This grant aims to support small and mid-sized meat and poultry processors. Through this program, Stacyville could receive funding to expand, upgrade, or improve our facilities and operations. This initiative ultimately seeks to strengthen local and regional food systems by bolstering the infrastructure and capabilities of meat and poultry processing facilities. Stacyville is waiting to hear back from the USDA on our grant status.

50 different farms, organizations and individuals sent their birds to Stacyville for processing

RAA FINANCIALS

HOW MUCH MONEY DID THE RAA RECEIVE DURING 2023?



Individual Donations: \$13,207
Grants Awarded: \$1,365,000

HOW WAS THIS MONEY SPENT?



Personnel: \$411,204
Professional Fees: \$384,838
RAA Operations: \$39,065
Regenerative Food Processing Investment: \$230,000
Events: \$48,472

MN CONTINUOUS LIVING COVER VALUE CHAIN DEVELOPMENT GRANT

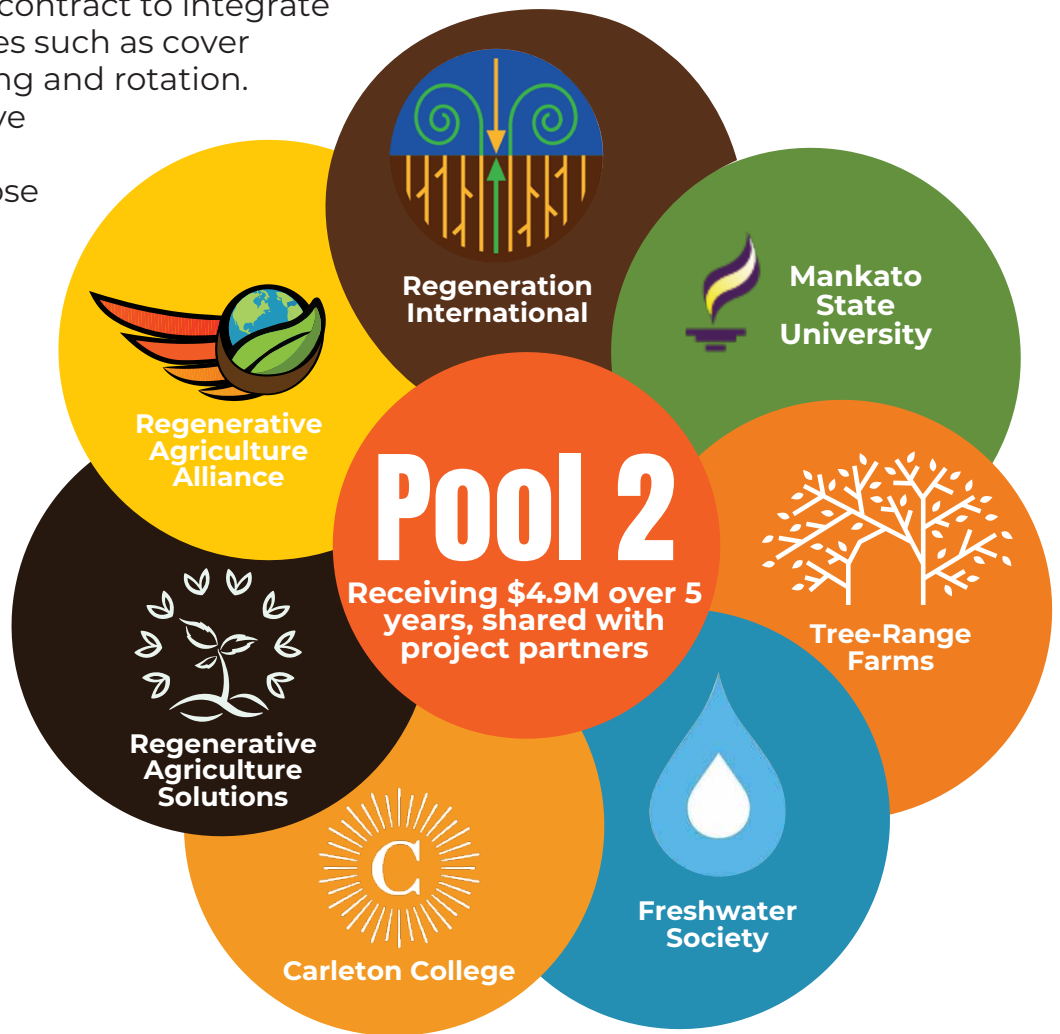
In 2023, the Minnesota Legislature provided funding to the MDA for grants to organizations in Minnesota to develop enterprises, supply chains, and markets for continuous-living cover crops and cropping systems in the early stages of commercial development. The RAA was successful in receiving a grant award to support the design and development of two hazelnut de-huskers that will be available for growers to use during the 2024 hazelnut harvest season.

Climate-Smart Commodities

In 2024, we're thrilled to embark on our Climate-Smart Commodities (CSC) journey, a grant we were awarded in 2023. This is the RAA's first federal grant! Funded through the (CSC) Pool 2, the RAA along with esteemed organization partners are sharing \$4.9M over the next 5 years. The RAA will be putting our grant money towards Climate-Smart Chicken and Feed: Scaling climate-smart grain and poultry commodity production as a system-level climate solution for the Midwest. As we gear up for implementation, our producer enrollment page is live, and our science team is creating the monitoring, measuring, and verification reporting of the climate benefits generated by these practices.

Grain producers will contract to integrate regenerative practices such as cover and alley row cropping and rotation.

There will be incentive payments to poultry producers to buy those regenerative grains, further increasing the impact of using climate smart practices not just on the land but all the way through the supply chain.





AS WE GROW

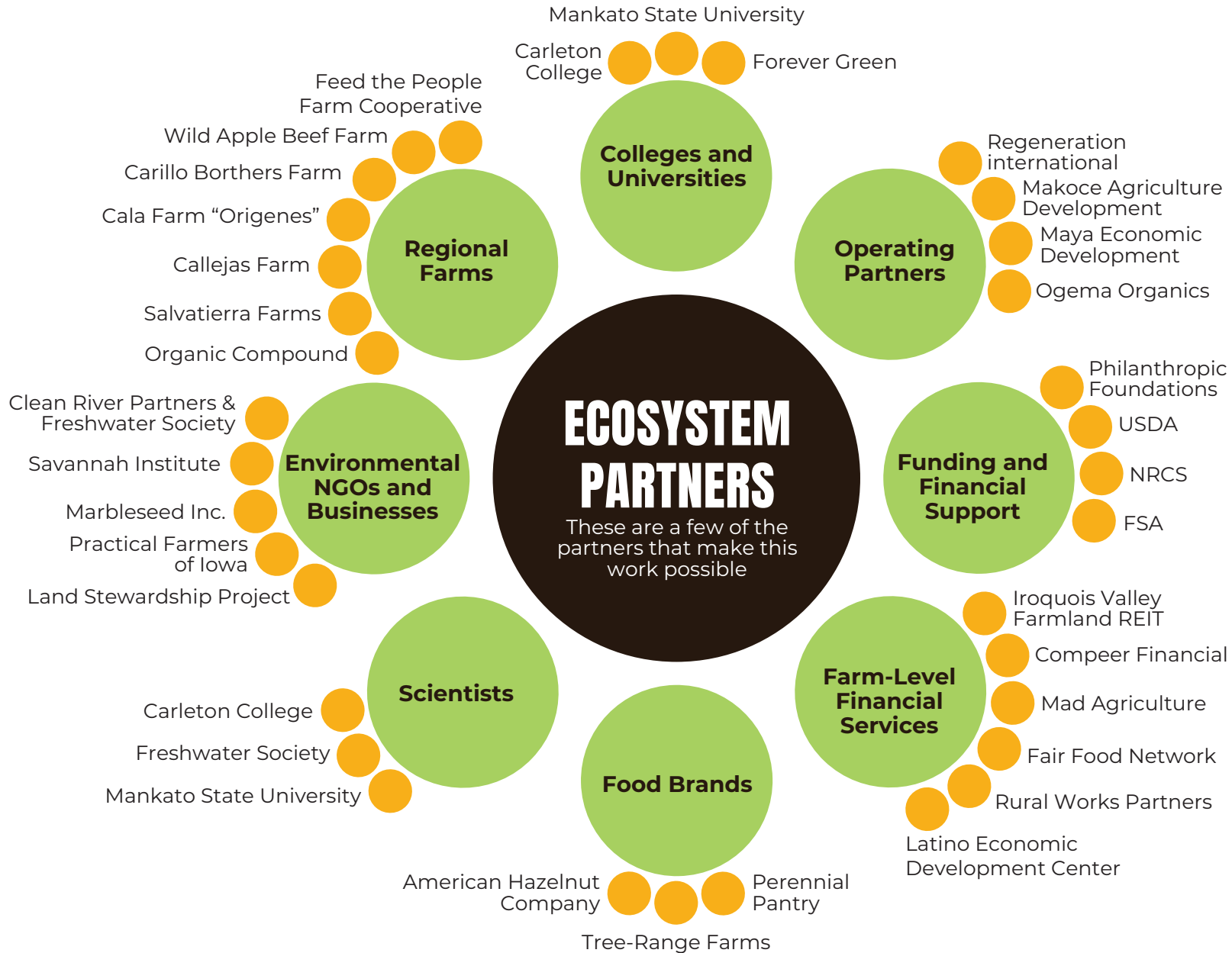


Ecosystem Partners, Looking Ahead

Looking Ahead



GROWING OUR COLLECTIVE ECOSYSTEM



The Poultry Centered Regenerative Agriculture (PCRA) Ecosystem just keeps growing! We are so fortunate to be creating change alongside and in partnership with all this organizations, communities and businesses.



**MALTIOX!
MIIGWECH!
THANK YOU!
GRACIAS!**



Stay connected by following us on our social media!



@regenagalliance



@regenagalliance



<https://www.regenagalliance.org/>



Regenerative Agriculture Alliance



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