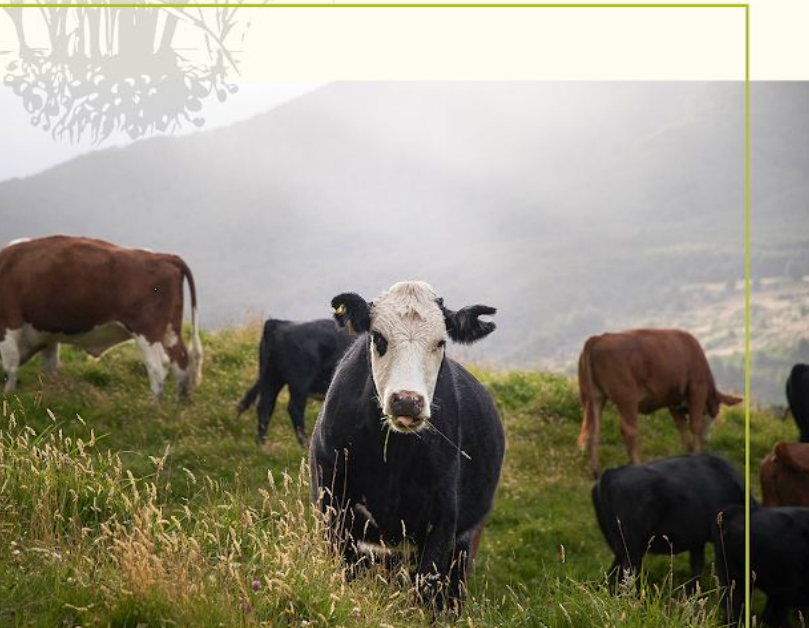


media kit



Savory Institute in the News

May 2020: Timberland announces plan to release a line of boots made from verified regenerative leather, signs on as Frontier Founder in Savory's Land to Market program.

Mar. 2020: FoodTank's *"28 Innovative Livestock Farmers Who are Shaping the Future of Protein"* recognizes Allan Savory and Savory Hubs from Kenya, Nigeria, and Georgia, USA.

Dec. 2019: Force of Nature Meats and Atkins Ranch partner with Savory Institute to disrupt fresh meat supply chains, join as Frontier Founders in Savory's Land to Market™ program.

Oct. 2019: Land to Market Australia, a program of the Savory Hub in NSW Australia, is named Grand Champion of Australian Government's Innovation in Agriculture Award

Sept. 2019: Women's fashion leader Eileen Fisher partners with Savory Institute on verified regenerative sourcing solution for wool, joins as Frontier Founder in Land to Market™ program.

Aug. 2019: NPR discusses the science of how eating grass-fed beef can be beneficial to the planet if raised properly using Savory Institute's methods.

Mar. 2019: Fast Company highlights General Mills' commitment to regenerate 1 million acres of farmland and their partnership with Savory's Land to Market program that will make it possible.

Feb. 2019: Applegate Farms launches The New Food Collective, a new premium brand sourced entirely from verified regenerative meats in partnership with Savory's Land to Market™ program.

Jan. 2019: The World Future Council announces Africa Centre for Holistic Management, the Savory Hub in Zimbabwe, as its winner for Outstanding Practice in Agroecology 2019.

Dec. 2018: Kering Group, the holding company for luxury fashion brands such as Gucci, Stella McCartney, and Balenciaga, partners with Savory Institute's Land to Market™ program to promote the role of regenerative agriculture within the fashion industry.

Oct. 2018: EPIC Provisions' Sweet & Spicy Sriracha Beef Bites are the first product to carry Savory Institute's Ecological Outcome Verification™ (EOV™) label on-product, the first such label to verify regenerative claims through outcomes-based measurements.

Aug. 2018: Savory Institute is honored as the recipient of the first annual Keeling Curve Prize, a competition for supporting initiatives with an immediate impact on reversing climate change.

July 2018: Conscious Company Media selects Savory CEO, Daniela Ibarra-Howell, for 2018 Top Conscious Business Leaders List for innovation and dedication to redefining success in business.

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Land to Market™

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About the Savory Institute

Mission

To facilitate the large-scale regeneration of the world's grasslands through Holistic Management

Overview

Savory Institute is a 501(c)(3) non-profit based in Boulder, CO, USA with 47 regional learning Hubs around the globe. Founded in 2009, the Institute has trained nearly 13,000 farmers, ranchers, and pastoralists and influenced the management of more than 13 million hectares (32 million acres) of grasslands through the adoption of Holistic Planned Grazing – a process that mimics ancestral grazing patterns of wild herbivores that co-evolved with healthy grassland ecosystems.

Organizational Structure

Savory Institute's impact strategy centers around two core structures that scale and accelerate proper land management -- the *Savory Global Network* and the *Land to Market™* program.



The ***Savory Global Network*** consists of regionally-based Savory Hubs (learning centers) and Accredited Professionals (field educators). Hubs are all locally-owned and locally-operated training centers that, through Accredited Professionals, provide Holistic Management training, resources, and implementation support to local farmers and ranchers. With an intimate knowledge of local culture, economy, policies, and environment, Hubs are able to mentor producers and help them implement these regenerative management practices in a contextually-specific manner that is relevant to their region.



Savory's ***Land to Market™*** program, built in conjunction with the robust scientific metrics of its Ecological Outcome Verification™ (EOV™) protocol, connects conscientious buyers, brands, and retailers directly to farms and ranches verified to be regenerating their land, creating the world's first and only outcomes-based verified regenerative sourcing solution for the food and fiber industries.

Why Grasslands?

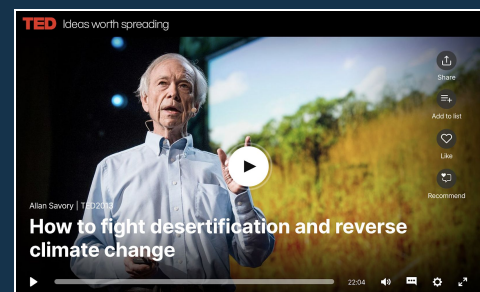
Grasslands are a vital yet often under-represented landscape in our global ecosystem. With one-third of the Earth's land -- or roughly 5 billion hectares -- made of these vast open spaces, and experts estimating up to 70% turning to desert through a process known as desertification, now more than ever it is critical to support grassland regeneration for climate, food, and water security. From food and fiber production to soil carbon and wildlife habitat, grasslands provide a host of ecosystem services necessary for all life on this planet.

History

Allan Savory is a Zimbabwean rangeland ecologist and pioneer of the regenerative agriculture movement. In the **1960's**, he began developing Holistic Management (HM), a new method for managing the complexities of living systems, with a focus on land and livestock.

- In **1984**, Allan Savory founded a non-profit organization in the USA, the Center for Holistic Management, to further develop his work.
- In **1992**, the Africa Centre 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 founded by Allan Savory, Daniela Ibarra-Howell, and other long-time practitioners. Originally established as a for-profit land management entity, they soon pivoted to a non-profit model and appointed Daniela Ibarra-Howell as CEO to develop new strategies that maximize global impact.
- In **2012**, the Africa Centre becomes the first-ever accredited Savory Hub, forming the beginnings of the now Savory Global Network that is central to Savory's impact model.

Allan Savory's 2013 TED Talk, **How to fight desertification and reverse climate change**, was rated "one of the top 100 TED Talks of all time" and has over 10 million views.



- In **2015**, the Land to Market™ program was conceived, and in conjunction with leading researchers on rangeland health, Savory began developing Ecological Outcome Verification™ (or EOVTM), a comprehensive protocol for monitoring ecological outcomes and the world's first methodology for verifying regenerative outcomes on land.
- In **2017**, Land to Market's design and pilot phases were set in motion to connect mission-aligned brands to the supply derived from farmlands with EOVTM verification.
- In **2018**, the Land to Market program officially launched and the first product with EOVTM verification hit the market -- Sweet and Spicy Sriracha Beef Bites from EPIC Provisions.

Impact to Date

The Savory Global Network currently operates across six continents offering training, mentoring, and land verification to land managers of all types. Since 2009, we are proud to have achieved the following impact:

48

Global Hubs

133

Accredited Professionals

12,645

Farmers Trained

13.3 M

Hectares Influenced

Grassland Regeneration, Zimbabwe (2004-2007)



Special Projects

Savory Institute periodically engages with municipalities, governments, and other NGO's to collaborate on multi-year demonstration projects that build capacity within those organizations to scale the use of regenerative land management practices. Examples of large-scale special projects include joint efforts with Heifer International in Senegal; The Nature Conservancy in Colorado, USA; the Adventist Development Relief Agency (ADRA) in Myanmar, Mongolia, Pakistan, and Ethiopia; and the government of the United Arab Emirates.

Goal

Savory's BHAG (big hairy audacious goal) for 2025 is to influence the management on **1 billion hectares** of land, ultimately making a significant dent in restoring our planetary ecosystem and reversing climate change before it is too late. To set the foundation for such a lofty but necessary goal, we will establish a global network of 100 Savory Hubs that work to build capacity in their regions. Through this growing nodal network, and along with new programs like Land to Market™ that help accelerate adoption, we will restore life to our global grasslands and help create a livable planet for many generations to come.

About Holistic Management

Allan Savory initially developed Holistic Management 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, known as Holistic Planned Grazing (HPG), that enabled pastoralists to simulate the effects wild herds once produced on the land. HPG charts grazing moves and considers the time that a plant is exposed to a grazing animal so as to plan for adequate plant recovery.



But more than the grazing itself, the land manager's planning and mindset had to change to truly ensure a holistic approach. Savory developed a new framework for managing complexities 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 natural system that involves a web of social, economic, and environmental complexity.

The real key to Savory's impact lies in its ability to scale HM practices across the globe. Through the Savory Global Network, a thriving community of people is 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.

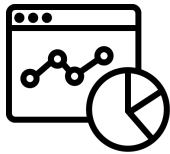
About Land to Market™

The world's first sourcing solution for meat, dairy, wool & leather derived from verified regenerative lands.



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. In a sea of labels that dictate practices and assume positive outcomes, Land to Market™ is designed to provide verifiable proof of regenerative claims.

How Does it Work?



Savory Hubs Verify Farms & Ranches Around the World

Savory Hubs deploy the Ecological Outcome Verification™ (EOV™) protocol to measure positive trends in land health on farms and ranches around the world. As of May 2020, over 1.5 million acres are under EOV monitoring.



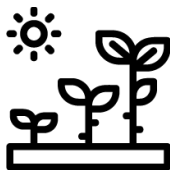
Brands Access Supply from Verified Land

Mission-aligned brands and service providers participate in the program, accessing the Verified Regenerative Supplier Roster for meat, dairy, wool, and leather, along with associated EOV™ data and storytelling assets.



Demand for Regeneratively-Sourced Products & Services Grows

Consumers, retailers, and the food service industry vote with their dollar, supporting the Land to Market™ brands and service providers working to reinvent their supply chains, while the EOV™ seal provides true transparency back to regenerating land. Through shared storytelling, consumers learn about the importance of regenerative agriculture and seek it out in their purchases.



Farmers Change Practices and More Land Regenerates

As consumers seek more products and services from regenerating land, farmers and ranchers adapt practices to regenerate their land and earn the EOV™ seal. Soil fertility is increased, carbon is sequestered, watersheds are protected, and biodiversity improves. EOV™ enables us to empirically measure and verify these crucial outcomes.

Who supports Land to Market™?

Brands large and small, from food to fashion, are embracing the idea that business can be a force for good and are jumping at the opportunity to become pioneers in the emerging regenerative agriculture industry.

Below is a peek at some of the brands who have stepped up to support and co-design the Land to Market™ program alongside Savory Institute:



About Ecological Outcome Verification™

The science inside Land to Market™

Developed in collaboration with leading scientists and researchers around the world, EOVTM is an empirical and scalable soil and landscape assessment methodology that tracks outcomes in soil health, biodiversity, and ecosystem function.



The challenge with certifications

Certification schemes are inherently an inventory of farmer practices -- checklists of what a farmer can and cannot do. The problem, however, is that regeneration isn't a one-size-fits-all approach, so prescribing practices does not guarantee that land will regenerate. Outcomes depend on how and when practices and tools are used, and that depends on contextual variances in cultural, environmental, and economic conditions.

By definition, "regenerative" implies that land is getting better over time. Rather than rely on a checklist of practices that assume positive outcomes, the emerging regenerative industry has an opportunity to protect itself from greenwashing by measuring those ecological outcomes.

More than just carbon

Excess carbon in the atmosphere is a major problem, and thankfully healthy grasslands drawdown significant amounts of carbon back into the soil, but carbon is just one component of a properly-functioning ecosystem and endless academic debates leave well-intentioned farmers wishing there was an easier way to prove what they're doing is right for the land. With EOV™, now there is.

Long before soil organic carbon numbers start to increase, new types of grasses start to appear, the soil becomes more porous, and a host of biodiversity presents itself. EOV™ takes a holistic approach to assessing ecosystem health, measuring both the quickly-changing leading indicators like the percentage of bare ground and the slow-to-budge lagging indicators like carbon. In aggregate, they paint a vivid picture of land health.

Peer-reviewed

In 2019, researchers from Michigan State University and Ovis 21 (Argentina) published a paper in the journal *Environments* that demonstrated the Ecological Health Index, a component of EOV™, to be an effective methodology for quickly and affordably measuring grazing land function. Read more about the paper: bit.ly/EOV-paper

Farmer feedback loop

Land to Market's EOV™ data doesn't just verify regenerative claims; it was designed as a non-punitive program that focuses on continuous improvement, providing the farmer with ongoing feedback that allows them to make better management decisions. By monitoring key indicators of ecosystem function and comparing them to others in their eco-region so they know what is truly possible, EOV™ provides critical insight to the farmer as a steward and manager of the land.

If a farmer is struggling to get positive outcomes on their land, the Savory Global Network stands at the ready to provide management support that has been proven to provide positive outcomes in ecosystem health.

For more on Land to Market™

www.savory.global/land-to-market

For more on the EOV™ protocol

www.savory.global/eov-pdf

Savory Institute Media

Click the video links below to learn more about Savory's work:



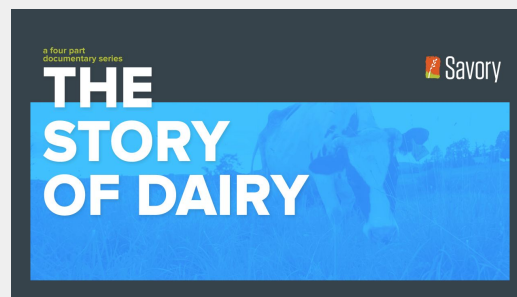
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savory.global/tedx



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savory.global/story-of-dairy



savory.global/story-of-wool



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Other Media

For additional media on Savory's work, please visit our Resource Library -- a curated collection of infographics, books, before and after photos, videos, podcasts, scientific papers with synopses, and more: www.savory.global/resource-library

For general media assets such as logos and before/after photos, visit: bit.ly/savorymedia

Bios



Allan Savory President and Co-founder

Born in Zimbabwe and educated in South Africa (University of Natal, BS in Zoology and Botany), Allan Savory 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 1960's, 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 10 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 Argentinian, Daniela was born and raised in Buenos Aires. She is an agronomist by profession and holds an M.S. 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 others the Savory Institute and became its CEO in 2011. Since then she has led her team in the design and implementation of a revolutionary global impact strategy for large-scale restoration of grasslands to accelerate solutions to global climate change and food and water insecurity. The Savory Global Network and its Land to Market Program are the cornerstones of Savory Institute's strategy providing mentorship, and connecting key players to activate cross-sector collaboration and catalyze land regeneration.

Daniela serves on the boards of Slow Money (USA), and the Africa Center for Holistic Management (Zimbabwe), and is a partner and advisor to the Common Earth, EverGreening initiative, and the Global Roundtable for Sustainable Beef (GRSB) among others. She has served as an advisor to UN Global Compact, UN Rio+20, Solidaridad's Farmers Support Program (FSP), HRH Prince Charles' Campaign for Wool, Sustainable Food Lab, Sustainable Agriculture Network (SAN), and several COPs. She is a member of Women in Ranching, Pleiades, and Pampeanas Regenerativas women networks, elevating and activating the role of women in fostering a more beautiful and regenerative world.

She holds executive degrees in Advanced Negotiation and Conflict Resolution from University Notre Dame. Before her involvement with the Savory Institute, Daniela owned an international land management, education, and consulting firm, and co-managed the family's 9,000-acre ranch in Colorado. She served as a Policy Analyst for the Argentine Ministry of Agriculture, the Under-secretariat Environmental Policy, and the National Commission for Desertification in Patagonia (CONADEPA).

Daniela has two daughters, Savanna and Mia.



Bobby Gill

Director of Development & Communications

A Biological Resources Engineer by training, Bobby manages marketing, strategic communications, online giving strategy, and donor relationships for the Savory Institute. Originally from the Washington, DC area, he worked for 7 years as a lead scientific reviewer for the US Food & Drug Administration. While designing clinical trials and evaluating the safety and effectiveness of cardiovascular devices, he developed a strong appreciation for analyzing scientific research and understanding the underlying mechanisms of biological systems. This ultimately led him to studying ancestral nutrition and regenerative agricultural systems, challenging the status quo and seeing how working with nature instead of against it optimizes life for all involved. [Read more...](#)

LAND TO MARKET™ TEAM



Chris Kerston

Chief Commercial Officer, Land to Market™ program

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...](#)

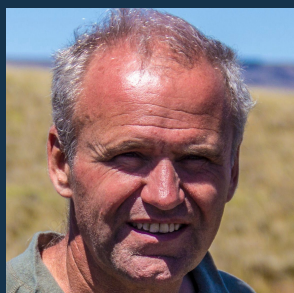


David Rizzo

Chief Operating Officer, Land to Market™ program

David Rizzo's career has evolved from its genesis in IT consulting and small business development to include operations, brand-building, and transformative leadership for internationally-recognized organizations with sustainable, earth-conscious values. Throughout his career in business and technology, one thing has remained at the core of his endeavors – a passion for respecting and protecting the great outdoors. That commitment forms the foundation for his role as Chief Operating Officer of the Savory Institute's Land to Market Program. [Read more...](#)

ECOLOGICAL OUTCOME VERIFICATION™ TEAM



Pablo Borrelli

Program Manager & Quality Assurance, EOVTM program

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...](#)

To learn more about the additional members of the EOVTM team, visit: www.savory.global/our-team

FAQ

What's the difference between Holistic Management & Holistic Planned Grazing?

Holistic Management is an overarching decision-making framework for managing the complexities of living systems, while Holistic Planned Grazing is a specific planning procedure for moving livestock. Holistic Management can be applied towards managing any living system -- a farm, a family, a business -- while Holistic Planned Grazing is specific to grazing animals on grasslands. Both are taught by the Savory Institute and, together, are considered the gold standard for grassland management.

Is Holistic Planned Grazing the same as rotational grazing?

No. There are a number of rotational grazing systems that involve dividing large grazing areas into smaller ones and rotating livestock through them. This may appear to work well in perennially humid (non-brittle) environments, but in seasonally humid (brittle) environments the shortcomings of such a simplified system become apparent. Holistic Planned Grazing, on the other hand, is more dynamic, matches stocking rates to forage availability, plans movements between pastures according to grass recovery rates, adapts plans based on changing conditions, and is designed to give land managers the tools and context necessary for grassland regeneration no matter the environment.

How does Holistic Management differ from regenerative agriculture?

“Regenerative agriculture” is an umbrella term for practices that improve land health, and can apply to grasslands, croplands, forestry, or any other type of agricultural land. The Savory Institute’s mission focuses primarily on grasslands and grazing as that is where Allan Savory made his key insights that led to the development of Holistic Management. That said, regeneration is not a one-size-fits-all approach and varies depending on a host of constantly-changing conditions, so Savory Institute is a firm believer that regeneration cannot be prescribed through a set of predetermined practices. Rather, farmers, ranchers, and pastoralists must be equipped with the ability to see and manage their land as a complex living system, making decisions in context while honoring the symbiotic relationships between land and animal.

What does the research say?

In recent years, there has been an influx of peer-reviewed evidence demonstrating the incredible positive impacts Holistic Planned Grazing can provide for increasing land productivity, carbon sequestration, biodiversity, water-holding capacity of soils, rural economies, and much more. Of note, HPG has been shown to sequester anywhere from 3 to 8 additional tons of carbon per hectare per year compared to continuous grazing operations. Visit our [Resource Library](#) for synopses of relevant scientific papers.

What is the connection between Holistic Management and climate change?

Experts agree that, in addition to a massive reduction in fossil fuel usage and carbon emissions, excess CO₂ must be removed from the atmosphere. Thankfully, grasslands occupy one-third of the Earth’s landmass and the soils beneath these grasslands, if properly managed, represent a tremendous opportunity to draw down atmospheric CO₂ and turn it into fertile soil organic matter. By regenerating our global grasslands, not only can we greatly reduce atmospheric CO₂, but in doing so we can halt the progress of desertification (i.e. grasslands losing productivity and

turning to desert) which in and of itself is a contributor to climate change due to the CO₂ emissions of bare uncovered ground. Climate change and ecosystem degradation go hand in hand, and with Holistic Management we can get to the root cause of them both.

Does the Savory Institute manage land directly?

The Savory Institute owns a bison ranch in Colorado that is used as a campus for trainings of the Savory Global Network, but aside from this one property, it is not in Savory's impact model to manage land directly. Rather, Savory's focus is on growing the network of Hubs and educators who are then able to train and equip land managers in their local region. By focusing on this Hub model, we are able to scale our impact at a much faster rate and adapt teachings to the localized environment by trusted members of the community.

Where does the Savory Institute operate?

Savory works all across the globe through a distributed network of Savory Hubs. New Hubs go through an 18-month accreditation process and are constantly being added to the network. For the most up-to-date list on accredited Hubs, visit savory.global/hubs.

Do all Savory Hubs follow the same model?

Savory Hubs are all independently-owned and independently-operated, so they have the freedom to create an impact model that meets the needs of their local context. Some Hubs are for-profit training businesses, some are non-profit organizations, and there are even a few academic institutions. Diversity breeds resilience in nature, so we embrace this diversity of impact models for a resilient Savory Global Network. All Hubs operate to maximize the impact Holistic Management can have in their local region.

How is Land to Market™ different from a typical certification?

A certification scheme, by definition, certifies that a set of practices have been followed. It is an auditable checklist of practices that assumes positive outcomes, but not a verification of the outcomes themselves. Since the process of land regeneration varies from farm-to-farm and must constantly adapt to the natural rhythms of the land, no certifying body can specify a set of predetermined steps a land manager must take to regenerate their land. For this reason, the Land to Market™ program is practice agnostic, allowing the land manager to determine what is best for their context, and instead determines eligibility through a demonstrated positive trend in ecological health. In doing so, it is the first-ever outcomes-based verification. The goal of Land to Market™ is not to compete with or replace 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 was 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, and 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 do farmers and producers participate in Land to Market?

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 a positive trend in ecological health is verified, 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 EOVS may continue to engage with their regional Hub for training and implementation support to improve their ecological outcomes. In short, EOVS is designed to invite the producer onto a shared process of continual improvement in community with their peers. Interested producers can contact the Land to Market team [here](#).

How is Savory Institute funded?

As a registered U.S. 501(c)(3) non-profit organization (EIN: 45-4134319), the Savory Institute receives support through a combination of donations, grants, and earned income that are all used to advance our mission. Donations include large gifts, recurring monthly donors (aka our Regenerating Members), and one-time contributions. Earned income is revenue generated through program operations, including speaking engagements, course sales, Network fees, corporate contributions, and more. Savory's annual revenue is generally split evenly between philanthropic support and earned income. For a more detailed breakdown of funding sources, please see the [Annual Reports](#) found on our website. Savory Institute is proud to hold a platinum rating from Guidestar, the highest rating they award to non-profit organizations.

How is the Land to Market™ program funded?

The program is funded through a mix of corporate and philanthropic impact-investment. As a core strategic program for accelerating the Savory Institute's mission, a portion of Savory's annual budget is allocated towards capacity building, EOVS protocol development / quality assurance, digital platform development, and other activities integral towards building the initial momentum within Land to Market™. Further, market partners that participate in the program pay a fee to access supply, licensure, and support from the Land to Market™ team. These fees are then reinvested back into the program. Fees paid by producers for EOVS™ go directly to the Verifiers and Monitors contracted to set up and collect their data; they remain separate from the Savory Institute and Land to Market™ program.