

Farming for the Future: The State of Regenerative Agriculture Program Adoption

Data from ADM's proprietary consumer insights platform, Outside VoiceSM, reaffirms the promise and potential of regenerative agriculture practices to meet growing consumer demand for sustainably sourced products while building business resilience for the companies that meet those needs.



Topline Findings:

Sustainability-minded consumers are driving demand.

- Nearly three-quarters of U.S. consumers agree that the majority of their food and beverage options would ideally be sustainably sourced.
- More than 70% of consumers expect companies to sustainably source ingredients/products.
- And more than 65% say they're more likely to purchase products that are sustainably sourced.

Adopting regenerative agriculture practices could boost consumer perception, bolster trust and increase purchase consideration.

- After a hypothetical regenerative agriculture partnership was presented to consumers, 64% said they would be more interested in purchasing from the companies.
- After a definition of regenerative agriculture was provided to consumers, 73% agree they would be more likely to trust retailers and brands that implement regenerative agriculture programs, and 72% agreed that they would be more likely to purchase from them.

Retail and CPG decision-makers see the opportunity and understand the urgency.

- 73% of CPG executives and 47% of retailers say they already have some form of regenerative agriculture program in place.
- Of those who don't currently have a program in place, 65% say their company plans to adopt a program in the next 5 years or sooner.
- 52% of those whose companies don't currently have a program in place agree that their company isn't moving fast enough on implementing a regenerative agriculture program.

Companies are doing their homework to find partners that check all the boxes.

- More than 90% of decision-makers agree that finding the right partner is key to implementing a regenerative agriculture program.
- Retail and CPG brands are looking for partners with long-standing track records on sustainability, expansive agriculture supply chains, global reach and scale, strong connections with farmers, and specific sustainability commitments.

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