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Nativa Launches US Regenerative Agriculture Program

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Nativa, a producer of traceable [Merino wool \(https://sourcingjournal.com/topics/raw-materials/woolmark-company-feel-merino-campaign-north-america-amazon-australian-wool-innovation-322620/\)](https://sourcingjournal.com/topics/raw-materials/woolmark-company-feel-merino-campaign-north-america-amazon-australian-wool-innovation-322620/), announced the U.S. launch of the Nativa [Regenerative Agriculture \(https://sourcingjournal.com/topics/raw-materials/chargeurs-luxury-materials-nativa-regenerative-agriculture-wool-quantis-reformation-303559/\)](https://sourcingjournal.com/topics/raw-materials/chargeurs-luxury-materials-nativa-regenerative-agriculture-wool-quantis-reformation-303559/) Program (Nativa Regen) on Tuesday in partnership with Shaniko [Wool \(https://sourcingjournal.com/tag/wool-2/\)](https://sourcingjournal.com/tag/wool-2/) Company.

Nativa Regen, which the company said was the first regenerative wool program in the United States, is designed to improve soil and water quality, and protect biodiversity, while helping brands reduce their carbon footprint and reach their sustainability targets. Brands that create garments with wool produced under the Nativa Regen program will be committing to supporting regenerative farming practices, as well as farmers and communities.

Brands and farmers participating in the program will be able to claim a double Nativa/Responsible Wool Standard (RWS) certification that guarantees sustainable practices from farm to finished garment. RWS is a voluntary standard that addresses the welfare of sheep and the land they graze on. Backed by blockchain technology, the certification proves brands' commitment to transparency.

“We are thrilled to expand our Nativa Regen program to the U.S. in partnership with Shaniko Wool Company as part of our global commitment to innovation and sustainability,” said Federico Paullier, CEO of [Chargeurs \(https://sourcingjournal.com/tag/chargeurs/\)](https://sourcingjournal.com/tag/chargeurs/) Luxury Fibers. “We look forward to welcoming U.S.-based farmers and brands to the program and supporting them as they transition to regenerative practices that improve soil and water quality while promoting an overall healthier habitat that restores natural biodiversity at the farm level.”

Shaniko Wool Company, an Oregon-based farm group overseeing nine farms across four states, was the first U.S. wool producer to receive the Textile Exchange's RWS certification. As a participant in the groundbreaking Nativa Regen program, the company has received the first dual Nativa-RWS sustainability certification issued in the U.S.

Nativa parent company [Chargeurs \(https://sourcingjournal.com/topics/raw-materials/chargeurs-pcc-nativa-traceable-wool-blockchain-stella-mccartney-madewell-reformation-352067/\)](https://sourcingjournal.com/topics/raw-materials/chargeurs-pcc-nativa-traceable-wool-blockchain-stella-mccartney-madewell-reformation-352067/) is the operator of Chargeurs Wool USA wool-processing facility. With the launch of the Nativa Regen program in the U.S., Chargeurs is able to manage the sourcing and initial processing of traceable, certified Nativa wool in the country and

ensure brands can take advantage of the low-carbon benefits associated with local production in the USA.

Nativa Regen is based on scientific research and backed by data, the company noted. It protects the land by improving soil quality, safeguards animals by ensuring their healthy keeping, and supports farmers and local communities by improving their livelihoods. These multidisciplinary efforts result in better water quality and increased CO2 capturing levels.

Through Nativa Regen, the company collaborates closely with farmers worldwide, including in Australia, Uruguay, Argentina and, now, the U.S., as well as with leading research institutes, universities and environmental sustainability pioneers such as Quantis. Current Nativa wool brand partners in the U.S. include Madewell and Reformation.

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