

NEWS RELEASE

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In a Sea of Labels, Savory's New Regenerative Seal is First to Measure Outcomes

***New Ecological Outcome Verification helps
farmers, brands and consumers fight climate change together***

BOULDER (Oct. 22, 2018) – Long before ‘regenerative’ became an agricultural buzzword, ecologist Allan Savory had a big idea: overgrazed and damaged grassland could be restored to health and productivity through Holistic Management focused on properly managed livestock. Today, Savory’s vision meets new rigorous verification ‘teeth’ with [The Savory Institute’s Land to Market™](#) program and its new [Ecological Outcome Verification™](#) protocol. The first product to bear the on-pack EOV seal is EPIC Sweet & Spicy Sriracha Beef Bites which EPIC Provisions™ will [debut](#) on Oct. 22 at its online [marketplace](#).



Savory’s goal is to positively impact 1 billion hectares (2.47B acres) of grasslands through Holistic Management by 2025. Land to Market is a farmer-led, collaborative sourcing program that prioritizes regenerative agriculture as a solution to critical environmental issues such as climate change, and water and food security. More than three years in the making, Ecological Outcome Verification (EOV™) was developed in collaboration with land managers, scientists, agronomists, and ecologists, including OVIS 21 in Argentina, and Michigan State University (MSU). EOV is a contextually-relevant, scalable soil and landscape assessment methodology that tracks outcomes in soil health, biodiversity, and ecosystem function on participating farms and ranches.

“Climate change and its devastating impact are real. We know that industrial agriculture is a major contributor to climate change. We also know that regenerative agriculture - one that restores health

to the land - is a promising solution,” says [Savory Institute's](#) co-founder and CEO, Daniela Ibarra-Howell. “Through our global network of Hubs, we are uniquely poised to support farmers and ranchers with tools, knowledge and implementation support to improve their land and livestock management, and a rigorous outcome-based verification program that demonstrates the measurable benefits of regenerative agriculture,” she adds.

While other farm-based consumer labels rely on regulation and inspection, EOV is results-based and conferred only when data (specific indicators of ecosystem health) trends positively.

Measurement is required at the beginning of the program and then annually, with some long-term indicators read every 5 years. Currently being prototyped across the Savory Hub Network, it will eventually roll out on thousands of farms and ranches globally.

"Ecological Outcome Verification creates a common language, through a set of metrics, to measure grassland regeneration across the world. It allows us to share, in a scientifically sound manner, the thousands of success stories of farmers bringing their land back to life," says Pablo Borrelli, a major contributor to the EOV protocol and leader of OVIS 21, the Savory Hub in Argentina.

“EOV gives the consumer access to tangible science that is traceable directly back to healing landscapes,” says Jason Rowntree, Savory science advisor at MSU.

Through the early support of brand partners [EPIC Provisions™](#), [UNION™](#), [Applegate®](#), and [Zuke's® Natural Pet Treats and Supplements](#) in Land to Market, Savory is amplifying its vision: consumers will soon be able to choose wool, leather, dairy and meat products carrying the EOV seal and know they are investing in a regenerative claim that can be trusted to support farmers measurably improving the environment. Verified farms and ranches will be listed in a regenerative supplier roster from which participating brands and retailers can access livestock-derived supply.

More information can be found at <https://www.savory.global/land-to-market/eov/> with video at: <https://youtu.be/JxTtXabC2TM>.

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About the Savory Institute

The Savory Institute, a U.S.-registered 501(c)(3) charitable organization, facilitates large-scale regeneration of the world's grasslands through Holistic Management. Together with Savory's global network of Hubs, the Savory Institute equips farmers and ranchers around the world with education, training, and implementation support to achieve success within their 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 positively influence the management of 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 www.savory.global, and [Facebook](#).

