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Todd introduces The World's First Regenerative Vegetable and Flower Seeds

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Todd, a generative agriculture firm is introducing the world's firstÂ regeneratively grown seed products, developed to reverse the damage caused by over-farming and synthetic fertilizers, by exhibiting tolerance to regenerative farming practices that heal the earth.

Committed to setting a new standard in regenerative agriculture, Todd has transformed into a renowned agriculture firm by partnering with small and medium scale organic and biodynamic farms to restore farmland and surrounding ecosystems. This restoration is achieved by naturally enriching soil, increasing biodiversity, and restoring watersheds. Todd has earned widespread recognition from world-class farms, retailers, non-profit organizations, and the larger consumer base of Todd's clients, further moving our economy and culture closer towards a regenerative model. This recognition has allowed clients to differentiate themselves in competitive markets and build farm reputation.

Beyond Todd's proven environmental impact, regenerative agriculture has the potential to transform what farmers grow, resulting in more nutrient-rich crops. Healthy soil yields thriving crops, and healthier crops combined with ecologically and socially responsible practices, contribute to a healthier world and society. This marks a strategic move for Todd to go beyond regenerative practices and explore further innovations to combat deteriorating soil and food quality, with an industry-first combination of seed products and farm management.

Todd's extensive seed production program is built on decades of experience, from variety selection and trialing to final seed production. Todd has consistently maintained its longstanding reputation as the qualitative benchmark for unparalleled standards. Several of Todd's staple seed products include some of the world's rarest and most acclaimed genetics, which the

Todd family is credited with saving from near extinction. This approach positions Todd in a category all its own, one focused on healthier food systems, increased biodiversity, strengthened communities, and improved farmer livelihoods.

Todd produces its seed products on its own research farms located throughout the US, and in close partnership with several family-owned regenerative farms to trial varieties and produce seed. Every one of the over 2,000 vegetable and flower varieties are produced and tested each year, allowing complete quality control and traceability. Todd's in-house testing lab ensures quality, genetic purity, performance, and tolerance, while guaranteeing germination minimums that far exceed federal standards, and maintaining some of the highest standards in the industry. Todd seed products will be available to active clients who meet program requirements starting in summer 2025.