



ANNUAL ACTIVITIES REPORT

July 1st 2019 to June 30th 2020

regenerationcanada.org



RÉGÉNÉRATION
CANADA

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A WORD FROM OUR PRESIDENT

At the closing of our fiscal year, we look back at all that has happened in 2019/2020 and it certainly has been a year of consolidation for Regeneration Canada! Our small organization has gone from an enthusiastic start-up to a recognized institution in the Canadian landscape this year.

We have doubled our membership and made our presence known all over Canada by participating in numerous events and tradeshow and appearing in media interviews and podcasts. Thanks to the addition of a new team member, Jaelle Dutremble-Rivet, dedicated to social media communications, our social media presence and reach has been significantly amplified!

Our organization, like every other organization, faced the COVID crisis this year and had to pivot rapidly. A week before our Living Soils Symposium was scheduled to take place in March, we were forced to cancel our largest event of the year, something we had been working towards for six months! The team scrambled and we very successfully managed to restructure the Symposium into an online event in April and May. The event was well attended and we even had participants from across Canada and around the world, who would not have been able to attend the in-person event in Montreal.

COVID-19 was a huge disrupter all over the world, forcing people to stop their routines and feel the fragility of the systems which sustain us. As an organization that advocates for broad systemic change as a necessary response to the climate crisis, we and many others saw an opportunity for change in this moment. Calls to use the crisis to restart the economy in a more equitable and regenerative manner came from around the world. Many small businesses selling fresh local food, heritage seeds, seedling trees and shrubs, saw an unexpected rush of demand for their products as consumers concerned about the security of the global supply chain rushed to buy local food and plant gardens. How this all plays out going forward remains to be seen.

For our part, we look forward to another year of expanding our connections in the global regenerative movement and letting an increasingly widening audience know about the benefits and importance of regenerative land management as a very significant solution to climate change and food insecurity. We hope you will be a part of this movement for a better, fairer and safer world!

Ananda Fitzsimmons,
President of the Board of Directors
Regeneration Canada

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 mission

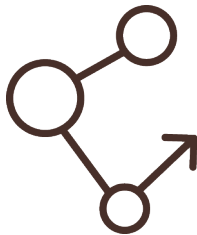
Regeneration Canada is a nonprofit organization dedicated to promoting soil regeneration as a means to mitigate climate change, restore biodiversity, improve water cycles, and support a healthy food system.

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

Our strategy



Raising Awareness
& Mobilizing



Networking Building



Education

STRATEGIC PRIORITIES OF THE YEAR

At our last Annual General Meeting, we set four strategic priorities for the year to come:



INFORM

Spreading the word & education



CONNECT

Propagating and deepening the movement at national & local levels



SUPPORT

Demonstrating, discovering & documenting what works



SUSTAIN

Developing partnerships to fund the movement-building work





ACTIVITIES

OUR NETWORK OF MEMBERS ACROSS CANADA

Through our member network, we gather the voices of existing initiatives to determine priorities to advance the sector of soil regeneration in Canada.

Through our member platform, we create space to share knowledge and resources, to host conversations and to connect with other stakeholders in the movement.

132 new membership
subscriptions
2019-2020

129 renewals

261 total number
of members on
June 30th, 2020

Regen Summer Meetups



During the summer of 2019, we launched our “Regen summer meetups” project, to encourage our members to organize small events in their communities, including agriculture workshops, farm visits, conferences, lunches and other types of gatherings with the goal of coming together to discuss soil regeneration. We assisted them in the planning and promotion of the event, and provided content and presentation tools if desired.

5 Regen summer meetups were organized by our members in different locations of Quebec and Ontario.

MEET OUR MEMBERS

Our members are changemakers coming from different horizons across Canada. Here are a few of them:



MARK & LAURA HOIMYR
Regenerative Farmers

“For us, soil regeneration means **bringing back life** to the soils we have degraded through extractive farming practices. On our farm this has meant changing our land management practices to support a diversity of life above and below ground on our pastures, creating healthier forages to raise beef we feel good about selling. As farmers entrusted with caring for the land and raising food, solving environmental and human health problems starts with taking care of our soils. “



AKIL MESIWALA
Urban Compost Hero

“Soil regeneration to me is about **communities** contributing to making our lands better than what it was before. This involves understanding what makes healthy soil and realizing that it’s not only farmers who are stewards of the land but all of us, including the urban population, can easily build healthy soil by composting their kitchen scraps to feed the soil.”



MARIE-PIERRE BILODEAU
Head Refarmer

“Wendell Berry’s quote, “If you eat, you are involved in agriculture” catalyzed my work. Since each of us is inextricably connected to farming and food growing, it is obvious that **our lives are also completely dependent on soil regeneration**. For our culture, our bodies, our communities to thrive we need to understand the importance of healthy soils. The regeneration of soil goes hand in hand with the regeneration of our social structure.”

MEET OUR MEMBERS



SÉBASTIEN ANGERS
Organic Regenerative
Farmer Designer

“Regenerative agriculture is an agriculture that **creates bonds** and evolves from the empathy and relationships we create amongst living beings. It’s an agricultural model that makes sense and that lets the artist inside all farmers flourish.”



KRISZTINA MOSDOSSY
Étudiante

“Soil regeneration means thinking about future generations and revisiting wisdom from our ancestors. Our society has erroneously practiced land conservation through human exclusion. **The key to soil regeneration is conscious human interaction with the landscape.** We must transition from single family/company-managed farms to smaller, cooperatively managed land parcels and from politically-governed land to bioregional governance. Social justice, equity, land/water rights, mental and physical health and the future of all ecosystems on Earth depend on soil regeneration.”

Thank you to all our members for your support!
To discover our organization members, please visit
<https://regenerationcanada.org/en/our-network/>

OUR PARTNERS

Regeneration Canada's partners are organizations that are engaged in soil regeneration and with whom we collaborate to support our mutual efforts and advance the movement.

14 New partners in
2019-2020

49 Total number of partners on
June 30th 2020



LIVING SOILS SYMPOSIUM 2020

From April 27 to May 8, 2020, we increased awareness about the importance of regenerating soil health to mitigate climate change and foster healthy food systems as well as the methods to do so, and mobilized over 800 people from 19 countries to take action and contribute to the movement.

800 participants

From 20 countries.

International

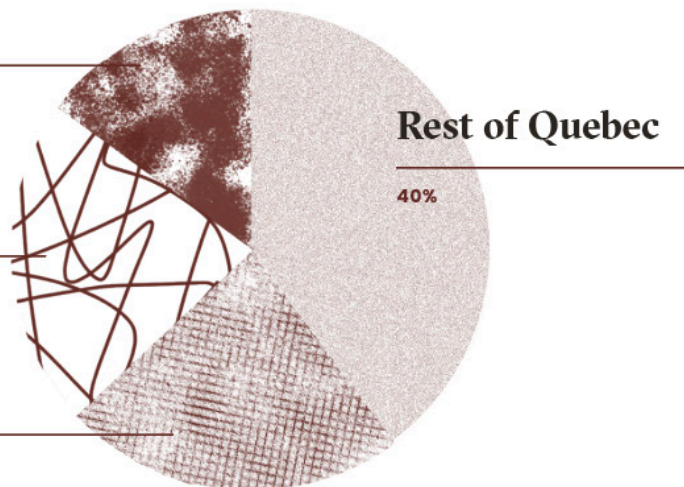
15%

Rest of Canada

22%

Montreal

23%



Engaged citizens

19%

Government representatives

4%

Media

2%

Scientists

6%

Business representatives

8%

Farmers and horticulturists

29%

Students

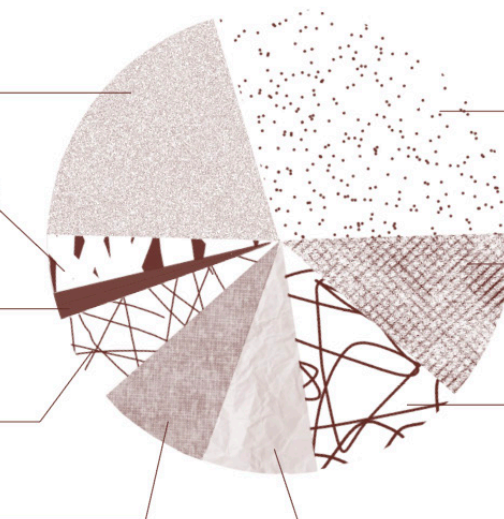
12%

Agonomists

11%

Nonprofit representatives

8%



LIVING SOILS SYMPOSIUM 2020

When asked to describe the event in one word, participants said:

Agréable Empowering Educative Informative
Ouverture
Hopeful Rafraîchissant **Spectacular**
Stimulante Nourishing Fascinating
Engaging
Exceptionnel Wonderful
Invigorating Professional
Surprenant Découverte Energizing
Encouraging Enrichissant Inspiring
Interesting Stimulating



THE FIRST REGIONAL NORTH AMERICAN 4 PER 1000 MEETING

In May 2020, Regeneration Canada hosted the first regional meeting in North America and brought together members and partners of the 4 per 1000 Initiative from the United States and Canada.

[Read the report](#)

Five sessions

Policy, Farmers, Scientists, NGOs, Businesses

Goal

To establish a regional roadmap of concrete action on the ground, for storing carbon in the soils with the help of agriculture and forestry.

Participants

Nearly 200 people participated.



WORKSHOPS AND WEBINARS

Regeneration Canada offers workshops to a variety of participants on soil science and the principles of regenerative agriculture. Participants range from elementary, secondary and university students, to farmers and representatives from various organizations.

7 workshops
and webinars

300 participants
in total



COMMUNICATIONS

Can farmers be climate champions?

This video, created in partnership with Équiterre and narrated by David McMillan, Chef of Joe Beef and Liverpool House, aims to raise awareness among the general public about the concept of regenerative agriculture and its environmental and economic benefits.

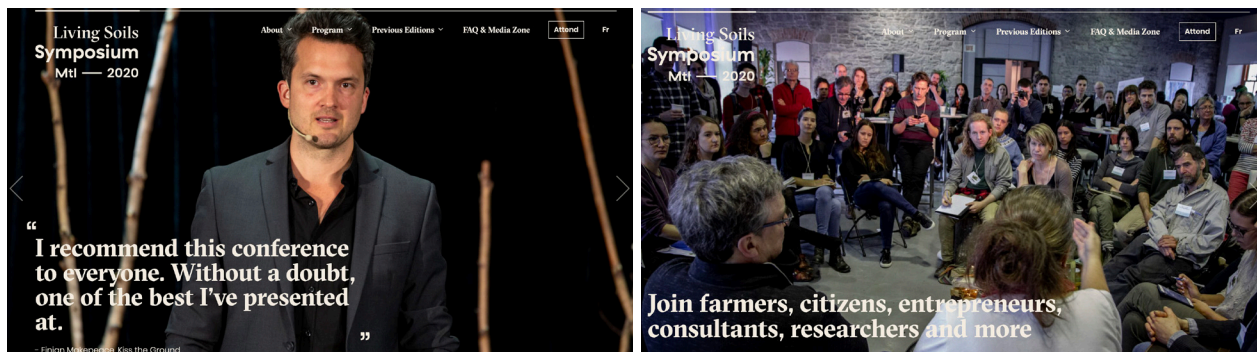


[Can farmers be climate champions?](#)

Published in December 2019

New website for the Living Soils Symposium 2020

5K unique users per month (April/May)



Petition: Demand regenerative agriculture as a climate solution this election

Petition by Regeneration Canada which circulated during the 2019 federal elections, asking political parties to propose a serious climate action plan with incentives for carbon sequestration in soils through regenerative agriculture.

2000 signatures

COMMUNICATIONS

Reach of Online Networks



5,465 Facebook followers
(+37% in one year)



2235 Newsletter subscribers
(+23% in one year)



2,830 Instagram followers
(+67% in one year)



769 YouTube subscribers
(+76% in one year)

Blog

12 blog posts published on our website about different themes related to soil health.



EVENTS WE WERE INVITED TO SPEAK AT

In the past year, Regeneration Canada participated in over 15 events across the country (and the world!) to educate thousands of people from different backgrounds about the principles of soil regeneration and its benefits for the climate.

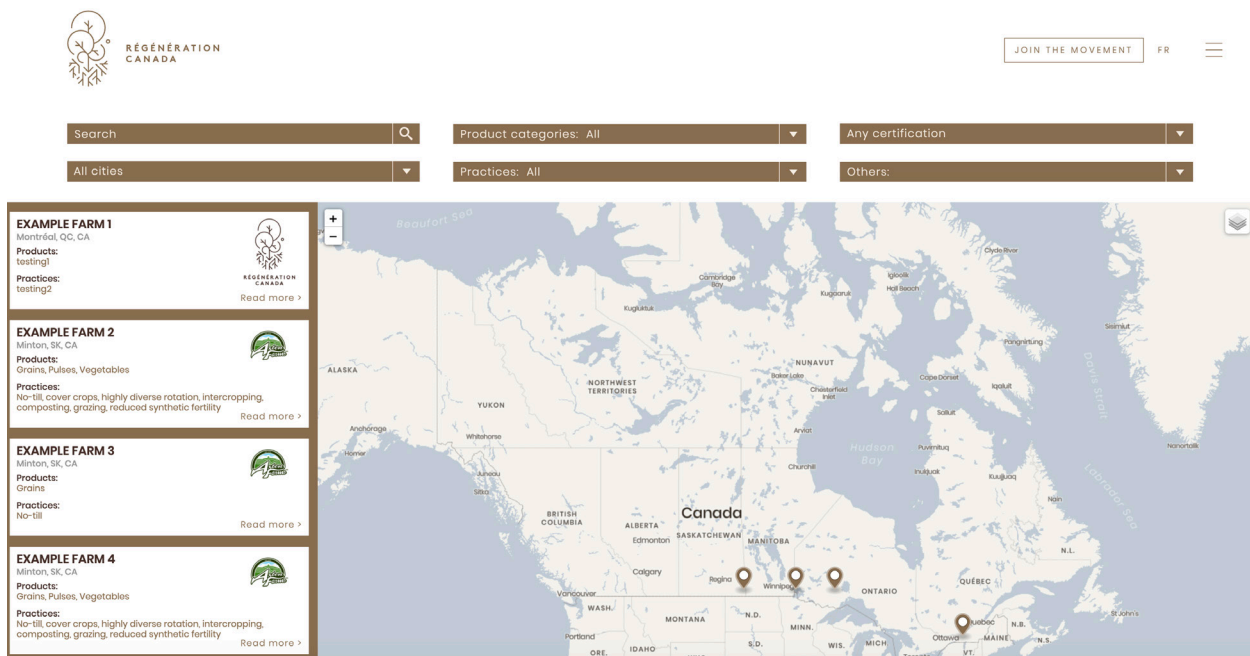
Title	Date	Location
<i>Soil Regeneration: a response to the climate emergency: Workshop</i>	July 2020	Bowen Island, British Columbia
<i>Regenerative Gardening and Improving Soil : Workshop</i>	August 2019	Kingston, Ontario
<i>Journée d'été Club Action Billon à la Ferme Longprés: Presentation</i>	September 2019	Les Cèdres, Québec
<i>Mâche-patate: Podcast with Urbainculteurs</i>	October 2019	Québec
<i>Canadian Summit on Climate Action in Food Systems: Presentation</i>	October 2019	Kelowna, British Columbia
<i>Newfoundland Circumnavigation d'Adventure Canada: Presentation</i>	October 2019	Newfoundland
<i>Journée Genre et environnement de Fondation Filles d'action: Panel</i>	November 2019	Montréal
<i>Canadian Western Agribition: Kiosk and interview with CBC</i>	November 2019	Regina, Saskatchewan
<i>Expo Québec Vert (Expo-FIHOQ): Presentation</i>	November 2019	Drummondville, Québec
<i>Canola Growers of Ontario: Presentation</i>	January 2020	Allison, Ontario
<i>On s'appelle et on déjeune: Podcast with Bernard Lavallée and Catherine Lefebvre</i>	February 2019	Montréal
<i>Innovative Farmers of Ontario Conference : Presentation and kiosk</i>	February 2020	London, Ontario
<i>Convention nationale d'A&W : Panel and kiosk</i>	February 2020	Nasau, Bahamas
<i>Les amis des vers de terre : Podcast</i>	May 2020	Québec
<i>4 per 1000 North America Regional Meeting : Presentation</i>	May 2020	France

INTERACTIVE MAP OF REGENERATIVE FARMS IN CANADA

This year we started developing an Interactive Map of Regenerative Farms in Canada, scheduled for launch in late 2020.

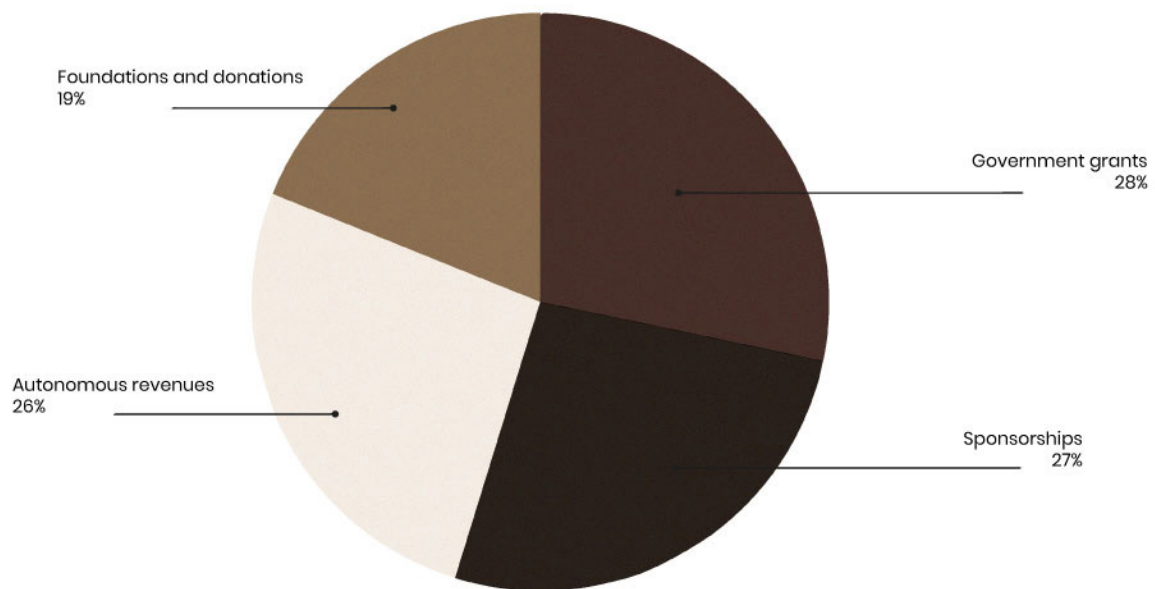
Objectives:

- **Connecting** citizens with regenerative farmers in their area
- Facilitating the search for **products** sourced from regenerative agriculture
- Facilitating **peer-to-peer learning** between farmers on different regenerative farming principles and practices
- **Storytelling** about regenerative farms in Canada
- Raising awareness about regenerative agriculture and the people implementing it on the ground
- Accelerating **adoption** of regenerative practices in Canada

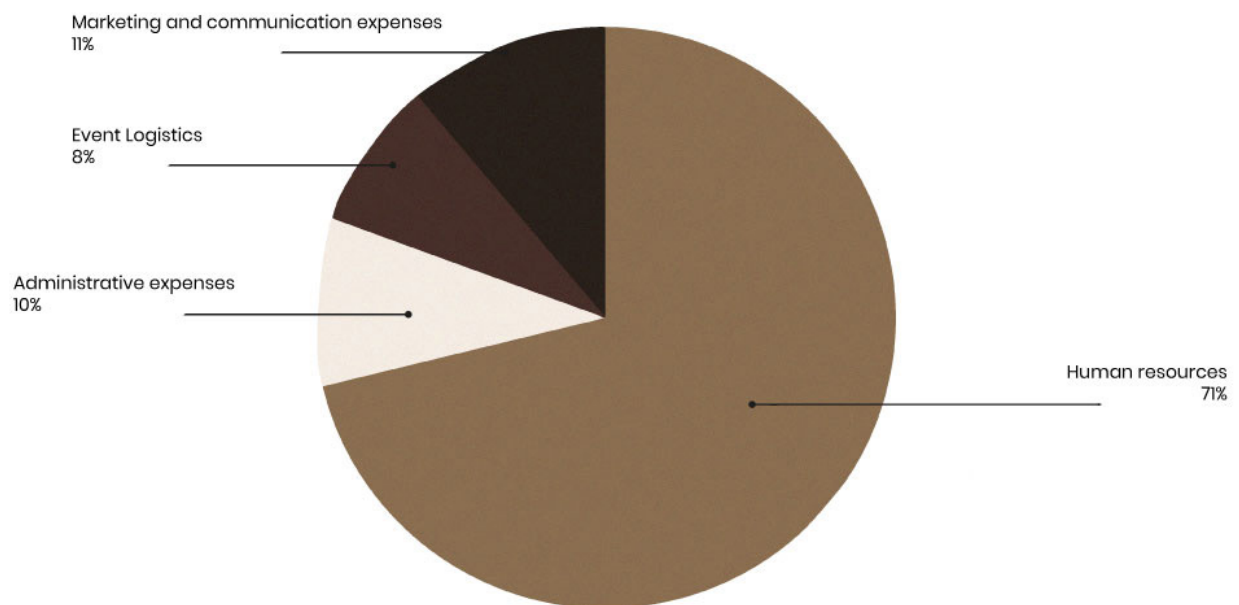


FINANCIAL RESULTS

Revenues



Expenses





THANK YOU!

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

Team

Gabrielle Bastien, Sarah Barsalou, Antonious Petro, Jaëlle Dutremble-Rivet

Board

Ananda Fitzsimmons, Cameron Stiff, Geneviève Boyer, Michael Warren, Marie-Élise Samson, James Craig, Elham Hajam

For more information:
regenerationcanada.org