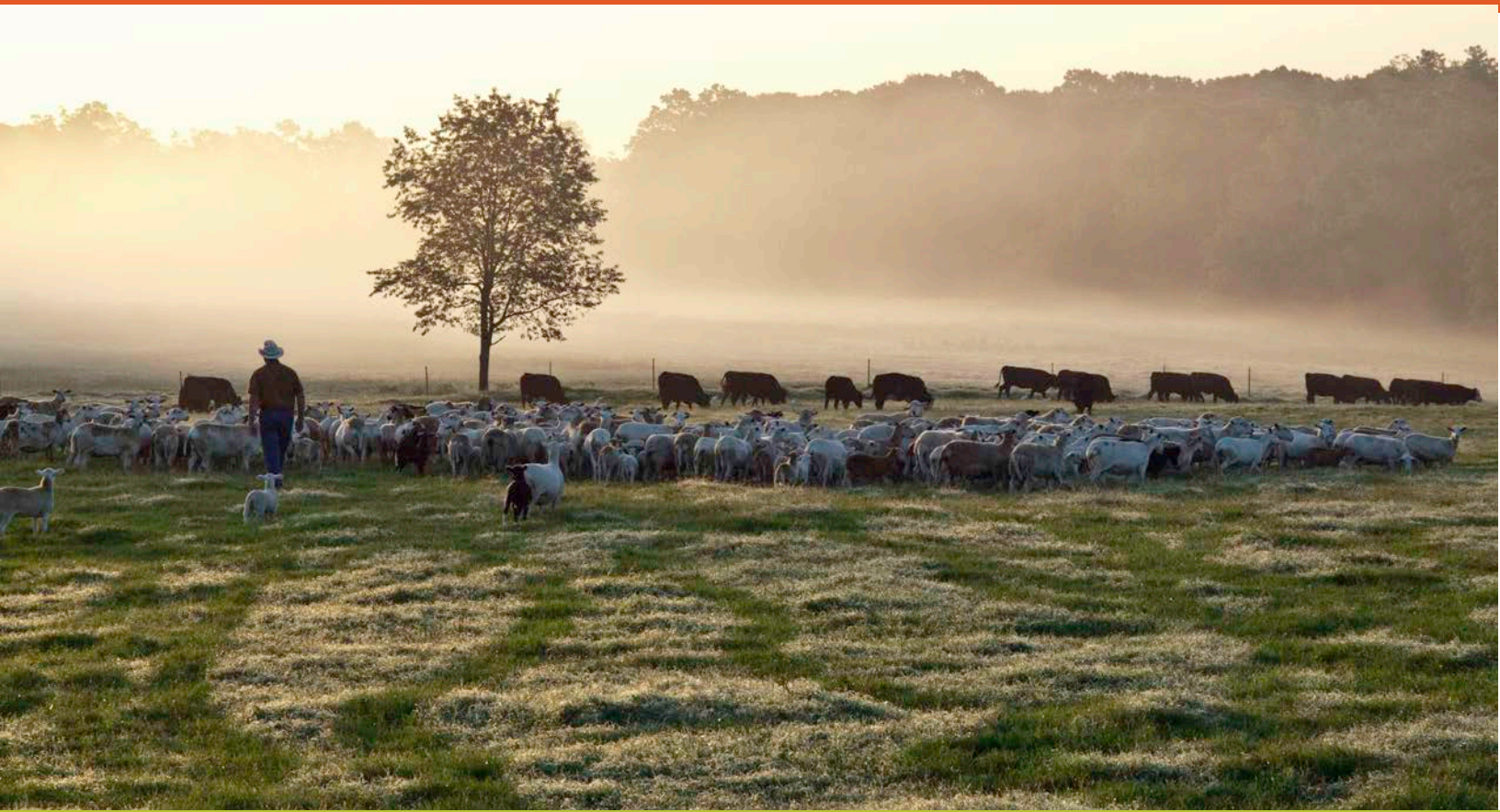




## MEDIA KIT



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For Immediate Release

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## Savory announces founding partners of Land to Market

*EPIC Provisions, UNION, Applegate and Zuke's blaze trail to world's first verified regenerative sourcing solution*

BOULDER (Mar. 5, 2018) – Savory today announced [EPIC® Provisions](#), [UNION™](#), [Applegate®](#) and [Zuke's® Natural Pet Treats and Supplements](#) as the first market partners of the world's first regenerative sourcing solution for livestock-derived meat, dairy, wool, and leather. As early adopters of Savory's [Land to Market™ program](#), these brands will lead the way in sourcing food and fiber products from farms and ranches whose regenerative management practices are verified to improve ecological outcomes.

**A news briefing with founding partners will be held by Savory at Natural Products Expo West on Sat. Mar. 10, from 10:00-11:30 am, in the Newport Beach and Rancho Las Palmas room, Anaheim Marriott, 700 West Convention Way, Anaheim, CA 92802.**

Land to Market is a grassroots and collaborative sourcing program that prioritizes regenerative agriculture as a solution to critical environmental issues such as climate change, water retention, and food security.

A key component of the program is the **Ecological Outcome Verification™ (EOV)**. Developed in collaboration with leading scientists and researchers around the world, EOV is an empirical and scalable soil and landscape assessment methodology that tracks outcomes in biodiversity, soil, and ecosystem function, such as water infiltration and carbon sequestration. Those farms and ranches demonstrating positively trending outcomes receive the Ecological Outcome Verification, which is renewed annually. Verified farms and ranches will be entered into a regenerative supplier roster from which participating brands and retailers can access livestock-derived supply.



Victoria Keziah, Land to Market's managing director, says, "Together with this intrepid group of early brand partners, we're creating a new approach to sourcing with land regeneration at its core. Land to Market sets a new standard for traceability. It links "brand" and "land" in a way that is direct and undeniable, based upon proven regenerative outcomes at the ground level."

The EOV protocol is currently being prototyped in [14 Savory Hub](#) regions around the world with eventual rollout on thousands of farms and ranches globally. The EOV protocol was created by an interdisciplinary group of scientists, agronomists, and ecologists, including OVIS 21 in Argentina and Michigan State University. EOV offers farmers and ranchers an accessible and affordable learning mechanism that respects their local context and operating conditions, while providing training and support from experts at in-country Savory Hubs.

“Land to Market is a game-changer that will lead the regenerative movement towards transparency, authenticity, accountability, and a deeper understanding of what regenerative agriculture truly means,” says [Savory Institute](#) co-founder and CEO, Daniela Ibarra-Howell. “The Ecological Outcome Verification will inform and guide farmers to continuously improve conditions on the land such as water retention, soil health, carbon sequestration, and wildlife habitats, and then be duly differentiated and recognized for it in the marketplace,” she adds.

Partnering brands are expected to start rolling out select EOV products at the retail level by 2019. Savory’s goal is to positively impact 1 billion hectares (2.47B acres) of grasslands through Holistic Management by 2025. To learn more about the program, visit: <http://www.savory.global/landtomarket/>. Producers, brands and manufacturers can contact Chris Kerson at [CKerston@savory.global](mailto:CKerston@savory.global) for details.

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### **About the Savory Institute’s Land to Market™ Program**

Savory Institute’s Land to Market is a grassroots program that allows every participant in the agricultural sourcing network to regenerate the land on which we all depend. This program brings together leading ecologists and soil scientists, farmers and ranchers who produce food and fiber, brands and retailers who source livestock-derived supply, and consumers who buy food and fiber products at retail. The program has three areas of emphasis: recognizing farmers and ranchers for their positive ecological outcomes; providing sourcing solutions for conscientious brands and retailers; and empowering consumers to “vote” for a regenerative future through their purchase power. When embraced at scale, Land to Market offers an adaptive solution to the issues of climate change, carbon sequestration, water infiltration and food security. For more information visit: <https://www.savory.global/landtomarket>.

### **About the Savory Institute**

The Savory Institute, a US-registered 501c3 charitable organization, facilitates large-scale restoration of the world’s grasslands through Holistic Management. Together with Savory’s global network of Hubs, the Savory Institute empowers farmers and ranchers around the world with education, training and implementation support to achieve success within cultural and ecological contexts. Savory Institute also removes barriers and creates enhanced conditions for large-scale progress by informing policy, engaging the marketplace and increasing public awareness. Savory’s long-term goal is to restore 1 billion hectares of grasslands by 2025, thereby contributing to global climate-, water- and food-security. Savory is headquartered at 1500 28<sup>th</sup> Street, Boulder, CO 80303. Tel: 303.327.9760. Additional news and information about the organization is available at <http://savory.global>, and [Facebook](#).



## ABOUT LAND TO MARKET

- Land to Market™ is a grassroots and collaborative sourcing program that prioritizes regenerative agriculture as a solution to critical environmental issues such as climate change, food insecurity and water scarcity. Specifically, the program is designed to:
  - Recognize **farmers and ranchers** for the regenerative outcomes they are producing on their land.
  - Give **brands and retailers** access to supply originating from land that is verified to be regenerating.
  - Provide **consumers** with the transparency needed to make informed decisions about the livestock-derived (meat, dairy, wool and leather) products they buy.
- Land to Market leverages an established global network of regional Savory Hubs on six continents, serving and representing thousands of livestock-derived food and fiber producers.
- For the last three years the scientific intelligence behind Land to Market, called Ecological Outcome Verification™ (EOV™), has been developed with leading ecologists and researchers from around the world.
- The shared vision of this multi-stakeholder group is a verification program that is:
  1. Based on auditable outcomes demonstrated on the land, such as water retention, soil health and biodiversity.
  2. Affordable and relevant for farmers at the ground level.
  3. Grassroots, place-based and non-bureaucratic.
- The EOV protocol monitors multiple key indicators of ecosystem health across the categories of soil health, water retention, and ecosystem function. Once positive outcomes have been established and trended over time, the participating farm or ranch receives Verification, which is reassessed for renewal annually.
- Land to Market provides brands, retailers, and their consumers with transparency and traceability back to regenerating agricultural land.



## F A Q

### Why do we need Land to Market?

- For many years agriculture – land-based production of food and fiber -- has resulted in the massive degradation of billions of acres of land worldwide. Now, the same industry has been acknowledged as having the unique ability to restore wildlife habitats, sequester carbon, and improve soil through proper management. This is a viable and promising global solution to climate change.
- Grasslands occupy 30 percent of the world's land surface. Its deep soils have the capacity to store large amounts of carbon, retain water, and support healthy microbiology. But grasslands are degrading at an alarming rate. Loss of grasslands leads not only to climate change, but to floods, droughts, famine, and worldwide poverty. Land to Market brings regenerative agriculture to the fore as a solution that, when embraced at scale, promises to reverse ecological degradation and decline.
- The end goal of Land to Market is to restore the world's agricultural ecosystems, fueled by growing consumer demand for regeneratively-sourced products. Once embraced at scale, Land to Market offers an adaptive solution to the problems of climate change, food insecurity and water scarcity.

### Who is involved in Land to Market?

Collaborators include: producers and producer networks in meat, dairy, wool and leather; the global Savory Hub network; agronomists, ecologists, and soil scientists collaborating with Savory Institute (SI); Savory business coaches and advisors; institutional and individual supporters, other aligned certification groups; commercial and retail market partners; and consumers. It is designed as a full-circle sourcing solution with land regeneration at its core.

### What is Ecological Outcome Verification (EOV)?

- The EOV is the scientific methodology that measures and trends ecological outcomes on participating producers' land. It can be considered the empirical backbone of the Land to Market program.

- The EOV methodology assesses key criteria such as soil health, biodiversity and ecosystem processes (water cycle, mineral cycle, energy flow and community dynamics).
- The EOV has been built on Holistic Management (HM) comprehensive biological monitoring methodology. It has been taken to a whole new level of scientific rigor by working and collaborating with scientists and research institutions that understand the importance of this work for climate-, water-, and food-security, and for the ecological integrity of grasslands worldwide.

### **How was the Ecological Outcome Verification developed?**

Each Hub in the Savory Global Network is a contributing organization and their producer and scientific networks are constantly providing guidance and input. Ovis 21, a Savory Hub, has led the creation of the scientific methodology, in collaboration with scientists at Michigan State University (MSU), another Savory Hub, The Nature Conservancy in Argentina and Colorado, USA, NRCS, our colleague and research partner Richard Teague, and others in the network. Pablo Borelli of Ovis 21 and Dr. Jason Rowntree of MSU are taking the lead in aggregating the emerging data from the participating Hubs and their producer networks. They will be joined by other research institutions and scientist groups in our global network with the goal of creating one of the largest global databases for monitoring grassland health and associated ecosystem services that will inform the public, policy makers, and markets.

### **How is the EOV different from other certification programs?**

The EOV is designed to engage farmers and ranchers around the world in continual learning and support toward their enduring success both as business leaders and as land stewards. To that end, the key difference between EOV and other certification programs is that it is driven by producers, from the bottom up, with outcome-based benchmarks, rather than from the top down, with practice-based benchmarks. The goal of Land to Market is not to compete with other programs, but rather to provide producers with the critical tools and knowledge they need to affect a profound improvement in ecological systems around the world for years to come.

### **How will farmers and producers participate?**

Producers engage with their regional Savory Hub, which deploys a Verifier to visit their property and begin the process of collecting trended data. The Verification is repeated and renewed annually, with long-term monitoring occurring every five years. If the EOV is received, the producer will be entered into the Land to Market verified regenerative supplier roster, which affiliated brand and retailers will access for their sourcing needs. Producers not receiving EOV may continue to engage with their regional Hub for training and implementation support. In short, the EOV is designed to invite the producer into a shared process of continual improvement in community with their peers.

### How will the program be funded?

The program will be funded through a mix of corporate and philanthropic impact-investment. Funds raised will be used to prototype, beta test and finalize the scientific verification component, set up and train a first group of Hubs, train the first master verifiers, facilitate the co-design of the innovative, disruptive, network-based business model and go-to market strategy, and develop storytelling assets for the program's rollout across the global network later into 2019.

All stakeholders will invest and realize a tangible return on investment for partaking in the program. Producers will enhance their productivity and profitability, and be able to differentiate themselves in the marketplace, accessing new markets and incentives. Hubs will provide HM training, implementation support and EOV services to the producers in their region. They will benefit from more engagement and interest within their regional farming and ranching communities. Market partners will be able to access aggregated pools of verified regenerative producers, regional and global supply projections, and the transparency provided by the verified data collected at each farm they are sourcing from. They will also access brand assets and education on regenerative land management. Consumers will be empowered to "vote with their dollars" with an awareness of the importance of regeneratively-sourced products.

### When will the program launch?

The Land to Market program is currently being prototyped in 14 Savory Hub regions around the world. The program is expected roll out across the entire Savory Global Network by 2020. Partnering brands are expected to start offering select EOV products at the retail level by 2019.

### *For more information:*

To learn more about the way Land to Market is affecting specific industries and to hear from the producers who are making this a reality:

- The Story of Meat <https://vimeo.com/192274864>
- The Story of Dairy <https://vimeo.com/189757156>
- The Story of Wool <https://vimeo.com/189765823>
- The Story of Leather <https://vimeo.com/189759286>

Visit: <http://savory.global/LandtoMarket>. Interested brands and retailers may contact Chris Kerson at CKerston@savory.global for details.

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



[www.savory.global/landtomarket](http://www.savory.global/landtomarket)

**Land to Market offers a full circle solution  
for regenerative sourcing**





# B I O S



**Allan Savory**

***Founder and President***

Allan Savory, born in Zimbabwe and educated in South Africa (University of Natal, BS in Zoology and Botany) pursued an early career as a research biologist and game ranger in the British Colonial Service of what was then Northern Rhodesia (today Zambia) and later as a farmer and game rancher in Zimbabwe.

In the 1960s he made a significant breakthrough in understanding what was causing the degradation and desertification of the world's grassland ecosystems and, as a resource management consultant, worked with numerous managers on four continents to develop sustainable solutions.

He served as a Member of Parliament in the latter days of Zimbabwe's civil war and became the leader of the opposition to the ruling party headed by Ian Smith. Exiled in 1979 because of his opposition, he immigrated to the United States, where he continued to work with land managers through his consulting business. The growth of that business, a desire to assist many more people and the need for furthering his work led him to continue its development in the nonprofit world. In 1992 Savory and his wife, Jody Butterfield, formed a non-profit organization in Zimbabwe, the Africa Centre for Holistic Management, donating a ranch that would serve as a learning site for people all over Africa. In 2009, Savory, Butterfield, and a group of colleagues co-founded the Savory Institute in Boulder, Colo., to serve the world through an international network of entrepreneurial innovators and leaders committed to serving their regions with the highest standards of Holistic Management training and implementation support. The Africa Centre became the first of the Savory Institute's locally led and managed "hubs."

Savory's book, *Holistic Management: A New Framework for Decision-Making* (Island Press, 1999), describes his effort to find workable solutions ordinary people could implement to overcome many of the problems besetting communities and businesses today.

In 2003, Allan Savory received Australia's International Banksia Award "for the person or organization doing the most for the environment on a global scale," and in 2010 Savory (and the Africa Centre) received the Buckminster Fuller Institute's Challenge award for work that has "significant potential to solve humanity's most pressing problems." A TED talk Savory gave in 2013 has received over 4.4 million views and in 2014 was voted one of the 50 most intriguing TED talks of all time. The Savory Institute is one of 11 finalists in the Virgin Earth Challenge, a \$25 million initiative for the successful commercialization of ways of taking greenhouse gases out of the atmosphere and keeping them out with no countervailing impacts.



**Daniela Ibarra-Howell**

***CEO and Co-Founder***

A native Argentinean born and raised in Buenos Aires, Daniela is an agronomist by profession and holds a MS in Natural Resource Management and Economics.

With over 25 years of international experience in ranching, Holistic Management and collaborative ecosystem restoration programs, Daniela co-founded the Savory Institute in 2009 with Allan Savory and other colleagues, and became its CEO in 2011. Since then she has led her team in the design and implementation of a revolutionary entrepreneurial, self-sustaining global impact strategy for large-scale restoration of grasslands through Holistic Management to tackle global food and water security, and climate change issues.

She has served as an advisor to sustainability initiatives such as UN Global Compact, UN Rio+20 informal-informals, Solidaridad's Farmers Support Program (FSP), Global Roundtable for Sustainable Beef (GRSB), Sustainable Food Lab, Sustainable Agriculture Network (SAN), and others. She holds executive degrees in Advanced Negotiation and Conflict Resolution from University Notre Dame.

Before her involvement with the Savory Institute, Daniela co-founded Del Cerro LLC, a land management and consulting firm and served as its Director for seventeen years. During that time, she co-managed the family's 9,000-acre ranch in western Colorado, increasing its productivity by 300 percent. In the off-season, she and her husband led educational ranch tours around the world.

All along she worked closely with Allan Savory, teaching and consulting in many continents, having completed training in Holistic Management with Savory himself in 1996, when she became a certified educator.

Earlier in her career she served as a Resource Policy Analyst for the Argentine Ministry of Agriculture, the Under-secretariat Environmental Policy, and the National Commission for Desertification in Patagonia (CONADEPA); and served as a consultant to the Inter American Institute for Cooperation in Agriculture (IICA), and the UN on agricultural and land restoration policies. An advocate of entrepreneurial approaches to tackle global problems, she is a co-founder and member of Holistic Holdings International Inc. and Grasslands LLC.

An avid traveler, Daniela enjoys exploring with her family the world's cultures and countryside. Additionally, she loves to follow her two daughters in their horse jumping, ballet and gymnastics performances.



**Victoria Keziah**

***Managing Director, Land to Market Program***

Victoria is a 25-year strategist with a proven history of building brands from the bottom up. She began her career in the New York advertising world as a strategic planner and market researcher. She then founded and built one of the world's first boutique brand strategy firms, Kindred Keziah Inc., which grew to house three divisions -- Consumer Insights, Brand Strategy, and New Product Innovation -- with offices in Boulder and New York and a roster of Fortune 500 clients.

In 2005 she sold Kindred Keziah to senior management and devoted her work to sustainable and social innovation exclusively. She has since provided brand strategy, business modeling, content creation and executional rollout for clients in circular economics, renewable energy, educational reform, health care, environmental conservation, and through her work with Savory Institute, regenerative agriculture. She views this as the greatest work of our time: healing the land and our relationship to it.

Victoria is a certified Biomimicry Specialist and a Master's degree candidate in Biomimicry at ASU. She brings her understanding of natural systems and evolutionary fitness to the rollout of Land to Market at Savory, the world's first verified regenerative sourcing solution. She lives with her family in Boulder, where she spends every possible moment in the great outdoors.



**Chris Kerston**

***Director of Market Engagement and Public Outreach***

Chris Kerston has been grazing cattle for over a decade. With a longstanding passion for alternative agricultural models, Chris has dedicated much of his life to helping connect ranchers with consumers in ways that create real value for both parties. With formal training and instinctive talent, Chris utilizes social media in concert with traditional marketing techniques to help ranchers share their stories and build long lasting relationships with partners based upon common goals.

For six years Chris co-managed a 2,000-acre diversified farm based on holistic grazing and permaculture in the Sacramento Valley. The farm is comprised of old growth olive orchards, heirloom stonefruits and citrus groves, with grass-fed cattle, sheep, goats and pasture-raised chickens for both meat and eggs. Through creative positioning, the farm quickly attracted national notoriety and the attention from public figures such as Joel Salatin and Michael Pollan. Chris has also been recognized

as a leader in the emerging agri-tourism market and he facilitated a partnership with a European-based hospitality company and the farm he managed. The resulting farm stays provided urban dwellers a recreational, but also educational, outlet to see first-hand how food could be produced in abundance outside the realm of conventional industrial systems.

Chris has become a recognized public speaker championing for stronger connections between grower and eater and providing training to help build those connections. He has been on the forefront of the collaborative process with state and federal regulators, advocating for the recognition of alternative agricultural models as well as the consumers' right to access healthy local foods. Chris is also very enthusiastic about developing opportunities for young ranchers. Fostering creative solutions to removing barriers of available land and capital will ultimately help cultivate the next generation of holistic land stewards.



**Sarah Gleason**

***Director of Marketing and Communications***

Sarah is an award-winning, mission-based marketer who is passionate about developing strategic communication plans that engage audiences and motivate them to action. She has a proven track record in successful results-oriented business development, marketing and fundraising.

Sarah grew up in Colo., learning to ski, cycle, run, river raft and backpack the mountains of her colorful home state. She competed as a Division I swimmer in college and began her career in Washington, DC working for congress and an environmental non-profit. It was only a matter of time before the bountiful opportunities and life work-balance of Colorado brought Sarah back home. As part of the marketing department of Whole Foods Market, she successfully increased year over year sales through strategic marketing, event planning and public relations while coordinating over \$100,000 in charitable giving to local non-profits. She passionately implemented innovative story-telling to promote local farmers, ranchers and producers in the Rocky Mountain Region.

Her work at the Savory Institute is the perfect combination of her skills in marketing and communications and her passion for agriculture, land management, socio-economic concerns and environmental issues. When she's not out trying to change the world, Sarah is spending time with her husband, two dogs, cat, and small flock of chickens.

# MEDIA CONTACT

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