



AMBITION

ANNUAL IMPACT REPORT 2022-2023

 Savory



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LETTER FROM OUR CEO

What started as a cover letter for the annual report has turned into a stream of consciousness that I want to share with you, because all of you reading this report make our work possible and you are the ones we do this work for.

I was introduced to the concept of VUCA more than a decade ago, although it had been around for longer in the military sphere and adopted in business around 2009. VUCA stands for volatility, uncertainty, complexity, and ambiguity. It refers to the constant, unpredictable and fast paced change that we experience in the world. Rapid advances in technology and big data have increased the sense of turbulence, danger, and unpredictability in our global consciousness, affecting the behavior of individuals, organizations and institutions. VUCA has become the new normal, and mindful agility and adaptation is key to thriving, and in many cases, to survival.

I can not think of a sector with the most important combined impact of VUCA than agriculture in the face of climate change. From farm to table, myriad of disruptions can impact livelihoods, take away food security, destabilize supply chains, undermine people's sense of safety and wellbeing, overwhelm individuals and organizations, upend profit margins, paralyze decision making, and create a sense of despair and lack of options that result in short term unsound decision making, such as migration, violence, and war, all too familiar these days.

It has been quite exciting to witness the incredible receptivity that ensued after COP21 and the Paris Agreement in 2015 to begin addressing the huge shortcomings of our global agriculture and food systems (as they relate to biodiversity loss and desertification) as the second leg in the strategy to mitigate, reverse, and adapt to climate change. It has been exciting to witness the ingenuity and creativity in the marketplace to tap into this new opportunity that ensued.

However, an overwhelming wave of developments followed in the name of regenerative agriculture and climate mitigation and adaptation that has been plagued with short term, reductionist, speculative, and overall flawed schemes.

What continues to amaze me is the lack of serious investment and policy changes supporting the regeneration of land and waters, the transformation of food systems, the advancement of profound learning and education, so we can adapt to the new purpose and need of humanity. All despite more and more negotiations, COPs, and pledges. According to UNEP around 700 Trillion USD is invested annually in activities harming nature, while Nature-based solutions total only around \$200B, 0.03%, and probably only a fraction represent true solutions.

Fear, ambiguity, “risk” management (what is the risk of NOT investing?), the market’s volatility, and inflexible structures give way to institutions being content with pledges and commitments, small investment in “pet projects” or technological moonshots, all accompanied by skillful marketing and communication strategies. There is a dopamine-like effect that makes some believe they are truly being part of the solution, even when we know we are witnessing the building of longer runaways and not truly addressing the root cause of our collapsing natural and socio-cultural systems. Most are indeed playing by the rules, but few are questioning the validity of the rules. Policies are being created that go against the abundance and wellbeing of entire communities and landscapes, in the name of climate mitigation, just because the formula used, the rule abided by, and the underlying assumptions are not questioned, nor is it questioned where they come from. These underlying misinformed assumptions, unquestioned rules, and flawed formulas make up the frameworks within which investment and policy continues to flow and public opinion is being shaped.

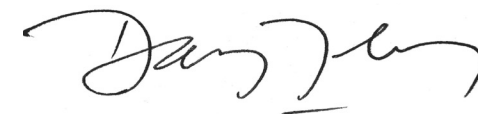
But not all is dark. There are also the extremely beautiful and powerful cases of transformation, regeneration, and deep commitment in this time of great opportunity. Just a look into the efforts and faces of the Savory Global Network, deeply rooted in place, relationship, service, and learning, and one is filled with hope and inspiration, a sense of possibility. I believe we will thrive if we seek to experience these types of endeavors and learn from them, so we can all come together, and bring our part to scale and replicate them in context, to let them inform, and enkindle what is possible in our lives and work. These stories are resilient realities, effective solutions, thousands of them, designed and managed for the long haul, patient, intricate, beautiful, less exposed to the effects of VUCA. We need many more.

Our ambition is to meet the pace and scale of the intertwined crises of biodiversity loss and climate change, two sides of the same coin, with innovation and integrity. Savory has the great fortune to be in partnership with thousands of incredible people and organizations, to meet this ambition. Farmers and ranchers, pastoralist communities, Savory Hub leaders and teams, experienced Holistic Management practitioners and accredited professionals, engaged academics and researchers, philanthropists, donors, and advocates, corporate leaders, advisors, colleagues, investors ...all companions on the journey. They all teach and inspire us and each other. Our community keeps growing bigger, deeper, and stronger.

2023 has been a year of deep experimentation in the larger supporting systems that can aid our global work, particularly financial and investment sectors, a year of rapid advanced education and collaboration. We are learning the drivers and needs of these sectors, and clarifying and distilling our evolving strategy and models...

As 2024 approaches, we can palpably feel the global readiness for the transformation that is required to heal the inadequacies of the current structures. We are positioned to enact holistic strategies to address these complex crises as our mission calls for. We will move confidently into the great opportunities with integrity, agility, and thoughtfulness, holistically, in community, as a network and global family, and strive to create a unified message and force of action that skillfully navigates these times of extreme VUCA, and leads the way to a hopeful future of harmonious and peaceful coexistence.

With Gratitude,



Daniela Ibarra-Howell

THE AMBITION

500 million hectares regenerating by 2040
10% of the world's grasslands

Known as tundra, prairies, savannahs, pampas, and steppes, the world's grasslands evolved with millions of migrating herbivores. They are one of Earth's most critical life support systems—and they are rapidly losing their ability to function.

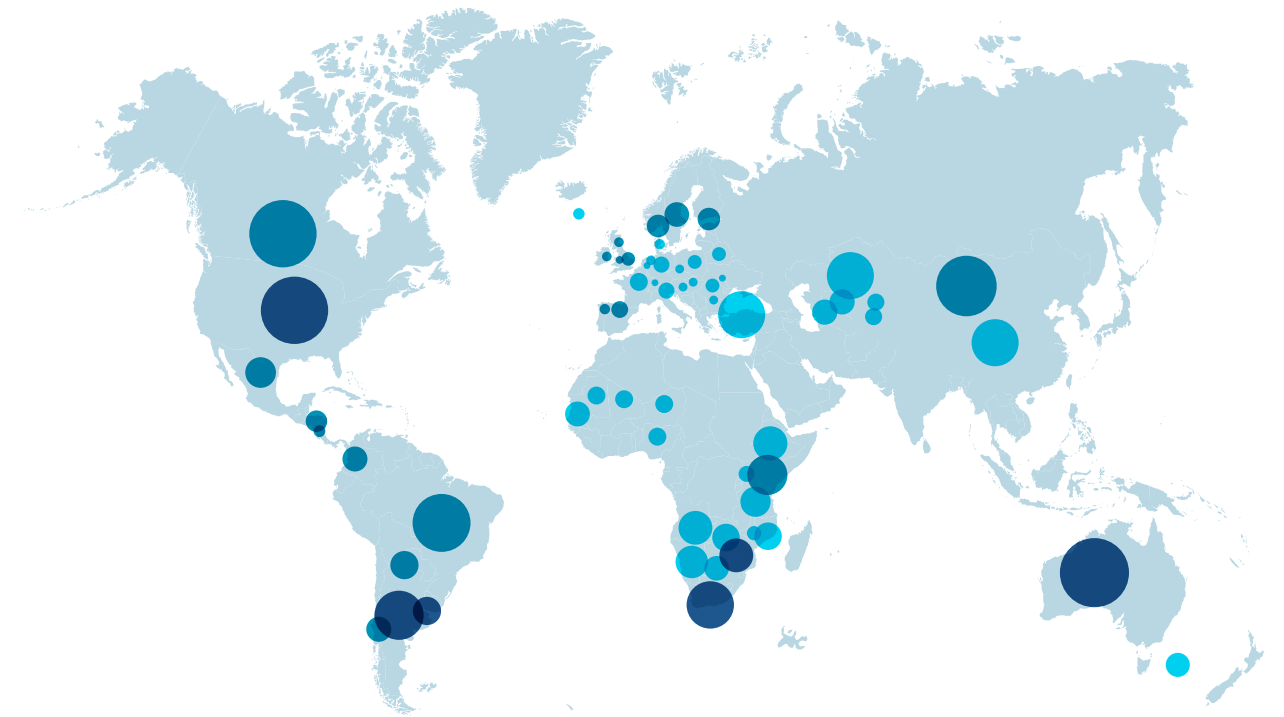
Grasslands encompass 40% of Earth's land surface and 70% of global agricultural areas, providing food and fiber for humans, critical habitat for countless species, livelihoods for 2 billion+ livestock farmers and pastoralists, and climate resilience to our planet.

Collectively, grasslands hold one third of Earth's carbon stocks and comprise the world's largest terrestrial carbon sink—with the potential to sequester much more, thus contributing to climate change adaptation and mitigation.

“Grasslands are among the most species-rich habitats on Earth and may even dwarf tropical rainforests in terms of species diversity”

Petermann and Buzhdygan 2021

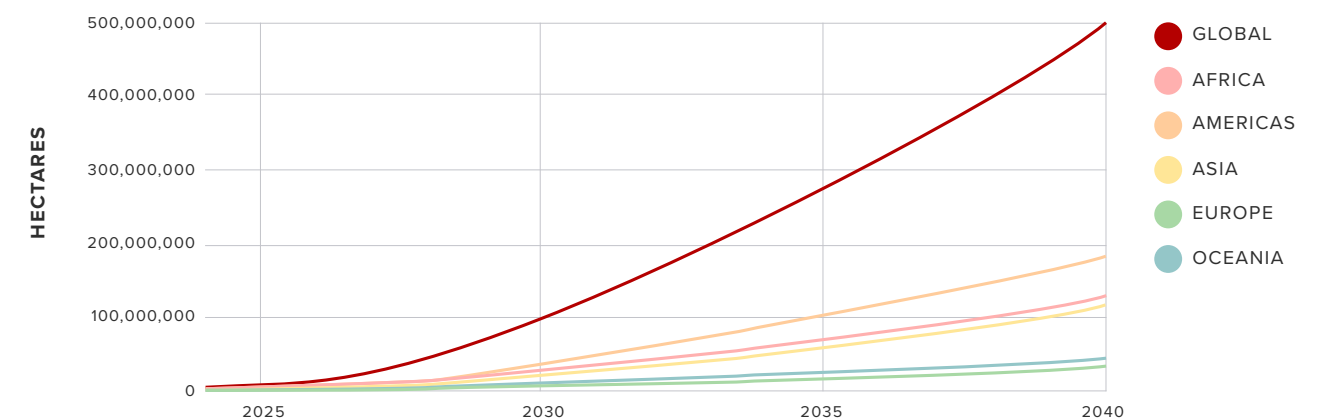
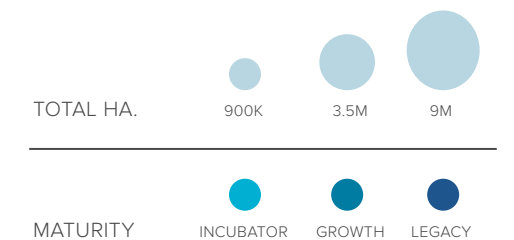
Savory's Grasslands Project Portfolio is ready to deliver regenerative outcomes.



POTENTIAL FOR SCALE:

500M hectares, 3.7 B investment.

1.5-3.5 gigatons of carbon removed from the atmosphere by 2040.



WHERE WE STAND

29,169,414 hectares regenerating

1,239 land bases on the EOV platform, representing **2.8 million** ha of verified regenerating land in **184** Eco Regions

51 Hubs in **30** countries

22,116 land managers trained

218 Accredited Professionals

485 Circle Members

8 eBook languages (English, Spanish, Portuguese, German, French, Hebrew, Italian, Hungarian)

52,000+ Savory email subscribers

78,000 Savory monthly reach via social media, with over 35,000 monthly website visits

80+ Land to Market brands with over **1,000** products now carrying the Land to Market Verified Seal





SAVORY GLOBAL NETWORK

51 HUBS

30 COUNTRIES

22,116 PEOPLE TRAINED

29M HECTARES INFLUENCED

SAVORY GLOBAL NETWORK HUBS



AFRICA

Kenya | Mara Training Centre
 Malawi | Malawi Hub*
 South Africa | TruQuest
 Zimbabwe | Africa Centre for Holistic Management

ASIA

Israel | Israel Hub for Regeneration*
 Pakistan | Indus Valley Hub
 Turkey | Anadolu Meralari

EUROPE

Croatia | Croatian Regenerative Agriculture Center
 Denmark | Holistic Organic Life Denmark
 Finland | Invenire*
 France | Gonne Girls Farm*

* Candidate hub

EUROPE (continued)

Germany | German Hub for Land Regeneration
 Hungary | Remeny Farm*
 Norway | Regenerativt Norge*
 Spain | Hub del Norte
 Spain | Juntos Arreglamos la Biosfera (AleJAB)
 Sweden | Holistic Management Sverige
 United Kingdom | 3LM

NORTH AMERICA

Canada | Holistic Management Canada
 United States
 Arizona | Drylands Alliance Addressing Water Need (DAWWN)
 Arkansas | Heifer USA
 California | White Buffalo Land Trust
 California | UVA
 Colorado | Colorado Regenerative Network
 Georgia | White Oak Pastures
 Iowa | Kalona Farms & Small Farm Program*
 Kansas | The Provenance Co*
 Michigan | Michigan State University
 Minnesota | Thousand Hills Cattle Company
 Missouri | Cabriejo Ranch
 Montana* | We Are For The Land*
 North Carolina | Hickory Nut Gap Farm
 Ohio* | Pennsylvania* | Regensylvania*
 Texas | Grassfed Sustainability Group
 Vermont | Studio Hill Farm*
 Virginia | Robinia Institute*
 Wyoming | Boot Ranch LLC

SOUTH & CENTRAL AMERICA

Argentina | Ovis XXI
 Brazil | Agropecuaria Fleta
 Brazil | Savannas Brazil Hub*
 Brazil | Pastoavaca*
 Chile | Efecto Manada
 Colombia | Inversiones Las Carolinas SAS
 Costa Rica | Costa Rica Regnerativa*
 Ecuador | Regeneratio (San Sebastián Farm)
 Paraguay | Ganadera Uruguay S.A.
 Uruguay | Pampa Oriental

OCEANIA

Australia | Australian Holistic Management Cooperative Limited
 New Zealand | ATA Land



NETWORK REUNION

The Savory Institute, in collaboration with Savory's Iberian Peninsula hub—aleJAB—hosted the 2023 Savory Global Network Reunion in southern Portugal on April 25-28.

4 days together
104 Hub leaders and Accredited Professionals
28 Hubs represented

Creating new relationships and deepening existing ones.
Gaining clarity on our shared work and vision.
Co-creating the next steps in our collective mission.



ECOLOGICAL OUTCOME VERIFICATION

Ecological Outcome Verification (EOV) is Savory's outcome-based monitoring protocol. Currently deployed on over 5 million acres globally, EOV evaluates indicators of land health and provides a holistic assessment of ecosystem function.

EOV is at the core of Savory high-integrity credits.

TO DATE GLOBALLY:

5M+

HECTARES BASELINED

1,239

LANDBASES VERIFIED

2.8M

HECTARES MONITORED

184

DEFINIED ECOREGIONS





LAND TO MARKET

Land to Market is the world's first verified regenerative sourcing solution for raw materials such as meat, dairy, leather and wool. Land to Market advances Savory's mission by connecting food and fashion brands to herders, pastoralists, and farmers whose lands are EOV-verified to be regenerating.

80 PARTNER BRANDS

1,000+ PRODUCTS VERIFIED

10 COUNTRIES



LAND TO MARKET ANNUAL MEMBER EVENT

Hosted in collaboration with Savory Arkansas Hub, Heifer USA. November 2-4, 2023.

“When you get people out on the land, they have aha moments. There’s a convivial connection that happens when we all collectively put our hands in the soil”
-Chris Kerston, Land to Market co-CEO

[Experience the Land to Market community](#)



SAVORY FOUNDATION

Headquartered in Copenhagen, the Savory Foundation fosters new partnerships to catalyze investment into large scale grasslands regeneration projects to address biodiversity loss and climate change.

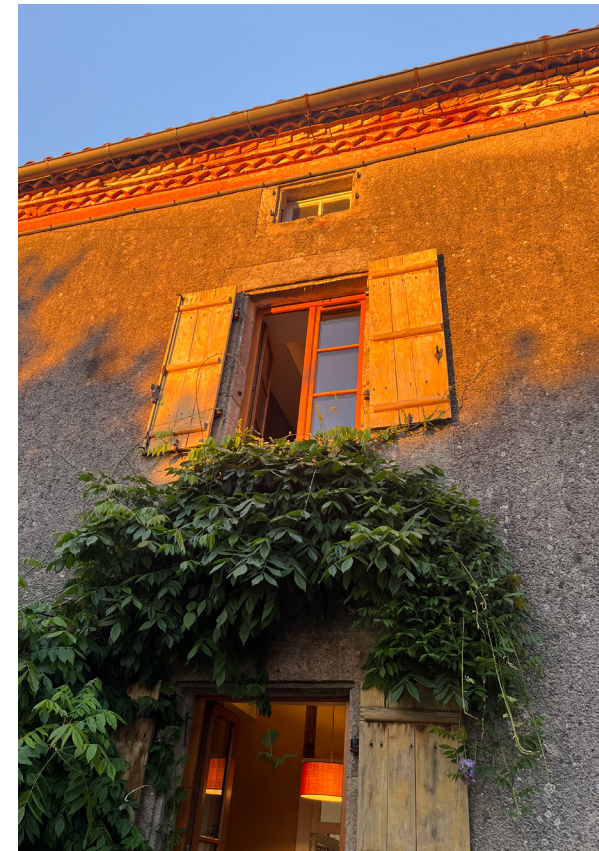
Savory's large-scale projects offer a workable, replicable nature-based solution to grasslands degradation and biodiversity loss globally. Our approach ensures both environmental and socioeconomic uplift with quantifiable, traceable and transparent monitoring down to specific GPS coordinates, while engaging existing market forces to generate long-term financial and environmental returns for local communities.

MANAGE: We start on the land, with Holistic Management.

MEASURE: We gather EOV data to inform management decisions and back up claims of regeneration.

MARKET: We facilitate market incentives to accelerate adoption and ensure lasting resilience.

Through partnerships with nine Hubs in six countries, we are landing impact over 526,860 hectares of grasslands.



SAVORY FOUNDATION ADVISORS RETREAT

Hosted in collaboration with SF Advisor Helen Crowley, France. June 2-4, 2023.

Australia 365,000 ha.

5-year project in partnership with the UGG/Decker brand and Savory's Australian Hub to regenerate 500,000 hectares while enhancing agrarian livelihoods, creating markets for products coming off regenerating lands (wool and leather), and telling the story of regeneration.

365,000 hectares including 47 farms holistically managed, onboarded to EOV, and quality assured.

4 new Savory Accredited Professionals.

60 new EOV monitors.

Land to Market is developing new supply chain relationships to ensure a streamlined uptake of meat, wool, leather, and other EOV-verified products coming out of this project. To date, a new organic, 100% grassfed beef product line benefitting participating farmers was developed, while aggregated wool from project farms is now bought by Ugg to be used for their "Regenerative Boot."





Uruguay 135,000 ha.

80 farms representing 135,000 hectares will transition to Holistic Management to increase biological diversity, productivity, overall ecosystem health, and profitability. Work with farmers has begun in the hands of Savory Hub Pampa Oriental with EOV and Holistic Management training moving forward as we write. This farmer-first investment model design ensures farmers and the local community are majority beneficiaries of the revenues generated through the regenerative outcomes of the project, via both the transaction of high-integrity carbon credits and the supply of raw materials to corporate partners through Land to Market.

135,000 hectares across 80 farms holistically managed, onboarded to EOV, and quality assured.

us \$1M invested with US \$10M forecasted revenues to participating farmers over 5 years.

5.6 million tons of CO₂e capture potential over 20 years.

500 million m³/year water retention potential over 20 years.

[EOV insights from Pampa Oriental](#)

Iberian Peninsula 16,200 ha.

Funded through Timberland and VF Corp and implemented in partnership with the two Savory Hubs in Spain—AleJAB and Hub del Norte, this initial 2-year pilot has to date influenced 16,210 hectares on 29 farms across Spain and Portugal.

15,210 hectares across 29 farms holistically managed, onboarded to EOV, and quality assured.

200 farmers trained in Holistic Management.

700+ people engaged through 17 events and trainings.

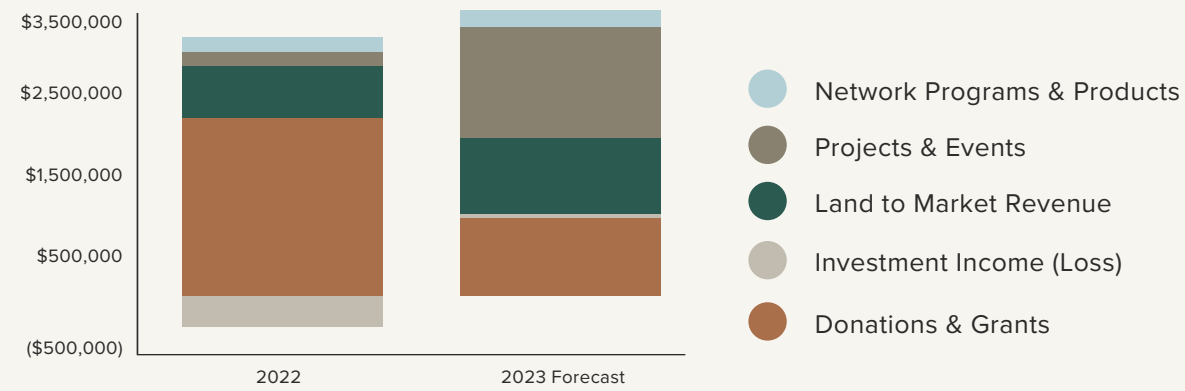
8 new Savory Accredited Professionals

3 APs advancing to higher levels of accreditation.



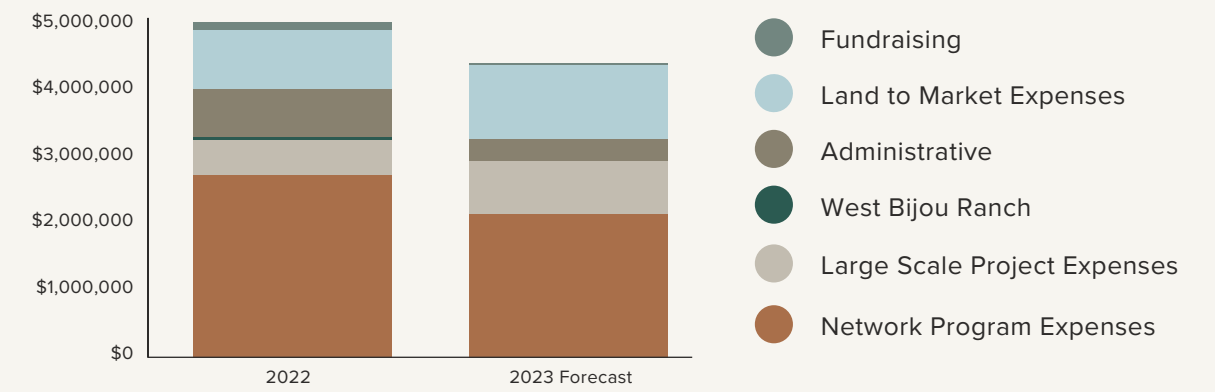
2022 AUDITED FINANCIALS

Gross Revenue



	2022	2023 Forecast
Donations & Grants	\$2,196,320	\$1,000,000
Investment Income / (Loss)	(\$360,107)	\$15,000
Land to Market Revenue	\$649,128	\$945,000
Projects & Events	\$179,011	\$1,368,000
Network Programs & Products	\$181,643	\$215,000
	\$2,845,995	\$3,543,000

Annual Expenses



	2022	2023 Forecast
Network Program Expenses	\$2,656,815	\$2,096,000
Large Scale Project Expenses	\$511,087	\$759,878
West Bijou Ranch	\$55,159	\$12,000
Administrative	\$688,472	\$314,500
Land to Market Expenses	\$872,116	\$1,093,000
Fundraising	\$107,610	\$25,000
	\$4,891,259	\$4,300,378

Assets

Cash & Cash Equivalents	777,246
Receivables	208,579
Program Related Notes	97,500
Investments	2,424,749
Other Assets	130,081
Net Property & Equipment	4,931,991
Total Assets	\$8,570,146

Liabilities & Net Assets

Accounts Payable	271,019
Custodial Funds	107,582
Accrued Liabilities	61,171
Deferred Revenue	587,711
Total Liabilities	\$1,027,483

Net Assets

Unrestricted	7,502,663
Temporarily Restricted	40,000
Total Net Assets	\$7,542,663
Total Liabilities and Net Assets	\$8,570,146



THANK YOU

We greatly appreciate our donors and partners who support us in bringing Holistic Management and Savory's programs to communities around the world, to accelerate the systemic transformation needed to heal the Earth and Climate.

2022

Cornerstone

EARTH (\$500,000+)

CLIMATE (\$200,000 - \$499,999)

Conscious Bay Research
Healy Foundation
Ronald B. Rankin Philanthropic Fund

SOIL (\$100,000 - \$199,999)

WATER (\$50,000 - \$99,999)

Michael Geary
Dakota Charitable Foundation

Hero

GRASS (\$10,000 - \$49,999)

Ann Pejisa
Mr. and Mrs. Drew F Knowles
The Fullerton Family Foundation
Kimball & Christiana Musk
Neil Cohen
Pamela Boll
Records-Johnston Family Foundation
RSF Social Finance
Scheerer Family Foundation
Zegar Family Fund



GRAZER (\$1,000 - \$9,999)

A. Ferrate
Andrea Rosen Charitable Fund
Angela Wacek
Antony Wyborn
Benevity Community Impact Fund
Catherine Mcauliffe
Cheryl M. Frank
Christin Cleaver
Cindy at Continuum Consulting Services
Community Foundation Boulder County
Daphne Smith
Denis Blanc
Diamond Hill Investments Charitable Fund
Donal & Carole Chaiken Foundation
Drausin Wulsin
The Driscoll Foundation
Durham Ranches
Elliott Berger
Fred Mucha
Gary Foundation
Graugnard-Fall Family Trust
Human Service Alliance
Jacqueline Hobbs
Jean Finney
John Brenninkmeijer
John Flocchini
Joshua Grizzle
The Joy Fund
Karen Cleland
Katherine Collins
Kellman Family Fund
Lillian Leong
Mary Macintosh
Network for Good
Peter Boerma
Piton Foundation Donation
Rajat Srivastava
Saint Paul & NM Foundation
Starfish Fund
Steve Goldstein
Susie Nagel
TomKat Educational Foundation
Vail Dixon
Wytse Bouma

AND THANK YOU TO OUR 1077 REGENERATING MEMBERS ACROSS 39 COUNTRIES

LETTER FROM OUR PRESIDENT



We've made great progress this year regenerating the world's grasslands, as this report makes clear, but the mountain we're climbing got steeper. The human population increased, as did Earth's temperature, and pollution; droughts and floods were even more frequent; the drift toward authoritarian governments increased due to citizen dissatisfaction with the previous government's policies; and the belief in technology providing the answers to our problems only strengthened. This isn't happening because we lack intelligence or good will. It's happening because there is a root cause underlying all these problems that is linked to our obsession with technology and our lack of ecological literacy, both of which drive and inform the policies developed by all governments. Savory Institute is working to change this.

Our obsession with technology and our ecological illiteracy are a byproduct of the Industrial Age. In a famous TED Talk Al Gore gave more than a decade ago, he illustrated the rise in climate-changing greenhouse gasses with a hockey stick curve that matched the expansion of the Industrial Age and our use of fossil fuels. The steepest part of the curve also happened to match the launching of Nobel prizes a century ago that were awarded for the endeavors providing "the greatest benefit for mankind." The best minds of a century ago saw these endeavors deriving from physics, chemistry, physiology or medicine, and literature (economics and peace were added later). This resulted in the best scientific minds gravitating to physics and chemistry and it fueled our fixation with technology. Tragically, the new science of ecology was not recognized, when it should have been the most prestigious prize of them all because it is essential for understanding and managing our environment, or habitat, and for producing our food in a way that can be sustained. We are paying the price today with

accelerating biodiversity loss and desertification everywhere – including in our protected national parks – and with agriculture having become the most destructive industry ever. Humanity is attempting to address climate change, not through ecosystem management but mainly through technology – from planting trees on the ground to planting machines in Space.

There are well intended efforts among institutions worldwide to assess the economic value of and put a price on biodiversity. To understand just how alarming this is, think of the most educated fish in a drying lake discussing the value of water. It's rather pointless to put a value on something you can't exist without. Once higher life forms had developed from microbial anaerobic life, they created a shallow earth-covering atmosphere containing 21% oxygen, a percentage that continues to be maintained by biological life. That life is diverse and maintaining its diversity is key to our being able to breathe air that contains 21% oxygen. Decrease the percentage and humans cannot survive, increase it and even green plants burst into flame. So, we cannot put a value on biodiversity, or believe that its place is only in preserves when our existence depends upon it.

I genuinely believe that politicians, and the staff of government agencies, universities and other institutions do not lack the will to tackle the problems that have arisen due to our obsession with technology and our lack of ecological literacy. Most are caring and capable people trying in vain to keep that mountain from growing ever steeper. So why not try to do so by developing policies within a holistic context, one which incorporates ecological awareness and that can help balance the over reliance on technology. It would also be one that addresses the interests of citizens primarily, rather than the interests of impersonal institutions, which, although made up of people, take on a life of their own. I believe we can start to overcome this challenge by having institutional policy advisors show up as people first, and representing their institutions second. The holistic framework can help this process and we look forward to the first pilot training of facilitators in early 2024.

My personal desire is to find one government willing to work with Savory Institute to develop a national agricultural policy and to do so in the presence of a group of international observers who report back to their own constituencies and countries on just how effective and promising a policy can be when citizen-led and developed in a national holistic context. It would surely cut down on the precious little time we have to turn things around.

I may be dreaming, but that has never stopped me before.

