



How to Talk About Working with Land to Market

A GUIDE FOR MEMBERS

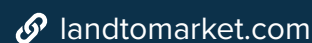
To reach more people with information about regenerative agriculture, these general statements can be customized for use by Land to Market members in press releases, website content, fact sheets, and more.

If you are working with a reporter, you can also request that a Land to Market spokesperson comment for the story. This can give the reporter a perspective on regenerative agriculture and the market for products, as well as a connection to the global movement. As a small organization, we will do our best to accommodate media interviews. Please contact **Lisa Mabe** in Marketing and Communications at **+1 202.344.9663** (phone preferred), or lisa.mabe@landtomarket.com if you have a reporter who might like to connect with us.



Visit landtomarket.com/newsroom to access news, photos, videos and backgrounders to help tell your story.

Learn more.



About [YOUR BRAND NAME] + Land to Market

- [YOUR BRAND NAME] is a member of Land to Market, the world's first outcomes-based verified sourcing solution for regenerative agriculture.
- With Land to Market, we're working to heal the land with regenerative agriculture.
Regenerative agriculture:
 - Builds soil health
 - Protects watersheds
 - Sequesters carbon
 - Restores biodiversity

About Business Doing Good

- Without bold action from business, humanity will fail to reach critical climate goals.
- By joining Land to Market, we at [YOUR BRAND NAME] are committed to making an impact on the climate crisis by restoring the land through regenerative agriculture.
- Together with Land to Market, the nonprofit Savory Institute and others around the globe, we're part of a movement to bring regenerative agriculture to one billion acres by 2025. At that point the world could see a tipping point to impact climate change at a significant level.

About Regenerative Agriculture

- Regenerative agriculture repairs the damage that humans have done to the Earth and makes things better.
- Regenerative agriculture is a nature-based approach that goes far beyond sustainability to continuously improve the entire ecosystem — soil, water, air and animals.
- You don't have to be a soil expert to appreciate soil's value. Without healthy soil, our grasslands will continue to disappear. Without healthy soil, we cannot grow food very effectively, or at all.

Regenerative Agriculture By the Numbers

Properly managed grazing operations have been shown to sequester up to 7 tons of carbon per hectare per year.

It is estimated that 295 million tons of CO2 could be sequestered every year through improved grazing methods associated with regenerative agriculture. ([New York Times](#))

Each 1 percent increase in soil organic matter helps soil hold 20,000 gallons more water per acre.

About Ecological Outcome Verification™ (EOV)

- Land to Market works directly with farmers, ranchers and other raw material producers using Ecological Outcome Verification™. EOV is the science inside of Land to Market—a scientific protocol that:
 - Measures land health and
 - Verifies whether farmland is in a state of regeneration or degeneration.
- EOV was developed by the nonprofit Savory Institute, together with Michigan State University, Texas A&M, The Nature Conservancy and others.
- As farmers and ranchers implement better management to help heal land, EOV:
 - **Measures** the environmental impact and
 - Provides feedback for **continuous improvement**.
- As more land is regenerated, more vegetation is grown and more CO2 is removed from the atmosphere—helping to reduce temperature shifts caused by rising carbon in the atmosphere.
- In this way, regenerative agriculture has a critical role to play in addressing climate change. With Land to Market, we're tracking and measuring these crucial outcomes.

About the Land to Market Seal

- Products with the Land to Market seal come from land that's regenerating and has been verified through the Savory Institute's Ecological Outcome Verification™ (EOV™)—the science inside Land to Market.
- When you choose products with the Land to Market seal, you support the farmers and ranchers who are doing right by the planet.
- Products with the Land to Market seal are sourced from farms and ranches showing positive environmental outcomes.
- With the Land to Market seal, consumers can have confidence that the materials in the products they purchase come from properties that are making the land better.
- If given the choice to do better by the planet, the overwhelming majority of people will do so. They want to feel good about the food they eat and the products they buy.



Boilerplates for News Releases

Boilerplates are paragraphs included at the end of news releases. They provide general information for reporters about an organization. Below are boilerplates for Land to Market and Savory Institute. You can use these at the end of the your release, along with one you develop for your own organization. Please request prior approval from **Lisa** at lisa.mabe@landtomarket.com for any release that includes the Land to Market and Savory Institute boilerplates.

About Land to Market

A leader in the regenerative agriculture movement, Land to Market, is the world's first outcomes-based verified regenerative sourcing solution. The program's Land to Market Verified seal has attracted some of the world's leading consumer packaged goods companies, apparel brands and retailers. Born within the Savory Institute, Land to Market uses a science-based approach working directly with raw material producers to enhance transparency and traceability mechanisms across the entire value chain. To see the full list of Land to Market members, visit www.landtomarket.com

About The Savory Institute

Since 2009, Savory Institute has been leading the regenerative agriculture movement as a nonprofit dedicated to helping farmers, ranchers, and pastoralist communities regenerate their grasslands. Using the Holistic Management framework for managing complexity and the Ecological Outcome Verification™ (EOV™) protocol for assessing soil health, biodiversity, and ecosystem function, Savory Institute's global network of 50 regional Hubs creates localized impact solutions that build verifiable regenerative results. Savory Institute has influenced nearly 40 million acres (16 million hectares) around the world and equipped 14,000+ farmers and ranchers with education, training, and implementation support to regenerate land within culturally relevant and ecologically appropriate contexts. Learn more at savory.global