

# THE PATAGONIA PROVISIONS CASE STUDY: BUILDING A REVOLUTIONARY BRAND, AND SUPPORTING THE CLIMATE IN THE PROCESS



**Paul Lightfoot**  
Patagonia Provisions



**patagonia**  
PROVISIONS®

A photograph of Yvon Chouinard, the founder of Patagonia, standing in a workshop. He is wearing a blue plaid shirt, a dark green apron, blue jeans, and brown shoes. He is leaning against a blue door frame on the left. The background is a cluttered workshop with various tools and equipment. The lighting is natural, coming from the left side.

**"People need a new jacket every five or ten years, but they eat three times a day. If we really want to protect our planet, it starts with food."**

*-Yvon Chouinard, our founder, Patagonia*





*Poor diet is the leading cause of mortality in the United States, causing more than half a million deaths per year.*

Dariush Mozaffarian  
Dean, Tufts School of Nutrition Science



**Contributes to Climate Crisis**

**Destroys Ecosystems**

**Destroys Human Health**

**Creates Profits**



*“Yes, the planet got destroyed. But for a beautiful moment  
in time we created a lot of value for shareholders.”*



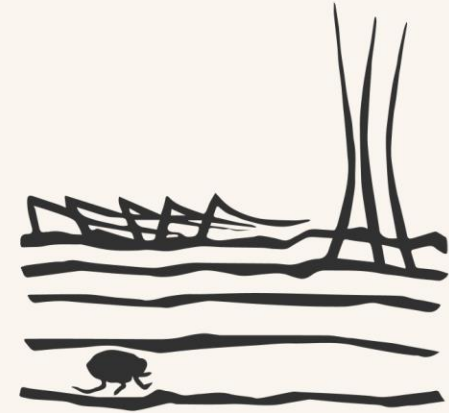
**patagonia**  
PROVISIONS®



**VEGETATIVE COVER**



**CROP ROTATION**



**MINIMAL SOIL  
DISTURBANCE**



**RESTORATIVE GRAZING**



**COMPOST**

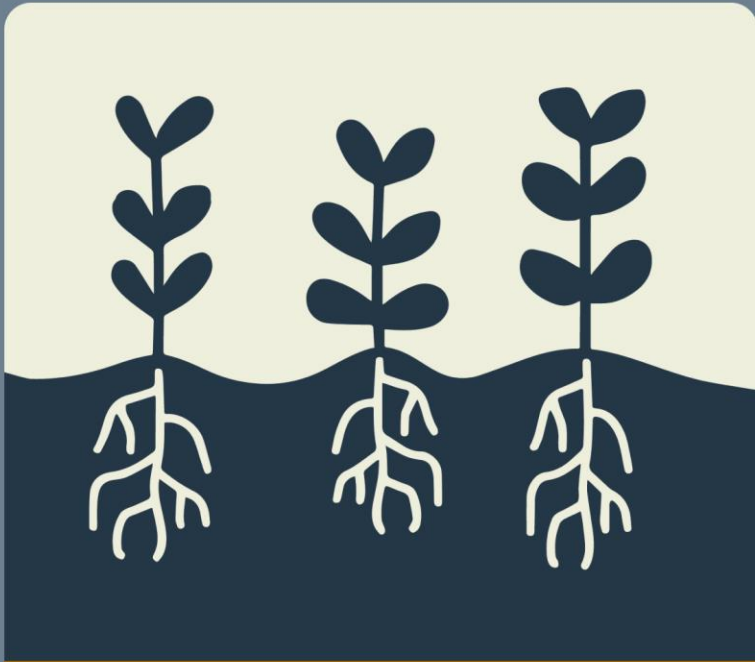


**NO SYNTHETIC FERTILIZERS  
OR PESTICIDES**

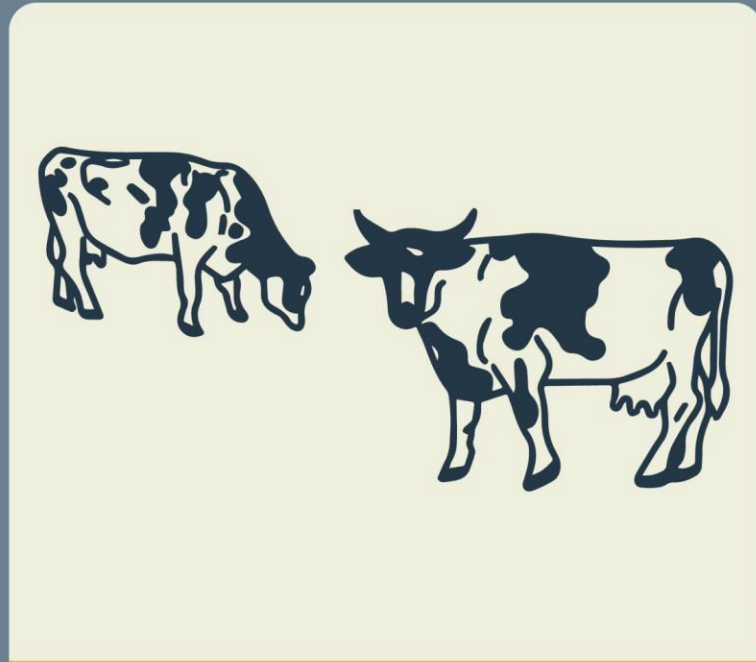




Regenerative  
Organic  
Certified™



**SOIL HEALTH**



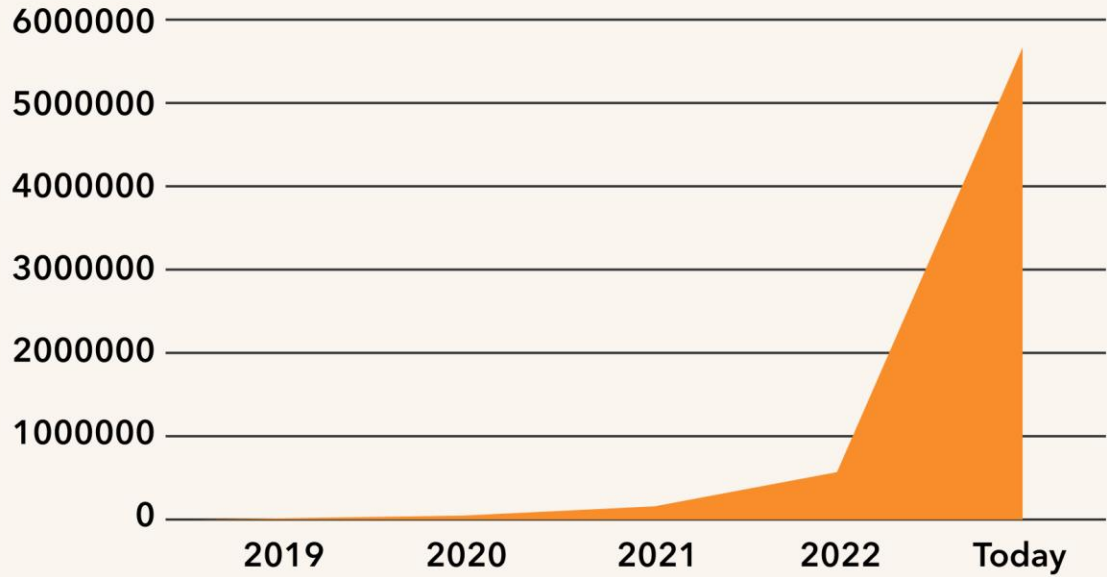
**ANIMAL WELFARE**



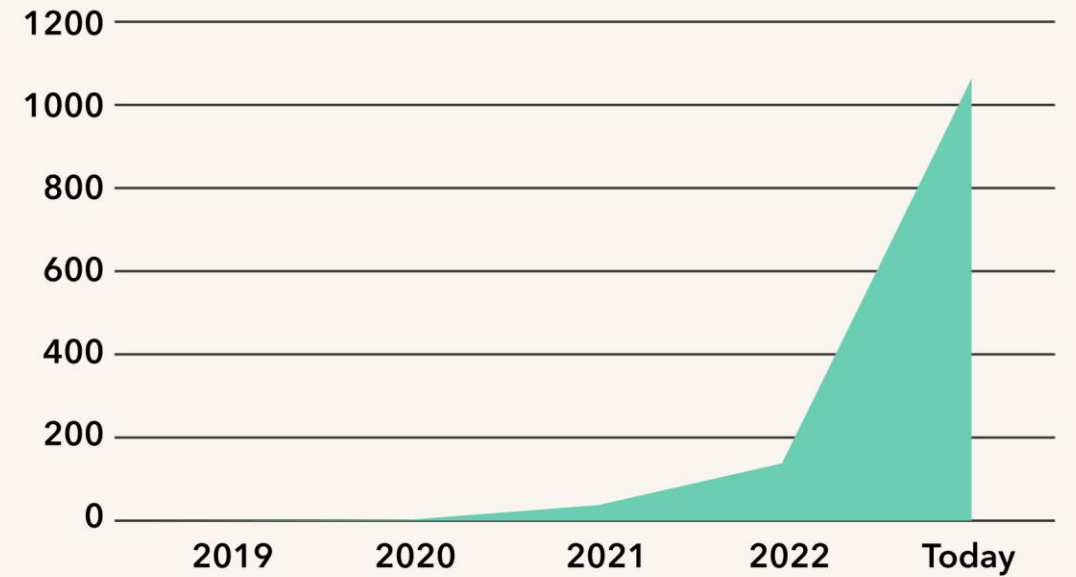
**SOCIAL FAIRNESS**



### Regenerative Organic Certified® Acres



### Products with Regenerative Organic Certified® Content



**+39% U | \$39M**

**Regenerative Organic  
Certified®**

**+13% U | \$13M**

**Certified Greener World -  
Animal Welfare**

**+11% U | \$1B**

**Labeled Pasture-Raised**

**+10% U | \$1B**

**Labeled Grass-Fed**

**+4% U | \$740M**

**Certified Detox Project -  
Glyphosate Residue Free**

**+1% U | \$51M**

**Certified Upcycled**

**-26% U | \$49M**

**Certified Fair Trade USA**

**-12% U | \$792M**

**Certified Plant Based Foods  
Association**

**-6% U | \$12B**

**Certified B Corp**

**-4% U | \$29B**

**Labeled Organic**

**-3% U | \$42B**

**Certified Non-GMO Project  
Verified**

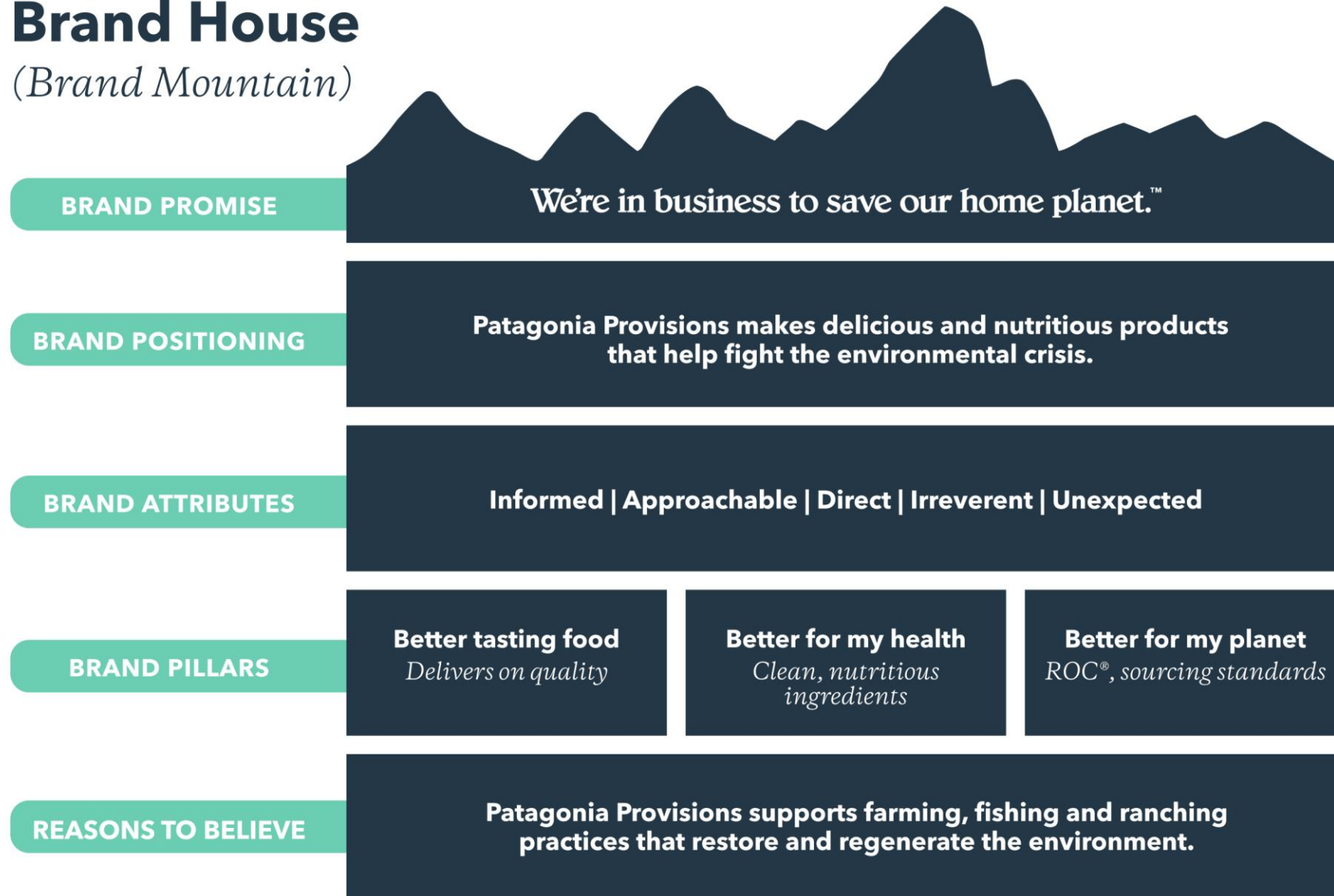
**-3% U | \$6M**

**Labeled No Antibiotics  
Added**



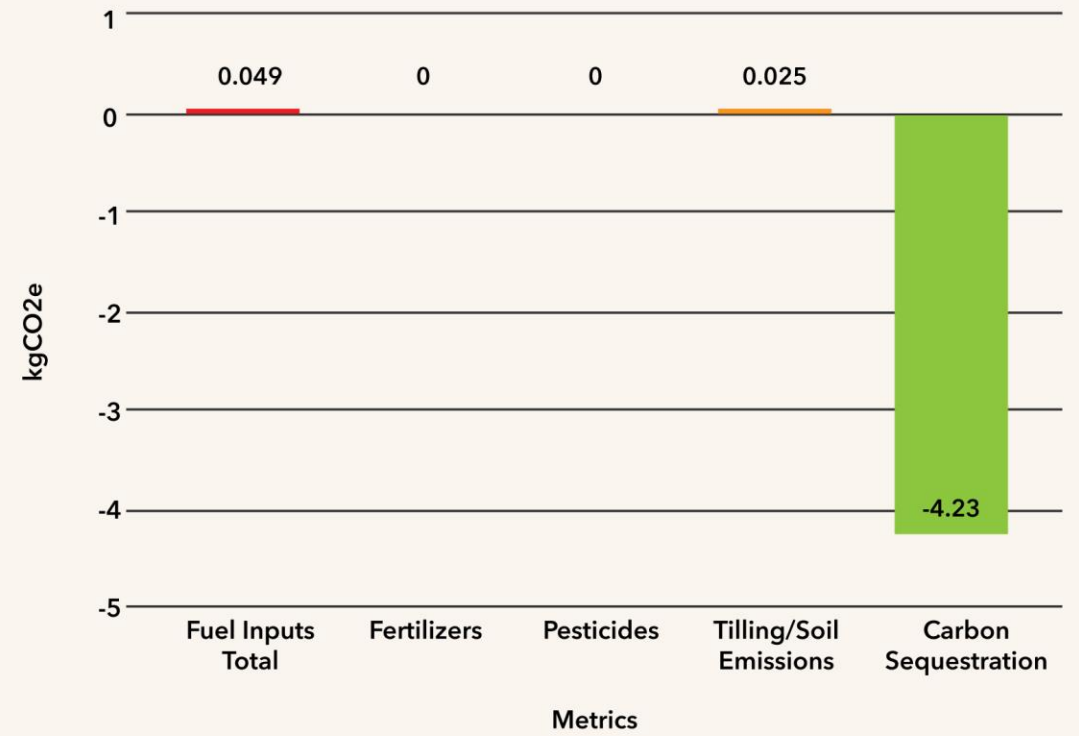
# Brand House

*(Brand Mountain)*



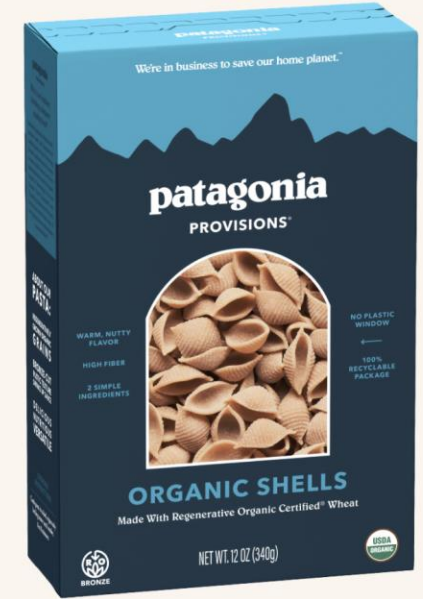
# Kernza<sup>®</sup>

## kgCO<sub>2</sub>e vs. Metric





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**RECKLESS**



patagonia  
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**RESPONSIBLE**

