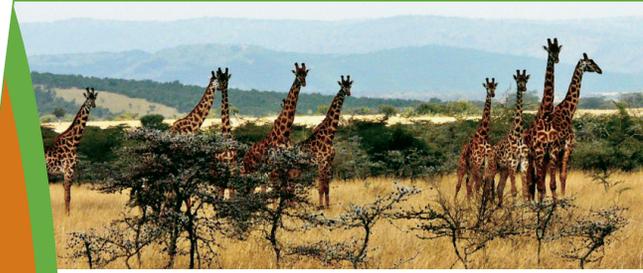


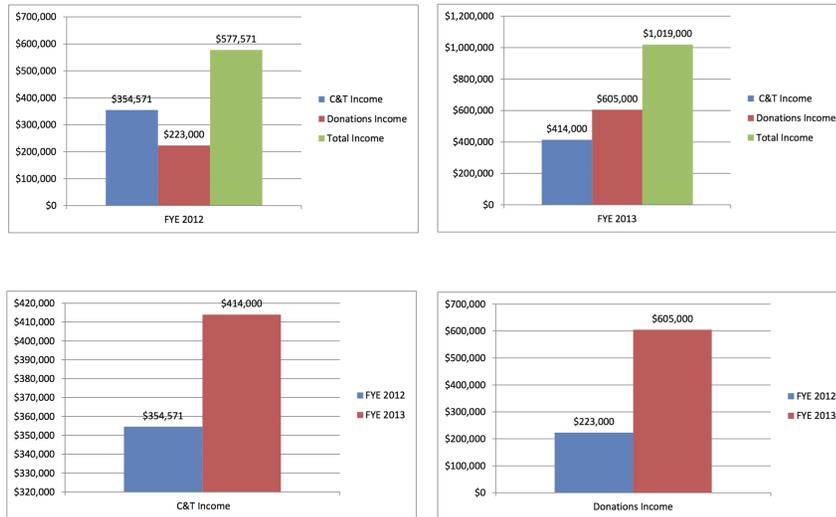
SAVORY INSTITUTE.org

2012 ANNUAL REPORT



Letter from CEO & Co-Founder Daniela Ibarra-Howell

FINANCIAL PICTURE 2012 & PROJECTED 2013



C&T Income: Represents revenue from contracts, keynotes, workshops, regional events, etc.

WHERE ARE WE HEADING?

VISION 2025:

- Influence the management and restoration of 1 billion hectares of degraded grasslands worldwide by 2025.

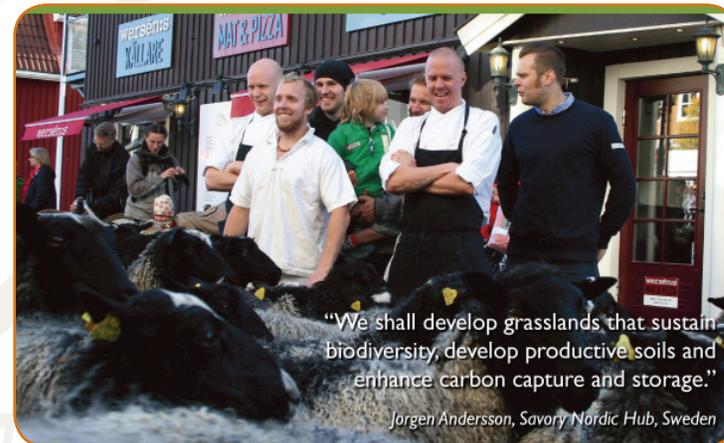
SHORT-TERM GOALS: 2013

- Launch 8+ Hubs
- Launch Holistic Platform
- Build brand recognition
- Remove barriers

2013 STRATEGIC FOCUS FOR INITIATIVES

Establish 8 Successful Hubs (to influence 80 million hectares and thousands of land managers)

- **Business Development work** must ensure the successful establishment and support of Hubs
- **Policy and Market Incentives work** must directly support efforts to remove barriers for success of Hubs and practitioners.
- **Research work** must support establishment of a Hub or Policy/Market Incentive work that removes barriers to a Hub's success (the practitioners it serves)
- **Knowledge Development work** must provide tools for Hubs' immediate success (curriculum, e-learning, etc.)
- **Fundraising** will support executive reach and Hub strategy
- **Communications work** will assist in secure funding, establishment of Hubs, and efforts to remove barriers



Board Members:

Jody Butterfield
 John Fullerton
 Daniela Ibarra-Howell
 Larry Lunt
 Suzanne Probart

