



REGENERATIVE
VITICULTURE
FOUNDATION

INTRODUCTION

Launched in 2022

RVF is a global non-profit focused on the adoption of regenerative farming practices by the wine industry.



**REGENERATIVE
VITICULTURE
FOUNDATION**

**Goal:
10% of the world's vineyards
farming regeneratively by 2035**





“The RVF plays a crucial role as **the only global organization dedicated to making regenerative farming practices scalable, credible and practical** across the wine industry”

- **Jancis Robinson, OBE MW**
Patron of the RVF



SUPPORTERS

— MAISON —
MIRABEAU

BERRY BROS & RUDD
3, ST. JAMES'S STREET, LONDON
—
WINE & SPIRIT MERCHANTS

Levy

MoëtHennessey

MDCV UK
PREMIUM WINES, VINEYARDS & ESTATES

GRGICH HILLS ESTATE
NAPA VALLEY

FAMILLE PERRIN

O'Neill
— VINTNERS & DISTILLERS —

Decanter

PARTNERS



the
PORTO
PROTOCOL



INTERNATIONAL
WINERIES FOR
CLIMATE ACTION



REGEN AG DEFINED BY CALIFORNIA IN JAN 2025



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

 Official website of the State of California



CALIFORNIA DEPARTMENT OF
FOOD AND AGRICULTURE

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Defining
Regenerative Agriculture
for State Policies and Programs

[CDFA Home](#) / [Defining Regenerative Agriculture for State Policies and Programs](#)

FOSTER CLIMATE SMART, RESILIENT, AND REGENERATIVE FOOD SYSTEMS

Support efforts that improve agriculture’s effect on the environment, encourage wise stewardship of water and natural resources, eliminate waste and are regenerative, e.g., practices that enhance ecosystems and improve the land.



CA State Board of
Food and Agriculture
DON CAMERON, PRESIDENT

January 10, 2025

Don J. Cameron
Board President
General Manager,
Terranova Ranch, Inc.

Joshua Eddy
Executive Director

Rachelle Pastor Arizmendi
Public Member

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Chief of Staff, Driscoll's

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Joseph Gallo Farms

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and Natural Resources,
University of California

Julia Jackson, Founder,
Grounded

Bryce Lundberg,
Vice President,
Lundberg Family Farms

David Mancera, Director
of Ecosystem Building,
Kitchen Table Advisors

Michelle Passero,
Director of Climate
Change Programs,
The Nature Conservancy

Doria Robinson,
Executive Director,
Urban Tilth

David Shabazian,
Public Member

Rolston St. Hilaire, Dean,
Jordan College, California
State University, Fresno

Joy Sterling, CEO
Iron Horse Vineyards

Christopher Valadez,
President, Grower Shipper
Association of Central
California

Secretary Karen Ross
California Department of Food and Agriculture
1220 N Street, Suite 400
Sacramento, CA 95814

Dear Secretary Ross:

Over the last two years, the California State Board of Food and Agriculture has worked closely with your department in engaging in a robust public process to determine a definition for the term “Regenerative Agriculture” for state policies and programs. After careful deliberation, the Board has approved and recommends a definition for your consideration.


Enclosed, please find the recommendation **Defining Regenerative Agriculture for State Policies and Programs**. The proposed definition is to inform state agencies, boards and commissions on the definition of regenerative agriculture as it relates to state policies and programs. This is not a definition for certification or a recommendation for incorporation into state statute.

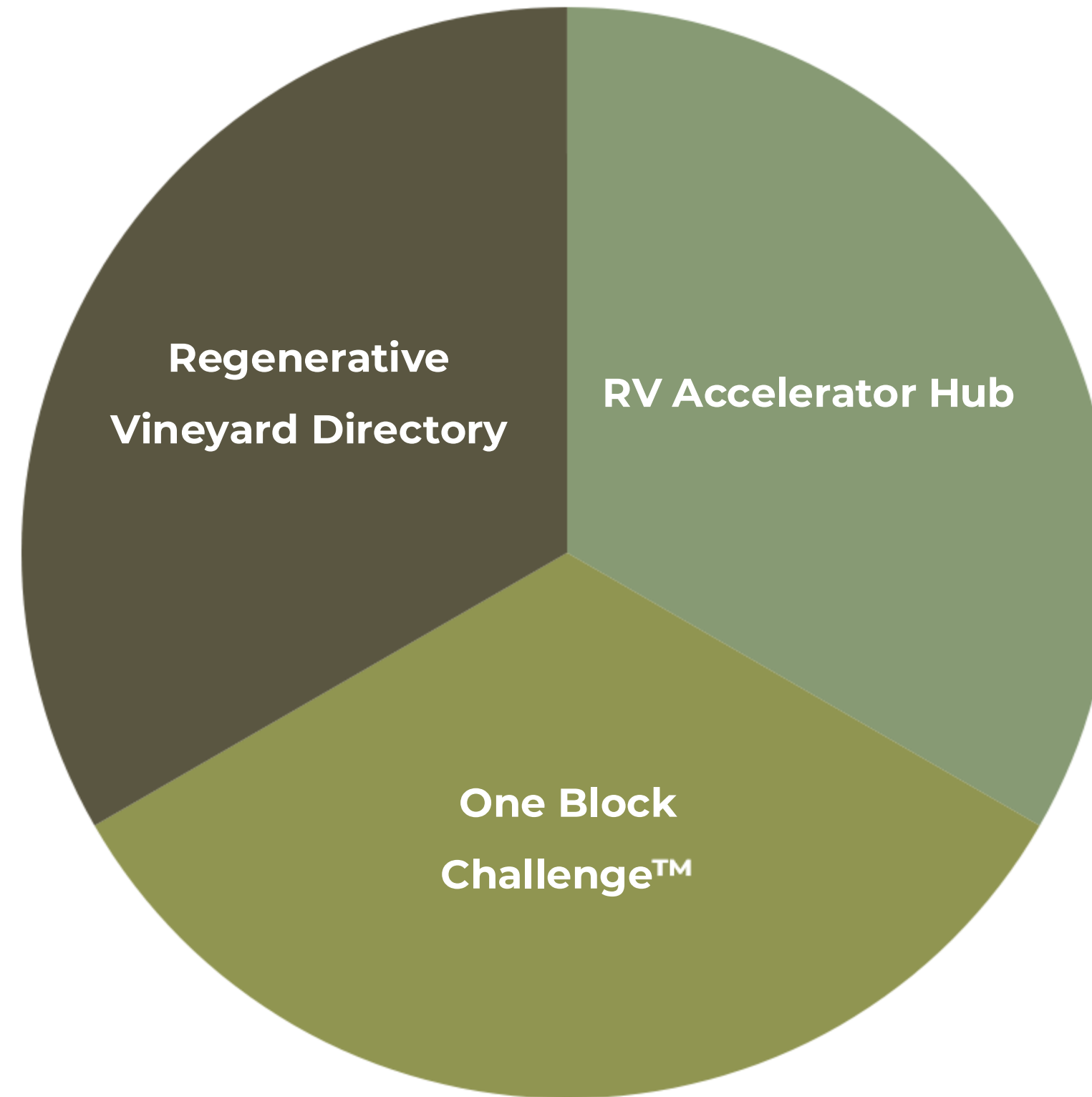
As stated within the recommendation, “Regenerative agriculture is not an endpoint, but a continuous implementation of practices that over time minimize inputs and environmental impacts and further enhances the ecosystem while maintaining or improving productivity, economic contributions and community benefits.” As such, the recommendation should be periodically revisited as new technologies, research and innovations occur.

Further, the Board strongly encourages state agencies and departments to coordinate with CDFA on the development of measurable and verifiable outcomes related to policies and programs that focus on regenerative agriculture.

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State of California
Gavin Newsom, Governor





Initiatives



ONE BLOCK CHALLENGE™

The One Block Challenge gives winegrowers a low risk, practical way to try regenerative practices on a small scale in a supportive community of peers.



Paso Robles, CA



Marlborough, NZ



Stellenbosch, SA



Hampshire, UK



RVF



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Learn more or
enroll



1bc@regenerativeviticulture.org

THANK YOU



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THE ONE BLOCK CHALLENGE NAPA

Caine Thompson, Trustee, Chair of Technical, The Regenerative Viticulture Foundation

Stephen Cronk, Founder and Chair, The Regenerative Viticulture Foundation

Jennifer Becker, The Regenerative Viticulture Foundation

A photograph of a dirt path in a vineyard. The path is muddy and has several large, irregular patches of brown mud. The vines on either side of the path are green and appear to be overgrown, with some leaves showing signs of damage or discoloration. The overall scene suggests a lack of maintenance or a problem with the agricultural land.

**THE PROBLEM:
AGRICULTURE IS
BROKEN**

A person wearing a brown hat and a blue shirt is lying on their back in a grassy path between rows of grapevines. Their hands are clasped behind their head. The vineyard is lush with green leaves, and the background shows a hilly landscape under a cloudy sky.

BUT THERE IS HOPE: REGENERATIVE AGRICULTURE

A holistic farming system with a FOCUS ON OUTCOMES using regenerative practices to improve soil health, enhance biodiversity and increase carbon capture



HOW DO WE
GO FROM
HERE...

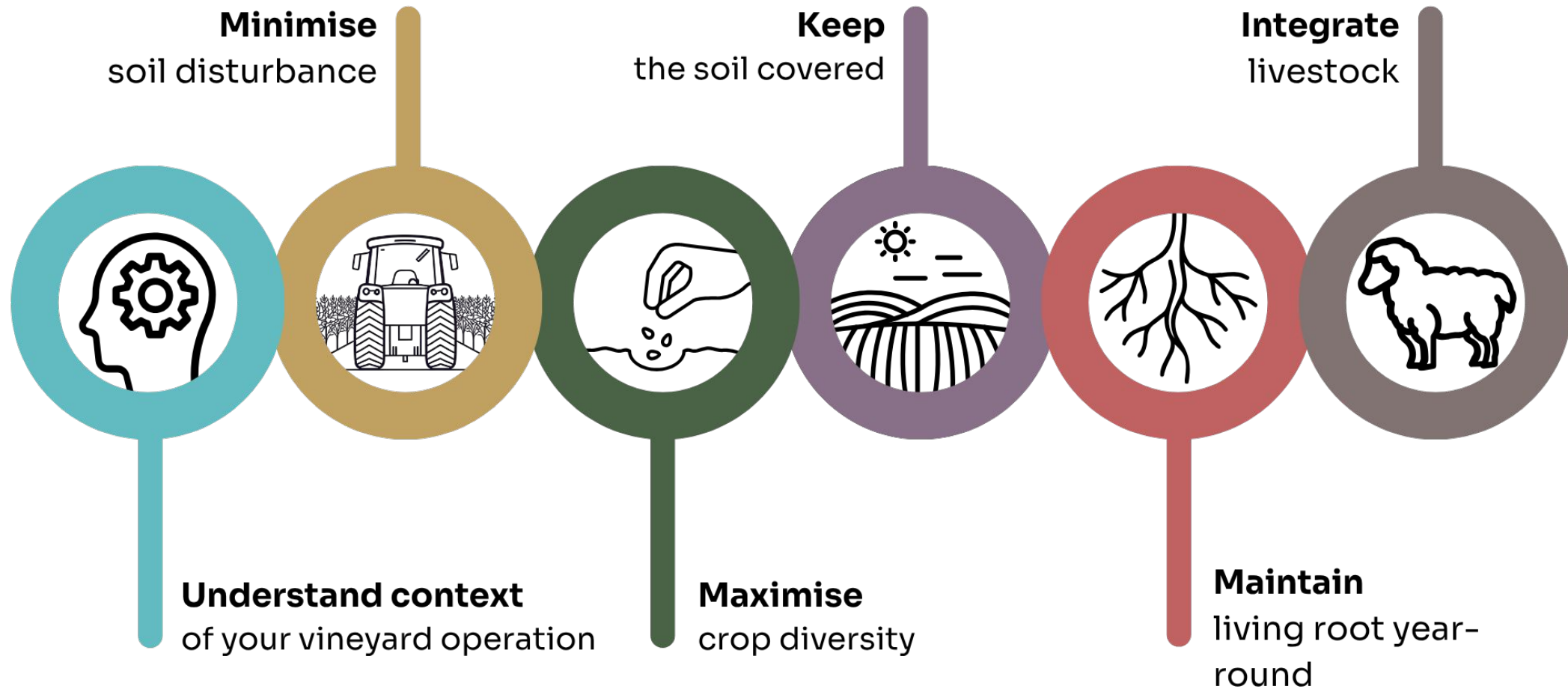


...TO HERE?

WITH A SINGLE STEP:



6 Core Principles of **REGENERATIVE VITICULTURE**



**ROBERT
HALL®**

Case Study: Paso Robles

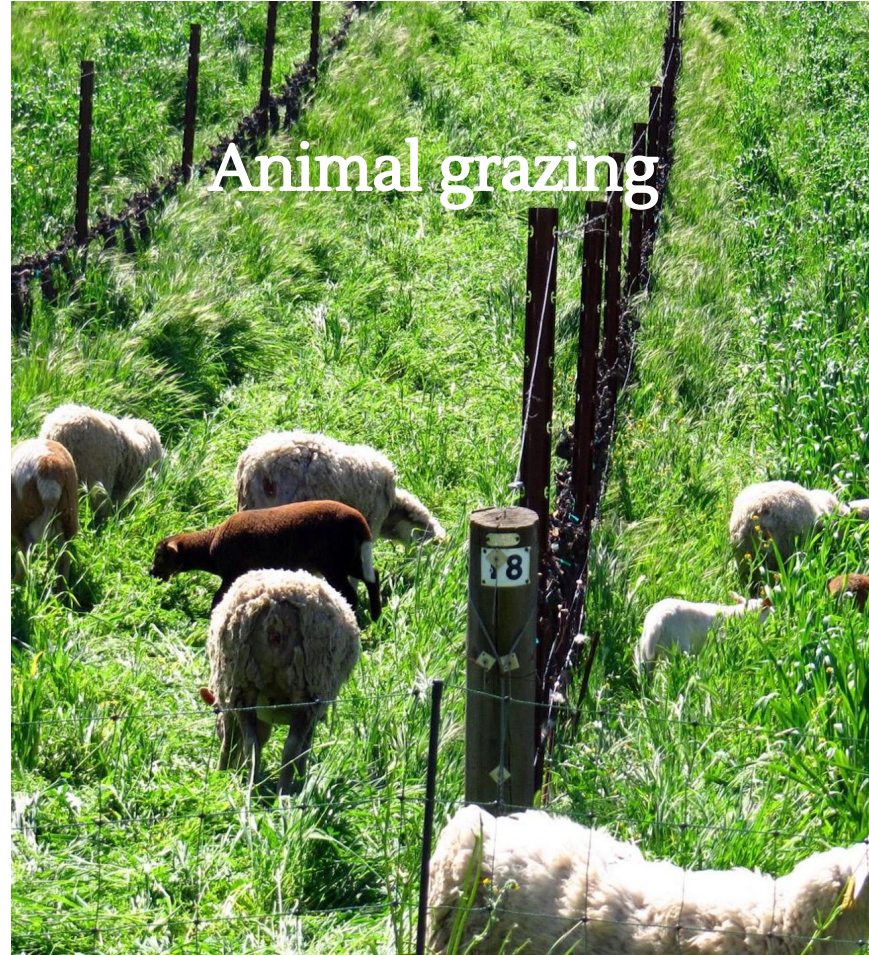


2020 Trial site 5 acres side by side. Now expanded to 135 acres.



Robert Hall Winery: Regenerative transition in started in 2020.

PRACTICES INCLUDE:



KEY LEARNINGS

Nature responds quickly,
if you let her

PREHARVEST COMPARISON 2024



Conventional Control



Regenerative

WHAT THE DATA SHOW 5 YEARS LATER

- Organic matter increased by 70% (2.4% OM vs 1.4%)
- Organic Soil Carbon increased by 74% (1.5% vs 0.86%)
- Additional 12.2t SOM
- Yields improved: 4 of 5 years
- Average 5% yield increase
- Average 7% increase cost per acre
- 30% premium paid for ROC grapes



WHAT ABOUT THE IMPACT ON WINE?

“With the 2024s it’s clear there is a significant improvement in quality when you compare the wines side by side (regenerative vs control)” -*Amanda Gorter, Director of Winemaking, O’Neill Vintners*



A GLOBAL CALL TO ACTION: 1 BLOCK CHALLENGE







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1. SIGN UP (link from postcard)
2. CHOOSE BLOCK (any size)
3. IMPLEMENT REGENERATIVE PRACTICES
4. MONITOR, MEASURE, REPORT
5. SHARE LEARNINGS





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To join the IBC Napa

Requirements:

1. Plant a diverse cover crop
2. Eliminate synthetic herbicide
3. Eliminate tillage in vine rows except to establish cover crop

+ One of the following:

- Compost/Compost Biochar
- Synthetic free agrochemical program for pest/disease
- Graze the block with livestock
- Include pollinator species in cover crop
- Leave alternate rows seeded to pollinator mix standing all season
- Plant a hedgerow adjacent to the block
- Install songbird/raptor/owl/bat boxes





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The benefits of being involved:

- Be part of a global movement
- Peer to peer support
- No enrollment cost
- Joint purchase power for cover crop seed, compost, etc
- Share equipment
- Accelerate learning through our global network



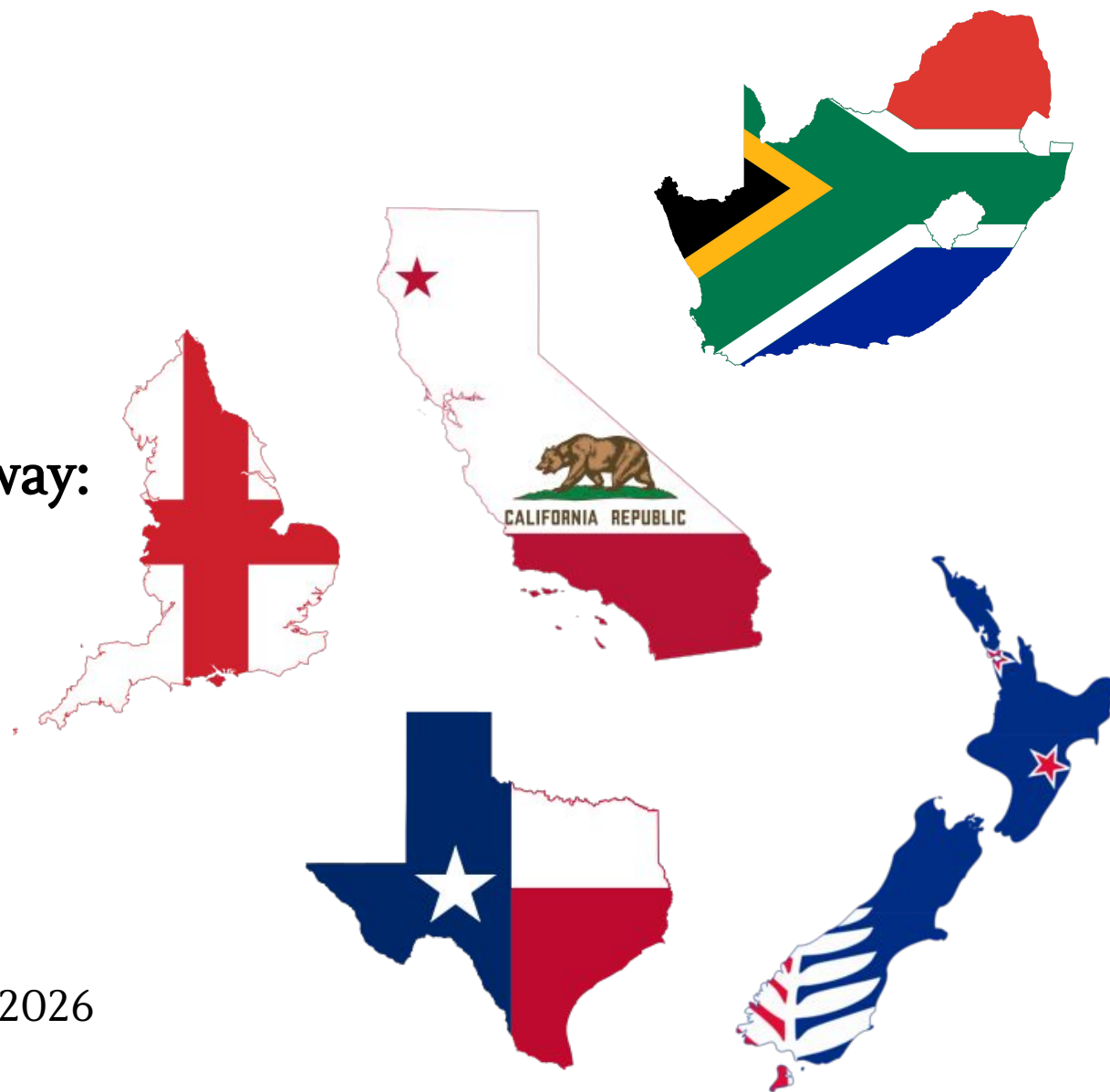


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The One Block Challenge is now underway:

Paso Robles
New Zealand
South Africa
England
Texas

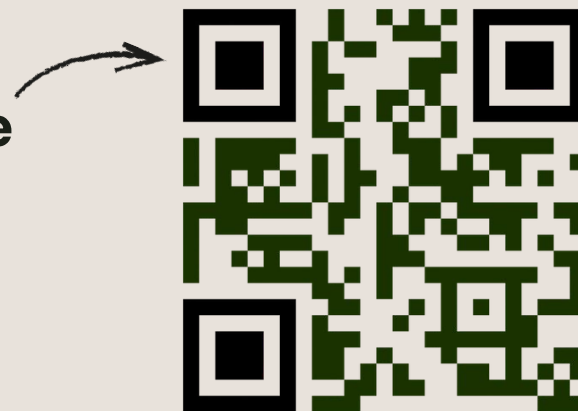
More regions and countries on the road map for 2026





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Learn more
or enroll



lbc@regenerativeviticulture.org