



Commit. Act. Impact.

Mapping the Regenerative Standards Landscape

16. January. 2020





COMMIT. ACT. IMPACT.

THANK YOU TO OUR DONORS!

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Strategic Rise Partners

Straus Family Creamery

Studio Fab

Sweet Additions

Tiger Cool Express

Traditional Medicinals

Trayak

Whole Foods Market



Our Speakers



Sarah Andrysiak

*Senior Director, Climate and
Agriculture Networks*
Green America Center for
Sustainability Solutions



Elizabeth Whitlow

Executive Director
Regenerative Organic
Alliance



Chris Kerston

*Director of Market Engagement
& Public Outreach*
Savory Institute

Moderator



Lisa Spicka

Associate Director
Sustainable Food Trade
Association (SFTA)

Today's Program



Where is the Common Ground?

All three standards agree:

Healthy soil is foundational to healthy food, healthy people, and a healthy planet.

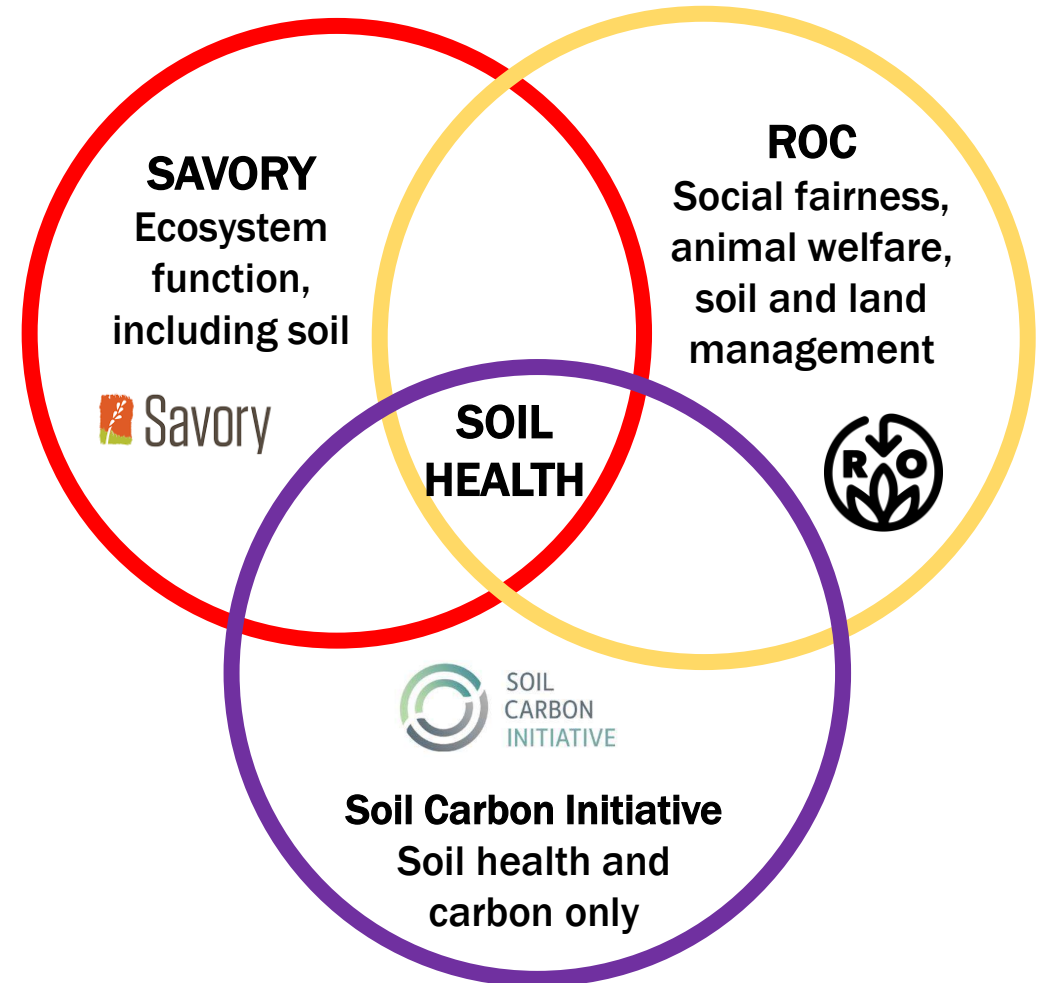
❖ **Shared principles across all three standards:**

- **5 principles of soil health:**
 - ✓ Soil armor (cover crops)
 - ✓ Roots in the ground
 - ✓ Biodiversity
 - ✓ Minimal disturbance (reduced tillage)
 - ✓ Integration of animals
- Continuous improvement is key
- Need for regionally specific, farmer-to-farmer education and outreach
- Need for third party verification / validation
- Desire to improve agricultural data
- Interest in alignment with other standards to grow the market and accelerate soil regeneration

❖ **Differences:**

- On pack or not
- Practices vs. outcomes
- The audit process

What gets measured and tracked:




January 2020



THE SOIL CARBON INDEX (SCI)

A Verification and Recognition Standard To Facilitate Improvement in Soil Health



Sequestering soil carbon and building soil health to address climate change and restore farmer livelihoods

The goal of the Soil Carbon Initiative is to encourage, motivate and aid in the adoption of regenerative agriculture as a means to drive robust **soil health** and to mitigate – and even reverse – **climate change**, and provide all of the many benefits of soil health.

The Soil Carbon Index (SCI) standard – with growing interest from governments and farmers in the US, Thailand, Australia, Ecuador and more – will beneficially transform our soil, our climate, and our future.

SCI Design Team



In addition to the leadership of our design team, over 150 stakeholders, including farmers, farmer advocacy organizations, brands, retailers, ingredient suppliers, seed dealers, and technical advisors aligned on the design criteria and reviewed iterations of SCI.

We are grateful to Paloma Blanca Foundation and Kristina Hall for essential support of this work.

SCI Design Criteria and Vision

Design Criteria

- > Provide independent, third-party verified standard for soil health and carbon sequestration
- > Measure outcomes (don't dictate practices)
- > Achieve verified and meaningful results
- > Complement, and not compete with, existing standards: design for interoperability
- > Engage the entire agriculture spectrum – from organic to conventional
- > Ensure that it works for farmers agronomically & economically
- > Evolve as new testing technologies emerge
- > Require ongoing improvement

Vision

- > SCI motivates everyone who touches the soil to sequester carbon and build soil health so that agriculture can help reverse climate change
- > SCI becomes the independent, third-party standard & verification process for carbon sequestration and soil health
- > Over time, SCI's data connects on-farm actions (regenerative agriculture) with carbon draw down to improve the validity of sustainability outcomes tracking (scope 3, science based targets, etc.)
- > SCI is incorporated by on-pack certifications who want assurance of soil-carbon impact

To ensure scientific rigor and on-farm utility, we formed a soil committee of expert farmers and soil scientists

- > Steven Apfelbaum, M.S., Applied Ecological Svcs.
- > Dr. Kofi Boa, Howard G. Buffett Foundation Centre for No-Till Agriculture
- > Roland Bunch, Consultant
- > Rebecca Burgess, M.Ed., Fibershed
- > Jill Clapperton, PhD., Rhizoterra
- > Rick Clark, Consultant and Farmer
- > Cynthia Daley, PhD., CA State University, Chico
- > Richard Haney, PhD., USDA ARS
- > Will Harris, White Oak Pastures
- > Jerry Hatfield PhD., USDA ARS
- > David Johnson, PhD., New Mexico State University
- > Daniel Kane, PhD., Yale University
- > Rattan Lal, PhD., The Ohio State University
- > Tim LaSalle, California State University, Chico
- > Andre Leu, Regeneration International
- > David Montgomery, PhD., University of Washington
- > Henry Rowlands, The Detox Project
- > Richard Teague, PhD., Texas A & M University
- > Eric Toensmeier, The Carbon Farming Solution
- > Steve Tucker, AgriForce Seed
- > Chris Weigert, Healthy Food Ingredients
- > Allen Williams, PhD., Joyce Farms

Soil Carbon Index Progress



Draft Standard
SOIL COMMITTEE
(150 Stakeholders involved!)

Public Comment
(Spring 2018)

Incorporate Comments

Curate Farmer Support Resource Library

Refine soil sampling and testing protocol

Create Agreements with Pilot Delivery Partners (Labs, Data Platform)

Expand SCI Innovation Circle
Companies
Foundations
Donors
Pilot Supply Chains

Launch SCI Pilots



Q1/2 2020

Q1-3 2020

Highlights



Open to **everyone** who touches the soil, regardless of production system, scale, crop or geography



Measures and verifies soil health & carbon sequestration **outcomes (improvement & achievement)**



Awards **points** for soil health, soil health knowledge and applying the five soil health principles



Functions at the **field level** not the product level (could be embedded in on-pack certifications)

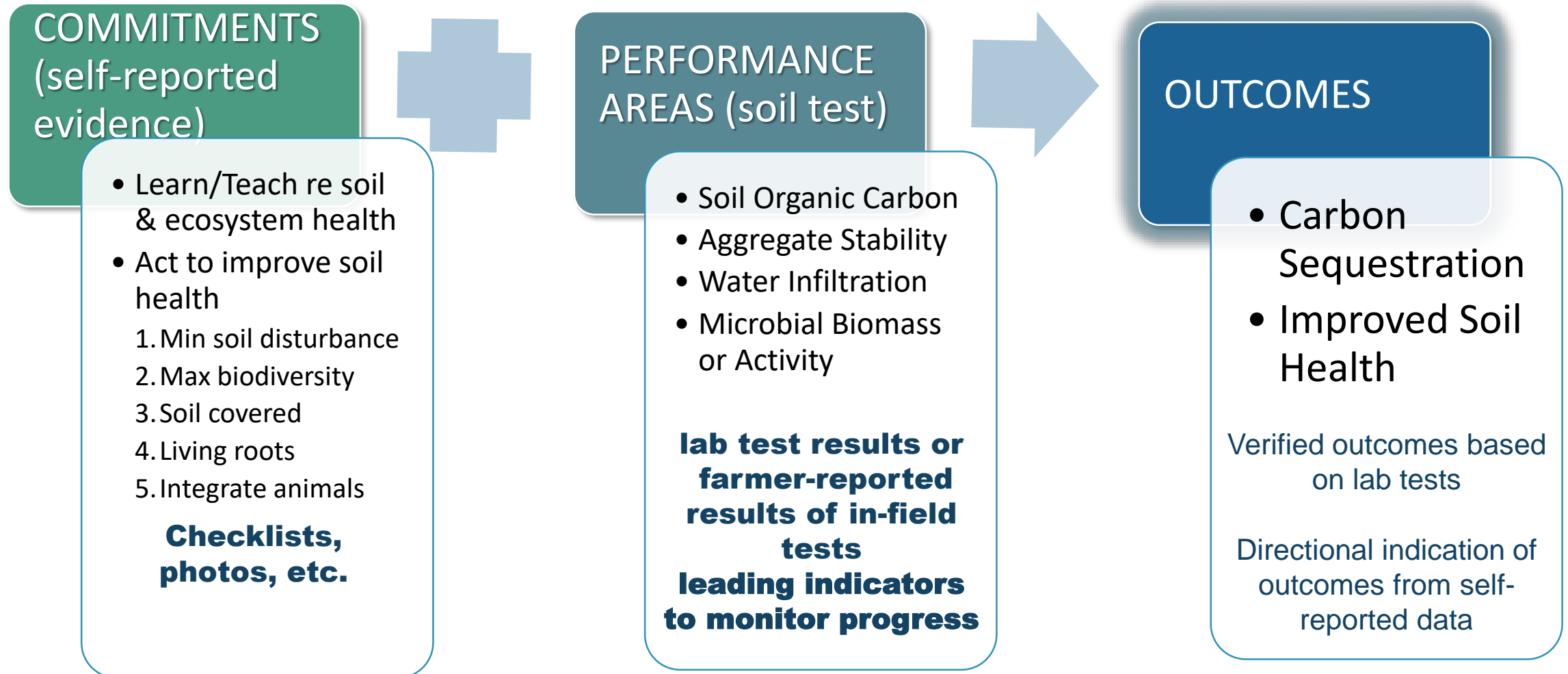


Creates a **common measurement** framework to facilitate tracking and reporting at multiple scales



Launching **pilots this spring** to test and refine our protocols

SCI collects two types of data to verify outcomes: evidence of on-farm actions & soil test results



All producers can participate in SCI

STEP	ACTION	ELEMENTS	FARMER STEPS
1	Enrollment	Location, acreage, crops, other certifications	Sign up for the program (fields or farm)
2	Make SCI Commitments	<ol style="list-style-type: none"> 1. Advance ecosystem & soil health knowledge 2. Make plans/take actions aligned with core soil health principles 3. (Complete baseline performance area test) 	<ul style="list-style-type: none"> • Engage in education • Submit annual Commitment Plans • Implement On-Farm Actions and monitoring
3	Earn Stamp of Participation	Recognizes that the farm is committed to Soil Health and Carbon Sequestration	
4	Measure Performance Areas through soil tests <i>Two tracks:</i> <ul style="list-style-type: none"> • <i>Reported (SCI-R)</i> • <i>Verified (SCI-V)</i> 	<ol style="list-style-type: none"> 1. Soil Organic Carbon 2. Water Holding Capacity 3. Aggregate Stability 4. Microbial Biomass (or microbial activity) 	<ul style="list-style-type: none"> - Baseline Test: gauge soil quality starting point through 4 performance area tests - Test Performance Areas every 3 years - Points for improvement and for achievement - Use SCI sampling plan and testing protocol
5	Receive Verification (Points)	Farms that achieve required SCI points are designated "SCI-Verified" or "SCI-Reported" depending on their performance area testing track.	

SCI's two tracks provide flexibility

SCI Verified Track

Supply Chain requires third-party verification of carbon sequestration and soil health impact

Farmers comply with sampling and lab test protocols (baseline, and sampling every 3 years)

Farmers are encouraged to track leading indicators to monitor progress on an annual basis

SCI Reported Track

Supply Chain desired directional evidence of soil carbon accumulation and soil health

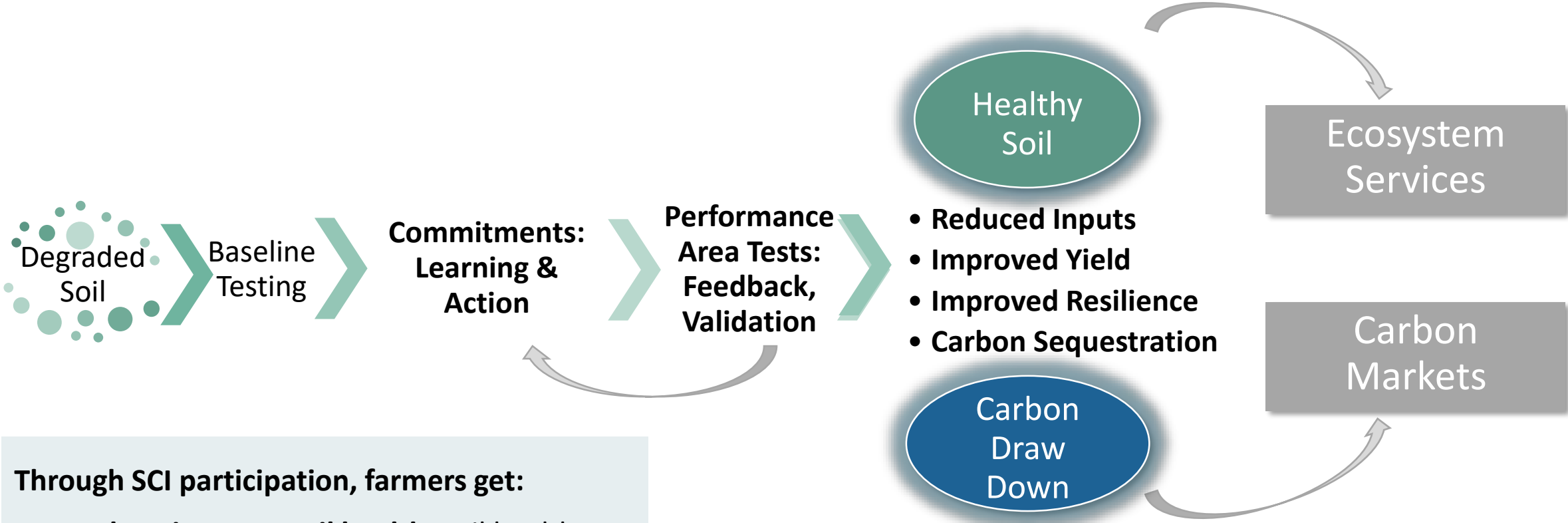
Farmers must complete baseline tests and required in-field tests and monitor and report on leading indicators

SCI will audit on-farm results periodically



When desired, SCI facilitates participation in verified carbon market programs by allowing aggregation at landscape scale

SCI helps farmers build healthy soil – and *reap* the benefits



Through SCI participation, farmers get:

- **Tools to improve soil health:** soil health knowledge, structured testing and measurement, guidance
- Agronomic and economic co-benefits
- Data for and access to **ecosystem services and carbon markets**

Everyone who works with farmers can use SCI to motivate, measure and report on climate and soil benefits.

Coops/Brands/Retailers

SCI can track the regenerative activity of supply chains, or be a sourcing spec. Over time, SCI may support tracking other impacts such as pesticide use, biodiversity, and water.

Carbon Market Makers

SCI can reduce costs of administering and validating soil carbon by aggregating farms into landscape-scale projects to drive down the cost of sampling and administration

Policy Makers

By providing SCI enrollments at landscape or regional level, SCI can help gauge climate change resiliency, watershed improvements and other ecosystem outcomes.

Ecosystem Project Investors

By measuring the soil health and soil carbon outcomes of projects, SCI can unlock ecosystem investment.

Ecosystem Service Markets

SCI's data on outcomes and actions can be used to validate results for Ecosystem Service Markets.

SCI provides a common framework for all agricultural stakeholders to measure, motivate and validate soil health improvements, carbon sequestration, and the reversal of climate change.



Next Steps

- Enroll additional pilots for the 2020 growing season
- Hire dedicated staff and launch significant fundraising to support scale up and roll out of SCI
- If you are interested in learning more, providing feedback, or participating in the pilot, please email me:



SOIL
CARBON
INITIATIVE

sandrysiak@greenamerica.org





Details if Questions Arise

Demonstrating Commitments Requires Learning and Action that Lead to Soil Health & Carbon Outcomes

Commitment

Advance Knowledge of Soil & Ecosystem Health

Build Soil Health to sequester Carbon and provide ecosystem benefits

Minimize Soil Disturbance Maximize crop diversity and on-farm biodiversity Keep the Soil Covered Maintain Living Roots Year Round Integrate Livestock

Demonstration

Checklist for learning:

- Workshops
- Field Days
- Online resources
- Studies
- Research papers
- Peer to peer network

Farmers submit annual commitment reports documenting actions which might include:

- Buffer Strips or Buffer Zones
- Compost Application
- Cover Crops
- Crop Rotations
- Forage & Biomass Planting
- Forest Stand Improvement and Forest Slash Treatment
- Grassed Waterways
- Herbaceous Wind Barriers & Field Borders
- Integrated Crops & Animals
- Moisture-Sensing Technologies for Irrigation
- Mulching Application
- Perennial Planting
- Pollinator Habitats, Insectary Strips, or Wildlife Habitat
- Reduction of Off-Farm Inputs & Recycling of On-Farm Biomass
- Riparian Restoration
- Silvopasture Establishment
- Tree / Shrub Establishment
- Vegetative Barriers
- Water Conservation and/or Wetland Restoration
- Windbreak & Shelter Belt Establishment

Soil Health Improvement & increased carbon sequestration capacity
Proven in Performance Area Tests

The Performance Area Tests Allow Farmers to Track Progress and Validate Results



Performance Area	Qualitative Assessments	In-Field Tests	In-Lab Test	Recommended Depth*	Freq. (no more than)
Soil Organic Carbon	Soil Color	Future Sensor: Yale Quick Carbon	Dry Combustion TOC/TC	0-6", then subsoil 6-12", 12-24", 24-36"	Once per year
			SOM (%LOI)	0-6"	Every 3 years
Water Holding Capacity	Water Infiltration Assessment	NRCS Infiltration Dual Head Infiltrometer	Pressure Plate	0-6"	Every 3 years
Aggregate Stability	Slake Test	Penetration Resistance	ARS Wet Aggregate Test	0-6"	Every 3 years
Below Ground Microbial Biomass/Act.	- Insects / Arthropods - Underwear	Solvita CO2 Burst Future Sensor: BioMeter?	PLFA	0-6"	Every 3 years
			Haney Test	0-6"	Once per year

**SCI will consider substitute tests on a case by case basis; farmers must choose at least one test in every performance area*

SCI Awards Points to document improvement and achievement

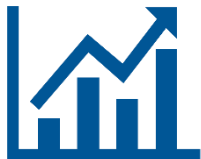


A minimum number of commitment points must be achieved to earn the Stamp of Participation



A minimum number of additional points must be earned for farmers to receive SCI Recognition.

- SCI-Reported designation is available to farmers who use in-field tests and achieve a certain minimum number of points
- SCI-Verified is available to farmers who use lab tests and achieve a certain minimum number of points.



Farms must demonstrate **improvement** or high **achievement** in the performance areas.



Farmers are rewarded for **learning and teaching**.

Points For:

- Demonstrating Commitments (planning, implementing, learning)
- Completing the Baseline Tests
- Demonstrating Improvement in the Performance Areas
- Demonstrating strong soil health through the performance area tests
- Building Soil Organic Carbon

January 2020



The Regenerative Organic Certification



Healthy Soil = Healthy Food = Healthy People

-J.I.Rodale, May 1942



J.I. Rodale



Robert Rodale



**Regenerative
Organic
Certified™**

Regenerative Organic Certified is a holistic agriculture certification encompassing pasture-based animal welfare, fairness for farmer and workers, and robust requirements for soil health and land management.

Goals of the ROC

- Increase soil organic matter over time, and sequester carbon in the soil.
- Improve animal welfare.
- Provide economic stability and fairness for farmers, ranchers, and workers.

The Evolution of ROC

regenorganic.org

September 2017
First draft of ROC criteria released for public comments.

Winter 2020

ROA Board and Task Forces deliberate feedback and implement changes to framework; revised ROC standards will be released

December 2019

Pilot program concluded; collecting feedback certifiers & from participants

March 2019

Cert tools developed, pilot program launched with over 20 farms and brands in eight countries

March 2018 Over 400 comments incorporated; NSF contracted; pilots applied; new ROC released;

Spring 2020

ROC open for general applications





Soil Health

- Builds Soil Organic Matter
- Conservation Tillage
- Cover Crops
- Crop Rotations
- No GMOs or Gene Editing
- No Soilless Systems
- No Synthetic Inputs
- Promotes Biodiversity
- Rotational Grazing



Animal Welfare

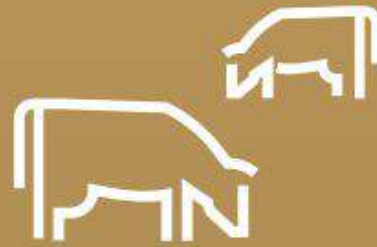
- Five Freedoms
 - Freedom from discomfort
 - Freedom from fear & distress
 - Freedom from hunger
 - Freedom from pain, injury or disease
 - Freedom to express normal behavior
- Grass-Fed / Pasture-Raised
- Limited Transport
- No CAFOs
- Suitable Shelter



Social Fairness

- Capacity Building
- Democratic Organizations
- Fair Payments for Farmers
- Freedom of Association
- Good Working Conditions
- Living Wages
- Long Term Commitments
- No Forced Labor
- Transparency and Accountability

3 PILLAR APPROACH



Soil Health



**Baseline for ROC*



Animal Welfare



Social Fairness



Note: For each module, there are additional requirements that need to be met to achieve ROC

Requirements: Soil Health & Land Management



- **Existing Certification:** Organic certification is a baseline for ROC.
- **Crops must be grown in the ground.** Soil-less practices such as hydroponics, container, and aquaponics ineligible.
- **Conservation Tillage:** Tillage allowed only when necessary and never deeper than 10", except for planting perennials (e.g. tree crops)..
- **Pesticides & GMOs:** Organic pesticides that are highly toxic to pollinators are not allowed. Genetic modification and gene editing is prohibited, including emerging technologies..
- **Regenerative Practices:** The incorporation of practices to improve overall ecosystem health and productivity, as listed in ROC Framework.

Requirements: Animal Welfare

- **Existing Certifications:** Not required for operations without animals or commercial livestock production
 - Must hold recognized Animal Welfare certification (GAP 4 or above, AWA, Certified Humane) for any animal that is used in production of dairy, meat, or fiber.
- **Feeding:** Concentrated Animal Feedlot Operations (CAFO's) are prohibited. Operations must be pasture-based.
- **Five Freedoms:** All animals are verified to have freedom from hunger and thirst; discomfort; pain, injury & disease; fear and distress; and to express natural behaviors.



Requirements: Social Fairness



- **Human Trafficking:** People are not forced to work or remain on premises against their will.
- **Child Labor:** With the exception of family members, no children below the age of 15, legal age or age of compulsory schooling are employed.
- **Fair Wages:** Farms must demonstrate commitment to pay a living wage or progress towards it. Gold level certification requires living wages paid to all workers.

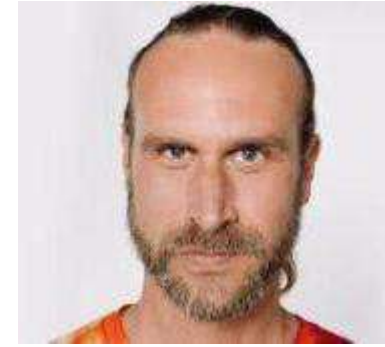
Regenerative Organic Alliance: Board of Directors

Rose Marcario, Patagonia



Rose Marcario

David Bronner, Dr. Bronner's



David Bronner

Jeff Moyer, Rodale Institute



Jeff Moyer

LeRhea Pepper, Textile Exchange



LeRhea Pepper

Paul Dolan, Wild Farm Alliance



Elizabeth Whitlow, ED

Dana Geffner, Fair World Project



Paul Dolan

Will Harris, White Oak Pastures



Dana Geffner

Rachel Dreskin, Compassion in World Farming

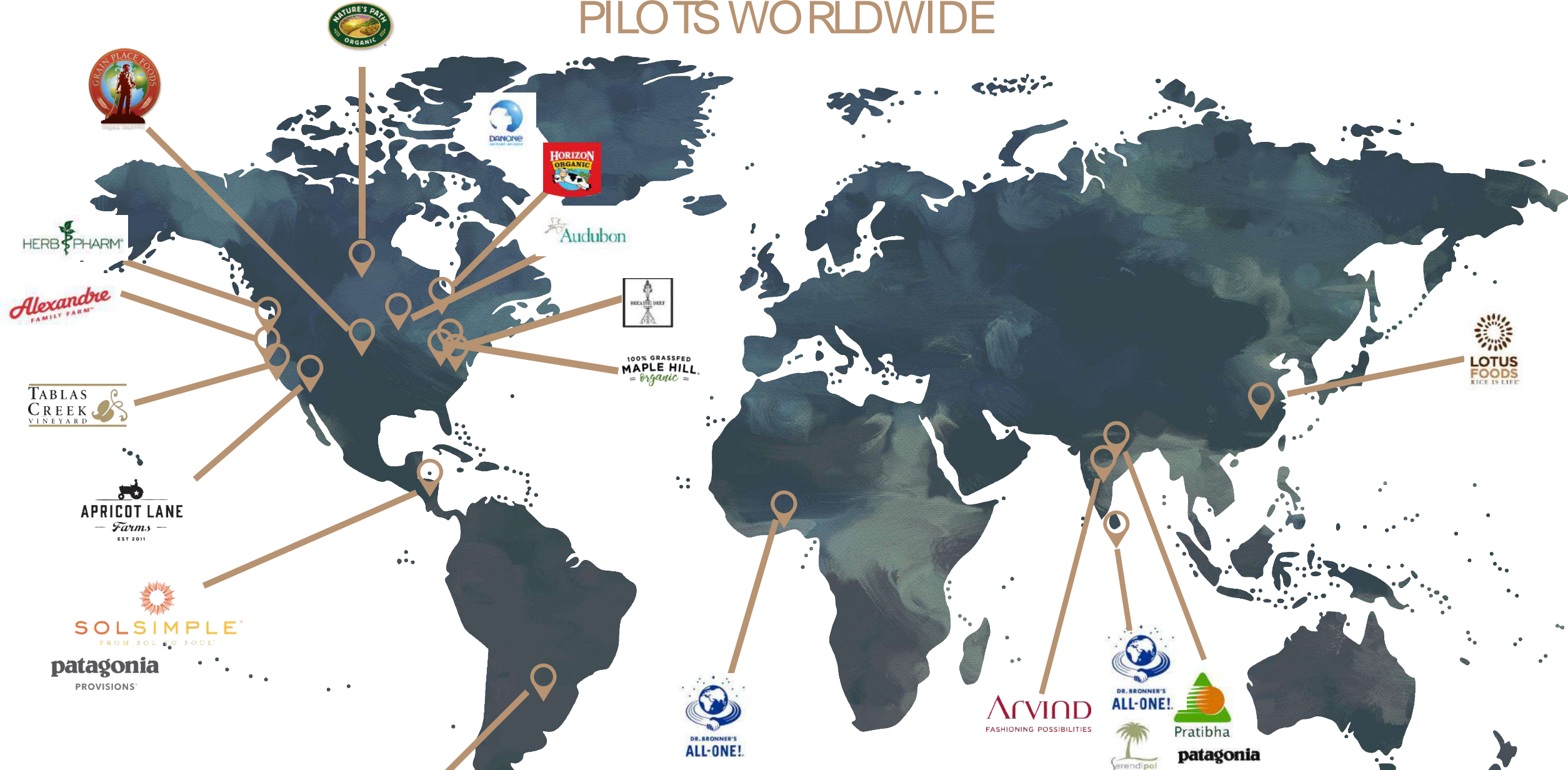


Will Harris



Rachel Dreskin

PILOTS WORLDWIDE



PILOTS WORLDWIDE: Commodities



GRASS-FED MILK
ALEXANDRE FAMILY
Northern California



RICE
LOTUS FOODS
India



STONE FRUIT & AVOCADO
APRICOT LANE
Southern California



TREE CROPS
SOL SIMPLE
Nicaragua



YERBA MATE
GUAYAKI
Argentina



GRASS-FED BEEF
33 RANCH
South Dakota



PALM
SERENDIPALM & DR. BRONNER'S
Ghana



GRAINS, LIVESTOCK & VEGETABLES
BREATH DEEP FARM
New York



WINE
TABLAS CREEK
Central California



HERBS
HERB PHARM
Oregon



GRAIN CROPS
GRAIN PLACE FOODS
Nebraska



COTTON
PRATHABI SYNTEX
India



GRASS-FED MILK
HORIZON
Michigan



COTTON
ARVIND
India



DAIRY
MAPLE HILL CREAMERY
Vermont



OATS & CORN
NATURE'S PATH
Saskatchewan

Join us on the journey!

regenorganic.org



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Certified™



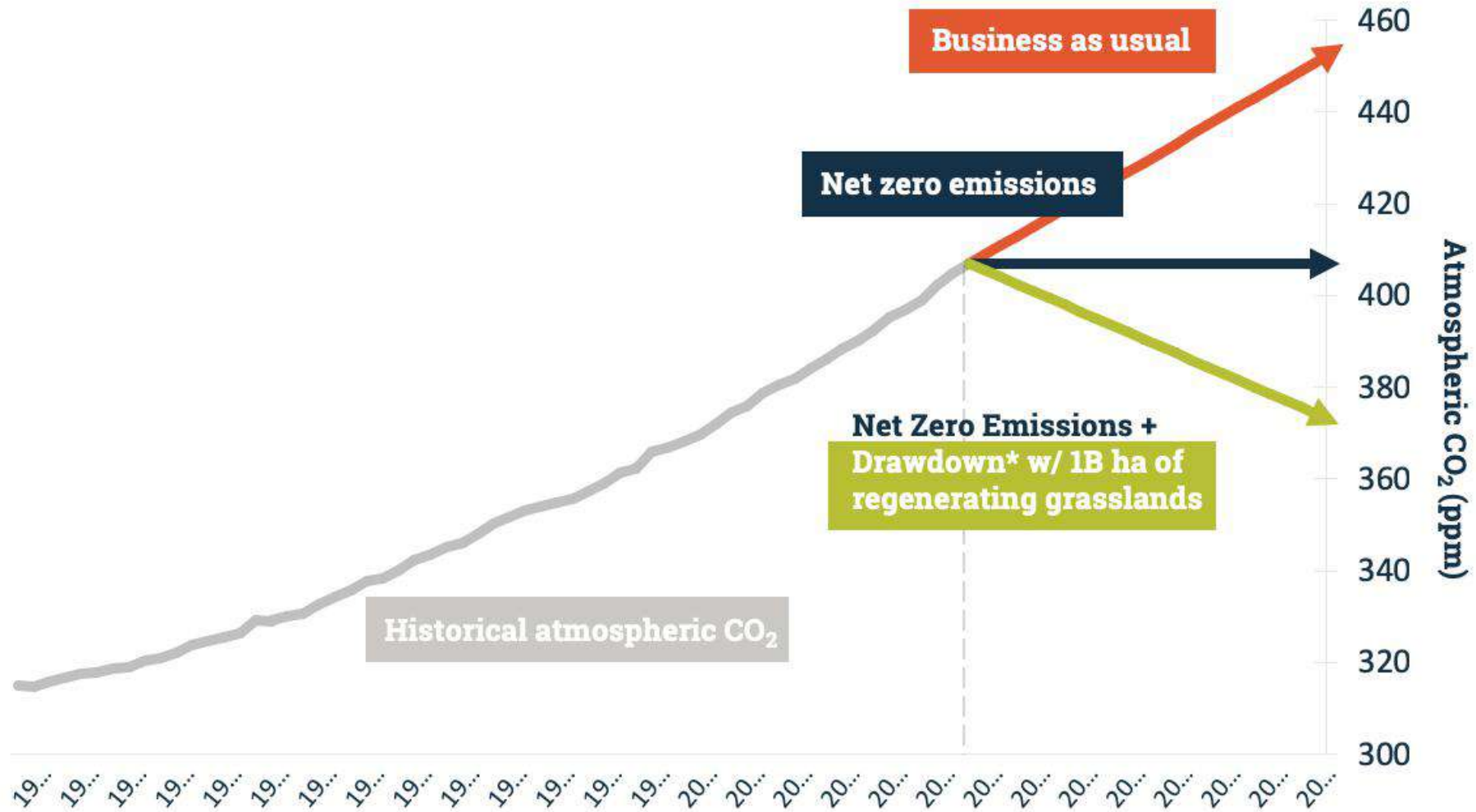
<http://savory.global>

FACILITATING THE LARGE SCALE RESTORATION OF THE
WORLD'S GRASSLANDS



ATMOSPHERIC CARBON DRAWDOWN

POTENTIAL FOR GLOBAL GRASSLAND REGENERATION
TO PLAY A MAJOR ROLE IN REVERSING THE CLIMATE CRISIS



*At a rate of 3 tons C/ha/yr (Teague 2011), recognizing that some lands have the potential to drawdown more and others less, dependent on soil type, climate, and previous management practices.

Before

After

Annual

Perennial

Monoculture

Polyculture

Manipulation of Parts

Management of Wholes

Reactive

Proactive

reductionist

holistic

Savory



Australia

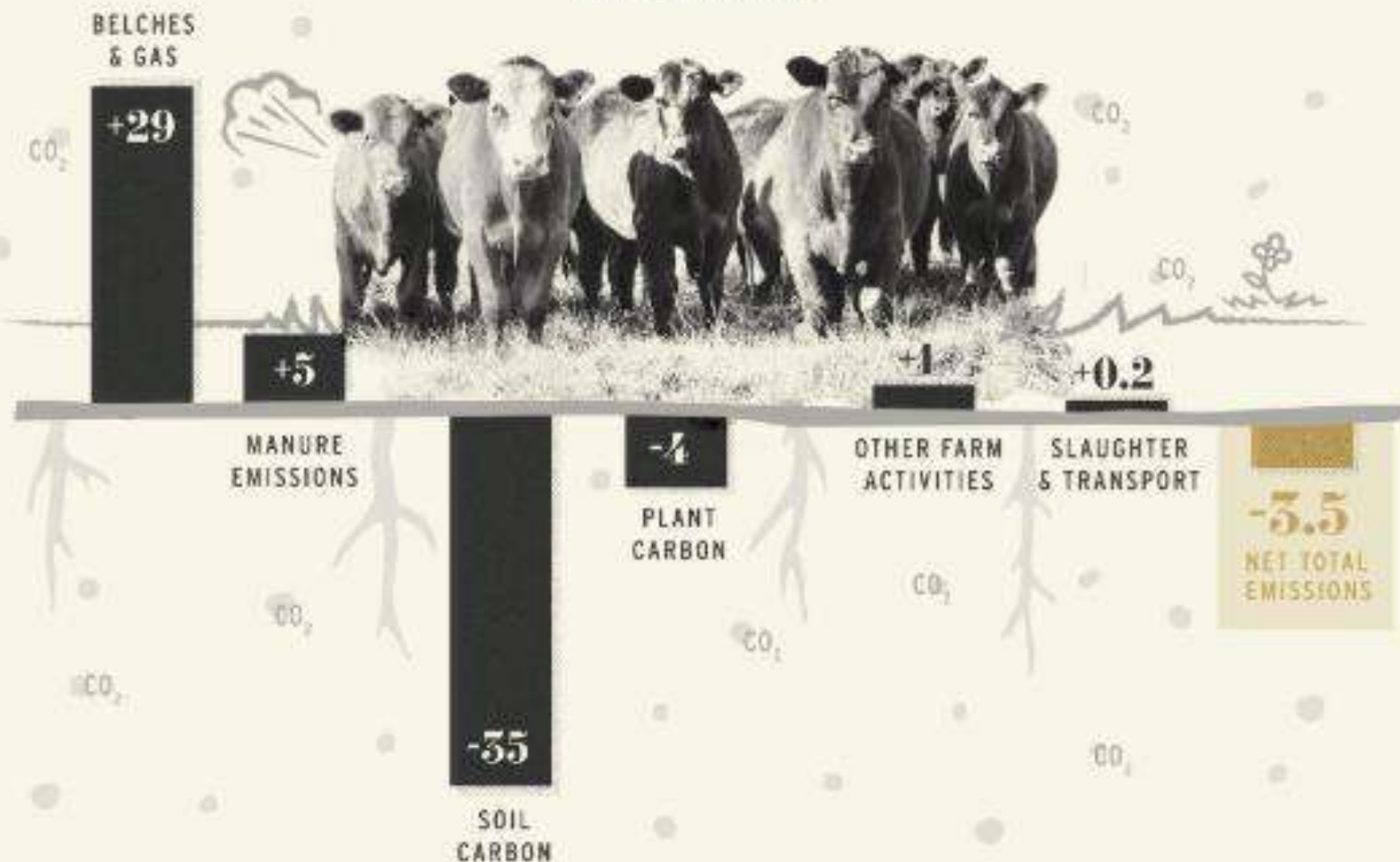


CAN CATTLE BE GOOD FOR THE CLIMATE?

WHITE OAK PASTURES BEEF SEQUESTERS MORE CARBON THAN IT EMITS

Emissions breakdown for every pound of White Oak Pasture's beef produced:

(POUNDS OF CO₂ EQUIVALENT)



THROUGH WOP BEEF PRODUCTION IN 2017,

919 TONS OF CO₂ WAS SEQUESTERED IN THE SOIL

(WITH THE HELP OF PLANTS + COMPOST!)

SCALING UP: THE GLOBAL NETWORK

A decentralized nodal network of regional learning Hubs, educating farmers on the benefits of Holistic Management and supporting implementation



SINCE 2009:



43

Total Hubs

5,227

Land Managers Trained

8,827,759

Hectares of Land Under Management

THE GLOBAL NETWORK

North America

- Arizona
- California (northern)
- California (southern)*
- Colorado
- Georgia
- Hawaii*
- Ohio
- Oklahoma*
- Maine*
- Manitoba, Canada*
- Michigan
- Missouri
- Minnesota
- New Hampshire
- Northern Territory, Canada
- Texas
- Virginia
- Wyoming*

Asia / South Pacific

- India*
- Pakistan
- New South Wales, Australia
- New Zealand
- Perth, Australia*

Central / South America

- Argentina
- Brazil
- Chile
- Colombia*

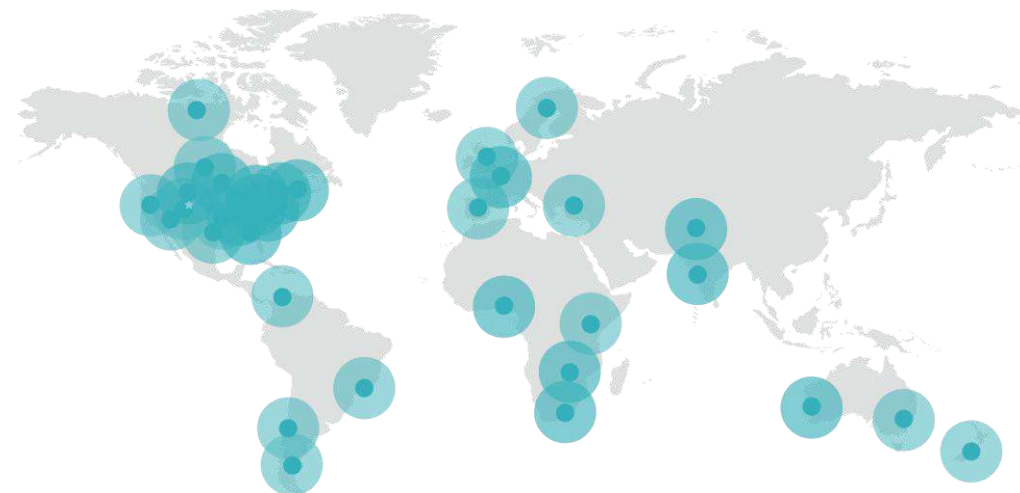
Europe

- Croatia*
- Denmark*
- Finland*
- France*
- Germany*
- Spain
- Sweden
- Turkey
- United Kingdom

Africa

- Ethiopia*
- Ghana*
- Kenya
- Nigeria*
- South Africa
- Uganda*
- Zimbabwe

Our mission is now scaled across a **nodal network of regional learning Hubs.**



* denotes a Hub in training (12-18 month onboarding process)



LAND to
MARKET™

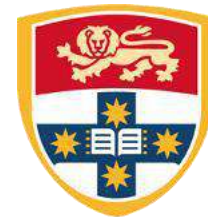
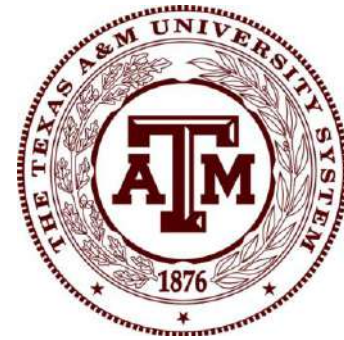


Producers
want to
differentiate,
brands want
access to
supply



Contributors

The Nature Conservancy 



THE UNIVERSITY OF
SYDNEY

Ovis 21
Regeneración y Rentabilidad



SOIL HEALTH

Healthy soils absorb more carbon, retain more water, are richer in microbiota, and produce more nutritious foods.



BIODIVERSITY

Plants are more varied and resilient, wild and domestic animals are more plentiful, and soils are higher in microbiological content.



ECOSYSTEM FUNCTION

Water, sunlight, decaying matter, and minerals are cycled through a regenerative process of birth, growth, death and decay, and back to birth again.

Soil Health



A white plastic bucket is shown from a top-down perspective, containing a layer of dark brown soil and organic matter like twigs and leaves. The bucket is placed on a bed of dry grass and some green blades. A semi-transparent dark grey box with a white border is overlaid on the right side of the bucket, containing the title text.

Water Infiltration & Holding Capacity

Biodiversity



Ecosystem Function



A herd of brown and black cows is grazing in a lush green field. The field is filled with tall grass and small pink flowers. In the background, there are rolling green hills and mountains under a cloudy sky. A thin wire fence runs across the field. The text is overlaid on a dark grey semi-transparent box on the right side of the image.

All properties are compared to a local **reference area** within their ecoregion

A photograph of a field of yellow sunflowers in the foreground, with a range of mountains in the background under a cloudy sky. The sunflowers are in various stages of bloom, with some fully open and others as dark seed heads. The mountains are hazy and appear to be covered in green vegetation.

Each property
gets a score
called an
**Ecological
Health Index**



Leading indicators have the most value for **management**

Lagging indicators have the most value for **story & impact**



Drastically
different
than a typical
certification audit



The protocol
verifies
outcomes
rather than
practices

New Value Streams

- Premiums
- Market Share
- Whole Farm Utilization
- Ecosystems Service Markets
- Land Assessment



The entire program is designed to cultivate additional support for producers as needed



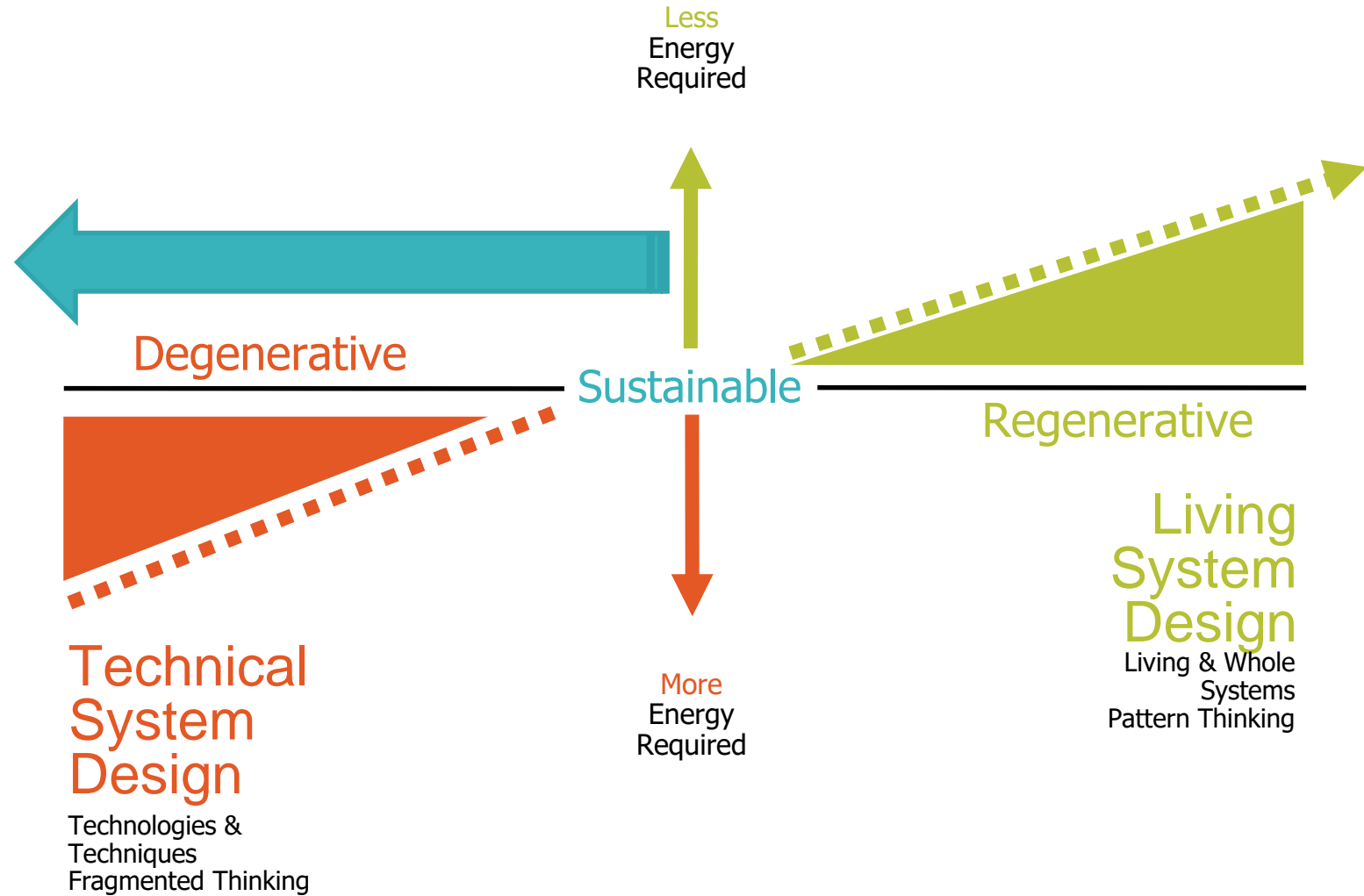
Email

Password

SIGN IN

[FORGOT PASSWORD](#)

Sustainability is a bridge,
Regenerative is the destination





Onboarding
producers now
moving into
go-to-market
phase



Frontier Founders

K E R I N G


EILEEN FISHER


EPIC
100% GRASS FED PROTEIN


APPLEGATE.
CHANGING THE MEAT WE EAT™


Zuke's
Durango, Colorado


union
WHOLE EARTH SNACKS

October 2018: first product w/ Ecological Outcome Verified

SRIRACHA BEEF BITES FROM EPIC PROVISIONS

- ✓ 1st EOV product available in the marketplace
- ✓ 100% of protein sourced from regenerating land base
- ✓ Positive trend in ecological health indicators verified with EOV data
- ✓ USDA approved label
- ✓ 40% uptick in sales on this product





BKB

445686A7

EFS

PROD. NO.

9

AFY

LOT/TYR

A7625

BKB

445686A7

EFS

PROD. NO.

8

AMY

LOT/TYR

BKB

VERIFIED

A7625

BKB

VERIFIED

A7625

BKB

445686A7



Many more
Land to Market
products coming
to market
in 2020

Renewable Energy



Eco-Tourism





Savory

LAND TO MARKET



Bringing Food & Fiber Together

Meat



Dairy



Wool



Leather





Removes the
Confusion

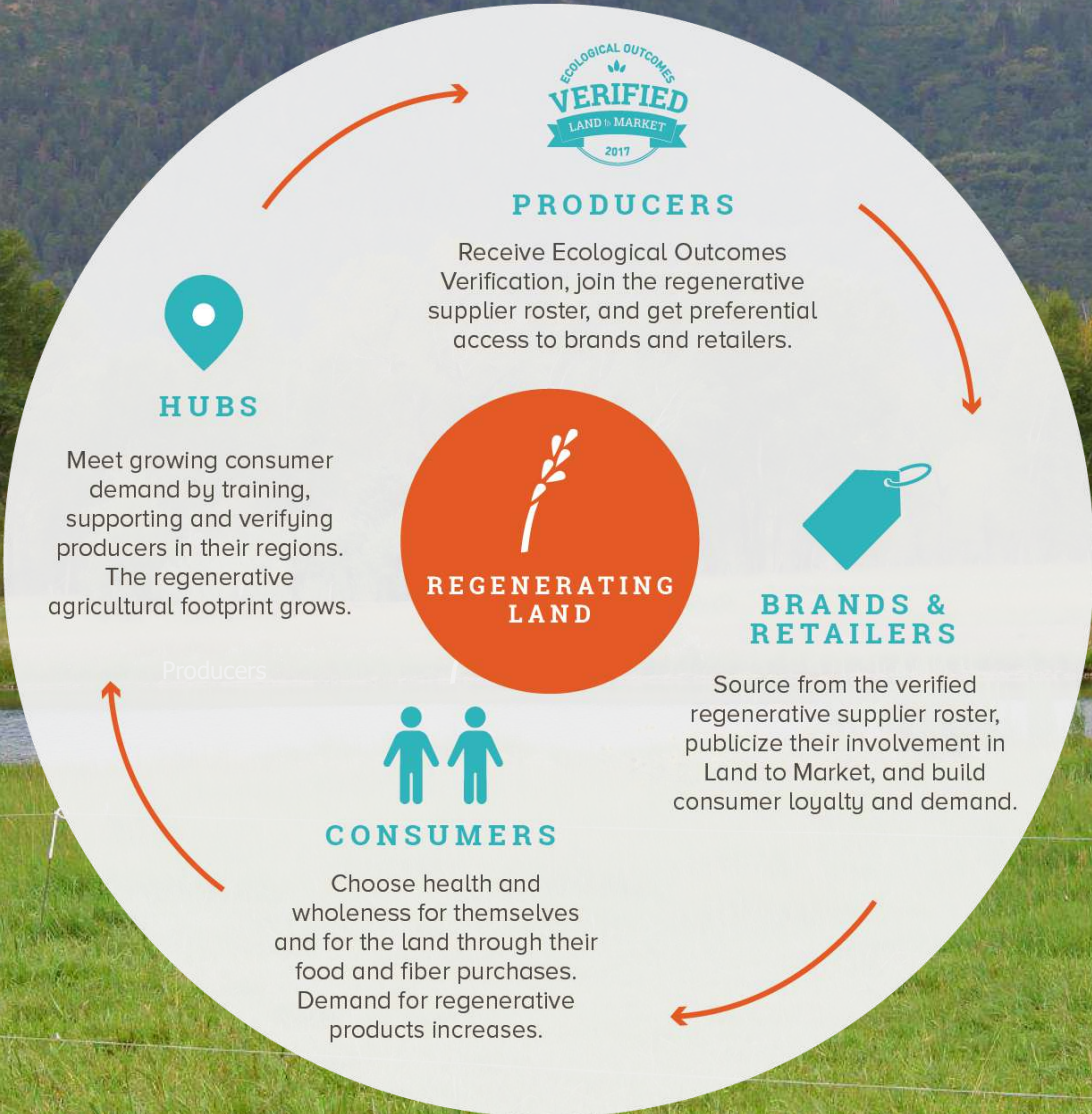
A man in a bright orange, fringed shirt stands in a field of tall, golden-brown grass. He has his arms raised high in the air, looking upwards with a joyful expression. In the background, several other people wearing hats and outdoor gear are visible, suggesting a group activity or safari. The scene is set in a savanna-like environment with trees in the distance under bright, natural light.

Empowers
consumers like
never before.



Giving a
voice
to the land

The world's first verified regenerative supply chain



HUBS

Meet growing consumer demand by training, supporting and verifying producers in their regions. The regenerative agricultural footprint grows.



PRODUCERS

Receive Ecological Outcomes Verification, join the regenerative supplier roster, and get preferential access to brands and retailers.



BRANDS & RETAILERS

Source from the verified regenerative supplier roster, publicize their involvement in Land to Market, and build consumer loyalty and demand.



CONSUMERS

Choose health and wholeness for themselves and for the land through their food and fiber purchases. Demand for regenerative products increases.



LAND to
MARKET™

The World's First
Verified **Regenerative Sourcing** Solution



Join us on this journey...



Savory

Chris Kerston
Savory Institute
Director of Market Engagement
ckerston@savory.global
savory.global/landtomarket



Discussion



Sarah Andrysiak

*Senior Director, Climate and
Agriculture Networks*
Green America Center for
Sustainability Solutions



Elizabeth Whitlow

Executive Director
Regenerative Organic
Alliance



Chris Kerston

*Director of Market Engagement
& Public Outreach*
Savory Institute

Moderator



Lisa Spicka

Associate Director
Sustainable Food Trade
Association (SFTA)



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