



### The commitment to regenerative is just the beginning.

You know **why regenerative matters**. The harder question is how to get there. Maybe you're s figuring out **which certification fits your brand**. Maybe you've made the commitment but aren sure what it means operationally. Maybe you're mid-transition and the path forward got complicated. **The intention was never the hard part. The execution is.**

### Alisa starts by asking questions.

- Which ingredients do you transition first, and on what timeline?
- Who** in your organization needs to say yes, and what do they need to see?
- How does **a public commitment become real products** on shelf?
- Where does innovation unlock volume and scale?

### The work we can do together.

Alisa works directly with brands to **translate regenerative ambition into operational reality**. Engagements typically cover some combination of **regenerative gap analysis** and certification selection; internal **business case development**; ingredient prioritization and **transition roadmapping**; and product and channel **strategy built around your crop system**.

### The Grows Together ecosystem:

Alisa works across the **full spectrum of third-party regenerative certification standards**, including ROC™, Soil and Climate Initiative (SCI), Real Organic, Land to Market, Demeter USA, Certified Regenerative by AGW, and the Purpose Pledge. **Alisa has established relationships with nonprofit organizations supporting this work**, including Rodale Institute, Regenerative Organic Alliance, Soil and Climate Alliance, One Step Closer, Mad Agriculture, Why Regenerative, Savanna Institute, Green America, and Climate Collaborative.

### About Alisa

Alisa Knapp grew up at Green Gulch Farm Zen Meditation Center in Northern California and has spent her career **building markets for a greater diversity of food crops**. Alisa's consulting practice, Grows Together, bridges food innovation, regenerative food systems, CPG brand strategy, and supply chain transition. The philosophy: **What Grows Together, Goes Together.**



Let's connect [alisa@growstogether.com](mailto:alisa@growstogether.com) | [growstogether.com](http://growstogether.com) | +1.415.717.0144