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Organic India earns regenerative organic certified label across multiple teas and supplements

Historic achievement reflects the company’s long-standing commitment to transparency and authenticity

By **Shraddha Warde** | February 26, 2025



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ORGANIC INDIA, a trusted and innovative global leader in providing organic herbal wellness products to over 40 countries worldwide, has earned the highly regarded Regenerative Organic Certified® status across multiple teas and supplements. This rigorous certification process marks a significant milestone in the company’s long-standing commitment to transparency and authenticity. The gold standard ROC™ label champions biodiversity, healthier soils, protection of animal welfare and worker well-being. This historic accomplishment includes transitioning some of the most popular supplements to ROC™, as well as the launch of new products including a Bacopa supplement and two single-origin tea classics.

"While we've implemented regenerative organic practices since our inception, incorporating Regenerative Organic Certified® in addition to our USDA Organic and Fairtrade Certified label signifies our commitment to transparency and authenticity. The ROC™ certification adds a level of transparency and verification to our regeneratively grown herbs cultivated by our farmer partners throughout India,” explains Marisa Merola, Brand Partnerships and Sustainability Manager at Organic India USA.

“As an ally of the ROA, a brand commits to certifying at least one sku within the first year. For Organic India to be launching 11 certified skus this year, is a monumental achievement for us. Regenerative Organic Certified® provides additional layers of trust, accountability and authenticity for our consumers,” explains Kat Wiranowski, Marketing Director for Organic India. “Such an innovative certification reinforces our steadfast commitment to our Founders’ vision of leaving the land better than we found it.”

Read online: https://nuffoodsspectrum.in/news/29/22075/organic-india-earns-regenerative-organic-certified-label-across-multiple-teas-and-supplements.html
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