



From Awareness to Action: Turning Regenerative Agriculture Into Brand Growth



GROW YOUR BRAND—AND CONSUMER TRUST—WITH REGENERATIVE AGRICULTURE

Consumer interest in regenerative agriculture is rising fast. While understanding of the concept is still developing, sentiment is overwhelmingly positive—creating a powerful opportunity for brands to build trust, stand out on shelf and connect with consumers who want their purchases to make a difference.

ADM's *Outside Voice*SM research explores how consumer awareness and perceptions of regenerative agriculture influence buying behavior—and how brands can communicate these benefits to inspire action and loyalty.

3 Key Insights to Drive Brand Growth

1 AWARENESS IS GROWING—
BUT EDUCATION BUILDS
VALUE



59%

of consumers have heard of **REGENERATIVE AGRICULTURE**, yet only **19% ARE FAMILIAR WITH WHAT IT MEANS.**

2 POSITIVE PERCEPTIONS CREATE
MESSAGING OPPORTUNITIES



74%

believe **REGEN AG IMPROVES SOIL HEALTH**, and 71% believe it helps farms become **MORE PRODUCTIVE AND RESILIENT.**

3 ON-PACK MESSAGING
DRIVES SALES



83%

of consumers chose to **PURCHASE** a product when they saw **REGEN AG MESSAGING ON IT.**

Building Awareness— and Understanding—Across Generations

Younger generations are leading the conversation around regenerative agriculture. For brands, that's a clear signal: Gen Z and millennials are ready to champion products that support the planet and its people.

62%
OF GEN Z



66%
OF MILLENNIALS



56%
OF GEN X



% of consumers who have heard of regenerative agriculture

Turning Curiosity Into Connection: What Consumers Are Saying About Regen Ag

As consumers describe it, regenerative agriculture isn't just about farming—it's about *renewal*. It's about giving back to the land, restoring ecosystems and producing food that sustains both people and the planet.

“Regenerative agriculture is about pressing ‘refresh’ in farming. Instead of just extracting from the land, this focus is on soil health, biodiversity and ecosystem restoration for future generations.”

— MALE,
GEN Z

“For me, regenerative agriculture is a form of farming that not only seeks to produce food, but also to restore life to the soil.”

— FEMALE,
MILLENNIAL

“Regenerative farming means nurturing Mother Earth with tender care. It is treating the land as a living entity and working with it rather than against it.”

— FEMALE,
GEN X



Educating Consumers Unlocks Deeper Engagement

Consumers recognize elements of regenerative agriculture—like crop rotation and cover crops—but their interest and purchase intent rise dramatically once they understand what those practices mean for the planet and for food supply.



CROP ROTATION

While 41% of consumers are familiar with the concept, 80% value the importance of crop rotation when presented with the description: **Growing different crops in sequence to improve soil and reduce pests.**



BIODIVERSITY IN FARMING

22% of consumers are familiar with the concept, but 76% value the importance of the practice when presented with the definition: **Protect and encourage a variety of plants, animals and beneficial insects on farms.**

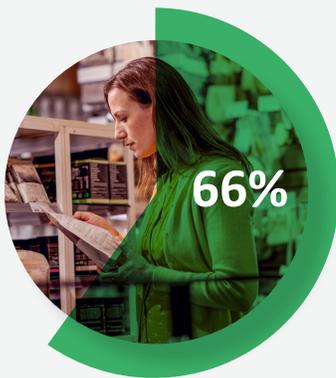


COVER CROPS

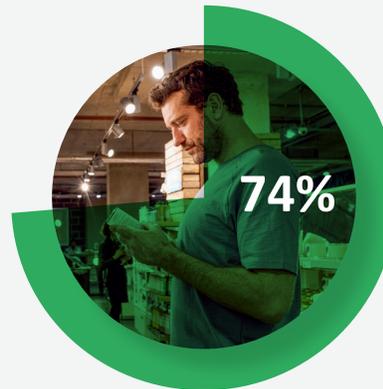
While 23% were familiar, 71% value the importance of cover crops when presented with the description: **A technique where a crop is grown to protect and improve soil health by covering the ground between cash crops.**

Regen Ag Aligns With Evolving Consumer Priorities

Taste and price still matter—but sustainability and purpose are reshaping how younger consumers choose what to buy. When regenerative agriculture is explained in clear, tangible terms, it ranks among the most important purchase drivers across all generations—especially Gen Z.



66% of consumers say that regenerative agriculture is equally or more important than taste in influencing their food and beverage purchase decisions.



74% of consumers say that regenerative agriculture is equally or more important than convenience in influencing their food and beverage purchase decisions.

On-Pack Messaging Converts Interest Into Action

Seeing is believing—and buying. Products featuring regenerative agriculture messaging outperform those without it, driving stronger sales growth and deeper consumer loyalty.



83% Although only 19% of consumers have seen regen ag messaging on packaging, those messages are powerful—**83% purchased after seeing one.**



26% Products featuring regenerative agriculture messaging outperformed those without them, delivering **26% higher dollar sales** and **16% higher unit growth** compared to the prior year.¹

A Price Worth Paying

Consumers see regenerative agriculture as worth the investment. One in five would pay more for products made using regen ag practices—and millennials are four times more likely than boomers to do so.

Certifications help, but they're not essential. Clear, authentic messaging on packaging can be just as effective in driving purchases and trust.



30% of millennials would be **willing to pay more** for products that use regenerative agriculture.



61% of consumers say that regen ag certification is **not essential for purchase consideration.**



42% of Gen Z consumers say **certifications drive purchase decisions.**

Consumer Perceptions That Inspire Action

Consumers view regenerative agriculture as a positive force—for the planet, for farmers and for food quality. These beliefs open powerful storytelling pathways for brands to connect with consumers.



74%

believe regen ag improves soil health and the environment



71%

believe it helps farmers build more productive and resilient farms



63%

believe foods grown with regen ag are higher quality and more nutritious

Messaging That Motivates and Builds Trust

Every message tested inspired consumer action—from improving soil health to supporting farmers and future generations. Regenerative agriculture resonates deeply, giving brands flexibility to tailor messaging that feels authentic and drives purchase intent.

Regen Ag Messaging Pathways Tested

“Supports farmers in building more productive and resilient farms”

74% of consumers stated this claim was appealing.

Question: Brands sometimes highlight the following benefits for products made using regenerative agriculture practices. How APPEALING is each of these to you personally?

“Improves soil health”

68% of consumers stated this claim would make them want to purchase a food or beverage.

Question: How likely would each of these claims make you want to PURCHASE a food or beverage product made using regenerative agriculture practices?

“Better for the planet and future generations”

70% of consumers stated this claim was differentiating.

Question: How UNIQUE OR DIFFERENT do you consider each of these benefit claims compared to other food and beverage products on the market?

“Supports more sustainable food production for the future”

71% of consumers stated this claim was believable.

Question: How BELIEVABLE do you find each of these benefit claims for products made using regenerative agriculture practices?



Empowering Brands Across the Value Chain

Partner with ADM to champion regenerative agriculture and create meaningful impact. Our direct connections with farmers enable authentic storytelling and transparency—helping you build consumer trust, meet stakeholder expectations and make a lasting positive impact on the planet and future generations.



**ADM's Regenerative
Agriculture Program**

+



**Customer
Partnerships**

=



**Positive
Outcomes**

**YOUR VALUE CHAIN SOLUTION FOR ENVIRONMENTAL IMPACT THAT
SUPPORTS BRAND GROWTH AND A MORE SUSTAINABLE FUTURE**

Findings based on ADM's Outside Voice™ U.S. Regenerative Agriculture Consumer Insights Report, December 2025. Online survey included 1,000 participants, ages 16-79, representative of the general population.

¹ ADM Outside Voice™ analysis of Nielsen IQ scan data covering all food, beverage and pet segments, Total US xAOC + convenience, July, 2025.

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