

ANNUAL REPORT
2015



Savory



growth
ACCELERATION

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MESSAGE FROM OUR CEO

2015 was a year marked by steady and robust growth, and 2016 finds us positioned to accelerate our joint impact as world and business leaders look for actionable strategies to meet their sustainability commitments.

As I look back at 2015, I am filled with gratitude for all of the people that have joined the Savory Institute team to dream, work, design, implement, fund, and realize what I believe is one of the most inspiring initiatives worldwide to address climate change, food and water security, and ultimately our vision of a harmonious life among all beings on this beautiful planet.

When we set out to accomplish the large scale regeneration of the world's grasslands, we were guided to take the work of our mentor, Founder, and President Allan Savory to a visible and coordinated realization of Holistic Management across multiple social actors in all socio-political, ecological and economic contexts around the world. It had to become a tangible REALITY. A movement needed to be ignited and outcomes speak for themselves. Relevant science would need to shine light on our path, market partners and policy makers would need to align signals to support the necessary shifts of practices on the ground, and a deployment infrastructure needed to be created to achieve the scale called for. For all of that to happen and to reach the required tipping point, many more needed to understand, learn, equip ourselves, and have a voice. Our pledge: all our initiatives would have an underlying self-sustaining, or even better regenerative, business model supporting them.

That was such an inspiring and overwhelmingly huge, audacious goal!!! We felt like David in front of Goliath! And in great confidence and hope, we charged!

Year after year ideas were vetted, business plans put in place, tools and programs developed, partnerships formed and nurtured,

and an increasingly strong network of close and allied partners began forming the entrepreneurial infrastructure through which knowledge, tools, and assets are distributed, and our common mission realized. With all its growing pains, learning curves, and constant monitoring, adjusting, and replanning - as is the core of Holistic Management - the Savory Network is growing strong and collaborating in novel and unexpected ways. With more than 30 Accredited Hubs and Hubs in training activating opportunities in many regions of the world, a robust and growing pool of Accredited Professionals working with Hubs providing the Holistic Management training and support to their client base, and with a flourishing group of Savory Champions spreading awareness in the cities...we are becoming the movement we envisioned.

2015 was a year marked by steady and robust growth, and 2016 finds us positioned to accelerate our joint impact as world and business leaders look for actionable strategies to meet their sustainability commitments, and as all of us consumers of food and fiber become increasingly astute, educated, curious, and demanding when it comes to understanding the impact, quality and authenticity of the products we buy and the brands we support.

I look forward to seeing the fruits of the incredible work already undertaken in 2016, as we continue to grow our family and ignite more passion and engagement all over the world.

I thank all of you on behalf of the Savory Team for sharing this incredible journey with us!

DANIELA IBARRA-HOWELL, CEO

MESSAGE FROM OUR PRESIDENT

While many issues are important they pale into insignificance compared with global desertification, climate change and the fate of cities – all dependent on the fate of soil.



2015 began to see the first signs of the vital importance of soil health shift toward center stage. While many issues are important they pale into insignificance compared with global desertification, climate change and the fate of cities – all dependent on the fate of soil. Soil currently being destroyed by agriculture and livestock production policies at twenty times the rate of food required each year. Developing truly regenerative agriculture is not simply one of many options – it is the only option if civilization is to solve this biological problem.

The leadership needed cannot come from politicians, celebrities, universities or any organizations but only from ordinary people as

is happening with the growing world-wide Savory global network of entrepreneurial hubs. Hubs of innovation where people from all walks of life and many organizations are collaborating, amazingly showcasing what can be done using livestock to solve this biological problem with relevant science, common sense, and the holistic framework to manage complex situations. Despite our short life, Savory Institute is already over 30% of the way toward the goal of 100 networked independent hubs by 2025 and all involved are to be congratulated for their foresight and commitment to a truly more hopeful world.

ALLAN SAVORY, PRESIDENT

OUR MISSION

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

“
Ultimately, the only wealth that can sustain any community, economy or nation is derived from the photosynthetic process - green plants growing on regenerating soil.
”

ALLAN SAVORY ”



Grasslands are 1/3 of the earth's land surface.



70% of the earth's grasslands are degraded



Grasslands are vast landscapes occupying 5 billion hectares of land. They have the capacity, if properly managed, to address some of humanity's most urgent challenges such as water and food insecurity, poverty, and climate change.

Currently they are desertifying at alarming rates.

Holistic Management of grasslands results in the the regeneration of soils, increased productivity and biological diversity, as well as economic and social well being.

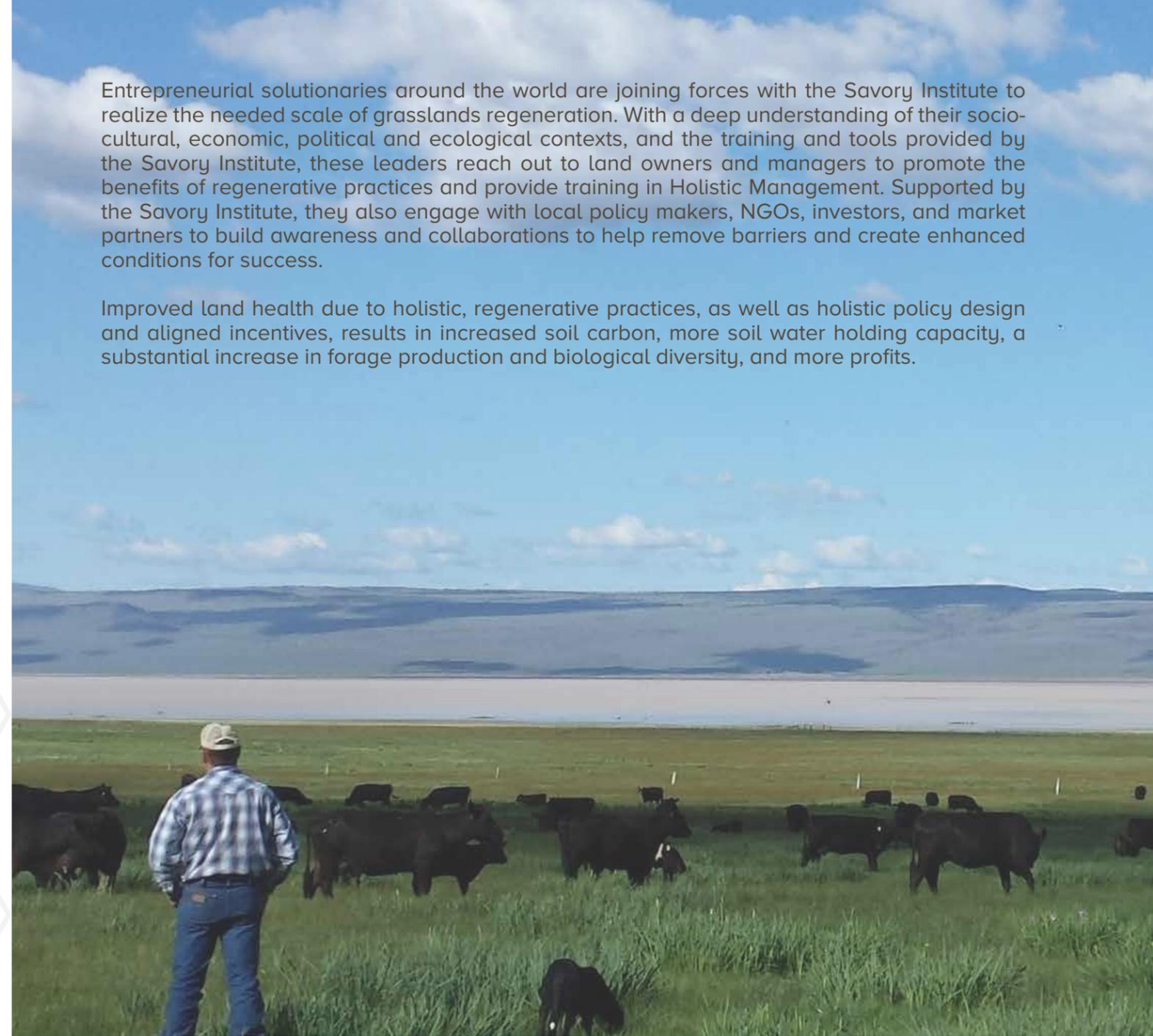
INTRODUCING SAVORY GLOBAL

A collaborative, entrepreneurial approach to facilitating large-scale restoration of the world's grasslands through Holistic Management.

Pastoralists around the world managing livestock are uniquely positioned to influence the health of these landscapes. Savory Institute and its global Network are changing this landscape through the teaching and practice of Savory Holistic Management.

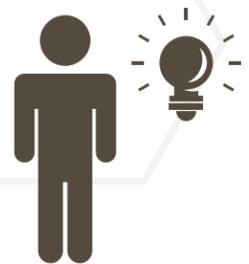
Entrepreneurial solutionaries around the world are joining forces with the Savory Institute to realize the needed scale of grasslands regeneration. With a deep understanding of their socio-cultural, economic, political and ecological contexts, and the training and tools provided by the Savory Institute, these leaders reach out to land owners and managers to promote the benefits of regenerative practices and provide training in Holistic Management. Supported by the Savory Institute, they also engage with local policy makers, NGOs, investors, and market partners to build awareness and collaborations to help remove barriers and create enhanced conditions for success.

Improved land health due to holistic, regenerative practices, as well as holistic policy design and aligned incentives, results in increased soil carbon, more soil water holding capacity, a substantial increase in forage production and biological diversity, and more profits.



OUR IMPACT MODEL

Local Entrepreneur



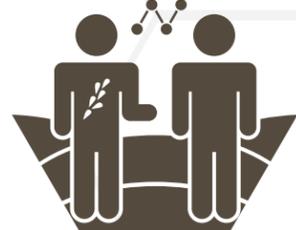
Training provided by Savory Institute to become a Savory Hub.



Locally owned, managed, and led.



Hub connects with local land owners and provides Holistic Management training and implementation support to the land managers.



SUCCESSFUL LAND MANAGEMENT RESULTS



Increase in permanent soil carbon.



More water holding capacity in the soil.

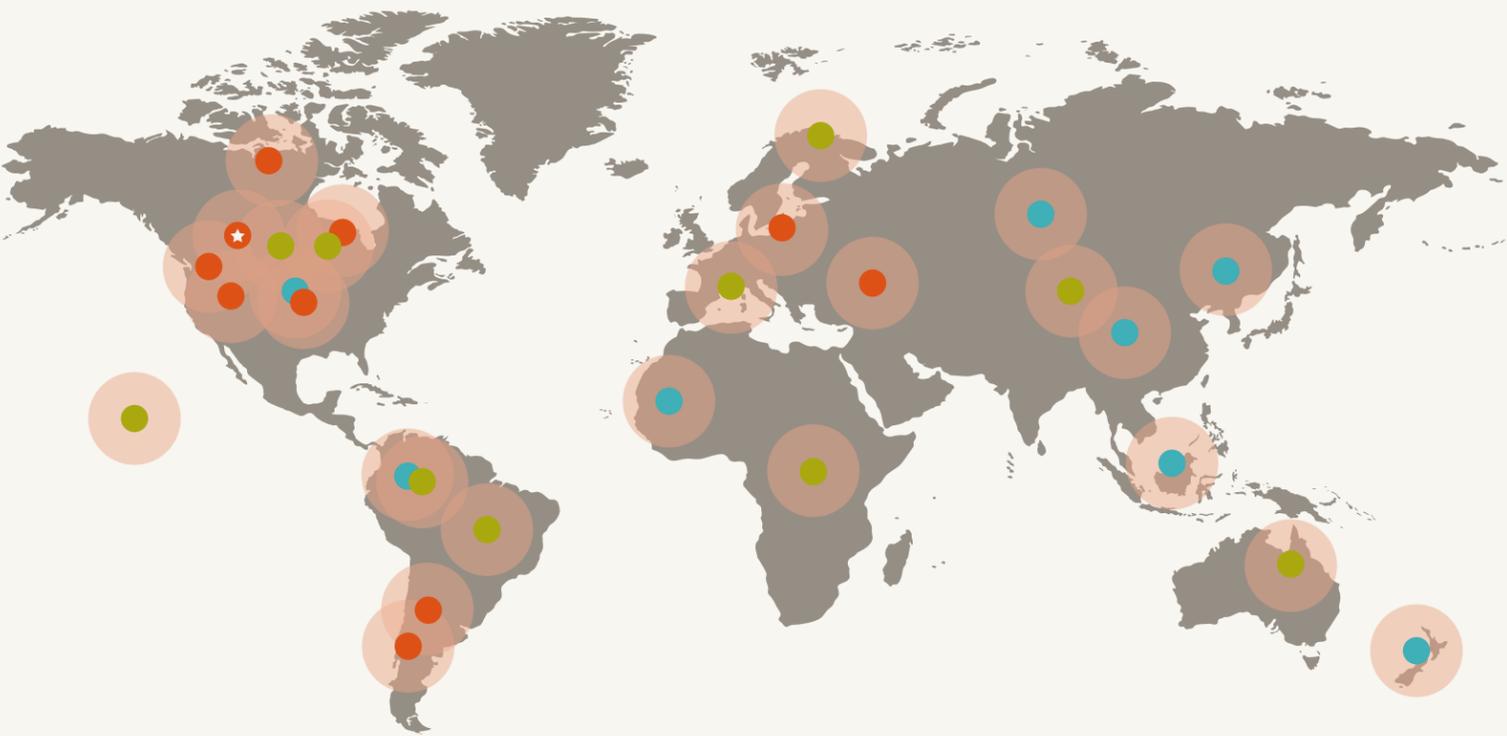


Increase in forage production.



Increase in profitability.

HOW IT SCALES



“ Without agriculture it is not possible to have a city, stock market, banks, university, church or army. Agriculture is the foundation of civilization and any stable economy. ”
ALLAN SAVORY

GROWING A MOVEMENT

Accredited Savory Hubs and Hubs in training around the world are a tight network of learning partners, self sustaining, entrepreneurial. We are thankful to the many groups who have applied to become Savory Hubs in 2015. It is a competitive process but one that unveils opportunities for all, even those who realize being a Hub is not for them. We welcome an average of 10 Hubs per 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.

HUBS WELCOMED IN 2015-2016

- Kusamala of Agriculture and Ecology, Malawi
- Michigan State University, USA
- White Oak Pastures, USA
- Abundant Grasslands Learning Center, Australia
- Northern Farm Training Institute, Canada
- Hooves for Humus, Queensland, Australia
- 3LM, UK
- DAMEN, Pakistan
- Kunoa Cattle Company, Hawaii, USA
- GrassFed Sustainability Group, Texas, USA
- Juntas Arreglamos la Biosfera (aleJAB), Spain

ALL HUBS

- Dharma Lea, New York, USA
- Jefferson Center for Holistic Management, California, USA
- Tallgrass Network, Kansas, USA
- Plains Conservation Center, USA
- Roots of Resilience, Washington/Oregon, USA
- White Oak Pastures, Georgia, USA
- Arizona Savory Hub, Arizona, USA
- Cashmere Rose, Maryland, USA
- Grassfed Sustainability Group, Texas, USA
- Kunoa Cattle Company, Hawaii, USA
- Michigan State University, Michigan, USA
- Tourmaline Farms, Idaho, USA
- Northern Farm Training Institute, Canada
- Serrania Del Burro, Mexico
- Agro Cultura Empresarial, Mexico
- Sierra Gorda, Mexico
- La Inmaculada Vida Ecologica Y Sustentable, Mexico
- Ovis XXI, Argentina
- Ovitec, Chile
- 3LM, UK
- Fjallbete, Sweden
- DAMEN, Pakistan
- Anadolu Meralari, Turkey
- Africa Centre for Holistic Management, Zimbabwe
- South Africa Savory Hub, South Africa
- Enonkishu Conservancy, Masai Mara, Southern Kenya
- Verdent Ethiopia, Ethiopia
- Kusamala Institute of Agriculture & Ecology, Malawi
- Maranoa Regional Landcare Association, Queensland
- Hooves for Humus, Queensland, Australia

SINCE 2013

- 30** HUBS ESTABLISHED
- 6,500,000** HECTARES OF GRASSLAND INFLUENCED
- 3,131** LAND MANAGERS TRAINED

OUR GOAL



1 BILLION
HECTARES OF LAND and
100 Hubs



2025



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. We may very well find ourselves in 2025 with 200 or 1,000 Hubs! It is then that the impact of this work will have reached a scale so large and an effect so profound, that we will see the reversal of the challenges and threats humanity faces today.

GLOBAL IMPACT



Climate
Change
Mitigation



Water
Security



Food
Security



Decreased
Poverty

STORIES AND TESTIMONIALS

WHITE OAK PASTURES Savory Hub, Georgia, USA

The concepts that I have learned from Savory Institute have enabled me to more effectively utilize animal impact to regenerate our 150 year old family farm, and now Hub demonstration site. We pasture-raise five red meat species and five poultry species. There are over 100,000 beating hearts on this farm every day, each species taking from and contributing to our land in very different ways. All of these animals are hand slaughtered on the farm. The waste stream from this process is composted and put back onto the land to feed the microbes in the soil. Previously, we routinely used pesticides to kill these soil builders. Also previously, we operated our farm as a monoculture of cattle grazing a monoculture of grass grown with chemical fertilizers and pesticides. The improvement in productivity under Savory Holistic Management is obvious. I now think of my land as a canvas, and the animals that I herd as my paint brushes. This has become my life's work. Savory has brought me to this place. These results will make the adoption of Holistic Management more justifiable for other land stewards in our region.

WILL HARRIS



DAMEN Savory Hub Candidate in training, Pakistan

This time last year, I knew nothing about Allan Savory or the Savory Institute. But once I became aware through the internet of who they were and what they were doing, I knew straight away that they were my kind of people.

I am a 75 year old man of Pakistani origin who has lived in Canada for most of the last 20 years. I have seen highs and lows in my life and had been content living a retired life in Canada for a part of each year and teaching at a University in Pakistan for the remainder. But Savory changed all that for me.

Some 25 years earlier, I had cofounded an NGO in Pakistan and knew a thing or two about the poverty alleviation process. And now, when I became aware of what Savory is doing for large-scale reversal of desertification, I saw immediately that there can be high synergy between the poverty alleviation process and the process of large-scale reversal of desertification. So 'bye 'bye retirement... and I am back in harness!

I am a young man again, in the process of leading the creation of a Savory Hub in Pakistan which should gain its Accreditation by the end of 2016; and then begin playing my role in creating a self-sustaining institution to train people to combat both poverty and climate change!! What could be more exciting!!!

ASHAD RASHID



PUBLIC AWARENESS AND EDUCATION 2015

Starting in 2015, the Savory Institute is making it a priority to engage all citizens of the world, living in towns and cities, and removed from the realities of food and fiber production, and reconnecting them to the stories of the land and people that sustain us all.

*Artisans
of the
Grasslands*

San Francisco, California USA

550+
participants

2,500
online viewers

= 3,000+
old and new Tribe members



2015 Savory International Conference convened over 500 participants from all walks of life in San Francisco, and broadcasted the event to thousands of people around the globe could join.

#soilmanifesto
Soil for
CLIMATE

Paris, France and Worldwide

654
signatures

In 2015, we launched the [Soil Manifesto](#) in preparation for bringing the voices of our network of Hubs, producers, and partners around the world to Paris COP 21. The outcome was inspiring, as people in the streets of Paris, and Hub locations around the world, signed the Soil Manifesto and united their voices to a growing movement of concerned citizens committed to changing the face of agriculture.

HEALTHY SOIL, a living dynamic ecosystem, is the **FOUNDATION** of life on Earth. It is the basis for sustainable and productive agriculture. It is the world's greatest terrestrial **CARBON SINK** and reservoir of water. And it plays a crucial role in regulating the **CLIMATE**.

GREETINGS FROM THE GRASSLANDS

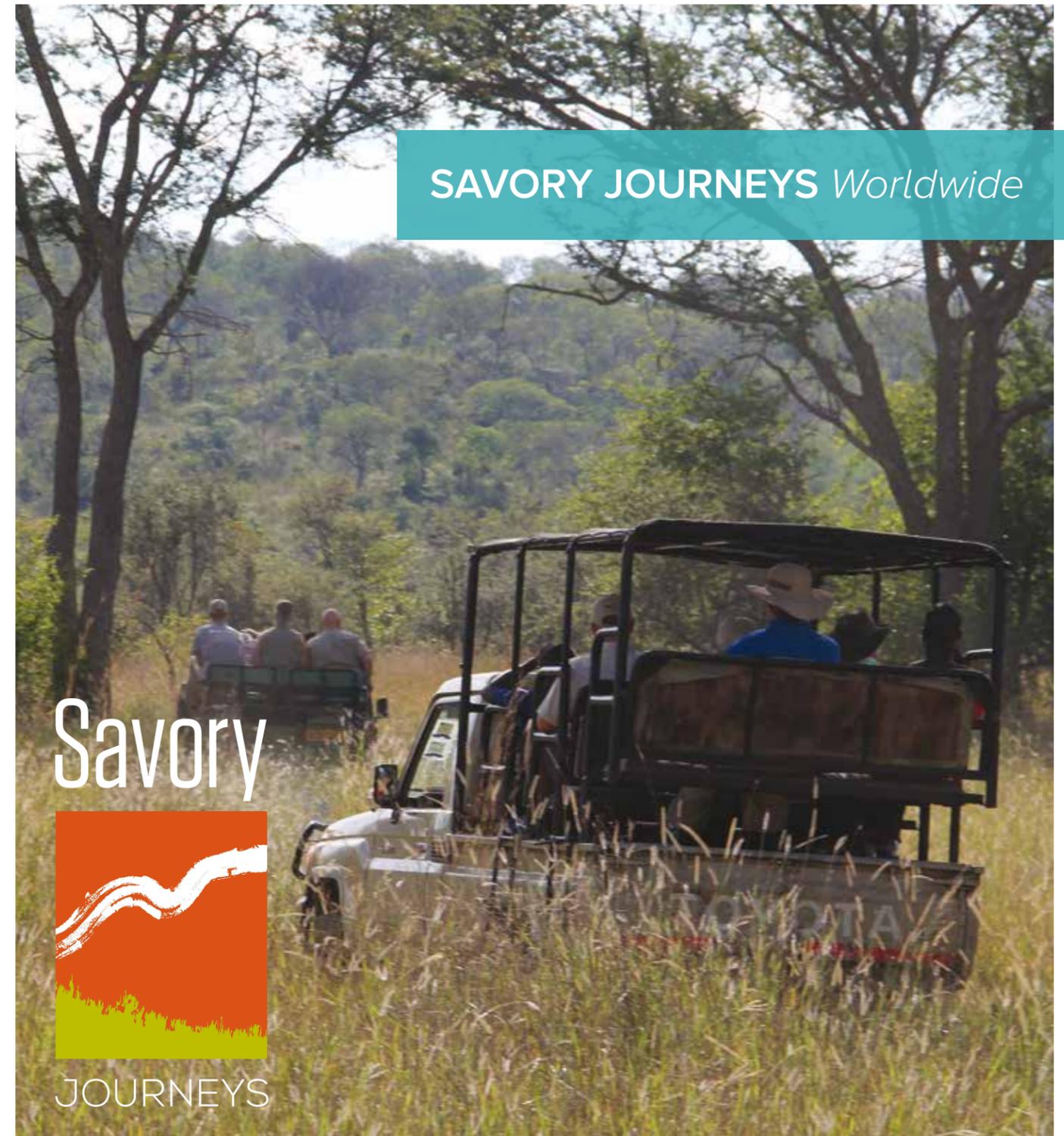
Crowdfunding Campaign

Thousands of people were greeted and educated through this campaign. 300+ of them gave a total of \$83,000 to the cause.



The movement is growing!

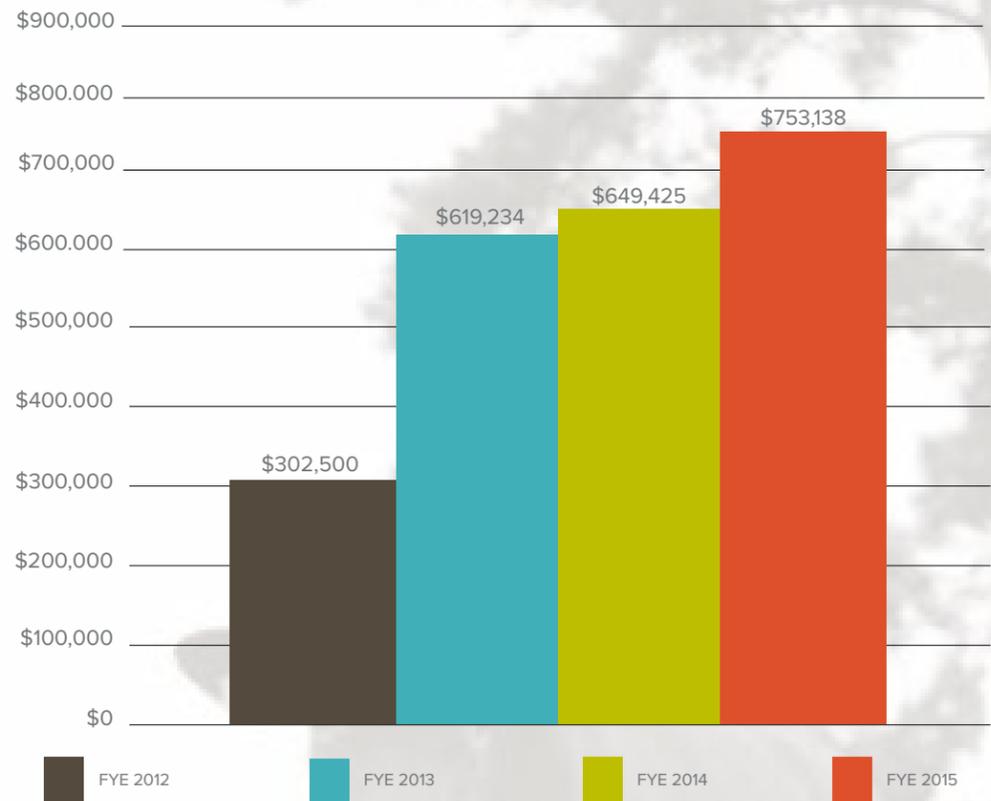
SAVORY JOURNEYS *Worldwide*



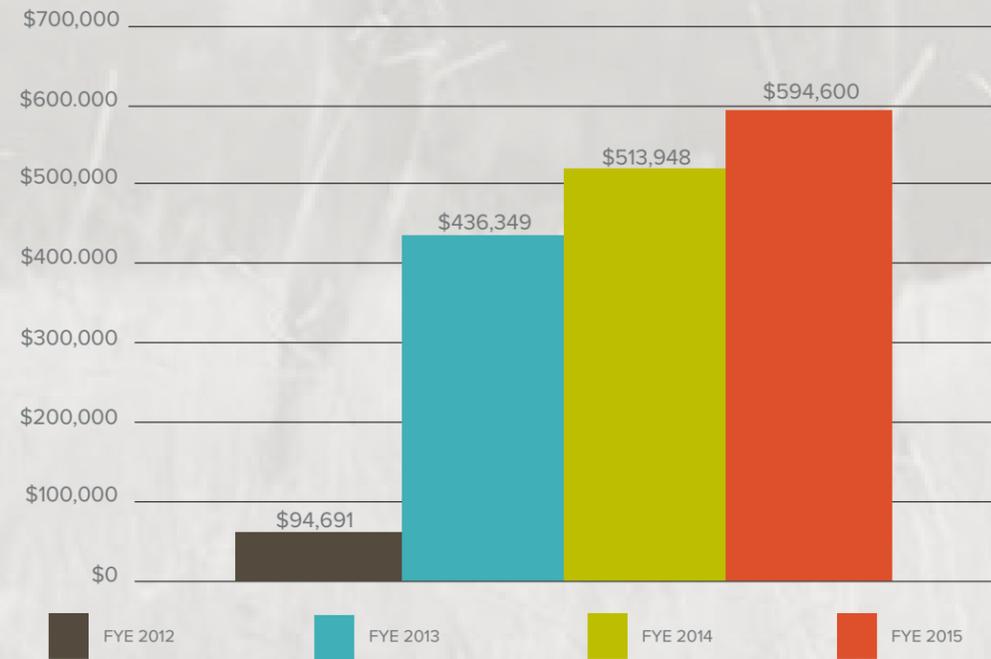
2015 saw the launch of Savory Journeys. Savory Journeys explore the work of the global network of Savory Hubs with a focus on educating and connecting visitors to the practices, learning, and success of regenerative agriculture and planned grazing throughout the grasslands of the world.

KEY FINANCIAL INFORMATION

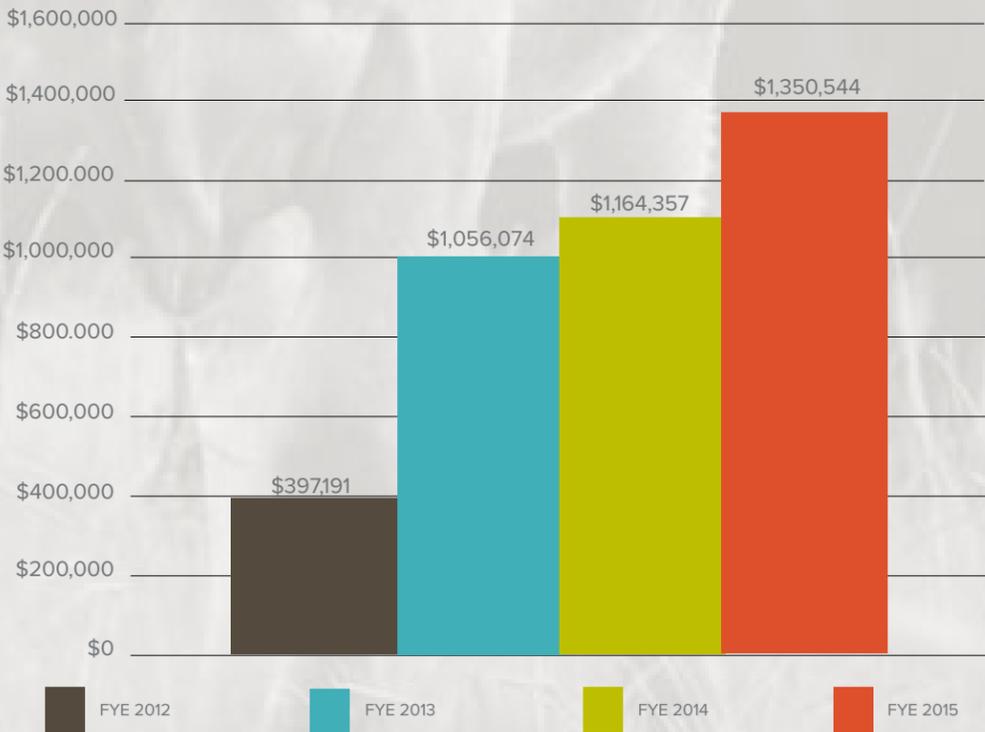
DONATIONS/GRANTS



EARNED INCOME



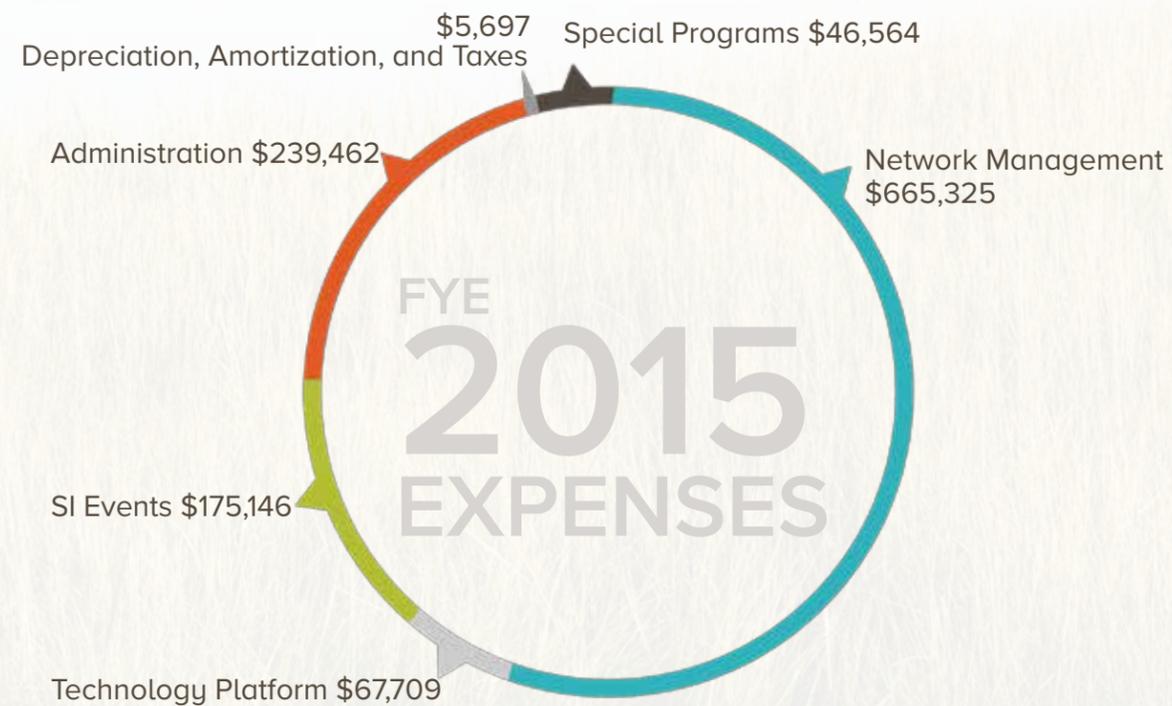
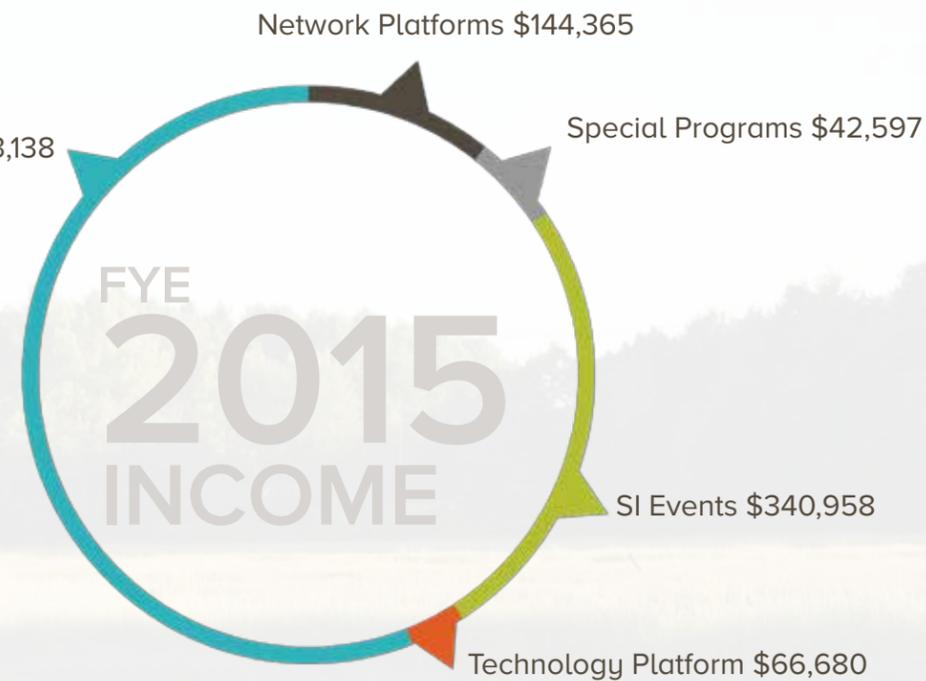
TOTAL INCOME



FINANCIAL STATEMENTS

Statements of Financial Position

	2015	2014
ASSETS		
Cash and Cash Equivalents	\$165,719	\$72,246
Receivables	98,781	33,176
Net Property and Equipment	12,547	16,645
TOTAL ASSETS	\$277,047	122,067
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts Payable	\$115,793	31,303
Loans	50,000	150,000
Accrued Liabilities	19,437	15,088
Deferred Revenue	21,500	6,000
Total Liabilities	206,730	202,391
UNRESTRICTED NET ASSETS (DEFICIT)	70,317	(80,324)
TOTAL LIABILITIES AND NET ASSETS	\$277,047	\$122,067



Statements of Activities

	2015	2014
REVENUES		
Contributions	\$753,138	\$649,425
Conferences and Workshops	340,958	221,171
Special Programs	42,597	102,737
Network Membership Fees	144,365	100,560
Online Educational Products	66,680	89,480
Other	2,806	984
Total Revenue	\$1,350,544	\$1,164,357
EXPENSES		
Program Services		
Network Management	\$665,325	\$926,177
Conferences and Workshops	175,146	304,415
Consulting	46,564	63,552
Online Platforms	67,709	63,293
Supporting Services		
Administration	239,462	116,410
Depreciation	5,967	4,718
Total Expenses	\$1,199,903	\$1,478,565
Change in Unrestricted Net Assets	150,641	(314,208)
Net (deficit) Assets, beginning of period	(80,324)	233,884
Net Assets (deficit), end of period	\$70,317	(\$80,324)

Statements of Cash Flows

	2015	2014
CASH FLOWS FROM OPERATING ACTIVITIES:		
Change in Net Assets	\$150,641	(\$314,208)
Adjustments to reconcile change in net assets to net cash provided (used) by operating activities	42,597	102,737
Depreciation	5,697	4,718
Changes in operating assets and liabilities		
Receivables	(65,605)	(32,948)
Accounts Payable	84,490	(8,422)
Accrued Liabilities	4,349	5,831
Deferred Revenue	15,500	6,000
Total Adjustments	44,431	(24,821)
Net Change in cash from operating activities	195,072	(339,029)
CASH FLOWS FROM INVESTING ACTIVITIES:		
Equipment Purchased	(1,599)	(6,028)
Net Change in cash from investing activities	(1,599)	(6,028)
CASH FLOWS FROM FINANCING ACTIVITIES:		
Receipts from Demand Loans	-	100,000
Repayment on Demand Loan	(100,000)	-
Net Change in cash from financing activities	(100,000)	(100,000)
NET CHANGE IN CASH AND CASH EQUIVALENTS		
Cash and Cash Equivalents at beginning of year	93,473	(245,057)
Cash and Cash Equivalents at end of year	72,246	317,303

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.

Thank You!

And to the thousands of generous people in our Tribe, "Thank You"!!! for participating in our "Greetings from the Grasslands" campaign and for supporting, believing, and committing through our "What If" website donor program... Our deep gratitude to all of you and to our volunteers for helping us change the world!

- Cornerstone - Climate Heroes \$200,000 +
Healy Foundation
Ron Rankin Foundation
Cornerstone - Soil Heroes 100-199K
Thomas Peterffy Foundation
- Cornerstone - Water Heroes \$50,000 - \$99,000
Lunt Foundation
Charlotte de Mevius
- Grass Heroes \$10,000 - \$49,000
Epic Provisions, LLC
Dakota Charitable Foundation
Gary Foundation
John Fullerton
Austin Fox
Christiano Family Fund
- Grazer Heroes \$5,000 - \$9,999
Mimi Hillenbrand
Johnson Gift Fund
Howard Fischer
- Pollinator Heroes \$1,000 - \$4,999
Durham Ranches
Eric Klotch and Catherine Owen
Mark Cohen
Honeybee Capital
Ingrid Johansen
Ronald Sharp

JOIN US

DONATE What if we all became investors in the success of this global network? **Your investment** will help more communities to become part of the Savory Global Network. More hubs means more people trained, equipped, and empowered and more hectares of land being restored, and with that...

More carbon being removed from the atmosphere and into the soil via healthier plants	More prosperity for rural communities
More water supporting life and recharging rivers	Better resilience for the surrounding urban populations

LET'S INVEST IN A SHARED FUTURE OF HOPE.

2016 OUTLOOK ACCELERATION



The Savory Institute and our global network of hubs are shaking things up in 2016 with our annual conference. The format is truly groundbreaking. Thousands will be able to attend this conference and connect both locally and globally, and millions more will be able to share in the experience online. Our theme highlights the efforts of the Savory Network's gold-standard producers and of the regenerative-minded companies supporting the transformation of anonymous meat, milk, wool, and leather supply chains into a regenerative value network. It also focuses on the needed action of consumers to support these producers and manufacturers. This conference events, along with the unprecedented media accompanying them, will feature key players, including:

- Agriculturists of all races, genders, religions, and ages from around the world, united in their efforts to regenerate the land;
- Market leaders committed to producing environmentally-sound products, and;
- Consumers of these products who need the information and above all, the stories shared at this conference, to ignite the revolution that will grow what is now a niche market into the movement it must become."

BOARD MEMBERS



JODY BUTTERFIELD



JOHN FULLERTON



DANIELA IBARRA-HOWELL



LARRY LUNT



ALLAN SAVORY

2015

growth +
acceleration

