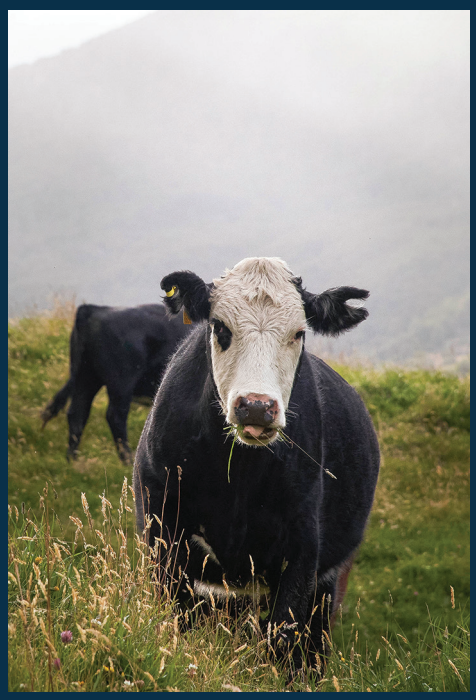

# A new standard for land health

The leader in regenerative agriculture, Land to Market is the world's first outcomes-based verified regenerative sourcing solution.

## Confidence that your buying choices are healing the planet

**With the Land to Market seal, consumers can have confidence in the products they purchase.**

Land to Market works directly with farmers, ranchers and other raw material producers. We use an outcome-based approach, backed by empirical science, to measure the effectiveness and health of ecosystem processes so we can verify regenerative outcomes on the land.

## Support from some of the world's leading companies, brands and retailers

Land to Market's 80+ partner brands make it possible for regenerative farmers and ranchers to receive the recognition they deserve.

**JOIN US. LEARN MORE.**

@landtomarket landtomarket.com

## Look for the Land To Market seal

**More than 1000+ products have been Land to Market verified.**

We support brands, producers and value chain partners who are leading the way to improve soil health, water and biodiversity and sequester carbon.

## Regenerative agriculture is shaping the future of what you buy

Regenerative agriculture achieves net positive results for the environment. **It repairs the damage that humans have done to the earth and makes things better.**

Regenerative agriculture builds soil fertility, sequesters carbon, improves watersheds, and supports biodiversity by properly managing livestock on the grasslands of the world.

Approximately a third of the Earth's land surface is grasslands, and 70% of these lands have been degraded. By restoring productivity back to global grasslands through regenerative agriculture, we can contribute significantly towards food, water and climate security.

## Regenerative agriculture and climate change

Regenerative agriculture puts environmental outcomes at the forefront of decision-making for farmers and ranchers. Furthermore, our Ecological Outcome Verification protocol provides feedback loops to farmers to allow them to optimize their stewardship of the land. To claim regenerative results, we must measure the outcomes – and measuring cultivates improvements.

As more land is regenerated, more vegetation is grown and more CO2 is removed from the atmosphere — helping to mitigate temperature shifts caused by rising carbon in the atmosphere.

Regenerative agriculture has a critical role to play in impacting the climate emergency. **Land to Market tracks and measures these crucial outcomes.**

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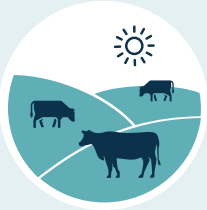
**HOW IT WORKS:**



**REGENERATIVE AGRICULTURE**

**MEASURE IMPACT ON THE ENVIRONMENT:**

Soil health • Sequestered carbon
Water • Biodiversity

**PRODUCTS VERIFIED**

**JOIN US. LEARN MORE.**

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