



**A GREENER WORLD**

**FOR IMMEDIATE RELEASE**

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## **CALIFORNIA OLIVE RANCH-MANAGED FARMS BECOME FIRST OLIVE FARMS IN NORTH AMERICA CERTIFIED REGENERATIVE BY A GREENER WORLD**

— This announcement brings more than 4,600 acres of olive trees in Northern California under verified regenerative certification by nonprofit A Greener World —



**Photo Credit: California Olive Ranch**

**TERREBONNE, OR (March 3, 2025)**—Nonprofit certifier [A Greener World](#) (AGW) has recognized [California Olive Ranch](#) (COR)-managed farms as *Certified Regenerative by AGW*, bringing more than 4,600 acres of olive trees in Northern California under verified regenerative certification. The announcement marks an important step of the company’s ambitious multi-year transition to certified regenerative practices. Over the past several years, COR has committed to implementing regenerative agriculture practices across all their managed farms including cover crops, livestock grazing, hedgerow planting, composting and more, with the goal of improving the overall health of the soil, trees and olives. *Certified Regenerative by AGW* is an innovative assurance of regeneration and sustainability, measuring benefits for soil, water, air, biodiversity, infrastructure, animal welfare, and social responsibility.

California Olive Ranch, the nation's largest producer of olives for extra virgin olive oil (EVOO), has been a leader in olive cultivation, harvesting, and milling since 1998. Operating one of the nation’s largest and most advanced olive milling facilities, they are committed to high-quality standards, regenerative farming practices, and supporting local communities across the state of California. COR also partners with over 50 family farmers across the state of California with plans to pursue Certified Regenerative by AGW certification for its grower-partners’ farms in the coming years.

**California Olive Ranch VP of Quality and Product, Mary Mori says,**

“From our farming practices to our family values, California Olive Ranch holds itself to the highest standards. We use regenerative practices, such as minimal tilling, livestock grazing, cover crops, compost, and reduced synthetic fertilizers to improve the health of soil, trees, and fruit under the brand’s production. Verification of our standards provides an assurance of quality from our olive orchards. We celebrate both the achievement of this certification and the continual, impactful progress in our regenerative journey.”

As public interest in sustainability continues to increase, the demand for rigorous, meaningful assurances of responsible farming practices has grown. Building on its successful family of leading labels, A Greener World’s *Certified Regenerative* program is a plan-based, third-party regenerative certification—giving farmers, consumers and buyers confidence in reliability and impact. *Certified Regenerative by AGW* ensures farms are meeting rigorous sustainability standards *and* continually improving—assessing risks, setting goals and tracking progress toward meaningful milestones with support from qualified experts. Plans are reviewed, approved and then audited on an ongoing basis by A Greener World, providing third-party accountability for each farm’s regenerative progress.

**AGW Executive Director Emily Moose says,**

“We are thrilled to partner with California Olive Ranch to demonstrate the positive impacts that regenerative practices can have. Through this innovative transition project we are working farm by farm to verify important milestones and real change, so that companies like California Olive Ranch get appropriate credit in the marketplace as their supply chain becomes increasingly

regenerative. We applaud California Olive Ranch for embarking on this regenerative journey with us and are proud to work together toward building a truly sustainable, regenerative, and transparent food system.”

Read more about California Olive Ranch’s *Certified Regenerative by AGW* farms [here](#). For more information about California Olive Ranch’s transition toward *Certified Regenerative by AGW* production, visit their [Impact Report](#) or [contact](#) California Olive Ranch.

## **ABOUT A GREENER WORLD**

**A Greener World (AGW)** identifies, audits, certifies and promotes practical, sustainable farming systems by supporting farmers and ranchers and informing consumers. AGW’s growing family of trusted certifications includes [Certified Animal Welfare Approved by AGW](#), [Certified Grassfed by AGW](#), [Certified Regenerative by AGW](#) and [Certified Non-GMO by AGW](#). Each program is designed to have positive and measurable impacts on the environment, society and animals, and to encourage truly sustainable farming practices. AGW’s standards and procedures are robust, transparent and achievable.

A nonprofit funded by donations, AGW offers a range of resources to help people make informed food choices, including an [Online Directory](#) of certified farms and products and [Food Labels Exposed](#)—a definitive guide to food label claims (available in print and online). For more information visit [agreenerworld.org](http://agreenerworld.org).

## **ABOUT CERTIFIED REGENERATIVE BY AGW**

Certified Regenerative by A Greener World (AGW) is a comprehensive, plan-based sustainability certification helping producers demonstrate their commitment to the environment and local communities. More than a certification, it serves as a tool for measuring the impacts of management practices. Certified Regenerative farms maximize soil health while mitigating the negative impacts of humans and livestock. This includes the positive management and regeneration of soil, water, air, cropping systems, livestock, biodiversity, wild harvested resources, and people.

The term ‘regenerative agriculture’ is often used to refer to a range of sustainable stewardship practices, many of which have been used by indigenous and traditional agricultural communities for thousands of years. But rising interest has led to a wide and growing variation in how ‘regenerative’ is defined and practiced. As commitments to adopt regenerative practices increase, so does the risk of misusing the claim to imply sustainability without delivering it—also referred to as ‘greenwashing.’ Currently, most regenerative claims are not verified, resulting in wide gaps in consumer expectation and on-farm practices. Unlike most food labels, AGW’s certifications ensure rigorous standards are validated on-farm by independent, trained auditors. For more information visit: [agreenerworld.org/certifications/certified-regenerative](http://agreenerworld.org/certifications/certified-regenerative).

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