



YERBA MADRE CERTIFICATION HIGHLIGHTS AT A GLANCE



CERTIFIED WITH PURPOSE. POWERED BY COMMUNITY.

How Yerba Madre is Setting the Gold Standard in
Ingredient & Certification Excellence





WHAT'S CERTIFIED + WHAT IT MEANS

CERTIFICATION	WHAT IT MEANS	APPLIED TO
 Regenerative Organic Certified® GOLD	Achieved highest global standard in regenerative agriculture (while ROC meets regenerative organic standards, ROC Gold goes further: every acre, every farmer, every practice held to the full regenerative organic standard).	Sourced yerba mate (ROC-certified ingredients; certified retail product launching 2025)
	Made with No GMOs, synthetic inputs, or chemical pesticides	All Guayakí products are certified organic. Loose leaf and 75ct bags are 100% Organic; RTDs are Organic
	Committed to fair wages, safe working conditions, and community investment	Certified yerba mate supply chain and operations across Brazil, Argentina, Paraguay, and the U.S.; Final product certification on Traditional Loose Leaf and Mate Bags only; individual fair trade ingredients used in ready to drink beverages.
	Adheres to ethical and environmental standards across entire company	Entire business, including brand and distribution operations in North and South America
COMING SOON: Shade-Grown	Protects forest canopy, honors Indigenous knowledge, sustains farmer traditions	Yerba mate cultivation (internal seal launching 2026)



YOUR GO-TO PRODUCTS, VERIFIED



ROC® LOOSE LEAF & MATE BAGS

ROC® Gold, USDA Organic, Fair for Life



YERBA MATE BAGS (75ct)

USDA Organic (100%), Fair for Life



CANS (RTDs)

USDA Organic, Fair for Life–certified
ingredients



TIMELINE OF TRUST

