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PRESS RELEASE

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WHITE BUFFALO
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FRINJ
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FRINJ Coffee Expands Regenerative Agriculture Research on California's Central Coast with Gaviota Coast Conservancy and White Buffalo Land Trust

FRINJ Coffee is pioneering coffee centric regenerative farming practices in Santa Barbara County and beyond.

Santa Barbara, CA (AUGUST 2020) — [FRINJ Coffee](#)

is leading the California Coffee Movement from their Good Land Organics farm in Santa Barbara County. FRINJ is committed to innovative and regenerative farming practices, believing they are critical to an evolving food system for a resilient future. FRINJ adheres to organic farming principles to meet organic certification and understands the importance of protecting and regenerating the soil, sequestering carbon, and enhancing biodiversity.

The [Gaviota Coast Conservancy \(GCC\)](#) is a Santa Barbara County-based non-profit organization committed to protecting the Gaviota Coast for future generations. GCC promotes innovative agricultural projects on the Gaviota Coast that sequester carbon and improve soil health. GCC distributes funds received to offset the impacts of the County's Tajiguas Resource Recovery Project at the Tajiguas Landfill.



FRINJ CEO, Jay Ruskey Tending to the Coffee Trees.

FRINJ is working with the GCC to expand regenerative agriculture on the Gaviota Coast. GCC awarded FRINJ a \$50,000 "Innovative Agroforestry and Regenerative Land Stewardship Project" grant to fund a 3-year study focused on improving soil health, optimizing water use, and increasing ecosystem resiliency. FRINJ will plant 1,800 trees on a 1.13-acre parcel of their Good Land Organics farm and grow Arabica coffees, mainly Geisha. They'll also plant Casuarina Equisetifolia for primary windbreaks, Ingas (otherwise known as ice cream beans) for overstory plantings, and study soil-building with cover crops. This demonstration project, with its research, testing, and educational components, will develop the knowledge base needed to advise and support other agricultural operators on the Gaviota Coast interested in pursuing these regenerative farming practices. FRINJ will document the project with time-lapse photography over three years to visually demonstrate the changes.



“We’re proud to work with the GCC to assess and develop new, sustainable farming practices that will create improved soil management and healthy ecologies in orchards,” said CEO of FRINJ Coffee, Jay Ruskey.

“Incorporating trees into farmland benefits everything from soil health to crop production to the climate. Our findings will educate not only local growers but contribute to UC Santa Barbara’s environmental studies program, as well.”

“Economically viable agriculture crops are vital to preserving the character of the Gaviota Coast, and regenerative agricultural practices address climate change and loss of biodiversity” explained GCC’s Executive Director, Doug Kern. “FRINJ has demonstrated that coffee can be grown here, and this grant pushes the envelope by testing if overlapping types of trees can expand the viability of this crop and deliver sustained ecological and environmental benefits.”

FRINJ is also working with [White Buffalo Land Trust](#) (WBLT) in Summerland, CA, a team of active land stewards, field researchers, and leaders committed to developing California’s Central Coastal bioregion into a thriving food system built on the regeneration of soil, ecosystems, and community. WBLT, in collaboration with FRINJ, will plant 300 coffee shrubs of mixed varieties on their 12-acre demonstration farm and co-create a management plan that includes site and irrigation design, pruning, ground cover maintenance, nutrient cycling, plant health, and organic production.

FRINJ will raise awareness about regenerative agriculture through their collaborations with GCC and WBLT to educate new interested growers and spur more regenerative farming practices in the region.

FRINJ Coffee

FRINJ Coffee is a late-stage growth company, coffee breeder, and luxury coffee producer. In 2002, Farmer & Agronomist Jay Ruskey planted a trial crop of coffee at his family-owned and operated farm in the hills of Santa Barbara, California called Good Land Organics. Ruskey proved that coffee could be grown successfully outside of tropical regions and put California coffee on the map! The farm takes the coffee experience full circle, from seed to harvest to roast to cup. FRINJ Coffee was incorporated in 2017, setting out to provide California farmers an opportunity to diversify their farm portfolios. Today, they support 65 farms in the coastal climates of Central and Southern California. Their science-forward services span from production to post-harvest to product marketing, ensuring excellence from the field to the cup. For more information, visit [FRINJ Coffee online](#). For media inquiries, contact Christina Madrid at Christie & Co, www.christieand.co, by phone (805) 617-4143 and/or email christina@christieand.co.

Gaviota Coast Conservancy

Gaviota Coast Conservancy is dedicated to protecting the rural character and environmental integrity of the Gaviota Coast for present and future generations. GCC actively supports regenerative agriculture where appropriate on the Gaviota Coast. Agriculture is the bedrock of our coastal heritage. We encourage agricultural practices that build soil, manage water wisely, avoid toxic chemicals and support biological resources. For more information visit www.GaviotaCoastConservancy.org or contact Doug Kern, GCC’s Executive Director, at doug.kern@gaviotacoastconservancy.org or by phone at (805) 222-6184.



White Buffalo Land Trust

The Santa Barbara based 501(c)3 non-profit organization practices, promotes, and develops systems of regenerative agriculture for local, regional, and global impact. WBLT serves as a leader in Regenerative Agriculture in the Santa Barbara region and a connected hub in the growing global movement. The team of active land stewards, researchers, educators, and innovators are committed to aligning agriculture, conservation, and human development for long term ecosystem, economic, and community health.

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