

NEWS RELEASE

For Immediate Release

Contact: Sarah Eykyn
Fresh Ideas Group
sarah@freshideasgroup.com
205.239.6445

Savory announces founding partners of Land to Market

EPIC Provisions, UNION, Applegate and Zuke's blaze trail to world's first verified regenerative sourcing solution

BOULDER (Mar. 5, 2018) – Savory today announced [EPIC® Provisions](#), [UNION™](#), [Applegate®](#) and [Zuke's® Natural Pet Treats and Supplements](#) as the first market partners of the world's first regenerative sourcing solution for livestock-derived meat, dairy, wool, and leather. As early adopters of Savory's [Land to Market™ program](#), these brands will lead the way in sourcing food and fiber products from farms and ranches whose regenerative management practices are verified to improve ecological outcomes.

A news briefing with founding partners will be held by Savory at Natural Products Expo West on Sat. Mar. 10, from 10:00-11:30 am, in the Newport Beach and Rancho Las Palmas room, Anaheim Marriott, 700 West Convention Way, Anaheim, CA 92802.

Land to Market is a grassroots and collaborative sourcing program that prioritizes regenerative agriculture as a solution to critical environmental issues such as climate change, water retention, and food security.

A key component of the program is the **Ecological Outcome Verification™ (EOV)**. Developed in collaboration with leading scientists and researchers around the world, EOV is an empirical and scalable soil and landscape assessment methodology that tracks outcomes in biodiversity, soil health, and ecosystem function, such as water infiltration and carbon sequestration. Those farms and ranches demonstrating positively trending outcomes receive the Ecological Outcome Verification, which is renewed annually. Verified farms and ranches will be entered into a regenerative supplier roster from which participating brands and retailers can access livestock-derived supply.



Victoria Keziah, Land to Market's managing director, says, "Together with this intrepid group of early brand partners, we're creating a new approach to sourcing with land regeneration at its core. Land to Market sets a new standard for traceability. It links "brand" and "land" in a way that is direct and undeniable, based upon proven regenerative outcomes at the ground level."

The EOV protocol is currently being prototyped in [14 Savory Hub](#) regions around the world with eventual rollout on thousands of farms and ranches globally. The EOV protocol was created by an interdisciplinary group of scientists, agronomists, and ecologists, including OVIS 21 in Argentina and Michigan State University. EOV offers farmers and ranchers an accessible and affordable learning mechanism that respects their local context and operating conditions, while providing training and support from experts at in-country Savory Hubs.

“Land to Market is a game-changer that will lead the regenerative movement towards transparency, authenticity, accountability, and a deeper understanding of what regenerative agriculture truly means,” says [Savory Institute](#) co-founder and CEO, Daniela Ibarra-Howell. “The Ecological Outcome Verification will inform and guide farmers to continuously improve conditions on the land such as water retention, soil health, carbon sequestration, and wildlife habitats, and then be duly differentiated and recognized for it in the marketplace,” she adds.

Partnering brands are expected to start rolling out select EOV products at the retail level by 2019. Savory’s goal is to positively impact 1 billion hectares (2.47B acres) of grasslands through Holistic Management by 2025. To learn more about the program, visit: <https://www.savory.global/landtomarket/> Producers, brands and manufacturers can contact Chris Kerston at CKerston@savory.global for details.

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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/>

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](#).