FACILITATING THE LARGE SCALE RESTORATION OF THE WORLD'S GRASSLANDS
“Land degradation costs an estimated $40 billion USD annually worldwide”
- UNFAO
The estimated cost of the mismanagement of all natural assets to the world economy today is at around $6.6 trillion USD a year, equal to 11 percent of global GDP.

– UNCCD
The annual loss of 75 billion tons of soil costs the world about $400 billion USD per year.

- Dr. Rattan Lal
Savory has answers.

“Ultimately, the only wealth that can sustain any community, economy or nation is derived from the photosynthetic process - green plants growing on regenerating soil.”

- Allan Savory
Savory has a 50 year history “making photosynthesis go”
Savory Institute Philosophy

Empower

Measure

Grow
Holistic Decision-Making

- Filter through Holistic Context
- Proactive Plan
- Measure
- Pivot/Reactive
Before

After

Namibia

Savory | LAND to MARKET™
Fenceline

Wyoming
Before

Annual
Monoculture
Manipulation of Parts
Command & Control

reductionist

After

Perennial
Polyculture
Management of Wholes
Facilitation

holistic
This expertise is now scaled across a global network of regional Savory Hubs.
SAVORY GLOBAL NETWORK HUBS

HUBS OFFER

- Professional training and accreditation
- Project consulting and management
- Monitoring services
- Coordinating Savory Champions
- Educational programs
- Services and Land to Market Program Facilitation

- Scientific research
- Entrepreneurial incubator
- Ecological Outcomes Verification Services and Land to Market Program Facilitation
- Scientific research
- Entrepreneurial incubation
SINCE 2013

30 HUBS ESTABLISHED

6,500,000 HECTACRES OF GRASSLAND INFLUENCED

3,131 LAND MANAGERS TRAINED

OUR GOAL

1 BILLION HECTARES OF LAND AND 100 HUBS
2025

GLOBAL IMPACT

Climate Change Mitigation
Water Security
Food Security
Decreased Poverty
For decades Holistic Management practitioners have been doing biological monitoring and tracking trends.
Producers want to differentiate, brands want access to supply
SOIL HEALTH
Healthy soils absorb more carbon, retain more water, are richer in microbiota, and produce more nutritious foods.

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

ECOSYSTEM FUNCTION
Water, sunlight, decaying matter, and minerals are cycled through a regenerative process of birth, growth, death and decay, and back to birth again.
Hubs deploy the regenerative verification protocol
Soil Health
Water Infiltration & Holding Capacity
Biodiversity
Ecosystem Function
EOV evaluates Leading & Lagging Indicators
Quality Assurance
3 Tiers

• Accredited EOV Monitors
• Hub Verifiers
• Global Oversight – Ovis 21 & MSU
Leading indicators have the most value for management.

Lagging indicators have the most value for story & impact.
The protocol measures outcomes rather than practices.
All properties are compared to a local reference area within their ecoregion.
Level III Ecoregions of the Continental United States

(Revised April 2013)

National Health and Environmental Effects Research Laboratory
U.S. Environmental Protection Agency
Each property gets a score called an Ecological Health Index.
Sustainability is a bridge, Regenerative is the destination.
The approach to EOV is designed to be Non-Punitive
The entire program is designed to cultivate additional support for producers as needed.
HOW STANDARDS PROLIFERATE:
(SEE: A/C CHARGERS, CHARACTER ENCODINGS, INSTANT MESSAGING, ETC)

SITUATION: THERE ARE 14 COMPETING STANDARDS.

14?! RIDICULOUS! WE NEED TO DEVELOP ONE UNIVERSAL STANDARD THAT COVERS EVERYONE’S USE CASES. YEAH!

SOON:

SITUATION: THERE ARE 15 COMPETING STANDARDS.
Dovetails with certifications in the marketplace by adding quantifications to claims
Actively exploring new value streams for producers through emerging carbon markets & payments for ecosystem services.
Onboarding producers now moving into go-to-market prototype
Today’s consumers put “my planet” before “myself.”

Top 10 Most Concerning World Issues According to Millennials

- Climate Change/Nature: 48.8
- Conflict/War: 38.9
- Social Inequality: 30.8
- Poverty: 29.2
- Religious Conflict: 23.9
- Government Corruption: 22.7
- Food/Water Security: 18.2
- Lack of Education: 15.9
- Safety/Security: 14.1
- Economic Opportunity: 12.1

World Economic Forum’s Global Shapers Survey, 2017
90% would switch brands to one with a cause

73% would spend more on a product from a sustainable brand

81% expect companies to make a public commitment to corporate citizenship

Millennials especially want brands with impact

Sources:
Haas Berkeley, 2017
Neilson
Horizon Media Finger on the Pulse Study
“I strive to achieve the truest value of business, which is creating a net positive return to the earth.”

- Taylor Collins, EPIC Provisions

Partner brands and retailers become true solutionaries
Land to Market puts the power of choice back in all of our hands

Brands access data and global verified supply ➔ Outcome based verification grounded in science ➔ Together we share in the regenerative story ➔ Consumers vote with their dollar to be part of the solution
Empowers consumers like never before.
Bringing Food & Fiber Together

Meat

Dairy

Wool

Leather
Cropping
Frontier Founders

We are proud to be partnered with these game-changing organizations.
The world's first verified regenerative supply chain

LAND to MARKET™

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

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

REGENERATING LAND

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

CONSUMERS
Choose health and wholeness for themselves and for the land through their food and fiber purchases. Demand for regenerative products increases.
We invite you to join us on this journey. Talk with us about how this applies to you and your organization.
The World’s First Verified Regenerative Sourcing Solution