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Practical Guide to Implementing the Ancestral Organics Regenerative System (AORS)



A n c e s t r a l
O r g a n i c s



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What is Regenerative Agriculture?

Regenerative agriculture is an agroecological approach aimed at restoring the functionality of soils, ecosystems, and rural communities. Unlike conventional systems, it promotes practices such as crop diversification, the use of cover crops, composting, planned rotations, and animal integration, in order to improve soil fertility, increase water retention, and reduce dependence on external inputs—especially agrochemicals.

This approach helps increase soil organic matter, strengthen biodiversity, and improve the productive and economic resilience of farming systems. It also supports the stability of rural income by reducing operating costs and increasing adaptive capacity in the face of climate variability.

What is regenerative agriculture for Ancestral Organics?



It means moving toward **productive systems that restore ecological functions**, strengthen productive autonomy and generate better living conditions in the territory. **This includes, among others:**



In the global context, transforming agrifood systems is a priority given their significant contribution to greenhouse gas emissions and their impact on biodiversity and food security. Within this framework, regenerative agriculture is positioned as a comprehensive strategy to address climate, production, and social challenges simultaneously.

Colombia has favorable conditions to move forward in this transition thanks to its biological, climatic, and cultural diversity. However, gaps persist in the scale of adoption and in the articulation of initiatives. In recent years, institutional and territorial progress has been consolidated, creating

opportunities to structure more organized processes for regenerative transition.

In this context, the Ancestral Organics Regenerative System (SRAO) is proposed as a model designed to organize the regenerative transition at a territorial scale. Its approach integrates production, training, certification, impact measurement, and access to markets, with the aim of consolidating productive systems that are more sustainable, verifiable, and scalable.



How to Use This Guide

This guide was designed to help producers, trade associations, territorial organizations, funders, and institutions understand and implement, in a practical way, the Ancestral Organics Regenerative System (SRAO).

The guide starts from a central idea: regeneration does not scale simply because good on-farm practices exist. It scales when a

territory is able to connect producers, technical assistance, certification, measurement, and market access within a single system. For that reason, you will not find only agronomic recommendations here, but rather an eight-step implementation pathway that goes from understanding the system to scaling it in other territories.

Each step in the guide answers a specific question:



What system do we want to build?



How do we organize certification?



How do we diagnose the territory?



What should be measured?



How do we organize the operational core?



How do we connect to markets?

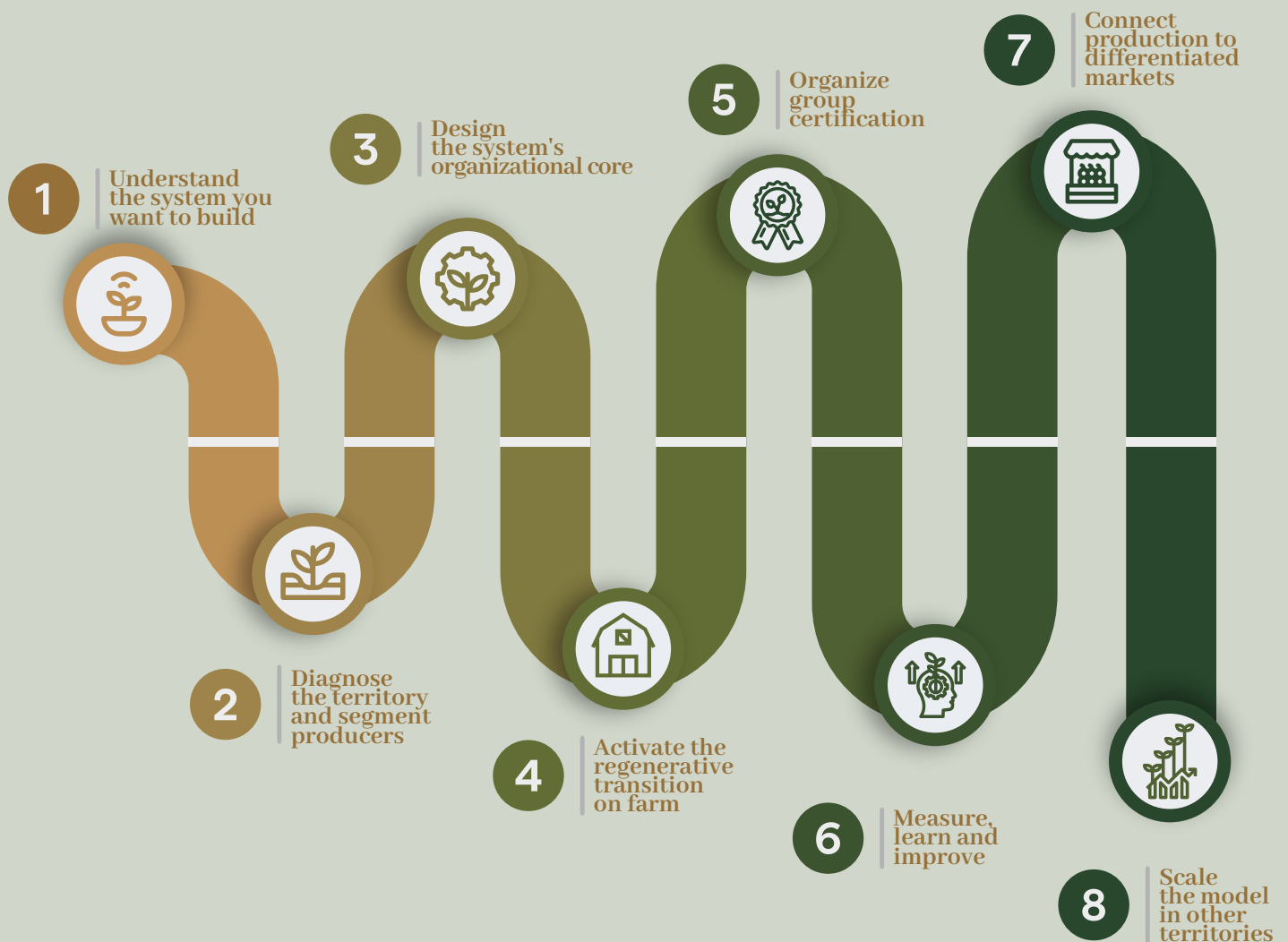


How do we activate the on-farm transition?



Most importantly, understand that this guide does not propose mechanically copying the SRAO in any territory. Rather, it proposes understanding its logic, adapting its components, and using its experience as a reference to build your own pathways for regenerative transition.

General implementation pathway of the AORS in 8 steps



This guide is useful for...

 **Producers and associations**, to understand where to start and how to move forward in a regenerative transition.

 **Producer guilds and associations**, to design systems for support, certification, and market access.

 **Public institutions and academia**, to identify enabling conditions and strategic leverage points.

 **Impact or climate funders**, to understand what makes a territorial regenerative system viable and scalable.





Step 1

Understanding the System You Want to Build

STEP 1• Understanding the System You Want to Build

Regenerative agriculture is often understood as a set of practices, but experience shows that these alone do not guarantee sustainability or scaling. Many producers make progress, but face barriers to consolidating and expanding the transition. The Ancestral Organics Regenerative System (SRAO) emerges to address this gap by integrating

production, technical assistance, certification, measurement, and market access in an organized way. In essence, it proposes that regeneration does not depend on individual effort, but on a system that makes it viable.

Key Message:

Regenerative agriculture does not scale through good practices alone.

It requires a system that organizes, connects, and makes the transition viable.

The SRAO (Ancestral Organics Regenerative System) is a territorial architecture designed to meet that need.



STEP 1• Understanding the System You Want to Build



② Why is a system needed and not just good practices?

The SRAO seeks to solve a very concrete problem: in many territories there are producers interested in a regenerative transition, but **there is no functional structure that allows them to move forward in an orderly, measurable, and commercially viable way.**

That problem shows up in several ways:

- ❗ Producers who want to change but don't know where to start
- ❗ Insufficient data to demonstrate results
- ❗ Producers who have already made progress but cannot get certified or better monetize their production
- ❗ Territory actors working in a fragmented way
- ❗ Valuable technical initiatives that are disconnected from the market

The SRAO responds to this set of barriers with a territorial architecture that makes it possible to move from dispersed efforts to a systems logic.



CONTEXT

Regenerative agriculture has potential, but it does not scale easily.
Practices exist, but their adoption faces structural limitations.



KEY INSIGHT

Practices do not scale on their own.
A system is needed to make them viable.



SOLUTION

SRAO = A system that organizes the regenerative transition
It integrates actors, processes, and markets to make it:

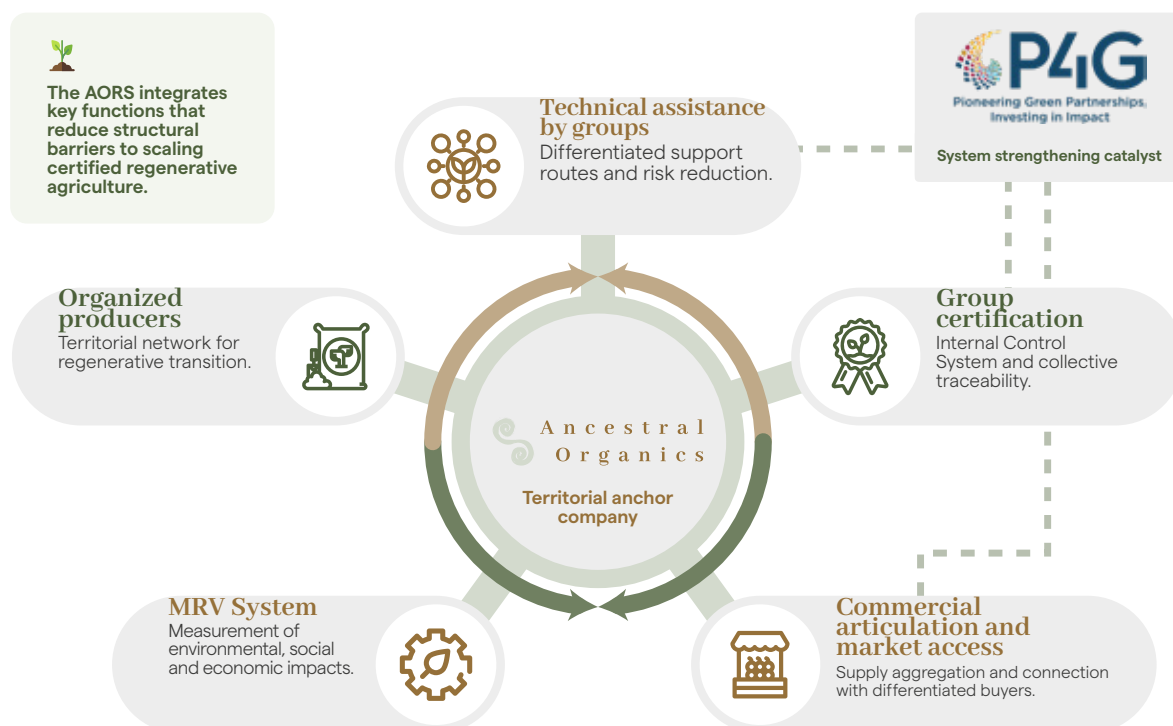
- Sustainable
- Measurable
- Scalable

The integration of these functions is the core of the model

STEP 1: Understanding the System You Want to Build

Architecture of the Ancestral Organics Regenerative System (AORS)

A territorial system that integrates **producers, technical assistance, certification, environmental measurement and market access** to scale certified regenerative agriculture.



Ancestral Organics = system integrator

Functions

- ✓ Organizes producers
- ✓ Provides technical support
- ✓ Manages certification
- ✓ Consolidates information
- ✓ Connects to markets

Benefits

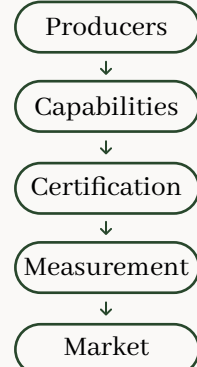
Management
Traceability
Better decision-making

Efficiency
Lower certification costs
Optimized technical assistance

Market
Access to differentiated markets
Higher potential value

Scalability
Replicable in other territories
Progressive growth

Scaling



The system strengthens progressively

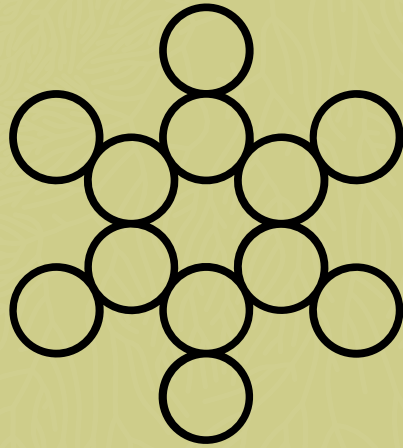
② How is the system sustained?

The SRAO makes the regenerative transition economically viable by organizing the flow of value between production, technical support, and markets. This creates the conditions for the regenerative transition to be financeable, scalable, and sustainable without relying on permanent external incentives. Through collective action, it reduces individual costs, distributes risks, and facilitates access to differentiated markets.

In this way, the SRAO not only connects actors; it organizes the flow of value that sustains the transition over time. Put simply, the system makes it possible to understand

who contributes or invests, what that collective structure does to reduce costs and risks, and who captures the value generated through better market conditions. By integrating functions that traditionally operate in isolation, it improves efficiency, strengthens decision-making, and makes the transition more viable. This allows learning to accumulate, costs to be optimized, and the system to gain the capacity to generate economic, environmental, and social value simultaneously. Overall, the SRAO turns regeneration into an operational, financeable, and scalable territorial strategy.





STEP 2

Diagnose the Territory and Segment Producers

STEP 2: Diagnose the Territory and Segment Producers



Before activating technical assistance, certification, or commercial strategies, it is essential to clearly understand the territory and the producers you are working with, since many transition processes fail because they start from incorrect assumptions. In the SRAO, the territorial diagnosis is the first real implementation step because it helps organize diversity, identify capacities,

recognize gaps, and map key actors. It means understanding how systems operate in practice: what management approaches prevail, what capacities already exist, and what barriers limit the transition. Diagnosis turns a good intention into an action pathway grounded in the reality of the territory.

? What should the diagnosis answer?

The territorial and productive diagnosis should help you answer, at minimum, five questions:



What kind of territory are we observing?

What agroecological, productive, and organizational conditions it has.



Who are the producers and key actors?

What profiles exist, what organizations are active, what leadership could be relevant.



What practices predominate today?

How close or far producers are from a regenerative transition.



What capacities already exist and which are missing?

Training, records, traceability, infrastructure, technical assistance, marketing, coordination.



How can producers be grouped to support them better?

That is, how to segment them according to their maturity level so the system does not treat everyone the same.

These questions make it possible to make much more accurate decisions from the outset. They help define where to start, who to start with, what resources will be critical, and what kind of support will make sense.



STEP 2: Diagnose the Territory and Segment Producers

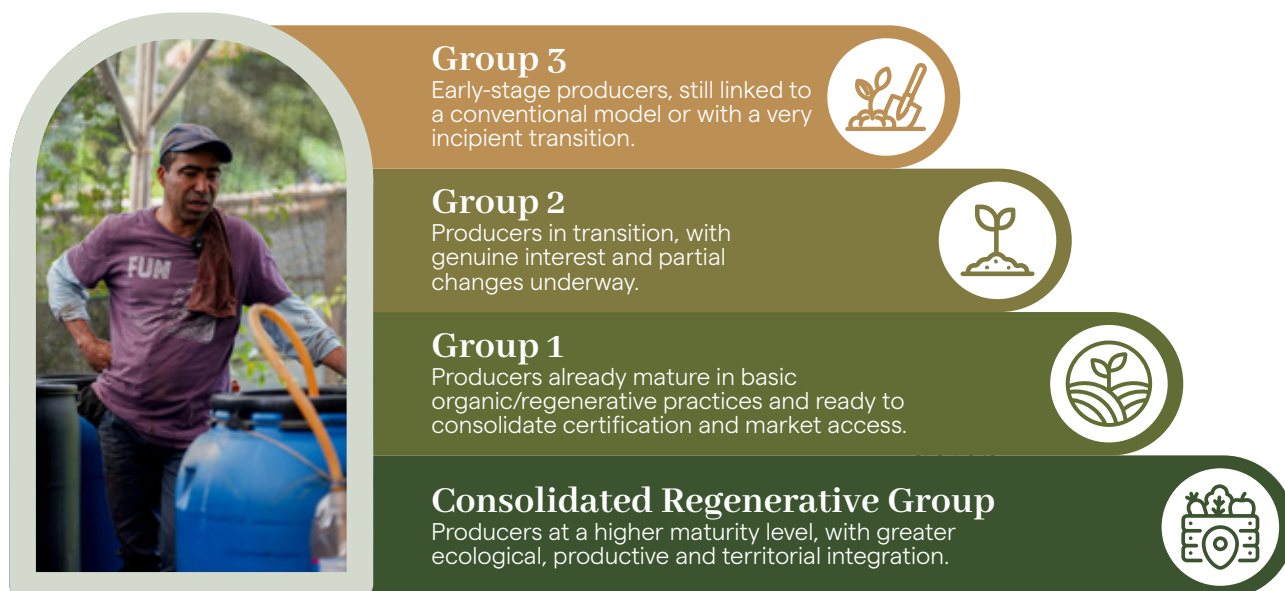
The usefulness of this segmentation is very concrete: it makes it possible to define different types of technical assistance, different transition timelines, different investment priorities, and different paces of

formalization. Instead of forcing a single recipe, the system recognizes different trajectories and organizes differentiated pathways.

Why segment producers?

One of the most important contributions of the **AORS is not treating all producers as if they were starting from the same point**. That homogenization often generates frustration, inefficiency and poorly designed pathways. **A conventional producer who is just beginning to explore alternatives does not need the same thing as a producer who has been without agrochemicals for years and is ready to get certified.**

The AORS logic works with four maturity levels:



The usefulness of this segmentation is very concrete: it allows defining different types of technical assistance, different transition timelines, different investment priorities and different rhythms of formalization. Instead of forcing a single recipe, the system recognizes different pathways and organizes differentiated routes.

? How to do useful segmentation?

For segmentation to be truly useful, it is not enough to classify producers by intuition. It is better to observe some minimum criteria that allow each producer to be reasonably placed within the system.

STEP 2: Diagnose the Territory and Segment Producers

Suggested minimum criteria

✓ Current use of agrochemicals

✓ Level of organization of the farm

✓ Level of diversity of the production system

✓ Time elapsed without the use of synthetic inputs

✓ Presence of trees, ground cover, or polycultures

✓ Ability to meet traceability requirements

✓ Current use of bio-inputs

✓ Interest and willingness regarding certification

✓ Existence of work and harvest records

✓ Openness to learning and support

It is not necessary to turn this classification into an overly technical tool at the beginning. The important thing is that it enables operational decisions: who to start with, how to organize training, which farms to prioritize as pilots, and what route each producer can follow.

What to look at in the territory?

A useful diagnosis does not need to be overly complex, **but it must be sufficiently complete to guide decisions**. In the case of the AORS, it is advisable to look at five basic dimensions.



Agroecological and Productive Context

Here it is important to understand:

- ✓ Soil conditions
- ✓ Water availability
- ✓ Location and connectivity
- ✓ Predominant crop types
- ✓ Pressure from pests and diseases
- ✓ Diversity of thermal floors or microclimates
- ✓ Overall level of landscape diversity or simplification



Producer profile

It is important to identify:

- ✓ Level of organization
- ✓ Type of current management
- ✓ Investment capacity
- ✓ Access to labor
- ✓ Level of openness to change
- ✓ Approximate farm size
- ✓ Previous experience with organic or regenerative processes



Status of production practices

Here it is advisable to observe:

- ✓ Soil management
- ✓ Use of bio-inputs
- ✓ Crop diversity
- ✓ Presence of ground cover
- ✓ Level of on-farm records
- ✓ Harvest management and accounting
- ✓ Use of synthetic chemical inputs



Existing capacities

This dimension helps identify what foundation the system already has. For example:

- ✓ Reference/leading producers
- ✓ Active associations or cooperatives
- ✓ Farms for demonstration plots
- ✓ Existing minimum infrastructure
- ✓ Availability of technicians or agronomists
- ✓ Previous training experiences
- ✓ Links with buyers or markets



Barriers & opportunities

Finally, the diagnosis should make it possible to identify:

- ✓ Main obstacles to the transition
- ✓ Coordination opportunities
- ✓ Potential territorial partners
- ✓ Infrastructure or assistance gaps
- ✓ Potential for group certification
- ✓ Possibility of access to differentiated markets





STEP 3

Designing the System's Organizational Core

STEP 3: Designing the System's Organizational Core



Before starting the on-farm transition, it is necessary to clearly define who will sustain the system over time. In the absence of an organizational structure, even technically well-designed processes tend to fragment, lose coherence, and depend on individual

efforts that are hard to sustain. The organizational core is the minimum structure that makes it possible to coordinate actors, distribute functions, and ensure that the system operates continuously.

? What is the minimum team needed?

In practical terms, the system needs at least the following roles:

General coordination (anchor company or coordinating actor)

Responsible for the system's strategic and operational direction. Defines priorities, coordinates actors, and ensures process coherence.

Production technician

In charge of supporting the on-farm transition. Translates regenerative principles into concrete practices and adapts recommendations to the production context.

Internal auditor

Ensures compliance with standards. Oversees records, verifies practices, and ensures the traceability needed for certification.

Producer representative

Acts as a bridge between the system and producers. Facilitates communication, collects concerns, and supports ownership of the process.

Anchor company representative

Connects the production system to the market. Ensures that technical and organizational decisions are aligned with demand and commercial requirements.



STEP 3: Designing the System's Organizational Core

How are these roles connected within the system?

The value of the organizational core lies in how these roles are connected.



The **technical team** supports producers in the field



Producers **generate information** through records



The ICS **consolidates and verifies that information**



Coordination **uses that information** to adjust the system



The anchor company **aligns production with the market**

In this way, the system works as an integrated circuit where information flows and enables continuous improvement.

How is technical assistance organized?

Technical assistance is not distributed uniformly. It is organized according to the producers' level of transition:



Higher intensity in **early groups (G3, G2)**



More specialized support in **advanced groups (G1, GR)**



Strategic use of **demonstration plots as learning spaces**

Critical decisions before getting started

- Who takes on coordination of the system in the territory?
- What technical and organizational capacities already exist?
- Which functions require strengthening or external support?
- How will the flow of information and decisions be structured?

This makes it possible to optimize resources and increase the effectiveness of support.

Before initiating the on-farm transition, it is necessary to clearly define who will sustain the system over time. In the absence of an organizational structure, even technically well-designed processes tend to fragment, lose coherence, and rely on individual efforts

that are difficult to sustain. The organizational core is the minimum structure that makes it possible to coordinate actors, distribute roles, and ensure that the system operates continuously.





STEP 4

Activate the Regenerative Transition on Farm

STEP 4• Activate the Regenerative Transition on Farm



With the organizational core defined, the system is ready to begin transformation in the field. However, the regenerative transition does not happen uniformly or immediately. Producers start from different conditions and face different levels of risk.

For this reason, the SRAO organizes the transition into groups, making it possible to define differentiated pathways that make the process more realistic, manageable, and scalable.

How to structure the transition by groups?

Each group represents a distinct starting point and requires a specific strategy:

Group 3 – Start of the transition

Focused on building trust and reducing initial risks.



- ✓ Producer awareness
- ✓ Deploying Pilot Batches
- ✓ Gradual reduction of chemical inputs
- ✓ First regenerative management practices

Group 2 – Technical consolidation

Focused on stabilizing the productive system under a regenerative approach.



- ✓ Systematic use of bio-inputs
- ✓ Strengthening soil management
- ✓ Implementation of records
- ✓ Continuous technical support

Group 1 – System formalization

The system reaches an organizational level that allows moving toward certification.



- ✓ Complete traceability
- ✓ Compliance with standards
- ✓ Consistency in production practices
- ✓ Preparation for certification

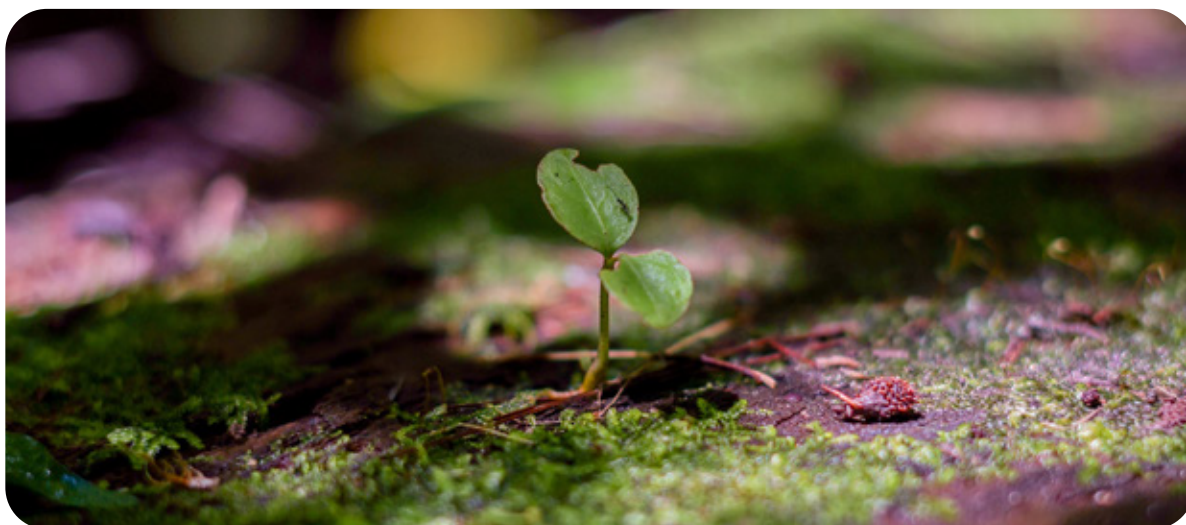
Consolidated regenerative system

Corresponds to more advanced systems in ecological integration and efficiency.



- ✓ Greater productive autonomy
- ✓ Significant reduction of external dependence
- ✓ Cost and productivity optimization
- ✓ Strengthening of ecological functions

STEP 4: Activate the Regenerative Transition on Farm



Why start with pilot plots?

The transition does not start across the entire farm, but rather in controlled areas that make it possible to:

- ✓ Experiment without compromising the entire production
- ✓ Evaluate results under real conditions
- ✓ Adjust practices before scaling
- ✓ Build confidence in the process

This approach reduces uncertainty and facilitates decision-making.



Why work with demonstration plots?

Demonstration plots serve a key function: they act as living laboratories, turning theory into evidence. They make it possible to:

- ✓ Validate practices under local conditions
- ✓ Show results to other producers and accelerate adoption
- ✓ Facilitate collective learning through the exchange of experiences
- ✓ Assess risk variables

In many cases, a strong demonstration plot achieves more than multiple training sessions.



How do biofactories contribute?

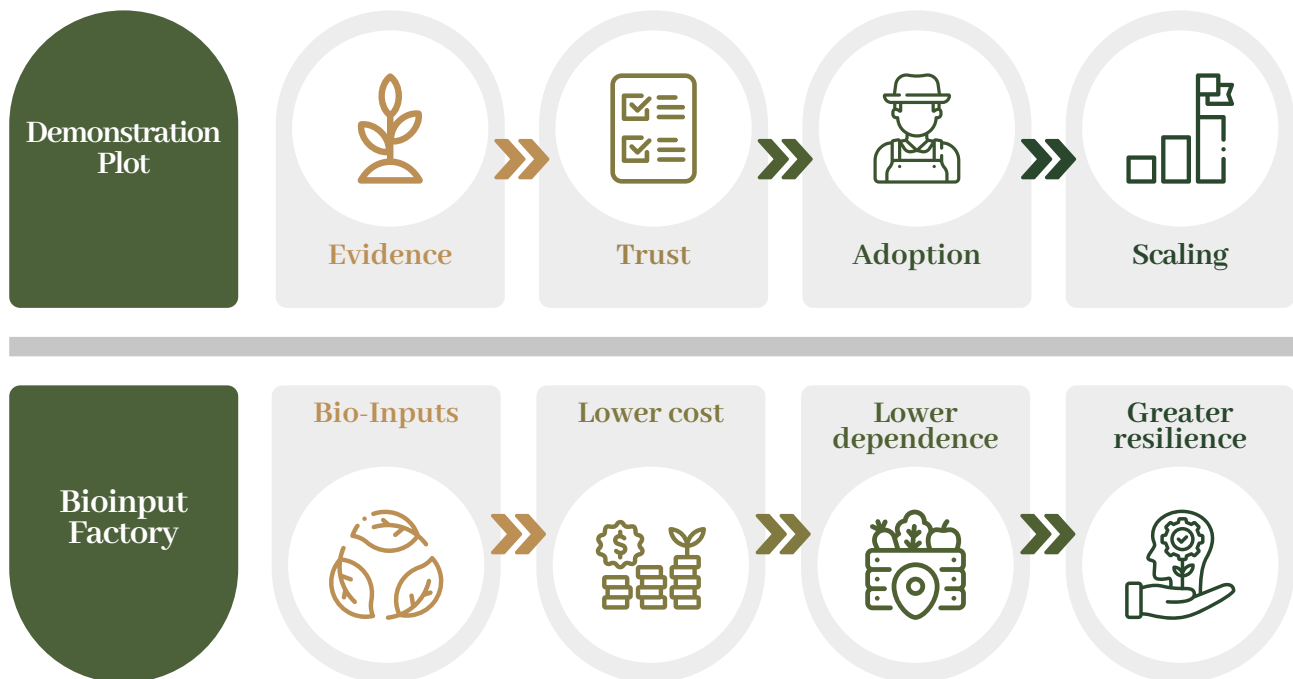
Biofactories are a strategic component because they connect the technical with the economic. Through them, the system can:

- ✓ Produce bio-inputs locally
- ✓ Reduce production costs
- ✓ Decrease dependence on external inputs
- ✓ Strengthen productive autonomy

They are not just a technical tool, but a resilience strategy.

NOTE: they require guided, standardized, and validated processes that make it possible to consistently achieve the same results.

STEP 4• Activate the Regenerative Transition on Farm



? How are costs and risks managed?

The goal is to manage uncertainty, especially in the early stages.

That is why the system should:

- ✓ Start at a small scale
- ✓ Monitor results
- ✓ Adjust practices based on evidence on each farm
- ✓ Maintain technical support

As the system matures:

- ✓ Costs stabilize
- ✓ Dependence on inputs decreases
- ✓ Profitability improves (lower production costs vs. Better selling prices)



STEP 4• Activate the Regenerative Transition on Farm



Transition by groups• costs, risks, and maturity

The regenerative transition does not unfold the same way for all producers. Within the SRAO, the transition groups help clarify that each starting point involves different practices, different timelines, specific costs, and differentiated profitability horizons. In general terms, Group 3 corresponds to producers still operating under a conventional model, with high dependence on agrochemicals, monoculture or low diversity, and a logic more associated with chemical control than with regeneration. Group 2 brings together producers who have already started changes: they partially reduce synthetic inputs, test ground cover, bio-inputs, and basic records, but still need

more confidence, knowledge, and support. Group 1 represents producers who have already consolidated an organic or regenerative base, with several years without agrochemicals, greater diversity, traceability, soil studies, and preparation for certification and market access. Beyond that level, the Consolidated Regenerative Group represents farms with deeper ecological integration: diverse polycultures, greater biomass, internal nutrient cycling, minimal dependence on external inputs, and better conditions of efficiency and profitability.



The transition is a pathway, not a leap

Each group has distinct characteristics and faces different timelines, costs, and opportunities

Table 1 — Group Classification

Group	Key characteristics	Estimated time to next level	Relative cost	Expected profitability improvement
Group 3	Conventional management, use of agrochemicals, monoculture or low diversity, few trees	Months to 1 year	High	Low
Group 2	Partial reduction of chemicals, early ground cover, incipient use of bio-inputs, basic records	1 to 3 years	Medium	Medium-High
Group 1	More than 3 years without agrochemicals, crop diversity, integration of trees, traceability, preparation for certification	1 to 5 years	Medium – Low	High
Consolidated Regenerative Group	Diverse polyculture, high biomass, regenerated soils, minimal external dependence, high efficiency	—	—	High and sustained

Note: The cost does not disappear — it transforms throughout the process

Actual costs — Reference values



Training

~\$380,000 COP / producer
Practical workshops with support



Technical Assistance

Initial diagnosis:
\$1M – \$2M COP
Transition process:
\$5M – \$12M COP



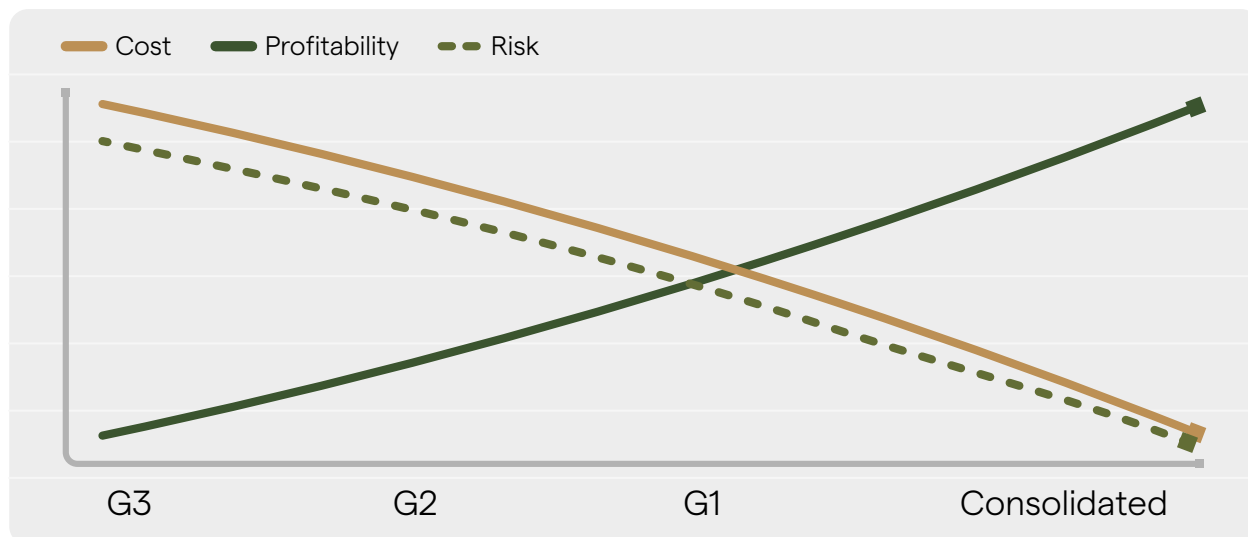
Technical Support

\$4M – \$8M COP
Certifying body (group):
~\$1.5M COP / producer

Individual certification is costly - group certification makes it viable

STEP 4: Activate the Regenerative Transition on Farm

Transition curve



At the start: higher investment + higher uncertainty. **As it progresses:** operating costs fall, stability and profitability rise. The transition is not immediate, but it is progressive and cumulative.



The value of the AORS is not to eliminate the cost, it is to reduce the risk and accelerate learning.

Where to start if coming from a conventional model

- Gradually reduce the use of chemical inputs
- Introduce ground cover and diversity
- Begin use of bio-inputs
- Start basic records

Critical initial investments

- Technical assistance
- Demonstration plots
- Biofactories
- Records system

Activating the on-farm transition is when the system begins to generate tangible results. However, these results depend less on isolated practices and more on how the process is managed. A transition organized by groups, technically supported, and evidence-based helps reduce risks and build more stable production systems. With this foundation, the system is ready to move toward collective certification and the formalization of the model.



STEP 5

Organize Group Certification

STEP 5: Organize Group Certification



The regenerative transition gains depth when it becomes **traceable, verifiable, and recognizable** to third parties. Up to this point, the guide has shown how to understand the system, diagnose the territory, organize its operational core, and activate the on-farm transition. The next step is to give that transition a compliance structure that can sustain it over time and connect it with differentiated markets. This is where **group certification** comes in.

Group certification should not be understood only as an administrative requirement or a procedure to access a seal. Within the SRAO, it serves a broader function: it helps organize information, strengthen record-keeping discipline, consolidate traceability, reduce regulatory costs, and turn dispersed productive efforts into a more reliable and structured offer. In other words, group certification does not only verify; it also **organizes**.

② What does it mean to certify as a group?

Certifying as a group means that several producers are organized under a common structure of control, follow-up, and traceability, so the system can demonstrate that everyone meets the conditions required by the chosen standard. This does not eliminate each producer's individual responsibility for their farm, but it does integrate it within a collective verification logic.

The basis of this structure is the Internal Control System (ICS). In practical terms, the ICS is the mechanism that makes it possible to know:

- ✂ Who is part of the group
- ✂ What each producer produces
- ✂ What practices are being implemented
- ✂ What records exist
- ✂ What risks or non-compliances have been identified
- ✂ What corrective actions must be carried out
- ✂ And what evidence is available for an external audit.

Put simply, the ICS is the “backbone” that sustains group certification. Without it, certification loses consistency; with it, certification becomes a tool for organization and credibility.

STEP 5• Organize Group Certification



Internal Control System (ICS) Regulations

The Internal Control System is not sustained only through records and follow-up visits. To function consistently, it needs internal regulations that establish clear rules for all producers and actors linked to the group. These regulations help align expectations, reduce ambiguity, strengthen organizational

discipline, and provide transparency for decisions related to entry, permanence, compliance, and the management of non-conformities. In practice, ICS regulations are a governance tool that turns group certification into a clearer, more predictable, and more reliable process.

Internal Control System Regulations

Purpose and scope

1

- ✓ Purpose of the regulations
- ✓ Who it applies to
- ✓ Relationship with group certification

Basic definitions

2

- ✓ Member producer
- ✓ Farm/plot
- ✓ Internal audit
- ✓ Non-conformity
- ✓ Corrective action
- ✓ Suspension
- ✓ Exclusion
- ✓ Re-certification

Entry criteria to the group

3

- ✓ Minimum requirements to join
- ✓ Required documentation
- ✓ Initial farm status
- ✓ Formal acceptance of system rules

Rights and duties of producers

4

- ✓ Access to support and guidance
- ✓ Obligation to provide truthful information
- ✓ Compliance with record-keeping requirements
- ✓ Openness to visits, follow-up and audits
- ✓ Commitment to the improvement plan

Roles and responsibilities within the ICS

5

- ✓ General coordination
- ✓ Technical officer
- ✓ Internal auditor
- ✓ Field assistant
- ✓ Producers
- ✓ Committee or decision-making body, if applicable

Management and compliance rules

6

- ✓ Use of permitted and restricted inputs
- ✓ Traceability management
- ✓ Mandatory records
- ✓ Evidence preservation
- ✓ Batch, harvest or product separation where applicable

Internal audit procedure and follow-up

7

- ✓ Frequency
- ✓ Basic methodology
- ✓ Reporting of findings
- ✓ Classification of non-conformities
- ✓ Response timelines

Management of non-conformities

8

- ✓ What is considered a formal non-conformity
- ✓ What is considered a substantive non-conformity
- ✓ Corrective actions
- ✓ Compliance deadlines
- ✓ Escalation criteria

Measures in case of non-compliance

9

- ✓ Warnings
- ✓ Temporary suspension
- ✓ Exclusion from the group
- ✓ Re-entry conditions, if applicable

Decision-making and conflict resolution

10

- ✓ Who decides and how decisions are documented
- ✓ Basic mechanism to resolve disagreements

Regulation updates

11

- ✓ Review frequency and who can propose adjustments
- ✓ How changes are approved



STEP 5: Organize Group Certification



Minimum documents that cannot be missing

One of the most common mistakes in certification processes is thinking that documentation can be resolved “at the end.” In reality, documentation must be built in parallel with the productive transition. If it is left to the last minute, the workload increases, gaps become more visible, and the system comes under strain.

Among the minimum documents and records it is advisable to organize early on are:

✓ Basic producer profile

✓ Harvest records

✓ Map of the farm and its plots

✓ Sales records or product dispatches

✓ Input use history

✓ List of non-conformities and corrective actions

✓ Farm management plan

✓ Evidence of technical visits or internal audits.

✓ Field activity log

✓ Record of purchases and applications of inputs

Depending on the certification standard, some formats may vary, but the overall logic is the same: the system must be able to demonstrate what happens on each farm and how that information is managed collectively.



How to organize a useful internal audit

The internal audit should not be seen only as a prerequisite for the external audit. Done well, it is a learning and correction tool. Its main function is to identify gaps before those gaps become certification barriers or reputational risks for the group.

A useful internal audit should make it possible to answer four questions:

✓ What does the producer comply with and what do they still not comply with?

✓ Which findings are formalities and which are substantive?

✓ What corrective actions are needed and by when?

✓ What support does the producer need to close those gaps?

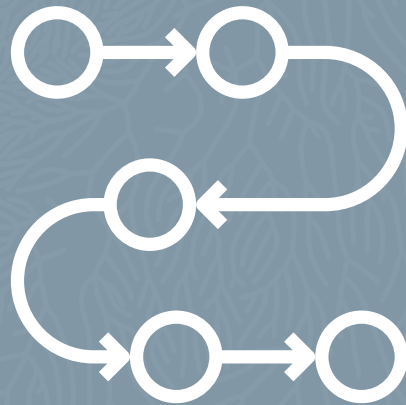
STEP 5: Organize Group Certification

This implies that the internal audit does not end with a list of problems, but with an **improvement plan**. And that plan, in turn, must connect to technical assistance, follow-up, and hands-on support.

Organizing group certification is, in essence, organizing trust: trust among producers, trust within the system, and trust toward buyers, certifiers, and external partners. That is why, more than a final requirement, certification should be understood as a tool for order, traceability, and consolidation of the transition process.

Once the system manages to structure that compliance base, the next question is no longer only how to demonstrate that it is doing things well, but **how to measure in a useful way what it is achieving**. The next step focuses precisely on that: **measure, learn, and improve**, so the system not only complies, but evolves with evidence.





STEP 6

Measure, Learn,
and Improve



As the system advances in transition, certification, and commercial articulation, a decisive need emerges: **to know what is changing, how it is changing, and what decisions it makes sense to take based on that information.** That is the role of this step.

correct course, prioritize resources better, and make the system's value visible. That is why, within this guide, the “measure, learn, and improve” step is a **useful information pathway** so the system can evolve with greater clarity and credibility.

Measurement makes it possible to **learn**,

② Why measure within the SRAO?

For a transition to be sustained, it must be demonstrable and improvable over time. For that, measurement is essential.

Measurement makes it possible, at minimum, to do four things:

- ✂ Know whether practices are generating real changes
- ✂ Better guide technical support
- ✂ Strengthen trust with producers, buyers, and partners
- ✂ Build evidence that helps scale the model.

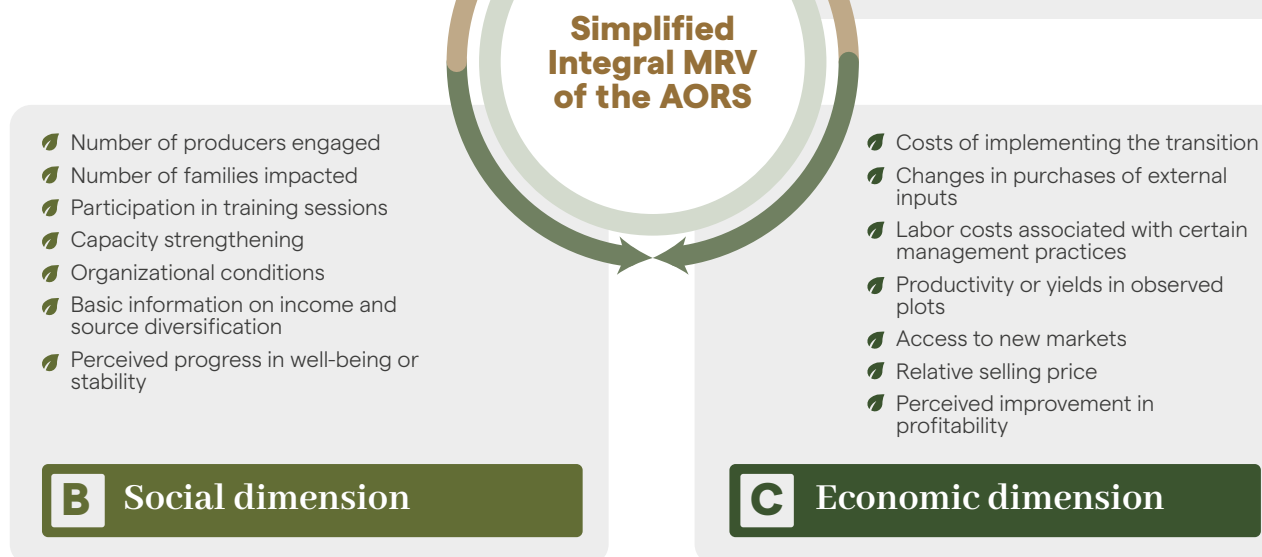
This means the value of information is not just in producing reports. It is in improving decisions.

STEP 6: Measure, Learn, and Improve

What is the minimum that should be measured?

In this practical guide, the important thing **is to bring the traditional logic of measurement down to a minimum, manageable level**, understood as functional measurement.

The key here is not to overwhelm producers or the system with an impossible list of indicators. **It is better to start with a few useful and consistent data points** than with an ambitious framework that cannot be sustained later.



? Where does the information come from?

One of the advantages of the SRAO is that much of the information it needs is already generated in other components of the system. Not everything has to be created from scratch.

Minimum sources may include:

- 🌱 Farm records
- 🌱 Technical assistance logs
- 🌱 Producer profile forms
- 🌱 Internal audits and follow-up by the ics
- 🌱 Data from demonstration plots
- 🌱 Biofactory information
- 🌱 Baseline and follow-up surveys
- 🌱 Harvest and sales records
- 🌱 Soil, microbiology, or biodiversity analyses, where available.

This is important because it avoids building a measurement system that is separate from the rest of implementation. Ideally, the system should learn to **make better use of the information it already produces**.

Demonstration plots as a source of evidence

They are a natural connection point between learning and measurement. What is observed in them can feed key questions:

- ☒ Which practices reduce uncertainty the most?
- ☒ Which changes improve productivity or stability?
- ☒ Which investments show the best results?
- ☒ Where is greater efficiency in the use of resources observed?

Plots are not only places to demonstrate; they are also spaces where the system learns to produce useful evidence for improvement.

How to turn data into decisions

The most common mistake in many monitoring systems is to believe that collecting information is enough. But information only creates value when it helps inform decisions. Within the SRAO, data should help answer questions such as:

- ☒ Which producer needs more support?
- ☒ Which practices are generating better results in profitability and resilience to external events?
- ☒ Where is there a higher risk of dropping out of the transition?
- ☒ Where is there a higher risk of dropping out of the transition?
- ☒ Which investments are worth prioritizing?
- ☒ Which evidence could be useful for buyers, funders, or development partners?

Measurement, therefore, should not be seen as an activity parallel to the system, but as an intrinsic practice for the system's learning.

STEP 6: Measure, Learn, and Improve

AORS data flow

How to turn data into decisions?

Measurement must be a permanent input for improving the system's functioning.

Data

- Monitoring, reporting and verification
- Field observation
- Data recording
- Information analysis

Questions

- Which group needs more support?
- Which practices are generating better results?
- Where is there a higher risk of dropping out?
- Which producers are ready to certify?
- Which investments are worth prioritizing?

Decisions

- Prioritize specific actions
- Strengthen support
- Increase efficacy and impact
- Minimize group risks

From information to decision

Data must serve operational questions and guide useful decisions

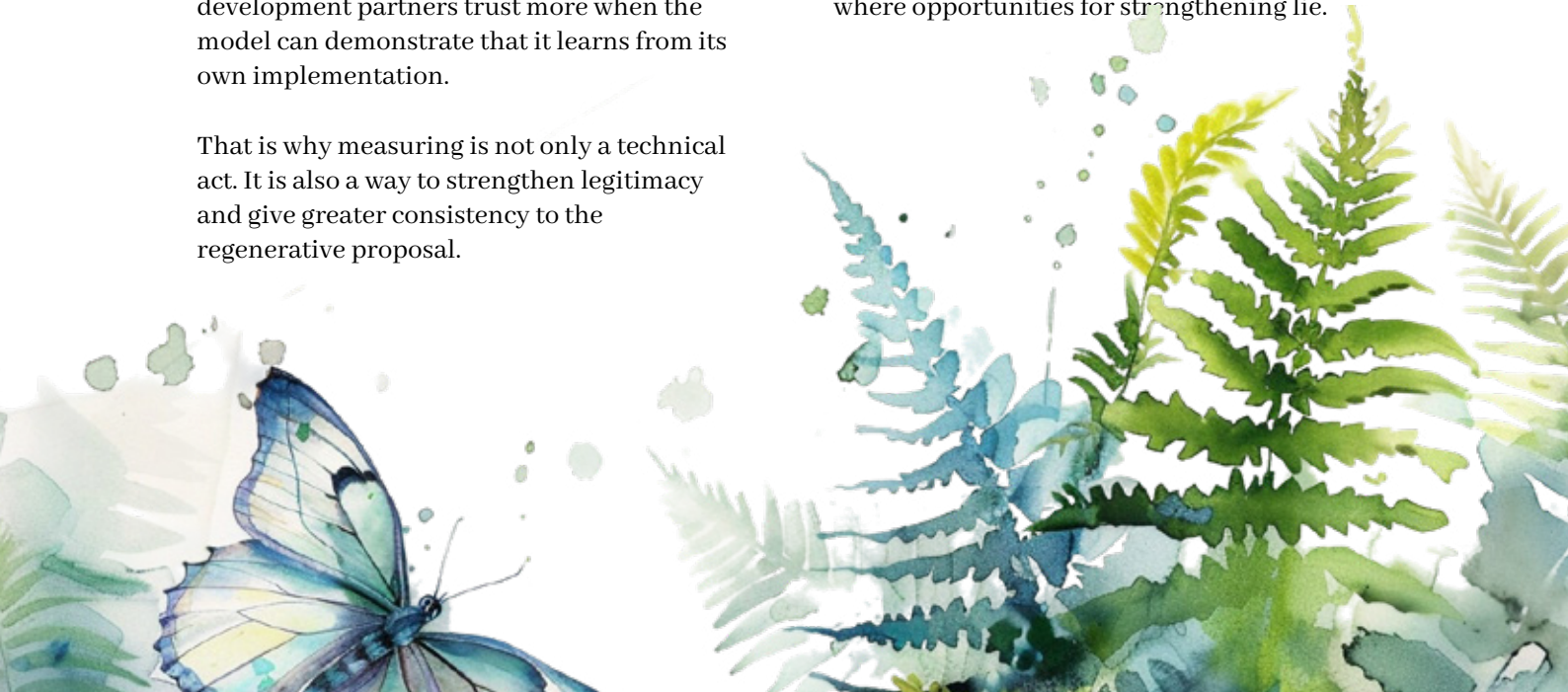


Measuring also builds trust

Another important value of measurement is that it helps build trust. Producers tend to trust more when they can see concrete results or progress. Trade associations and organizations trust more when the system shows order and monitoring capacity. Buyers trust more when there is traceability and verifiable information. And funders or development partners trust more when the model can demonstrate that it learns from its own implementation.

That is why measuring is not only a technical act. It is also a way to strengthen legitimacy and give greater consistency to the regenerative proposal.

Measuring, learning, and improving means moving from intuition to the system's conscious evolution. It is not about recording for the sake of recording, but about building a minimum information base that makes it possible to understand what is changing, what works, what should be adjusted, and where opportunities for strengthening lie.





STEP 7

Connect Production to Differentiated Markets

STEP 7: Connect Production to Differentiated Markets



A regenerative transition is only fully consolidated when it can also be sustained economically. Improving soils, reducing dependence on external inputs, organizing certification, and building information systems are fundamental advances, **but if those efforts do not translate into better**

marketing conditions, the transition may remain limited, fragile, or depend exclusively on the producer's ethical conviction. Commercial articulation is what makes it possible to transform a transition pathway into a value proposition.

? Why does the market matter within the SRAO?

A regenerative transition cannot be sustained only through the producer's individual effort. It needs a structure that helps capture value. In many territories, one of the main frustrations of organic or regenerative producers has been this: improving their practices, taking on more demanding management requirements, and still ending up selling under conditions similar to those of the conventional market.

The market matters within the SRAO because it:

Improves the economic viability of the transition



Helps monetize the value of certification and traceability more effectively



Strengthens motivation to sustain and deepen changes



Creates better conditions to scale the system



Connects environmental and organizational results with concrete business opportunities



? What does an organized regenerative offer mean?

It is an **offer** that not only has good practices behind it, but also minimum conditions of consistency, traceability, and commercial readiness.

An organized regenerative offer usually requires:

- ✓ **Clearly identified producers**
- ✓ **Known approximate volumes**
- ✓ **Relatively consistent quality and management**
- ✓ **Records and traceability**
- ✓ **Compliance with basic certification or documentation requirements**
- ✓ **Aggregation capacity**
- ✓ **Clarity on what is being offered and why it has differential value.**

The certification process creates the traceability conditions so these requirements become an early information tool with which the company can define its consolidated offer.

⚙ The role of Ancestral Organics in commercial articulation

Within the SRAO, **Ancestral Organics** plays a central role as a commercial articulator. Its function is not limited to brokering product. Its value lies in helping transform dispersed production into a more structured proposal, capable of engaging with markets that value attributes such as traceability, certification, sustainability, and consistency.

This implies several tasks:

- ✂ Consolidate information on available supply
- ✂ Organize relationships with producers
- ✂ Strengthen trust in quality and compliance
- ✂ Better understand buyers' requirements
- ✂ Translate regenerative value into commercially viable language
- ✂ Support preparation of the offer.

Having an anchor company is key here, because many producers—even advanced ones—do not have enough scale, organization, or time to build that market relationship efficiently on their own. AO helps close that gap.

? What does a buyer need to trust?

One of the most important lessons in differentiated marketing processes is that buyers rarely buy only a narrative. They buy trust. And that trust is built through a combination of technical, documentary, and relational attributes.

In practical terms, a buyer needs to see at least five things:

In practical terms, a buyer needs to see at least five things:

**Clarity
about the
product**



What it is, who produces it, under what conditions it is managed and what makes it different.

Consistency



The system must sustain a minimum level of quality or organization, and not depend on a single producer.

Traceability



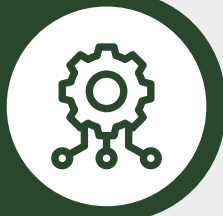
There must be the capacity to trace the product back to its origin and explain how it was produced.

Compliance



Certification, records and documentary order help reduce perceived risk.

Responsiveness



The buyer needs to feel they are engaging with a system that can coordinate, solve problems and sustain commercial relationships.

? What is needed to build an aggregated offer?

Aggregating supply is a critical function of the system because it makes it possible to turn multiple individual pathways into a commercial proposal with greater scale and coherence. However, aggregating does not mean mixing without criteria. It requires order.

To build an aggregated offer, the system needs at least:

- ✓ **Know which producers are ready to market under certain criteria**
- ✓ **Know estimated volumes and harvest calendars**
- ✓ **Have clarity on quality, grading, and presentation**
- ✓ **Have minimum traceability**
- ✓ **Define collection conditions or logistics coordination**
- ✓ **Establish common criteria for communicating with buyers**

Aggregated supply does not always start at large scale. In fact, it is preferable to build it progressively, starting with manageable circuits and learning from the process. The key is that the system does not promise more than it can sustain.

? What mistakes weaken a regenerative offer?

Some of the most frequent are:

- ✓ **Offering volumes without having sufficient production clarity**
- ✓ **Relying only on the regenerative narrative without documentary support**
- ✓ **Approaching buyers without a clear or differentiated offer**
- ✓ **Inconsistency in the volumes and products offered**

The SRAO seeks to ensure that commercial articulation is the result of real system maturity, not an improvised bet.



Economic value is also part of regeneration

An important idea in this step is that regeneration cannot be measured only by its ecological value; it must also build conditions to improve the economic foundation of rural life.

This means recognizing that a stronger regenerative system should also generate:



Higher net income due to lower production costs and better selling prices



Lower dependence on external inputs

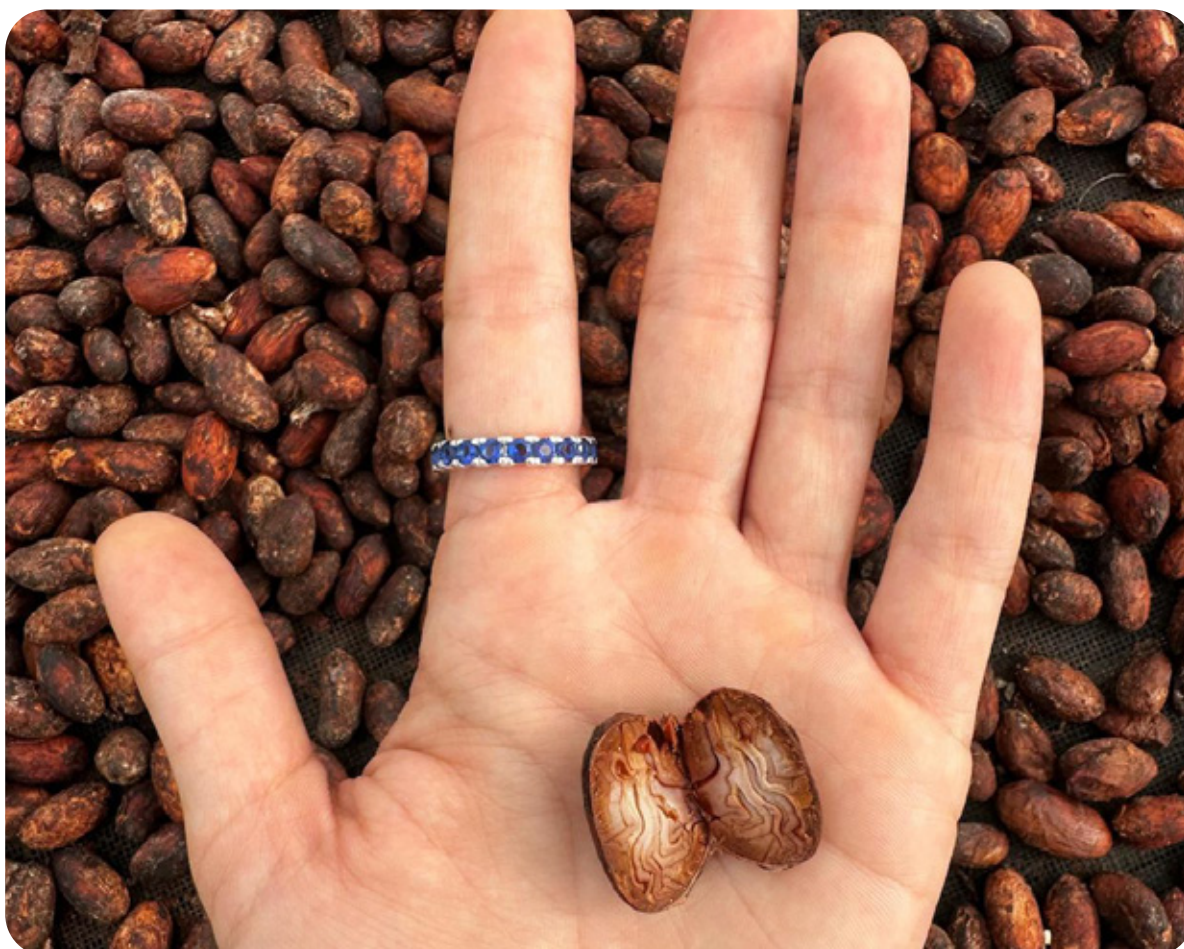


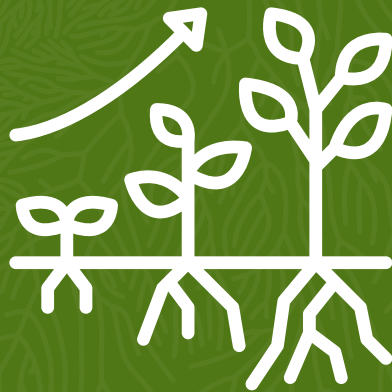
Greater stability in the face of market changes



Improved planning capacity

That is why commercial articulation is one of the conditions that allows regeneration to stop being an admirable exception and become a viable pathway for more producers.





STEP 8

Scale the Model in Other Territories

STEP 8. Scale the Model in Other Territories

Scaling the SRAO in other territories does not mean replicating a closed formula, but rather planting a regenerative transition logic that can take root in diverse contexts. This is perhaps the most valuable learning from this guide: regeneration does not expand through automatic imitation, but through the ability to translate principles into living, adaptive, shared territorial systems.

When producers, organizations, companies, technical partners, and markets manage to come together around a coherent architecture, regeneration stops being a sum of admirable but isolated efforts and becomes a concrete possibility for transformation. That is the horizon the SRAO proposes: not only to produce better, but to reorganize the territory to regenerate soil, economy, biodiversity, and the future.

What does scaling the SRAO mean?

Scaling is not synonymous with growing fast. It is synonymous with **building well**. A territorial regenerative system can only expand in a solid way if it first aligns its basic components and strengthens trust among actors. This involves understanding the territory, identifying actors, segmenting producers, organizing a functional core, and activating a transition route that can be sustained over time.

Minimum conditions to replicate the model

Not all territories need to meet ideal conditions to start, but it is useful to identify a few minimums that increase the likelihood of success.

A. A recognizable territorial base

At least an initial critical mass of producers, crops, or productive landscapes.

B. An articulating actor or anchor company

With the ability to coordinate, connect, and sustain critical system functions.

C. Producers at different maturity levels

Having differentiated pathways makes it possible to work with progressive routes and avoid one-size-fits-all solutions.

D. Minimum technical support capacity

There must be some baseline capacity for technical assistance, facilitation, or accompaniment to activate the transition.

E. Potential for commercial articulation

Reasonable possibilities to connect differentiated supply with demand.

F. Willingness to build records, traceability, and learning

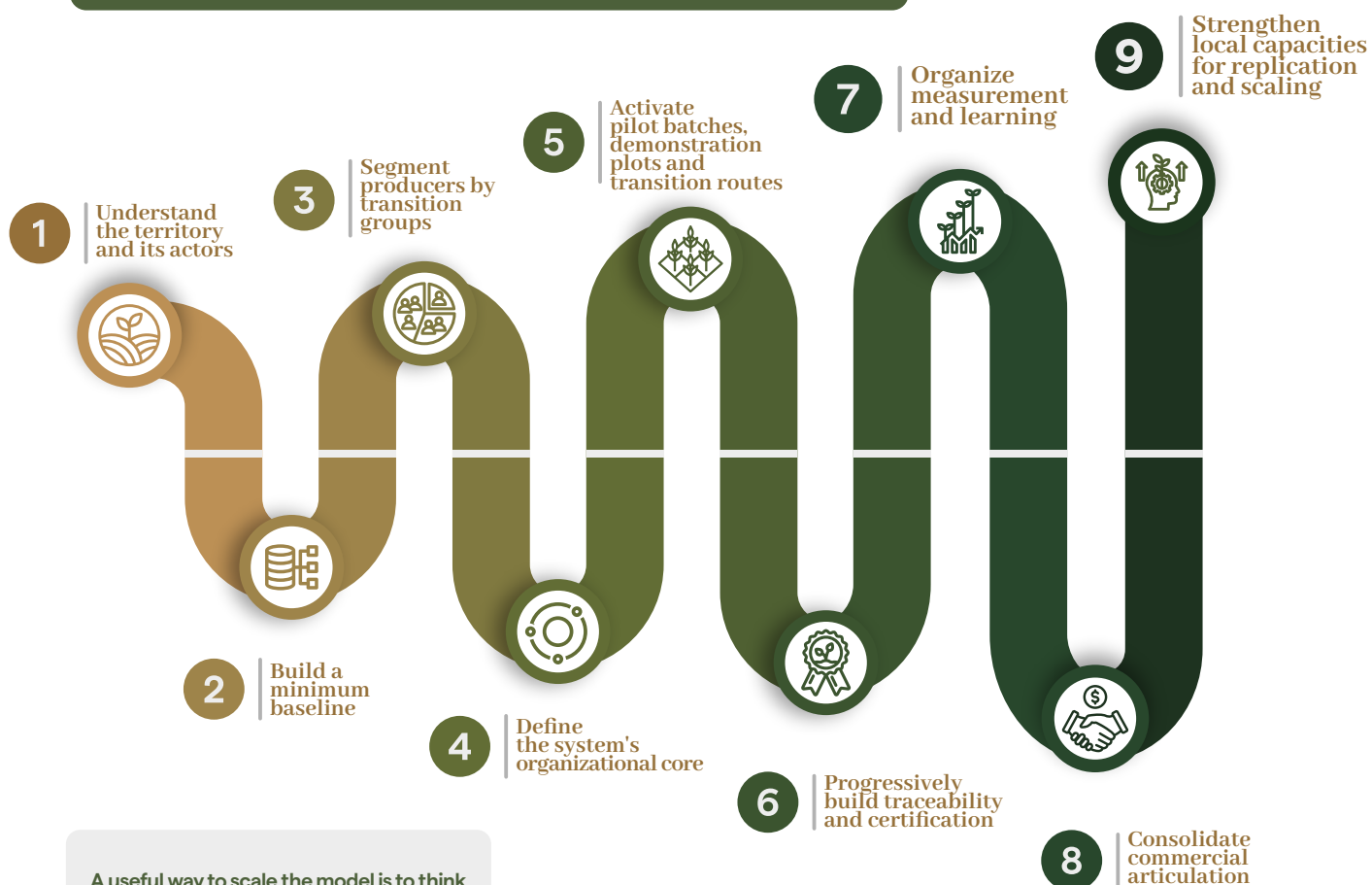
Without a minimum capacity to organize information.

STEP 8. Scale the Model in Other Territories



This sequence may vary depending on the territory, but it helps prevent the system from trying to solve everything at once.

A suggested sequence for territorial implementation



A useful way to scale the model is to think of implementation as a sequence of milestones, not as a list of isolated tasks.

This order may vary depending on the territory, but it helps prevent the system from trying to solve everything at the same time.



What mistakes should be avoided when replicating the model?

Just as there are conditions that favor replication, there are also frequent mistakes that can weaken it.

Among the most relevant are:

Approach errors

- ✗ Trying to copy the model literally without adapting its logic to the territory
- ✗ Seeing regeneration only as technique

Sequencing errors

- ✗ Starting with the market without having organized the productive base
- ✗ Prioritizing certification before consolidating a real transition

System design errors

- ✗ Not segmenting producers and assuming everyone needs the same thing
- ✗ Underestimating the importance of the articulating actor

Implementation errors

- ✗ Building too much methodological complexity from the start
- ✗ Not investing in trust, training and collective learning





What to adapt and what to keep

One of the most useful questions when scaling the model is to distinguish between what should be kept and what can be adapted.



It is advisable to keep

- ✓ The model's systemic logic
- ✓ Segmentation by groups
- ✓ The articulating role of an anchor company or equivalent actor
- ✓ Integration between transition, certification, measurement and market
- ✓ The importance of collective learning and traceability



It is advisable to adapt

- ⚙ Specific crops and practices
- ⚙ Transition pace
- ⚙ Concrete institutional structure
- ⚙ Support/assistance formats
- ⚙ Market routes depending on the context
- ⚙ Depth of MRV according to available capacities

The replicability of the AORS does not depend on copying each component exactly as it was implemented in Quindío, **but on preserving its logic of integration and territorial adaptation.**





Recommendations by type of actor



For producers and associations Start with a simple diagnosis, pilot plots/batches, and peer-to-peer learning. Do not try to solve certification and the market before consolidating the system's base.



For trade associations and companies

Take the articulating and coordinating role seriously, not only the role of buyer.



For impact or climate funders

Understand that the system's value is not only in financing practices, but in strengthening organizational capacities, traceability, learning, and scaling.



For academia and knowledge centers

Contribute through applied research, monitoring, training, and documentation of learnings without disconnecting from the territory's real conditions.



For public institutions

Support the creation of enabling environments: training, territorial articulation, infrastructure, public policy, and recognition of collective transition models.



Practical Guide to Implementing the Ancestral Organics Regenerative System (AORS)



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A n c e s t r a l
O r g a n i c s