



2016-2017 ANNUAL REPORT

**ACCELERATION**  
CULTURAL DIFFUSION

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## MESSAGE FROM OUR PRESIDENT

### ALLAN SAVORY

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**2016 SAW INCREASING** awareness of the danger of global desertification and climate change, as one prediction after another came true, and came early. In July 2017 New York Magazine published a widely-shared article by David Wallace-Wells on the extreme dangers of climate change, which extend way beyond rising sea levels. Few scientists disputed

his doomsday scenario but bemoaned the fact that Wallace-Wells offered no hope. As his critics rightly pointed out, people seeing no hope will simply stop trying to rectify a problem. But who in the world is offering hope? Our Global Network is!

Society widely believes that the cause of climate change is due to excessive atmospheric carbon dioxide created by the burning of coal, oil and natural gas. Many people also believe that methane-emitting livestock are key contributors. However, coal, oil, natural gas, and livestock are only resources. And no resource in and of itself can ever be the cause of a problem. It is our management of these resources that is to blame, as I pointed out in the third edition of *Holistic Management: A Commonsense Revolution to Restore our Environment*, published in November.

We have managed fossil resources as fuel we can burn at a rapid

rate. We have managed richly diverse tropical forests by felling and burning them and reseeded them to monoculture crops or pastures. And in the world's grasslands we have managed livestock for centuries in ways that slowly or rapidly have led to their desertification, reducing their ability to hold water and to sequester carbon. It is management that has resulted in agricultural lands producing more than 75 billion tons of dead eroding soil every year and to their releasing carbon dioxide to the atmosphere. Without doubt, it is our management that is the cause of climate change and desertification.

Logically, any proposal to sequester atmospheric carbon that does not address the underlying cause of climate change – human management – will fall short and disappoint in the long run. No problem is solved by addressing its symptoms, one of which in this case is excessive atmospheric pollutants.

While people are increasingly acknowledging that we need to think more holistically, this – as past civilizations have taught us – is not adequate. We actually need to manage holistically the web of complexity within which we exist. The framework underlying Holistic Management gives us the ability to do this. And in 2016 increasing numbers of farmers, ranchers, pastoralists and others within the Savory Global Network were able to demonstrate the difference it can make, and why there is reason to hope.

*Allan Savory*

## MESSAGE FROM OUR CEO

### DANIELA IBARRA-HOWELL

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**AS WE PUBLISH THIS REPORT,** 2017 has nearly come and gone, bringing such exciting opportunities that it is almost impossible not to share them with you.

In 2016 we focused on the continued development of our global Network of Hubs. We also worked on a program that will allow Holistic Managers to dif-

ferentiate themselves in the marketplace. We are now prototyping this program with 14 Hubs, and some key partners.

Our Hub network is undoubtedly our most precious asset. It is our community of impact. They are committed to the wellbeing of farmers and ranchers in their region, and laser focused on improving the health of the land. It is rare that so many organizations around the world could be driven and brought together by the same vision, mission, and strategy. Thanks to this community of practice, and the invaluable help of donors and partners, more farmers are being trained in Holistic Management and supported

all long. As a result more land is being healed.

Now we need to engage the rest of us. We are doing this through meaningful education; through relevant and well informed outcome based science; through stories; and through differentiated livestock products so we can all make a contribution to changing the story of our grasslands and our climate, through our informed purchase of food and fiber items. Together we are writing a new chapter for agriculture.

It has been incredible to see the tide turning with the conversations around grasslands regeneration and properly managed grazing increase so dramatically in the past few years, especially after the COP21, the Paris Agreement, and the visionary French 4 per 1000 initiative. It is exciting for Savory Institute and its global network to have participated in this shift, and be poised to implement and operationalize at a regional level the key strategies identified by the global community.

It is with a deep sense of gratitude and satisfaction that I share with you our Annual Report for 2016 with a peak preview into 2017.

Warmly,

*Daniela Ibarra-Howell*

## OUR MISSION

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



**1/3**  
of the EARTH'S  
LAND SURFACE  
ARE GRASSLANDS

**70%**  
of the EARTH'S  
GRASSLANDS  
are degraded

We are changing that.

- » Livestock properly managed are key to **HEALTHY GRASSLANDS**
- » **HEALTHY GRASSLANDS** teem with life and water
- » **HEALTHY GRASSLANDS** provide nutrition and livelihoods to billions of people
- » **HEALTHY GRASSLANDS** absorb and store carbon in soils, making them rich and productive and mitigating climate change

### HOLISTIC MANAGEMENT RESULTS IN:



Increase in permanent soil carbon.



More water holding capacity in the soil.



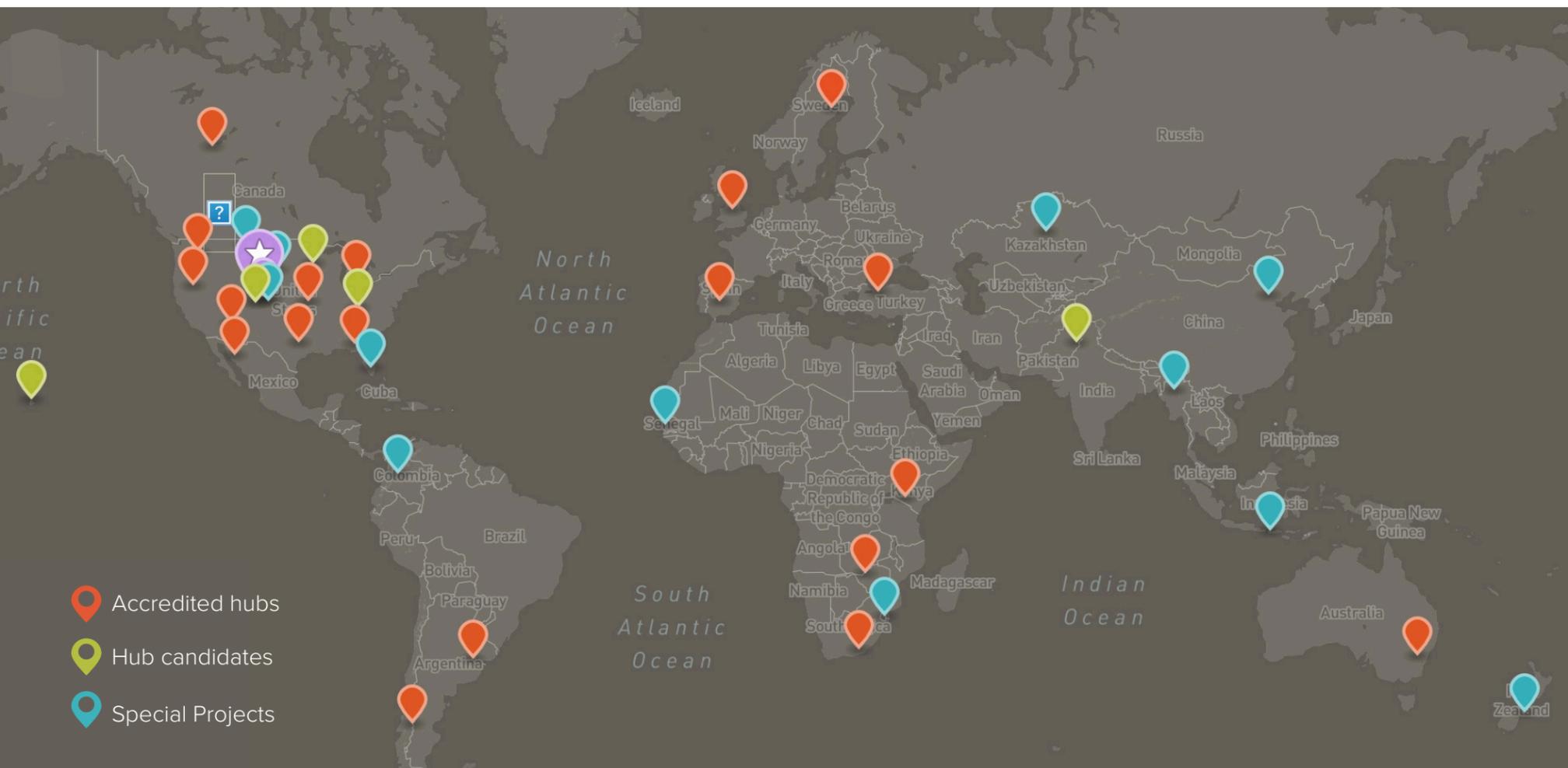
Increase in forage production.



Increase in profitability.

# OUR GOAL

1 billion hectares & 100 hubs by 2025



## Savory Accredited Hubs & Hubs in Training

### ACCREDITED

- White Oak Pastures, Georgia, USA
- Arizona Savory Hub, Arizona, USA
- MI State University, Michigan, USA
- Grassfed Sustainability Group, Texas, USA
- Roots of Resilience (PNCHM), Oregon/Washington, USA
- Tallgrass Network, Kansas, USA
- Jefferson Center for Holistic Management, California/Nevada, USA
- Northern Farm Training Institute, Canada
- La Inmaculada Vida Ecologica Y Sustentable (LIVES), Mexico
- OVIS XXI, Argentina
- Ovitec, Chile
- Hooves for Humus (NSW Australian Hub), NSW Australia
- South Africa Savory Hub, South Africa
- Africa Centre for Holistic Management ACHM, Zimbabwe
- Mara Training Centre, Kenya
- Anadolu Meralari, Turkey
- Combating Climate Change and Poverty Foundation, Pakistan
- Nordic Savory Hub, Sweden
- 3LM, United Kingdom
- Juntas Arreglamos la Biosfera (aleJAB), Spain

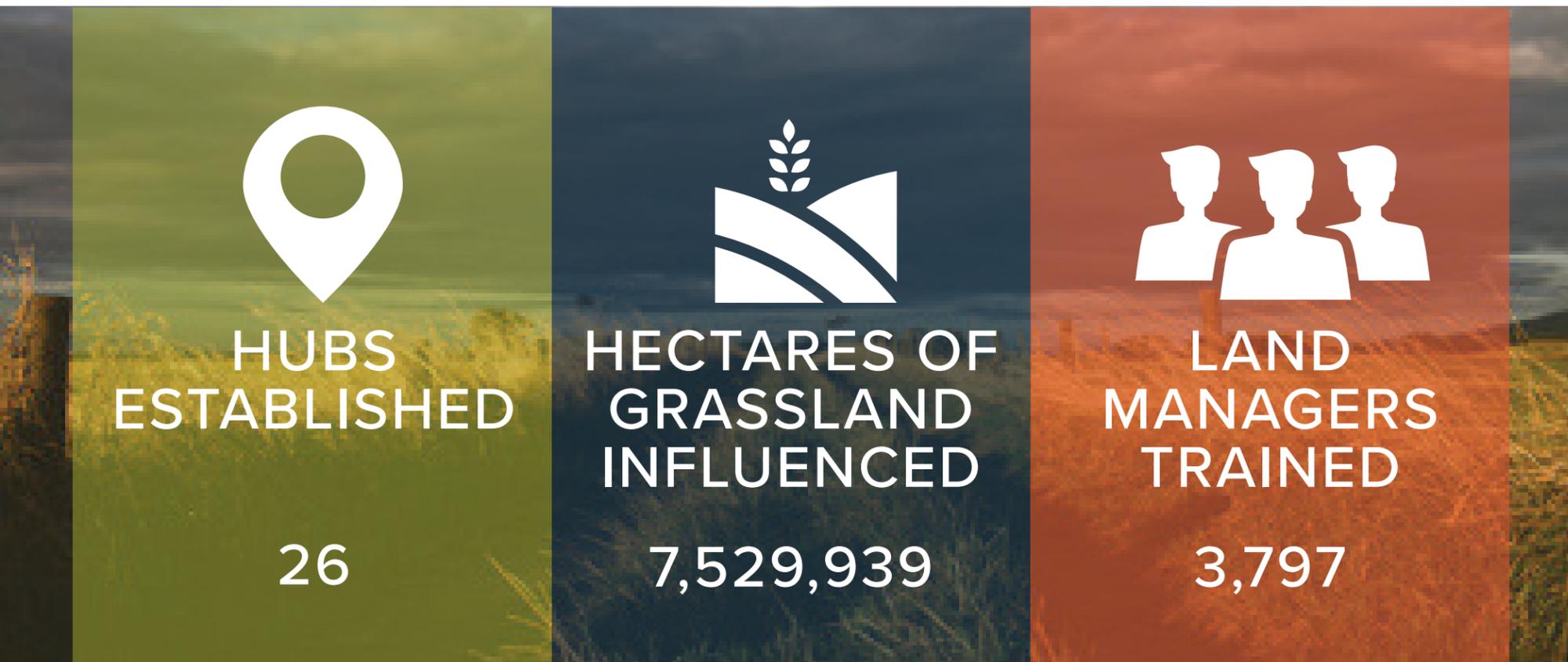


### HUBS IN TRAINING

- Thousand Hills Cattle Company, Minnesota, USA
- C Ridge Farm, Kentucky, USA
- Coldharbour Institute, Colorado, USA
- Boot Ranch, LLC, Wyoming, USA
- Kunoa Cattle Company, Hawaii, USA (on target to complete accreditation by the end of the year)
- Central Alberta Range Matters Associates, Alberta Canada

# HUB NETWORK IMPACT IN NUMBERS

**ACCREDITED SAVORY HUBS** and Hubs in training around the world are a tight network of partners committed to influence their regions through the teaching and demonstration of Holistic Management. We welcome new Hubs each year and they embark on a 18 month journey of learning and preparation for the important task of ending desertification and healing land in their regions.



We are on the brink of affecting major change at the landscape level. The Savory Network strategy seeks to influence the management of 1 billion hectares by 2025 through the establishment of 100 Hubs.



# IN THE SPOTLIGHT

## 📍 Enonkishu Conservancy, Savory Hub, Kenya



**THE ENONKISHU CONSERVANCY IS** an Accredited Savory Hub in Kenya, led by Lipa and Tarquin Wood. A locally led initiative employing

a triple bottom line approach: People (Social-Community), Profit (Economics-Business), and Planet (Land, Water, Wildlife) with Holistic Management as the basis, they work to protect the heritage, people, and the natural resources of the increasingly fragile ecosystem on the edge of the Mara Serengeti Ecosystem.

“We are committed to regenerative rangeland management that allows space and resources for all people, cattle, and wildlife. Enonkishu has created a viable livestock enterprise through Holistic Management, and is improving productivity of the land and livestock in the region, enhancing livelihoods, and maintaining heritage. The future of the rangelands, and of the livelihoods of the stakeholders who depend on them, are uncertain. Due to rapidly changing demographics, accom-

panied by climatic and political influences, these systems are facing increasing pressure to adapt to new contexts in order to avoid future disasters. The Conservancy and its Mara Training Centre are committed Holistic Management practice and training

*“We have never seen the grass like this on our land. We are happy as the cattle are looking healthier than they have in a long time, and we have seen the return of many species of wildlife, we hope this brings more tourists too!”* **Moses Nampasso, Landowner**

to engage pastoralist communities in locally driven risk mitigation and management initiatives in order to create the environment for regenerative, drought resilient livelihoods.

We are working with the Mara Beef Company, a business dedicated to supplying consistently high quality beef to wholesalers and consumers. The beef is processed on site in our “state of the art” abattoir and distributed to Nairobi and elsewhere on a daily basis. On site processing creates

minimum stress for the animals resulting in a higher quality product. Free from any growth hormones or feed additives, our beef is natural and full of flavour. Mara Beef prides itself in delivering good quality beef, vertically integrated from the farm to the fork.

NOTE: In November 2017, the Savory Institute scientific team from the Savory Hub at Michigan State University, will be setting the Enonkishu Conservancy with Ecological Outcomes Verification (EOV), the scientifically robust “intel” inside the Savory Land to Market program. This data will allow for land to be verified and product to enter the Savory regenerative supply network in 2018.

“The Mara is a jewel that needs to be protected...”

- *Sir Richard Branson*

(In a meeting with Tarquin Wood discussing the future of the Mara and the role Enonkishu can play)



# PUBLIC AWARENESS & EDUCATION

## GLOBAL EVENT

Boulder VIP Event: 165 attendees

16 in-person Hub events: 2,000+ attendees in:

- Australia
- Argentina
- California, U.S.A.
- Canada
- Georgia, U.S.A.
- Hawaii, U.S.A.
- Kansas, U.S.A.
- Michigan, U.S.A.
- New York, U.S.A.
- South Africa
- Sweden
- Turkey
- United Kingdom
- Washington, U.S.A.
- Zimbabwe
- Online: ~300 watch online.



## EPISODES

The Story of Beef, The Story of Wool, The Story of Dairy, and The Story of Leather

Savory, in partnership with the Healy Foundation and Boulder-based i.e.Media, created four short stories around the tireless and inspiring work of the Savory Hubs around the world, and their networks of producers, to change the way livestock are managed and bring transparency and authenticity to the livestock supply chains.



**VIEW COUNT** 227,627  
**FINISHED (VIMEO)** 3,887  
**VIMEO TOTAL (VIEWS)** 83,067  
**FACEBOOK TOTAL (VIEWS)** 144,560  
**WATCHED IN-PERSON 2017 EVENTS:**  
 2000+ people have watched at Hub events this year  
**ONLINE EPISODE CONTENT WATCHED:**  
 3,683 hours or 153 days of content.

The message is getting out, reaching people cities, and inspiring informed change.



## CROWDFUNDING

Raised \$44,618 from 134 backers

The Savory Institute is at the forefront of the fight to save the world's grasslands.

We have been working tirelessly to restore the natural cycles of the grasslands. The engine driving this restorative process? Grazing animals like cattle, sheep, and goats, properly managed. These animals till and fertilize the earth. Their manure combines with decomposing vegetation to build soil, preventing erosion and flooding. Grass flourishes, removing more carbon from the atmosphere. And land managers can raise more nutrient-dense food to feed the world.



**INDIEGOGO**

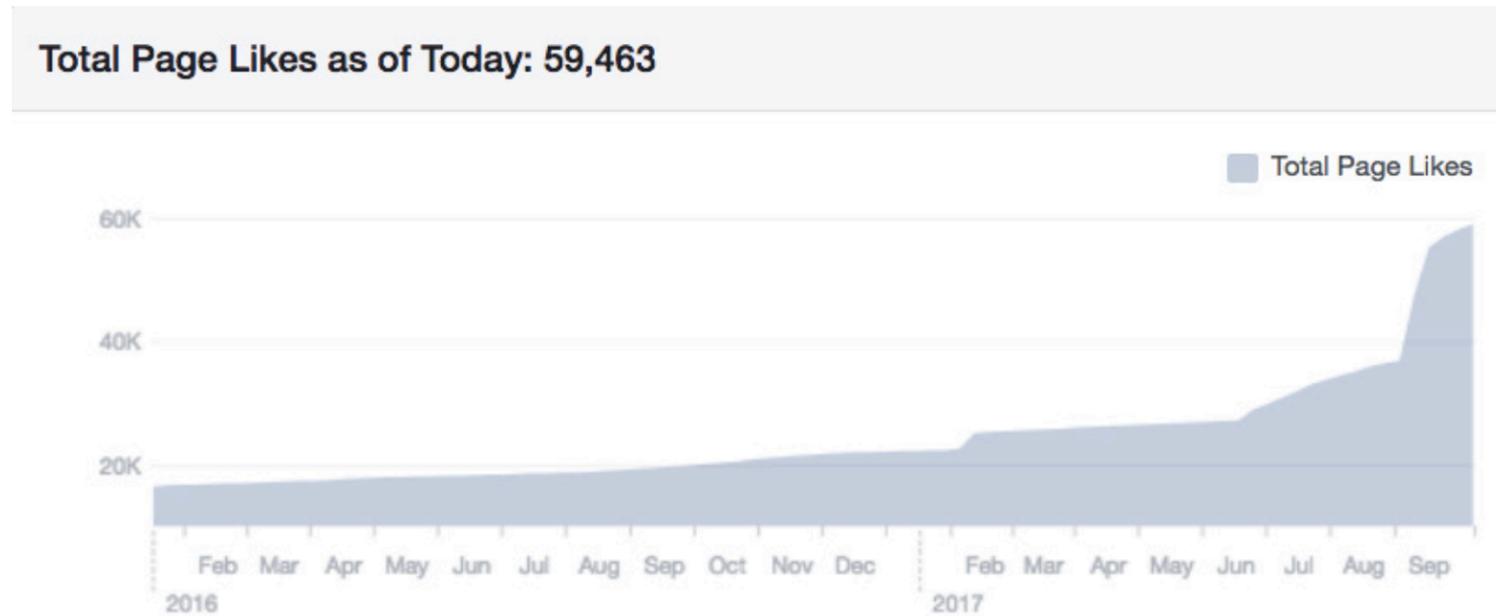
## DIGITAL ENGAGEMENT

Facebook: 52,205 - 134% growth increase in last 8 months (since Jan 1, 2017)

Twitter: 7,967 - 15% growth in last 11 months

Instagram: 4,992 - 80% growth increase in last 11 months

Newsletter: 13,192 - 43% growth in last 8 months *\*Numbers as of August 28, 2017*



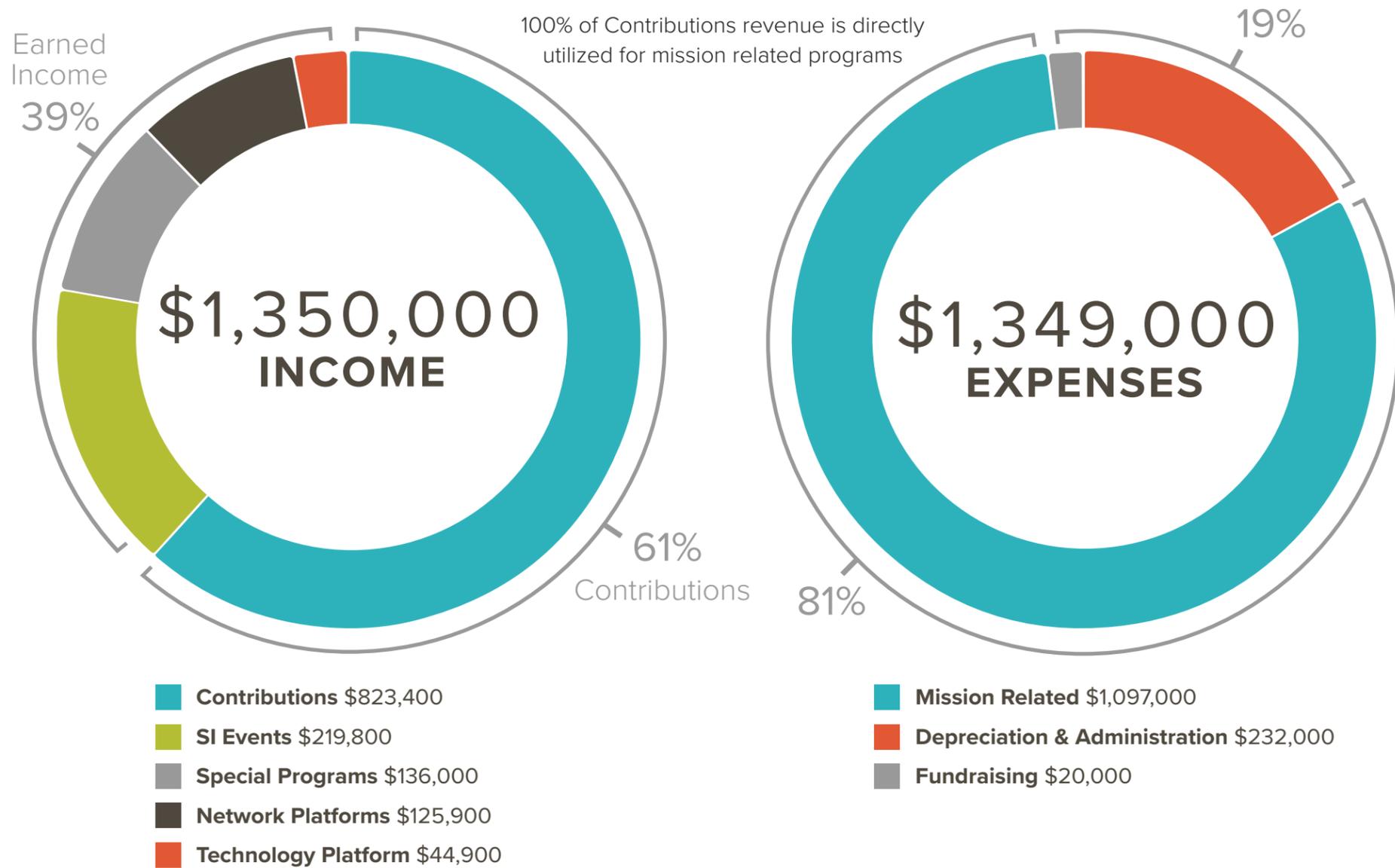
This image is a visual depiction of the critical mass that has been hit, causing an acceleration in our followers, people engaging with us, and the increase in our visibility. This graph is from Jan 1, 2016 - August 30, 2017.

**SAVORY JOURNEYS  
WORLDWIDE**

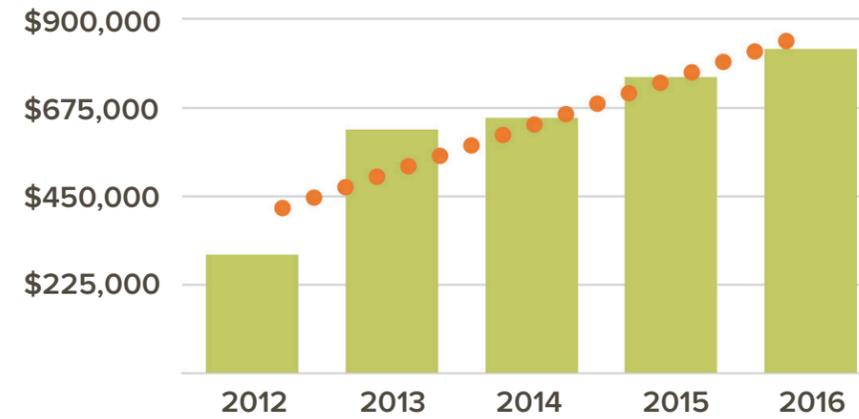
We continue to take groups of folks passionate about grasslands to explore and immerse in the life-changing work of our Global Savory Hubs. Each journey is packed with learning, adventure, great food, and incredible company in the most stunning grasslands regions of the world. Join us to discover the power of Holistic Management worldwide.

**Savory**  
JOURNEYS

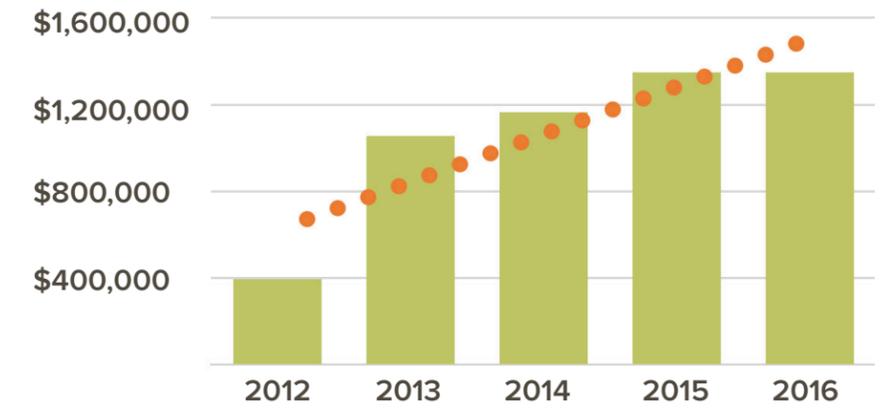
# FINANCIALS



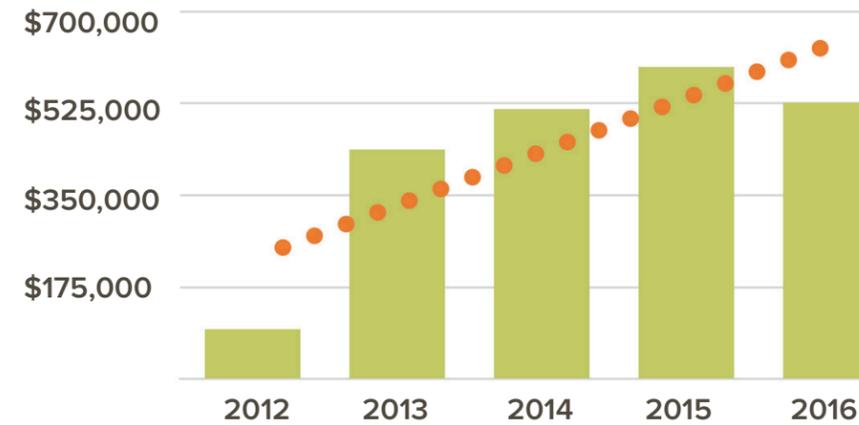
## DONATIONS



## TOTAL INCOME



## EARNED INCOME



## EXPENSES INCOME



## Statements of Activities

CHANGES IN UNRESTRICTED NET ASSETS      2016      2015

<b>REVENUES</b>		
Contributions	\$823,429	753,138
Conferences and workshops	219,853	340,958
Special programs	136,055	45,403
Network membership fees	125,929	144,365
Online educational products	44,901	66,680
Total revenue	1,350,167	1,350,544
<b>EXPENSES</b>		
Program services		
Network management	785,856	665,325
Conferences and workshops	257,944	175,146
Consulting	2,897	46,564
Online platforms	49,590	67,709
Supporting services		
Administration	226,143	239,462
Depreciation	5,884	5,697
Fundraising	20,172	
Total Expenses	1,348,486	1,199,903
Change in unrestricted net assets	1,681	150,641
Net (deficit) assets, beginning of period	70,317	(80,324)
Net assets, end of period	\$71,998	\$70,317

## Statements of Financial Position

2016      2015

<b>ASSETS</b>		
Cash and Cash Equivalents	\$187,523	\$165,719
Receivables	40,064	98,781
Net Property and Equipment	8,101	12,547
TOTAL ASSETS	\$243,184	277,047
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
Accounts Payable	\$92,005	\$115,793
Loans	50,000	50,000
Accrued Liabilities	29,181	19,437
Deferred Revenue		21,500
TOTAL LIABILITIES	171,186	206,730
UNRESTRICTED NET ASSETS (DEFICIT)	71,998	70,317
TOTAL LIABILITIES AND NET ASSETS	\$243,184	\$277,047

# 2017 PEEK PREVIEW

## WEST BIJOU RANCH: SAVORY'S NEWEST ADDITION

With great foresight and deep commitment to preserve and enhance one of the last intact pieces of the shortgrass prairie in the Colorado front range, Plains Conservation Center, a small Colorado non-profit, transferred its West Bijou 8,000 acre ranch near Denver, Colorado to the Savory Institute, and entrusted us with its long-term stewardship. The ranch will become Savory's flagship demonstration and training site for Holistic Management, and will join a growing roster of Hub demonstration sites around the world. Savory Institute is delighted and honored to bring this incredible piece of the shortgrass prairie under our wing. This site will serve as an incubator of solutions, ideas and scientific findings that we can share with our global network to accelerate the regeneration of grasslands worldwide. PCC's legacy to Colorado will also live on as urban and rural communities connect here through recreation, food, learning, and meaningful engagement. Stay tuned!



*"This collaboration is a game changer for PCC's mission – it ensures the ongoing conservation of this historic site and connects the great work we have been doing with partners in Colorado to a global community of peers, resources and expertise."*

**Jason Chan, ex-board chair of PCC, and member of Savory Advisory Circle**



# 2017 PEEK PREVIEW

## Prototyping Savory Land to Market Program *The world's first verified Regenerative Value Network*

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, top-soils are richer and more apt to retain water and sequester carbon. Deployed by Savory Global Network of hubs, the L2M is being prototyped in 14 regions around the world, promising to radically change the way livestock are managed.

### HERE'S HOW IT WORKS:



## program COMPONENTS

- 1 ECOLOGICAL OUTCOME VERIFICATION**  
The first outcome-based, science-backed regenerative verification process, measuring trends in biodiversity, soil organic carbon, water infiltration and other key indicators of land health.
- 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.
- 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.

## 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.

# OUR TRIBE

**OUR DONORS, BIG AND SMALL**, contributed to more than half of our annual budget, and allowed us to pursue initiatives and launch programs we otherwise could have not deployed.

It is with a deep commitment to remaining a nimble and sustainable organization and nurturing

a strong and regenerative global network, that we allocate these invaluable gifts. Each program, tool, and effort is designed to be a wealth generating investment in the network as a whole, with an underlying business model for financial, ecological, and social returns for all involved.

## OUR 2016 DONORS

**CORNERSTONE (CLIMATE HEROES) \$200,000 +**  
RONALD B. RANKIN PHILANTHROPIC FUND  
HEALY/WILMINGTON TRUST

**CORNERSTONE (SOIL HEROES) \$100,000 - \$199,999**  
EPIC PROVISIONS

**CORNERSTONE (WATER HEROES) \$50,000 - \$99,999**  
CHARLOTTE DE MEVIUS

**GRASS HEROES \$10,000 - \$49,999**

JOHN FULLERTON  
MIMI HILLENBRAND  
MATTHEW FAUDREE  
WILLEM VAN AALST  
777 RANCH  
TETON WATERS RANCH

**GRAZER HEROES \$5,000 - \$9,999**

PITON FOUNDATION  
ORGANIC INDIA  
WHITE OAK PASTURES

MAPLE HILL CREAMERY  
ARMONIA  
ORGANIC VALLEY  
BIOLOGICAL CAPITAL  
TOMKAT RANCH EDUCATIONAL FOUNDATION  
SCHMIDT FOUNDATION / 11TH HOUR PROJECT  
DR. BRONNERS  
GRASSLANDS, LLC

**POLLINATOR HEROES \$1,000 - \$4,999**

RON KLINE  
MARK COHEN  
ANONYMOUS  
DR. BRONNERS  
SAM BINGHAM  
HONEY BEE CAPITAL  
REDFEATHER FARM  
LANCE AND LISA WHEELER  
BLUENOTE  
WAGNER PEACE TRUST  
LOWELL AND MARY FORMAN  
RED STONE FARM

## OUR BOARD



JODY BUTTERFIELD



JOHN FULLERTON



DANIELA IBARRA-HOWELL



ALLAN SAVORY



JEFF SU  
Incoming Board Member



LARRY LUNT  
Outgoing Board Member

## OUR ADVISORY CIRCLE



TAYLOR COLLINS  
Epic



WILL HARRIS  
White Oak Pastures



VICTORIA KINDRED-KEZIAH  
NetGenerative



JASON KNOLL  
Being Imaginal



SETH ITZKAN  
Soil4Climate



HUNTER LOVINS  
Natural Capitalism Solutions



JASON ROWNTREE  
Michigan State University

2016 - 2017

