



ANNUAL ACTIVITY REPORT





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FINANCIAL RESULTS

“Our mission at
Regeneration Canada
is timely and more
needed than ever.”

04



A FEW WORDS FROM OUR PRESIDENT

In the past year, the world has continued to grapple with the challenges of a continuing COVID-19 pandemic and with aggravating climate change. The IPCC came out with another urgent warning that real concerted action is needed now to avert the worst impacts of the climate crisis. Our mission at Regeneration Canada is timely and more needed than ever. We work to raise awareness about the potential of regenerative agriculture and land management to mitigate climate change and to connect different stakeholders across the country in order to bring about systemic change.

Our young organization has entered a growth phase this year. Last year our team was only four people; now we are up to eight and opportunities for new projects and partnerships are keeping the whole team on their toes.

In early 2021, we hosted another successful online Symposium, this time on the groundbreaking theme of Hydrating Landscapes to Mitigate Climate Change. This was a tremendous opportunity to raise awareness on the linkages between soil, water and climate and to foster connection within our community during these isolated times. Since this 4th edition of the Symposium, we have been excited to look ahead and to devote energy towards our other impactful projects.

We launched the Map of Regenerative Farms with a successful pan-Canadian media campaign, and we have recently celebrated the 100th farm on the map. The map has opened up our network wider and helped us spread our work further across the country. It has been a goal to connect stakeholders in every region of Canada, and now our growing network is increasingly representative of the diverse farms across the nation. And it is only the beginning.

Throughout the year, we have continued educating ourselves and our broader community about issues relating to diversity, equity and inclusion in the regenerative movement. We have focused on building an organizational culture and structure that is regenerative, equitable and inclusive for the individuals who work on our team and for all our relationships. This work is underway and far from complete. It remains an important pillar of Regeneration Canada's work to support regenerative values in what we do and how we do it.

Our organization has deepened our relationships this year with many other important organizations in the regenerative movement, both in Canada and internationally. We have been invited to participate in several educational and research projects and we are working now to fund and structure some exciting opportunities to take our movement forward in very tangible ways. While raising awareness remains an important part of our work, we are increasingly moving towards building the tools needed for a large-scale transition to regenerative land management.

It is an exciting time to be involved in the growth of Regeneration Canada and in the global regenerative movement. We look forward to sharing our plans for the coming year and to having you be a part of it as we create our pathway forward in solidarity.

Ananda Fitzsimmons, President of the Board of Directors



About Regeneration Canada

OUR VISION

A global ecosystem of healthy, thriving communities in which regenerative land management cools the planet, feeds the world and promotes public health, prosperity, and peace.

OUR CULTURE

We have an appreciative organizational culture that values each teammate's input, autonomy and self-management, and collaboration between all team members. In addition, we value listening to the opinions of others, honest communication, mutual respect, trust, patience and inclusivity.

OUR MISSION

Regeneration Canada is a nonprofit organization dedicated to promoting soil regeneration as a means to mitigate climate change, restore biodiversity, improve water cycles, and support a healthy food system.

OUR ORGANIZATIONAL STRUCTURE

We share responsibility, and our roles are fluid. As team players, we dare to step up when needed, and each individual is committed and reliable. Our decision-making processes are collaborative, and we can adapt and evolve in the process of coming to a decision together. Our actions' guiding principle is: What is best for all?

OUR APPROACH

We strive towards this goal by creating spaces for farmers, landowners, scientists, agronomists, businesses, community organizations, governments, and citizens to learn, connect, and regenerate soils.



OUR STRATEGIC GOALS



RAISING AWARENESS
& MOBILIZING



NETWORK BUILDING



EDUCATION



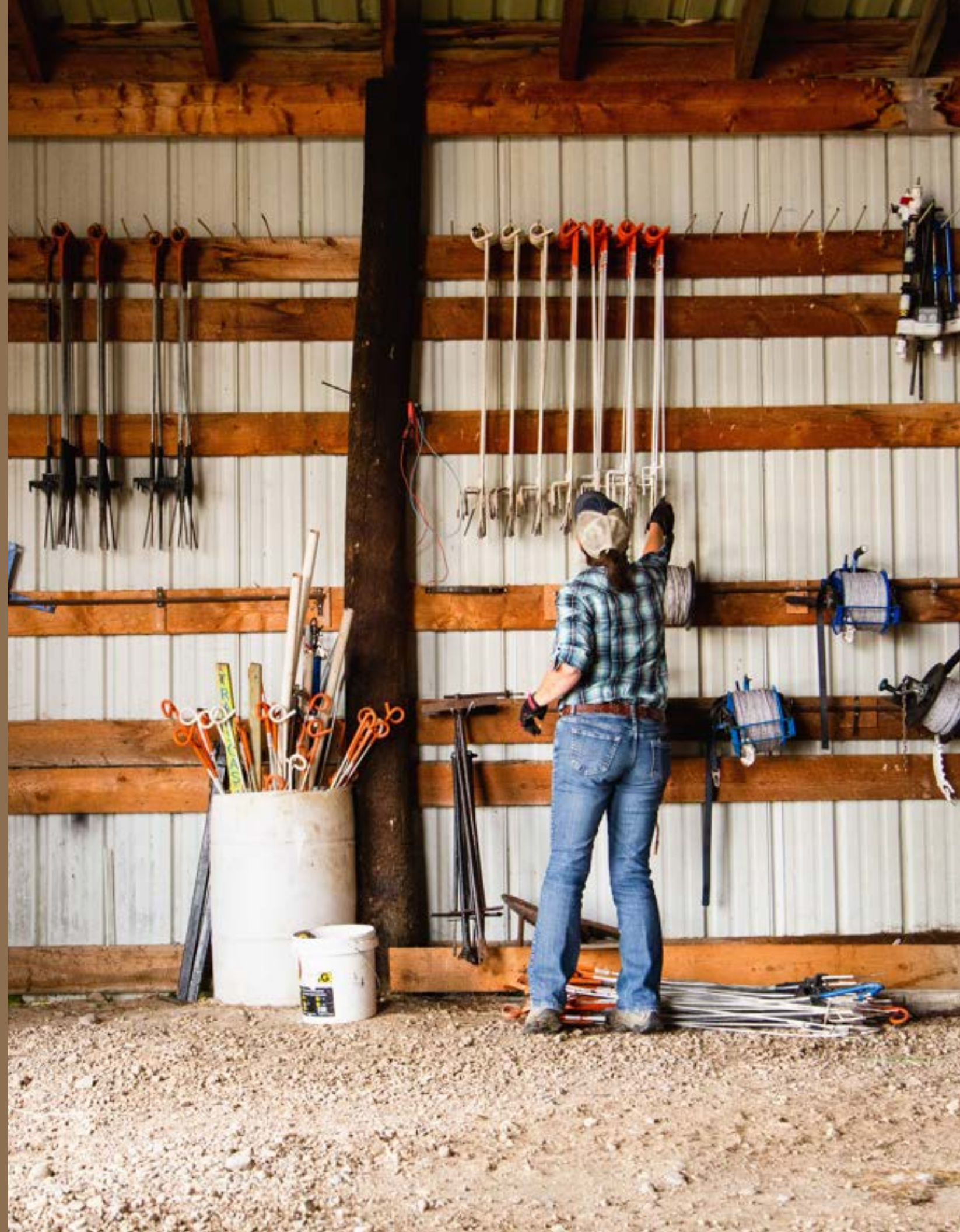
DIVERSITY, EQUITY &
INCLUSION

Activities

INTRODUCTION

In 2020–2021, more than ever, Regeneration Canada (RC) remained committed towards its members, community and partners. Despite the COVID-19 pandemic, RC was able to continue its activities with the same enthusiasm and courage, aiming at achieving our mission, **one farm, one individual, one community at a time**. This took shape in our **2021 Symposium**, countless educational resources and engagement with our community, partners and members.

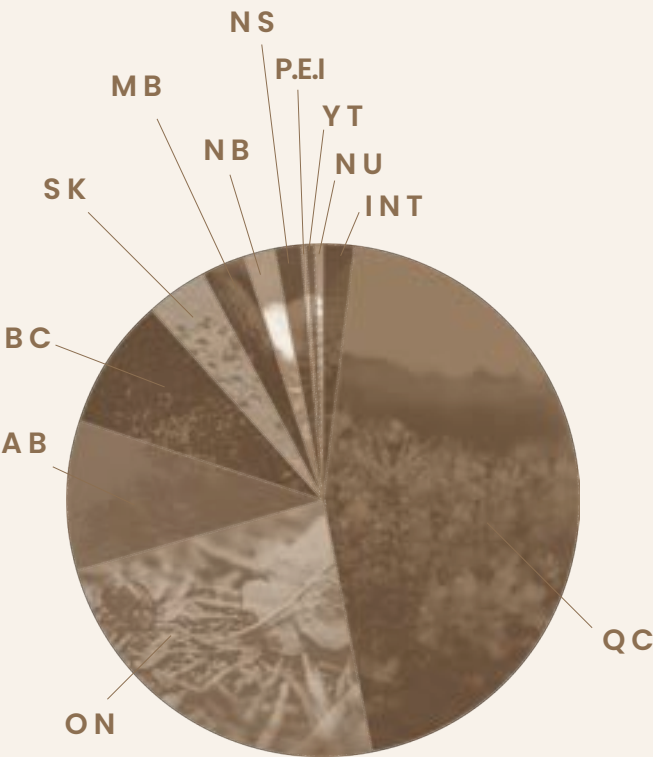
This year, RC was particularly committed to integrating principles of **equity and inclusion** throughout its activities and organization in order to foster safety, belonging and inclusion of diverse stakeholders in this movement. We consider that to regenerate land, we need to address systemic cultural and social barriers that determine who has access to land and resources to be able to participate in the regenerative movement. Acknowledging that land management and agriculture have historically been – and continue to be – practiced with inequities, we also consider that this must be addressed in order to build a **regenerative movement**.



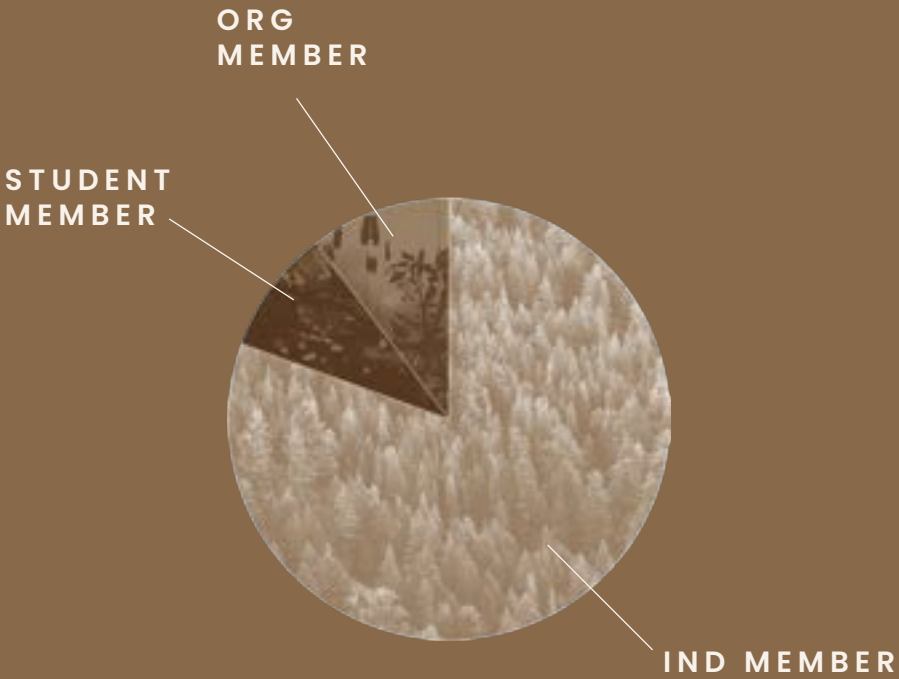
OUR MEMBERS' NETWORK

Through our members' network, we bring together the voices of existing initiatives to determine priorities for **advancing the regeneration sector in Canada.**

Through our membership platform, we create the space to **share knowledge** and **resources**, to have **conversations and meet with others** in the movement.



MEMBERS BY LOCATION



MEMBERSHIP TYPE

MEMBERS' CALLS

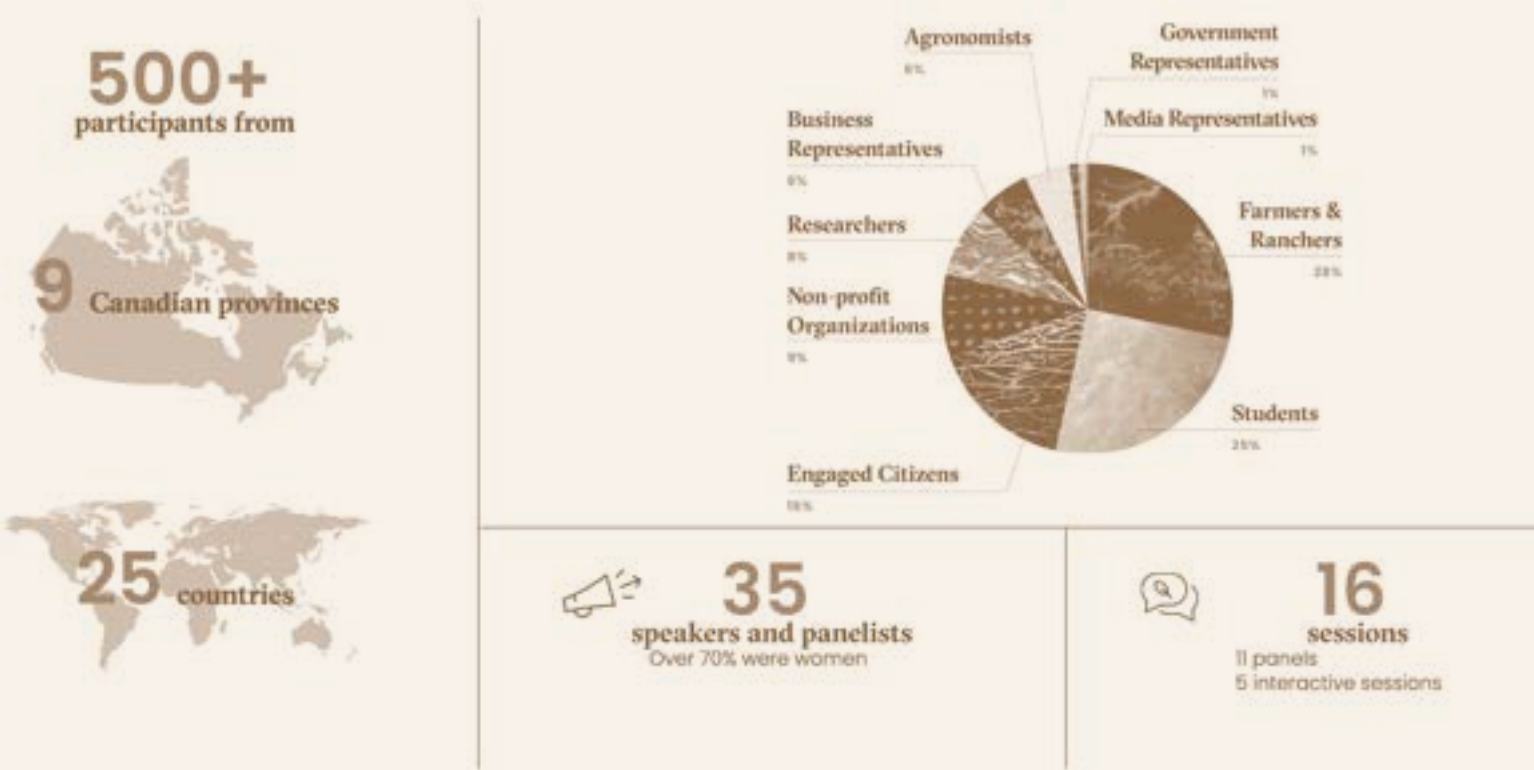
Members' Calls are monthly calls where **members unite to meet and connect** with other members across Canada in the regenerative movement. We use the members' calls to continue the conversation following our webinars and discuss amongst members to advance **our understanding of diverse themes important to the movement.** Members' Calls also serve as spaces for ongoing consultation with members on organizational decision-making.



OUR PARTNERS

Partnerships are central to the work of RC, as we embrace a **multistakeholder approach** to support the development of an **inclusive and diverse regenerative movement**. We currently have **57 partners** throughout Canada with mutual support for our respective missions. We believe that through solid partnerships based on trust, we will succeed at coordinating a national transition.





OUR 2021 LIVING SOILS SYMPOSIUM

Hydrating landscapes to mitigate climate change

In February, we brought the regenerative community together online for our second **virtual Symposium**. Our speakers covered various topics, from exploring **Indigenous worldviews on water** to diving into the **connection between soil, water and climate**. They shared their research and knowledge on restoring wetlands, using grazing to rehydrate arid landscapes, methods to slow, spread and sink water, and cultivate racial equity in regenerative agriculture.

As part of our **Diversity, Equity and Inclusion strategy**, some of the conferences included Cultivating Racial Equity in Regenerative Agriculture and Decolonizing Water and Preparing Next Steps.



“We are the land.
We can’t be
separated from it.”
–Dawn Morrison

Garth Laidlaw and Jenna Kessler



“I am blown away with the potential that this map has to move the regenerative cause forward.”

–Scott Hortop

“I love the map, its functionalities, what it promotes and the design of it. Brilliant work.”

–Hakim Regragui-Lebeau



OUR MAP

We were thrilled to launch our **Map of Regenerative Farms** this year! After its launch in February, the map gained immediate momentum and has been **growing** steadily.

As of June 30th, the map featured **86 farms with over 78,500 acres** across eight provinces. The average farm size was 950 acres.

Growers are already reporting **benefits** from being featured on the map. New sign-ups have mentioned finding out about the map from other featured growers, showing promise for **the maps’ organic reach potential**.

86
FARMS

78,500
ACRES
(TOTAL ACREAGE)

950
ACRES
(AVERAGE FARM SIZE)

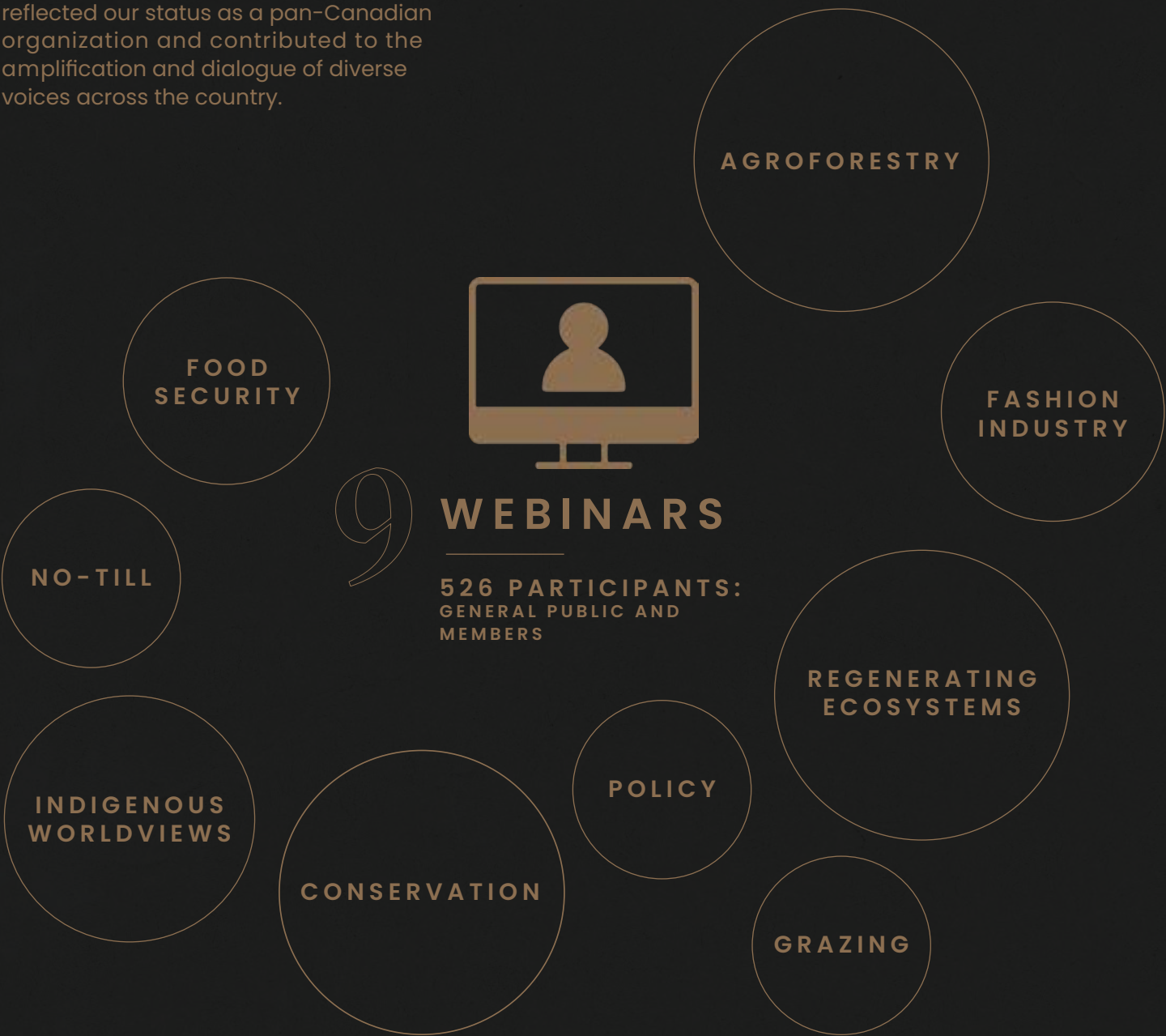
“It’s great to see that the map’s landing default page recognizes and includes Indigenous treaties, reserves and territories!”

–Ann-Marie Saunders

EDUCATION

Education is central to RC’s strategy. This past year, we brought valuable educational content on **regenerative practices** for our members and the general public.

Our activities ranged from **webinars** to **workshops** and **science articles**. That reflected our status as a pan-Canadian organization and contributed to the amplification and dialogue of diverse voices across the country.



16 SOIL SCIENCE
SERIES POSTS



11 BLOG POSTS



6 WORKSHOPS

Six workshops to farmers and general public on soil health and regenerative agriculture.

COMMUNICATIONS

Our Communications team built momentum on all events and activities, building and expanding our outreach and **network** while supporting our strategic efforts towards **mobilization**. Communicating in a relevant manner and serving our members and communities is central to our communication strategy.

RC was further present in numerous events, **workshops, features, podcasts, conferences** and engaged in a very successfu pan-Canadian media campaign to launch the **Map of Regenerative Farms**.

EXAMPLE PUBLIC SPEAKING EVENTS:

- Compost Council of Canada’s Organics Recycling Conference 2020: For the Love of the Earth, Nurturing Soil Health* (October 2nd, 2020)
– **Gabrielle Bastien**
- New Brunswick Environmental Network conference: Protecting Biodiversity in a Time of Climate Crisis* (April 13, 2021)
– **Antonious Petro**
- Globe and Mail Webcast: Regenerative Agriculture: Supporting sustainable food production* (June 9th, 2021)
– **Gabrielle Bastien**
- RealAgriculture Podcast on regenerative agriculture* (June 25, 2021)
– **Antonious Petro**

THE PAN-CANADIAN
MEDIA CAMPAIGN FOR
OUR MAP LED TO...

5

MAGAZINE
ARTICLES

121

MEDIA FEATURES

5

RADIO
INTERVIEWS

6

TV INTERVIEWS

11

NEWSPAPER
ARTICLES

94

ONLINE MEDIA
FEATURES

COMMUNICATIONS IN NUMBERS

TWITTER



1293

+30%

YOUTUBE



1190

+84%

NEWSLETTER
SUBSCRIBERS



2964

+32%

INSTAGRAM



4389

+46%

FACEBOOK



6736

+37%

LINKED IN

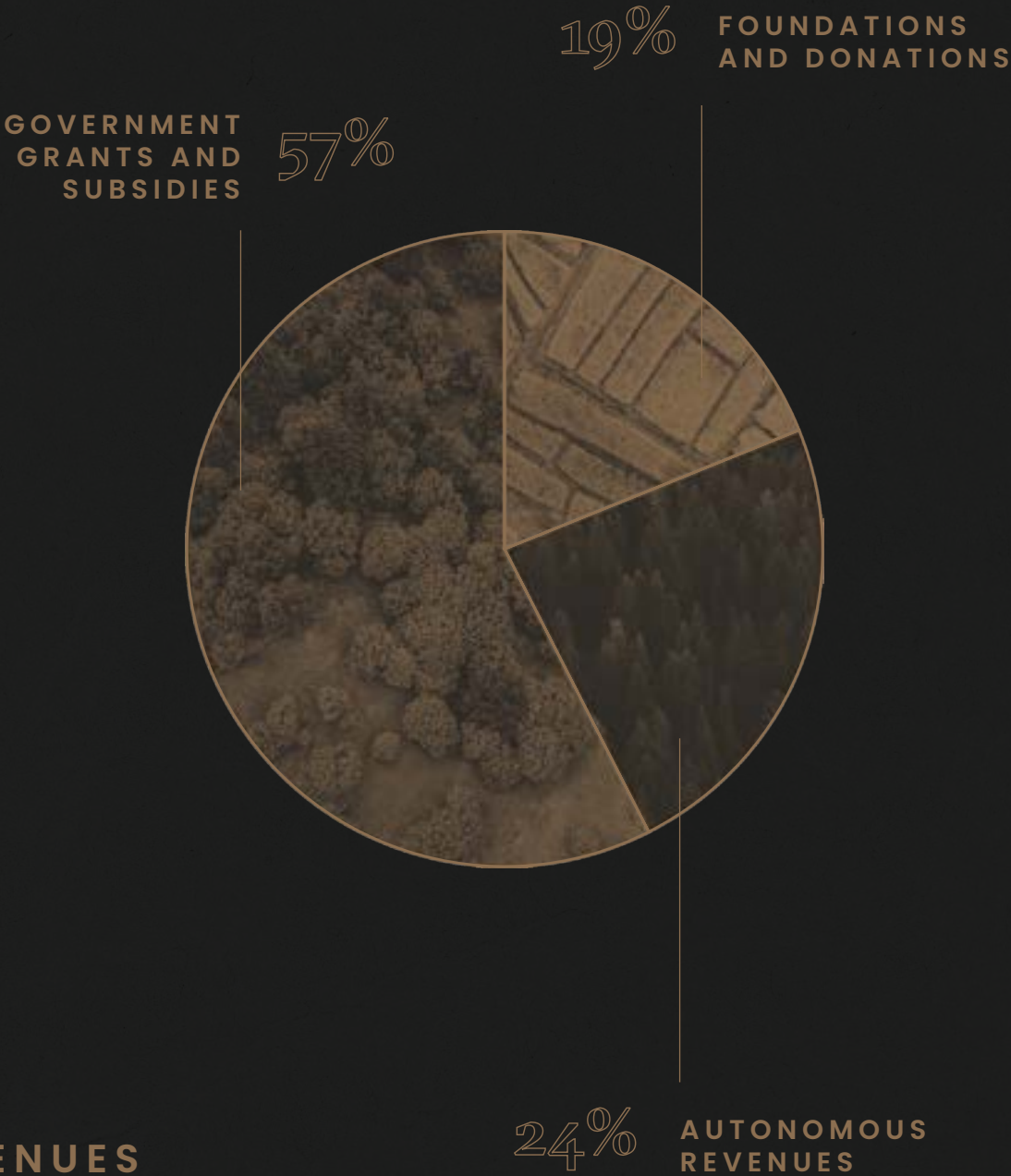


724

+101%

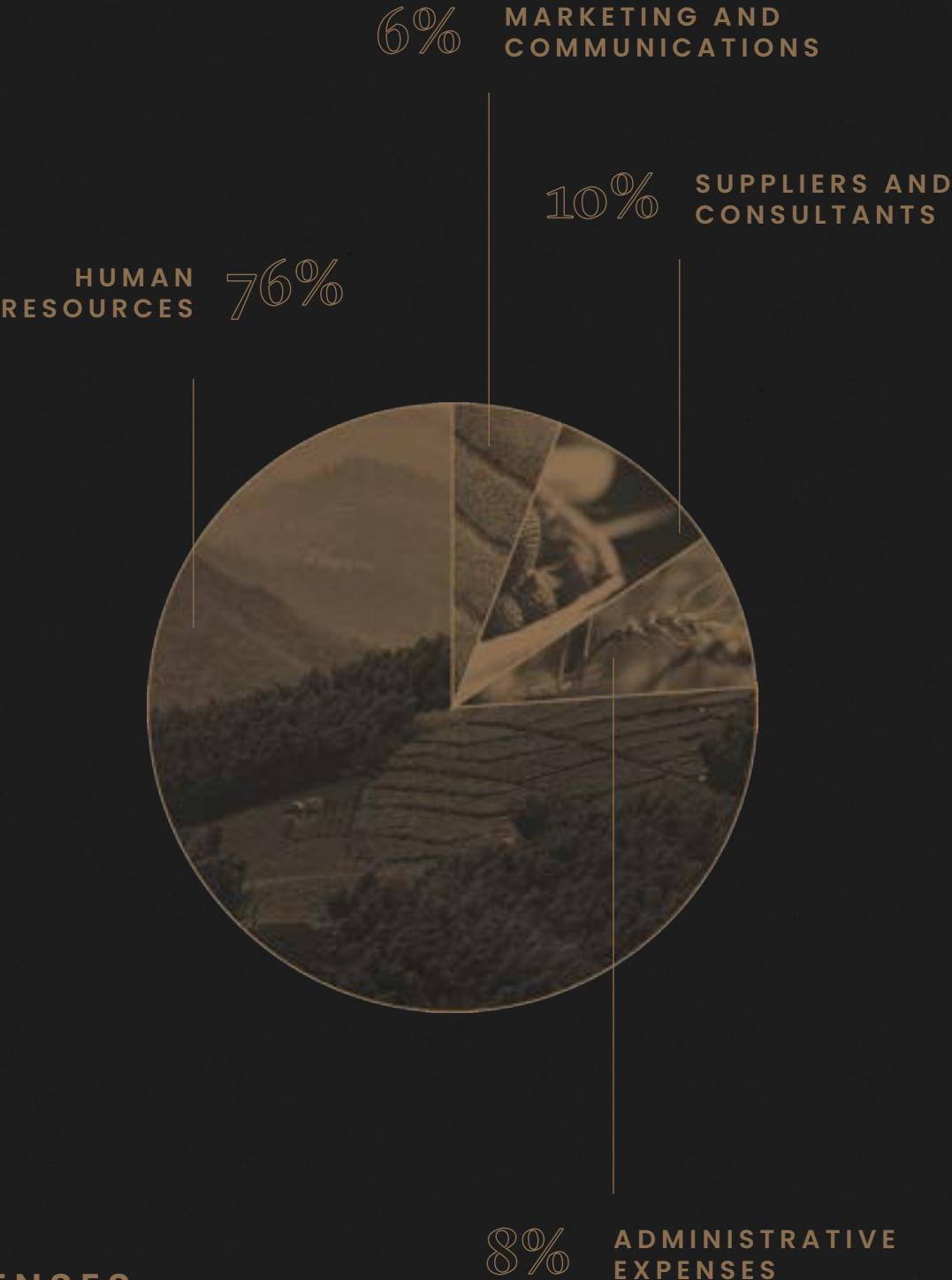
REVENUES

Foundations and donations	76,247
Autonomous revenues	95,039
Government grants and subsidies	229,285



EXPENSES

Marketing and communications	18,686
Suppliers and consultants	28,921
Administrative expenses	25,393
Human resources	230,839





Current team: Antonious Petro, Sarah Barsalou, Gabrielle Bastien, Jade Heilmann, Chelsea Kingzett, Sara Maranda-Gauvin, Joanna Heyse, Sarah Cuthill
Past team members during 2020–2021: Aviva Lessard, Jaëlle Dutremble Rivet, Simrin Desai, Alix Tabet
Board members: Ananda Fitzsimmons, Marie-Élise Samson, Brenda Tjaden, Ross Macdonald, James Craig, Elham Hajam, Michael Warren

THANK YOU!

A big thank you to our entire community for your support! The movement of soil regeneration is more robust, thanks to you. Together, we have helped promote this promising climate solution to Canadians.

For more information:
regenerationcanada.org

