



MEDIA KIT

A THRIVING GLOBAL COMMUNITY
WORKING TO ADVANCE REGENERATIVE
AGRICULTURE



1500 28TH STREET, BOULDER, CO 80303



SAVORY NEWS

- **Oct. 2018:** EPIC Sweet & Spicy Sriracha Beef Bites, from EPIC Provisions™, is first to carry Savory's on-pack Ecological Outcome Verification™ (EOV™) seal.
- **Sept. 2018:** Savory's new regenerative seal is first to measure outcomes. New Ecological Outcome Verification helps farmers, brands and consumers fight climate change together.
- **Aug. 2018:** The Savory Institute is honored as a recipient of the first annual Keeling Curve Prize, a competition aimed at supporting initiatives that can have an immediate impact on reversing climate change.
- **July 2018:** Savory co-founder Daniela Ibarra-Howell is selected for Top Conscious Business Leaders List 2018. Conscious Company Media honored the Savory CEO for innovation, influence and dedication to redefining success in business.
- **Apr. 2018:** EPIC receives Savory Institute's Frontier Founder Award. The founding brand partner of Savory's Land to Market™ program is recognized for commitment to verified regenerative sourcing.
- **Mar. 2018:** Savory announces founding partners of Land to Market - EPIC Provisions, UNION, Applegate and Zuke's blaze a trail to the world's first verified regenerative sourcing solution.
- **Aug. 2017:** West Bijou Site dedicated as National Natural Landmark. The Savory Institute stewards the Landmark as a flagship model for Holistic Management of grasslands with 7,500 acres dominated by bison, and archeological and cultural assets.

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FAST FACTS

Savory Global

Savory Global is comprised of **The Savory Institute**, **Savory Global Network**, and **Savory Platform**. The Savory Network strategy seeks to influence the management of 1 billion hectares of land by 2025 through the establishment of 100 Hubs.

IT IS A GLOBAL MOVEMENT OF...

- Regenerative FARMERS & LAND MANAGERS
- Conscientious CONSUMERS & BRANDS
- Committed CHAMPIONS & SUPPORTERS

Mission

Savory's global mission is the large-scale regeneration of the world's grasslands through Holistic Management to address the global issues of desertification, climate change, and food and water insecurity.

Headquarters

The Savory Institute is a US-registered 501c3 charitable organization that facilitates large-scale restoration of the world's grasslands through Holistic Management. It is headquartered at 1500 28th Street, Boulder, CO 80303.

Background

- In the 1960s, Allan Savory made a significant breakthrough in understanding what was causing the degradation and desertification of the world's grassland ecosystems. As a resource management consultant, he worked with managers on four continents to develop, by the early 1980s, Holistic Management.
- In 1984, Allan Savory founded a nonprofit organization in the USA, the Center for Holistic Management, to further develop his work. In 2009, he left the organization and founded the Savory Institute.
- In 1992 the Africa Center for Holistic Management was founded by Allan Savory and Jody Butterfield, who donated a ranch to be used as a learning site, becoming the prototype for regionally led and managed Savory Hubs.
- In 2009, The Savory Institute was launch by Allan Savory, Daniela Ibarra-Howell and others to accelerate the worldwide spread of Holistic Management.
- In Feb. 2013, Allan Savory gave a TED Talk that has been viewed nearly 5 million times. In 2014 his talk was recognized as one of the 50 most intriguing TED talks of all time.
- In 2013 a handful of Hubs joined the Africa Center and the Savory Hub Network was officially launched.

- As of today, there are:
 - 35 Hubs
 - 93 Accredited Professionals
 - 5,227 Land Managers trained
 - 8,827,759 hectares of land managed holistically

Strategy

Savory's strategy is three-fold:

DEMONSTRATE SUCCESS

- The Savory Institute equips land managers with innovative tools and curricula and conducts research on the ecological, social, and financial outcomes associated with Holistic Management. This research is used to inform policy discussions on issues such as climate change, land stewardship, and food security. The Institute continues to enhance its knowledge through its own practical learning site, the West Bijou Ranch, located in Colorado, USA.

EQUIP FARMERS AND ENTREPRENEURS

- The Savory Global Network, comprised of Savory Hubs, Accredited Professionals, and Regenerating Members, advocates, trains, and supports land managers around the world to regenerate land in their own context through Holistic Management.

INFLUENCE MARKETS

- Savory Institute's Land to Market program, deployed by the Savory Global Network, is the world's first outcome-based, verified-regenerative sourcing solution. The program connects conscientious brands, retailers, and consumers directly to supply derived from land that is verified to be regenerating.

Savory Global Network Hubs

Hubs have a unique place in the Global Network. They are key to achieving large-scale restoration of the world's grasslands. Hubs create a flexible and quick-moving global network of entrepreneurial people who are driven to create abundance for the people and places of their region and in their context. It is through Savory Global Hubs, their accredited educators and field professionals that Holistic Management education, training, events, special projects, consulting, research and experiences are realized. A Hub coordinates all Savory Institute Holistic Management activities and developments in its defined region of the world.

Science Library

The Science Library includes technical papers documenting the results achieved with Holistic Management, case studies, profiles, white papers and photos that tell the stories behind the data, plus papers and articles by Allan Savory.

Online Education

To start land managers off on the road to managing holistically, the Savory Institute has created five online, multi-media, and self-paced courses that will provide a solid foundation for understanding and implementing Holistic Land Management. It is also a great foundation for advocacy groups and policy makers.

Savory Newsroom

Additional facts and more information can be found at <http://savory.global/newsroom>

ABOUT HOLISTIC MANAGEMENT

Holistic Management (HM) restores grasslands. Healthy grasslands lead to carbon sequestration, drought resilience, food security, and financially viable communities. At Savory, we believe the solution to these pressing world issues is that management of our land, livestock, and communities *must* be holistic.

Allan Savory initially developed HM to halt the spread of desertification and the human impoverishment that always resulted. Livestock had long been blamed for creating deserts, but Savory realized it was how those livestock were managed that was the problem, and it was the management that had to change.

Savory developed a method for planning livestock grazing that enabled pastoralists to simulate the effects wild herds once produced on the land, and the results were dramatic. But more than grazing, the planning had to change to transform whole landscapes and keep them healthy. HM arose from that insight.

Savory developed a new framework for management that enables people to make decisions that satisfy immediate needs without jeopardizing their future well-being or that of others. Although rooted in a quest to stop the spread of deserts, HM and its underlying framework, can also be used to better manage any situation that involves a web of social, economic, and environmental complexity.

The real key to Savory's impact on climate change lies in its ability to scale HM practices across the globe. Through the Savory Global Network, a thriving community of people are working to advocate, train, implement and facilitate Holistic Management and regenerative agriculture practices in their own contexts to create enduring returns for the land and all who depend upon it. This combined effort exerts a tremendous force for change on a massive scale.

HOLISTIC PLANNED GRAZING

Holistic Planned Grazing is the practice of charting grazing moves that consider the time that a plant is exposed to a grazing animal so that the recovery of plant is planned. It helps ensure that livestock are in the right place, at the right time, and with the right behavior.



HOLISTIC MANAGEMENT - FAQ

WHAT IS THE SAVORY INSTITUTE'S POSITION ON ANIMAL WELL-BEING?

Animal wellbeing and proper management are at the heart of the Savory Institute's approach to land management. The Savory Institute maintains that human and animal interactions are complex and region specific. We understand some people do not believe in the use of animals for any human purpose. This is a belief we respect but do not share.

50+ years of experience by Savory Institute and its network have demonstrated that animals are a critical component to healthy soil and thriving living communities, and they have been key to soil health for thousands of years. Properly managed domestic herbivores play a crucial role in maintaining the integrity of grasslands. Additionally, more than one billion people in the most impoverished parts of the world rely on animals for both their primary food and a sole income source for their families. They live under remote and in many cases harsh conditions that offer very few food choices. An increasing number of people who raise livestock are now working with the Savory Network to learn how to manage their animals in a way that will heal their land.

The Savory Institute defends and believes in these farmers and ranchers who are making a real contribution to heal the land and the environment in the process of feeding and clothing our global community. Their hard work makes all of us more resilient to the impacts of our own daily uninformed decisions.

Therefore, we encourage conscientious consumers and corporations to dig deeper into ethical questions about food and farming, into the realities of our food and fiber supply chains and how our daily choices impact the entire global community.

The least we can do as consumers, business owners, and conscientious human beings is to strive to become reconnected to the source of our food and fibers. Careful selection, evaluation, and vetting of the sources of information that shape our opinions and decisions is also vital and one of our biggest responsibilities.

HOW DOES HOLISTIC MANAGEMENT AFFECT CLIMATE CHANGE?

Livestock, properly managed on the grasslands of the world, have a critical role to play in mitigating climate change. Although it is crucial that we greatly reduce CO₂ emissions, more is needed. Excess CO₂ in the atmosphere needs to be drawn down to Earth and safely stored in the soil if we are to maintain a livable climate.

The microorganisms in the soil convert CO₂ into stable forms of soil carbon that contribute to its ability to absorb and hold water, support life forms, and increase resilience. Grasslands, because of their sheer size – 40% of Earth's land surface – and their inherent ability to store more carbon in their soils than any other environment, are our best opportunity for carbon sequestration. For each 1% increase in soil organic matter achieved on the world's 5 billion hectares of grasslands, 64 ppm of carbon dioxide would be removed from atmospheric circulation.

Proper management of the wild and domestic grazers that evolved in and still inhabit the grasslands of the world is key to restoring healthy grassland soils and engaging this carbon sink. In one study we have seen a 400% increase in permanent soil carbon on land under Holistic Planned Grazing, relative to the neighboring land managed conventionally.

- "Properly managed grazing, if applied on 25% of our crop and grasslands, would mitigate the entire carbon footprint of North American agriculture." - [Teague 2016](#)
- Soil from properly managed grazing operations have been shown to sequester up to 7 tons carbon/hectare/year. - [Machmuller 2015](#)

ADDITIONAL QUESTIONS CAN BE FOUND AT <https://www.savory.global/faqs/>



ABOUT LAND TO MARKET™

THE WORLD'S FIRST VERIFIED REGENERATIVE SOURCING SOLUTION FOR MEAT, DAIRY, WOOL & LEATHER.

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 make the connection between brand and land direct and undeniable.

SAVORY HUBS VERIFY FARMS & RANCHES AROUND THE WORLD

Savory Hubs deploy the Ecological Outcome Verification™ (EOV™) protocol to assess positive trends in land health at thousands of farms and ranches around the world.



BRANDS AND RETAILERS ACCESS VERIFIED REGENERATIVE SUPPLY

Brands and retailers participate in the program, accessing the Verified Regenerative Supplier Roster for meat, dairy, wool and leather, along with associated EOV data and storytelling assets.

CONSUMER DEMAND FOR REGENERATIVELY-SOURCED PRODUCTS GROWS

Consumers vote with their purchase power by supporting brands and retailers carrying the EOV seal. The seal provides true transparency back to regenerating land. Through our shared storytelling with participating brands, consumers learn about the importance of regenerative agriculture.

MORE LAND REGENERATES

Regenerative agriculture builds soil fertility, sequesters carbon, protects watersheds, and facilitates biodiversity. EOV enables us to empirically measure and assess these crucial outcomes.

For more information about Land to Market:

Visit: <https://www.savory.global/land-to-market/>

PDF: https://www.savory.global/wp-content/uploads/2018/08/0828_EOVDoc.pdf

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>

FRONTIER FOUNDERS

THESE EARLY LAND TO MARKET BRAND PARTNERS MAKE IT POSSIBLE FOR REGENERATIVE FARMERS AND RANCHERS TO RECEIVE THE RECOGNITION THEY DESERVE:

HEALY
FOUNDATION



EPIC
100% GRASS FED PROTEIN

Interested brands and retailers may contact Chris Kerson at CKerston@savory.global for details.

ABOUT ECOLOGICAL OUTCOME VERIFICATION (EOV)

EOV IS THE 'SCIENCE INSIDE' LAND TO MARKET

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 soil health, biodiversity, and ecosystem function. It is the 'science inside' Land to Market.

EOV GIVES THE LAND A VOICE OF ITS OWN, THROUGH EMPIRICAL AND TANGIBLE OUTCOMES.

Many certification schemes are based upon an inventory of farmer practices. The problem is that the use of practices or tools does not guarantee that regeneration will take place. Outcomes depend on how and when practices and tools are used, and that depends on contextual variances in cultural, environmental, and economic conditions. EOV gives the land a voice of its own, through empirical and tangible outcomes, which in turn provide the farmer with ongoing feedback from which to make better management decisions. EOV measures and trends key indicators of ecosystem function, which in the aggregate indicate positive or negative trends in the overall health of a landscape. In addition to providing an outcome-based verification of the health of the land base, EOV also provides critical intelligence to the farmer as a steward and manager of the land. By recognizing both land regeneration targets and trends, EOV endorsement and associated incentives are bestowed as long as land health moves in a net positive direction.

EOV – FAQ

WHAT ARE THE ORIGINS OF EOV?

The EOV has been built on Savory's Holistic Management 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.



WHAT DOES EOV MEASURE?

EOV assesses key indicators of the effectiveness and health of ecosystem processes — criteria such as soil health, biodiversity and ecosystem function (water cycle, mineral cycle, energy flow and community dynamics).

HOW IS THE PROGRAM FUNDED?

The program is funded through a mix of corporate and philanthropic impact-investment. Funds raised are 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.

WHEN DID THE PROGRAM LAUNCH?

The Land to Market program is currently being prototyped in 14 Savory Hub regions around the world. The program is beginning to roll out in 2019 and is expected to expand across the entire Savory Global Network by 2020. EPIC Provisions was the first partnering brand to offer a Savory verified product at retail bearing an on-pack EOV seal.

WHAT IS THE LAND TO MARKET EOV SEAL?

The EOV Seal stands for Ecological Outcome Verified. It lets consumers know that the livestock-derived product they are purchasing was sourced from land that is verified to be regenerating. Central to the Land to Market program is the Ecological Outcome Verification (EOV) protocol, an empirical and scalable land assessment methodology that tracks outcomes in biodiversity, soil health, and ecosystem function, such as water infiltration and carbon sequestration. Those farms demonstrating positively trending outcomes receive the Ecological Outcome Verification and are entered into a regenerative supplier roster from which brands and retailers can access supply.

HOW DOES THIS SEAL DIFFER FROM USDA CERTIFIED ORGANIC OR NON-GMO PROJECT VERIFIED?

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 certification programs, but rather to add value to them, by providing producers with the critical tools and knowledge they need to affect a profound improvement in ecological systems around the world for years to come.

WHY SHOULD CONSUMERS LOOK FOR THIS SEAL?

While there are multiple certification schemes in the marketplace, currently there is no other seal that points to land health. Savory Institute is committed to land regeneration, and believes consumers have a right to know about the health of the land from which their products were sourced. As personal health and soil health become more directly linked, and as ecosystem processes such as carbon sequestration and water retention become more relevant to mainstream concerns, having metrics and consumer messaging that addresses these issues head on is a useful addition to the consumer labeling discussion.

ADDITIONAL QUESTIONS CAN BE FOUND AT <https://www.savory.global/land-to-market/eof/>



BIOS



FOUNDER & PRESIDENT

Allan Savory

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 as a result 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, Colorado 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 3.4 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.



CEO & CO-FOUNDER

Daniela Ibarra-Howell

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 with Allan Savory and other colleagues the Savory Institute in 2009 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. Read more [here](#).



DIRECTOR OF MARKETING & COMMUNICATIONS

Sarah Gleason

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.

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. Read more [here](#).



DIRECTOR OF EVENTS & PUBLIC OUTREACH

Chris Kerston

Chris Kerston ranched full time for nearly 15 years before joining the Savory Institute. With a longstanding passion for regenerative agricultural and better food distribution systems, Chris has dedicated his life to helping connect ranchers with consumers in ways that create synergistic value for both sides. With formal training and instinctive talent, Chris utilizes media in concert with traditional marketing techniques to help ranchers share their stories and build long lasting relationships with partners based upon common goals. Read more [here](#).



MANAGING DIRECTOR, LAND TO MARKET PROGRAM

Victoria Kindred Keziah

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.

Read more [here](#).



NETWORK COORDINATOR

Abbey Smith

Abbey serves as the Savory Global Network Coordinator. She is also owner and operator of the Jefferson Center for Holistic Management with her husband, Spencer. The Jefferson Center is an organic cattle ranch and Savory Network Hub in Fort Bidwell, California. Read more [here](#).



NEWS RELEASE

For Immediate Release

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In a Sea of Labels, Savory's New Regenerative Seal is First to Measure Outcomes

*New Ecological Outcome Verification helps
farmers, brands and consumers fight climate change together*

BOULDER (Oct. 22, 2018) – Long before ‘regenerative’ became an agricultural buzzword, ecologist Allan Savory had a big idea: overgrazed and damaged grassland could be restored to health and productivity through Holistic Management focused on properly managed livestock. Today, Savory’s vision meets new rigorous verification ‘teeth’ with [The Savory Institute’s Land to Market™ program](#) and its new [Ecological Outcome Verification™](#) protocol. The first product to bear the on-pack EOV seal is EPIC Sweet & Spicy Sriracha Beef Bites which EPIC Provisions™ will [debut](#) on Oct. 22 at its online [marketplace](#).



Savory’s goal is to positively impact 1 billion hectares (2.47B acres) of grasslands through Holistic Management by 2025. Land to Market is a farmer-led, collaborative sourcing program that prioritizes regenerative agriculture as a solution to critical environmental issues such as climate change, and water and food security. More than three years in the making, Ecological Outcome Verification (EOV™) was developed in collaboration with land managers, scientists, agronomists, and ecologists, including OVIS 21 in Argentina, and Michigan State University (MSU). EOV is a contextually-relevant, scalable soil and landscape assessment methodology that tracks outcomes in soil health, biodiversity, and ecosystem function on participating farms and ranches.

“Climate change and its devastating impact are real. We know that industrial agriculture is a major contributor to climate change. We also know that regenerative agriculture - one that restores health to

the land - is a promising solution," says [Savory Institute's](#) co-founder and CEO, Daniela Ibarra-Howell. "Through our global network of Hubs, we are uniquely poised to support farmers and ranchers with tools, knowledge and implementation support to improve their land and livestock management, and a rigorous outcome-based verification program that demonstrates the measurable benefits of regenerative agriculture," she adds.

While other farm-based consumer labels rely on regulation and inspection, EOV is results-based and conferred only when data (specific indicators of ecosystem health) trends positively. Measurement is required at the beginning of the program and then annually, with some long-term indicators read every 5 years. Currently being prototyped across the Savory Hub Network, it will eventually roll out on thousands of farms and ranches globally.

"Ecological Outcome Verification creates a common language, through a set of metrics, to measure grassland regeneration across the world. It allows us to share, in a scientifically sound manner, the thousands of success stories of farmers bringing their land back to life," says Pablo Borrelli, a major contributor to the EOV protocol and leader of OVIS 21, the Savory Hub in Argentina.

"EOV gives the consumer access to tangible science that is traceable directly back to healing landscapes," says Jason Rowntree, Savory science advisor at MSU.

Through the early support of brand partners [EPIC Provisions™](#), [UNION™](#), [Applegate®](#), and [Zuke's® Natural Pet Treats and Supplements](#) in Land to Market, Savory is amplifying its vision: consumers will soon be able to choose wool, leather, dairy and meat products carrying the EOV seal and know they are investing in a regenerative claim that can be trusted to support farmers measurably improving the environment. Verified farms and ranches will be listed in a regenerative supplier roster from which participating brands and retailers can access livestock-derived supply.

More information can be found at <https://www.savory.global/land-to-market/eov/> with video at: <https://youtu.be/JxTtXabC2TM>.

##

About the Savory Institute

The Savory Institute, a U.S.-registered 501(c)(3) charitable organization, facilitates large-scale regeneration of the world's grasslands through Holistic Management. Together with Savory's global network of Hubs, the Savory Institute equips farmers and ranchers around the world with education, training, and implementation support to achieve success within their 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 positively influence the management of 1 billion hectares of grasslands by 2025, thereby contributing to global climate-, water- and food-security. Savory is headquartered at 1500 28th Street, Boulder, CO 80303. Tel: 303.327.9760. Additional news and information about the organization is available at www.savory.global, and [Facebook](#).