

NEWS RELEASE

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Savory co-founder Daniela Ibarra-Howell selected for Top Conscious Business Leaders List 2018

**Conscious Company Media honors Savory CEO for innovation, influence and
dedication to redefining success in business**

BOULDER (Jul. 05, 2018) – Savory’s CEO and co-founder, Daniela Ibarra-Howell, has been selected by Conscious Company Media as a ‘Global Impact Thinker’ in its [Top Conscious Business Leaders List for 2018](#). Conscious Company’s second annual list considered an international field of nearly 100 nominees in three areas of influence that play an integral role in evolving the role of business in society: the depth of their personal transformation work as leaders, the conscious workplaces they create, and the positive global impact of their businesses and ideas.

Judged by a three-person panel comprised of leading experts in the spaces of leadership/mindfulness, company culture, and business impacts, Ibarra-Howell was one of just 21 leaders recognized in four categories: Personal Journey, Conscious Workplace, Global Impact Entrepreneur, and Global Impact Thinker. A lifetime achievement award was given to Gary Hirshberg, the co-founder of Stonyfield Farm.

“I am grateful for such meaningful recognition of the work of Savory Institute. I share the honor with my mentor and lifelong friend, Allan Savory, who has relentlessly offered his life work to the world and taught us important lessons that are finally being embraced by a movement,” said Ibarra-Howell. “I also share this honor with the many leaders that are part of our team and global network. It has been such a privilege to help implement Allan’s work around the world!” she added.

Ibarra-Howell, an agronomist with more than 25 years of experience in the management and regeneration of grasslands ecosystems, co-founded the [Savory Institute](#) with Allan Savory in 2009, and became its CEO in 2011. A native Argentinean, she leads her team in the design and



implementation of Holistic Management through a [global network of Hubs](#) - a revolutionary entrepreneurial, self-sustaining global impact strategy for large-scale restoration of grasslands that aims to tackle global food and water security, and climate change issues.

Savory's goal is to regenerate 1 billion hectares (2.47B acres) of grasslands through Holistic Management by 2025. Its newly launched [Land to Market program](#) is the world's first verified regenerative sourcing solution for meat, dairy, wool, and leather. The program's Ecological Outcome Verification (EOV) is a contextually relevant methodology for monitoring positive outcomes across key land health criteria.

A complete list of the Top Conscious Business Leaders 2018 can be found at:

<https://consciouscompanymedia.com/personal-development/top-conscious-business-leaders-2018/>

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About the Savory Institute

The Savory Institute, a US-registered 501c3 charitable organization, facilitates large-scale restoration of the world's grasslands through Holistic Management. Together with Savory's global network of Hubs, the Savory Institute empowers farmers and ranchers around the world with education, training and implementation support to achieve success within 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 restore 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 <http://savory.global>, and [Facebook](#).

About the Savory Institute's Land to Market™ Program

Savory Institute's Land to Market is a grassroots program that allows every participant in the agricultural sourcing network to regenerate the land on which we all depend. This program brings together leading ecologists and soil scientists, farmers and ranchers who produce food and fiber, brands and retailers who source livestock-derived supply, and consumers who buy food and fiber products at retail. The program has three areas of emphasis: recognizing farmers and ranchers for their positive ecological outcomes; providing sourcing solutions for conscientious brands and retailers; and empowering consumers to "vote" for a regenerative future through their purchase power. When embraced at scale, Land to Market offers an adaptive solution to the issues of climate change, carbon sequestration, water infiltration and food security. For more information visit:

<https://www.savory.global/landtomarket/>