RGN

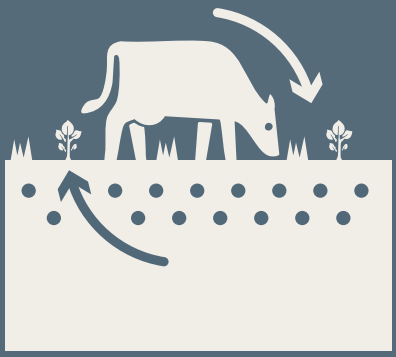
Regeneratively Raised Beef

RGN regenerative ranching practices focus on sustainable land management and regenerative grazing to produce healthy, nutrient-rich soils, sequester carbon, protect water sources, and enhance biodiversity.

Healthy Herds, Thriving Land,
Better Beef.

- 100% Grass Fed & Finished
- No Added Hormones
- No GMOs
- No Antibiotics Ever

Regenerative Grazing



Regenerative grazing is central to RGN's approach, promoting soil health, enhancing water retention, and capturing carbon. By rotating livestock and maintaining the right stocking levels, pastures have time to recover, allowing deep root growth that improves soil structure, reduce erosion, and stores carbon. Ground cover is carefully managed to protect soil and retain moisture.

Diverse pastures further strengthen the system. Selecting species suited to the local environment, including legumes and multi-species plantings, enriches soil fertility, supports microbial life, and provides balanced livestock nutrition. These practices create resilient ecosystems that sustain healthy, productive land.

Rotational Grazing • Pasture Resilience

Strong Root Systems • Optimal Stocking Levels

Maintaining Ground Cover

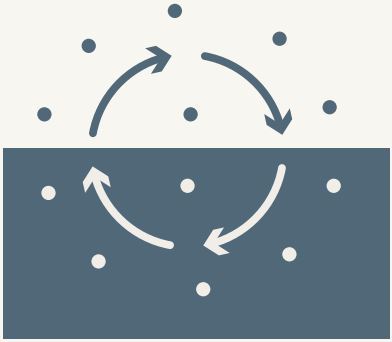
Healthy Nutrient-Rich Soils

Proactive nutrient management is essential to maintaining healthy, productive soils. Our producers carefully track key soil attributes, including organic carbon, phosphorous, potassium and pH, to monitor soil health over time and ensure that nutrients are balanced—neither depleted nor overloaded.

These practices, combined with fostering thriving populations of living microorganisms, enhance soil fertility, improve water retention, and promote a resilient ecosystem. Healthy soils support vibrant pastures, healthier cattle, and a more balanced atmosphere by sequestering carbon.

- Enhancing Soil Structure
- Carbon Storing
- Rich in Nutrients & Microorganisms
- Improving Water Retention

Carbon Sequestration



Carbon management lies at the heart of regenerative agriculture, offering a powerful solution to combat climate change. By implementing practices such as rotational grazing, diverse pastures, forestry balance, and minimal soil disturbance, regenerative farming enhances the soil's ability to sequester carbon from the atmosphere.

Regenerative producers actively measure their carbon footprint and develop action plans to increase carbon storage while minimizing emissions, contributing to a more sustainable and resilient agricultural system. Healthy soils enriched with carbon benefit both the environment and the productivity of the land, creating a cycle of renewal for the long-term.

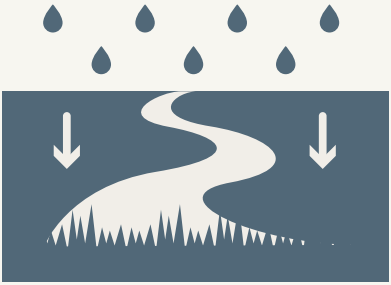
Ability to Drawdown Carbon from the Atmosphere

Measuring & Managing Carbon Footprints

Long-term Land Health

Combating Climate Change

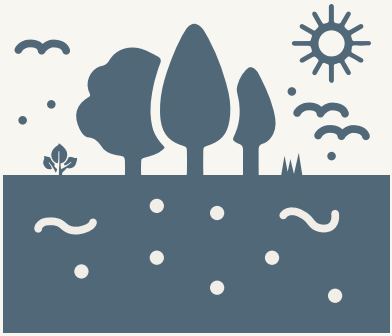
Protecting Water Sources



Maintaining healthy waterways is a vital focus of regenerative agriculture, ensuring the protection of aquatic ecosystems and sustainable land management. By managing livestock access, minimizing soil erosion, and implementing nutrient management practices, regenerative producers safeguard the quality of water flowing through their farms. Healthy waterways support biodiversity, provide essential habitats for wildlife, and promote soil and plant health by reducing runoff and sedimentation.

- Safeguarding Waterways
- Improved Water Retention
- Protecting Aquatic Ecosystems
- Sustainable Water Management

Enhancing Biodiversity



A variety of animals, plants, insects, and microorganisms helps to foster a resilient and productive grazing enterprise. Biodiversity of plant species promotes microbial growth within soils and a healthy on-farm ecosystem, boosting the resilience of soil and pastures and promoting carbon sequestration.

Additionally, regenerative practices prioritize protecting native animals and preserving natural vegetation, creating habitats that support wildlife and ensure the long-term health of ecosystems. This holistic approach enhances the balance between farming and nature, fostering a thriving environment for all living organisms.

Preserving & Enhancing Native Vegetation

Nurturing Ecosystems

Protecting Wildlife

Diverse Plant Species

Guaranteed Assurance

RGN Regeneratively Raised beef is backed by two third-party audited programs.

Certified Regenerative

Backed by science, the Certified Regenerative program was developed in partnership with cattle suppliers, customers, and leading industry experts. The program outlines a set of key indicators, measures and land management practices that enhance environmental regeneration.

The certified regenerative on-farm standard has been endorsed by the internationally recognized animal welfare program, Certified Humane® and environmental and agriculture specialist, Dr Stephen Wiedemann of Integrity Ag.

Never-Ever Beef Program

The NEVER EVER Beef Program is an on-farm grassfed assurance standard, outlining stringent animal welfare and quality management practices for accredited cattle producers.

The program ensures lifetime traceability and verified assurance of natural raising practices.

Lifetime Traceability

Third-Party Audited

Endorsement & Verification

Certified Regenerative

On-Farm Program Requirements

A core pillar of the program is the development and implementation of property-specific management plans, ensuring tailored strategies and actions that drive continuous improvement in alignment with each farm's unique ecology and bioregion. During audits, producers must demonstrate implementation of the prescribed actions.

Required Management Plans

- Grazing Management Plan – Defines tactical grazing strategies (e.g., rotational grazing, rest periods) to balance feed supply and demand, while optimising pasture and soil health.
- Carbon Management Plan – Details emission reduction strategies (e.g. manure management, herd health improvements) and carbon sequestration initiatives (soil organic carbon accrual, species selection, agroforestry).
- Water Sources Plan – Demonstrates measures to protect waterways and wetlands, addressing water quality, riparian zone integrity, and bank erosion mitigation.
- Biodiversity Management Plan – Identifies ecological threats and outlines actions to enhance biodiversity, including habitat protection, invasive species control, revegetation, and conservation reserves.
- Weed Management Plan – A holistic approach to identifying and managing declared, noxious, and significant weeds using integrated pest management (IPM) techniques.

Additional Program Requirements

1. Regenerative Grazing

- Ground cover maintained above regional thresholds, integrating rotational grazing and stock exclusion strategies to mitigate bare ground exposure and erosion risk.
- Remote sensing or ground-based monitoring used to assess ground cover percentage, pasture biomass accumulation, and erosion susceptibility.
- Pasture resilience is prioritised, ensuring species selection aligns with environmental conditions and supports a diverse, legume-integrated grazing system.
- Producers must demonstrate knowledge of long-term sustainable stocking rates and conduct an annual feed supply and demand assessment.

2. Healthy Nutrient-Rich Soils

- Comprehensive soil testing conducted at minimum every 3 years, measuring pH, Organic Carbon (OC), Electrical Conductivity (EC), Exchangeable Sodium Percentage (ESP), and Phosphorus Buffer Index (PBI) to assess soil fertility and guide nutrient budgeting.

- Soil biological assessments performed every 3 years, using a consistent, approved method to track microbial diversity, and soil ecosystem function.
- Adoption of minimum tillage practices to improve soil structure, water infiltration, and microbial activity.

3. Carbon Balance

- Carbon footprint assessment conducted using peer-reviewed carbon calculators (e.g., SB-GAF, MLA Carbon Calculator), quantifying net greenhouse gas fluxes (CH_4, N_2O, CO_2 sequestration in biomass and soils).

4. Protecting Water Sources

- Livestock exclusion fencing around wetlands and key water bodies to enhance water quality, bank erosion and limit damage to riparian vegetation.
- Implementation of water use efficiency strategies, including irrigation monitoring and infrastructure maintenance.

5. Enhancing Biodiversity

- Integrated Weed & Pest Management (IPM) prioritising biological and mechanical control methods, minimising reliance on chemicals to protect pollinators and soil microbiota.
- Biodiversity asset mapping required to document riparian zones, revegetation areas, threatened species habitat, and invasive species presence.

Never-Ever Beef Program

100% Grass Fed – No Grains, Ever

Cattle have spent their lifetime on pastures. NEVER fed grain or grain by products.

No Antibiotics, Ever

Cattle have NEVER been administered antibiotics. Animals that need to be treated for illness must be tagged and recorded to be excluded from the program.

No Hormone Growth Promotants (HGPs), Ever

Livestock must be HGP-free and not fed finishing diets that contain steroids

Free Range

Never confined for intensive feeding

GMO- Free

Supplementary feed cannot contain genetically modified ingredients

NON GMO Project VERIFIED
nongmoproject.org

RGN

Regeneratively Raised Beef

www.greenhamusa.com/rgn