



# LAND to MARKET™

The world's first **verified**  
**regenerative supply chain**

## Here's How It Works:



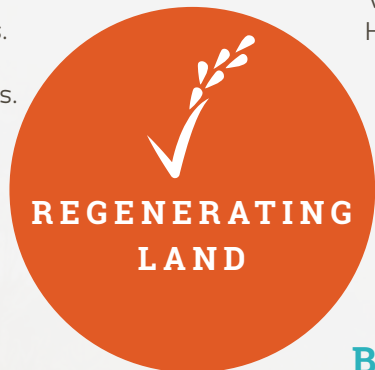
### HUBS

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



### PRODUCERS

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



REGENERATING  
LAND



### CONSUMERS

Choose health and wholeness for themselves and for the land through their food and fiber purchases. Demand for regenerative products increases.



### BRANDS & RETAILERS

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

**Health & wholeness for the land,  
& all of us who depend on it.**

*The regeneration of landscapes is mission critical for the future of food and fiber. When land regenerates, farms are more productive, food and fiber products are healthier, plants and animals are more plentiful, topsoils are richer and more apt to retain water and sequester carbon.*

# Program Components

2

## REGENERATIVE SUPPLIER ROSTER

Global roster of Hub-verified producers of meat, dairy, wool and leather, providing traceability back to the farm.



3

## BRANDING ASSETS

Partner brands, retailers, Hubs, and producers will receive Land to Market digital, social, print and video materials in order to share this story with their audiences.

1

## ECOLOGICAL OUTCOME VERIFICATION

The first outcome-based, science-backed regenerative verification process, measuring trends in biodiversity, soil organic carbon, water infiltration and ecosystem process function.



4

## CONSUMER AWARENESS CAMPAIGN

The Savory team will deploy a consumer awareness campaign across multiple channels including public relations, public speaking, point of sale, and digital and social media in order to raise awareness and drive demand for Land to Market products.



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— Join Us —

Let's build the future of food and fiber together.  
Visit [www.savory.global/landtomarket](http://www.savory.global/landtomarket) to get involved.