Chris Kerston

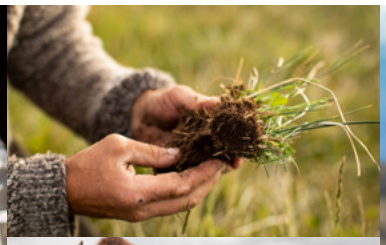
CO-CEO, LAND TO MARKET PROGRAM

Chris Kerston ranched full time for nearly 15 years before joining the Savory Institute. With a longstanding passion for regenerative agricultural and better food distribution systems, Chris has dedicated his life to helping connect ranchers with consumers in ways that create synergistic value for both sides. With formal training and instinctive talent, Chris utilizes media in concert with traditional marketing techniques to help ranchers share their stories and build long-lasting relationships with partners based upon common goals.

For 6 years Chris co-managed a 2,000 acre diversified farm based on holistic grazing and permaculture in the Sacramento Valley. The farm is comprised of old growth olive orchards, heirloom stone fruits and citrus groves, and also raises grass fed cattle, sheep, goats, and pasture-raised chickens for both meat and eggs. Through creative positioning, the farm quickly attracted national notoriety and the attention from public figures such as Joel Salatin and Michael Pollan. Chris has also been recognized as a leader in the emerging agri-tourism market and he facilitated a partnership with a European-based hospitality company and the farm he managed. The resulting farmstays provided urban dwellers a recreational, but also educational, outlet to see first-hand how food could be produced in abundance outside the realm of conventional industrial systems.

Chris has become a recognized public speaker championing for stronger connections between grower and eater and providing training to help build those connections. He has been on the forefront of the collaborative process with state and federal regulators, advocating for the recognition of alternative agricultural models as well as the consumers' right to access healthy local foods. Chris is also very enthusiastic about developing opportunities for young ranchers. Fostering creative solutions to removing barriers of available land and capital will ultimately help cultivate the next generation of holistic land stewards.

LAND TO MARKET™



Speaking Engagements

LECTURES AND KEYNOTES AT CONFERENCES:

COP21 Intergovernmental Climate Conference - Paris, France
Goetheanum International Biodynamic Conference - Dornach, Switzerland
Edible Education with Mark Bittman - Berkeley, CA
Savory Global Conferences in London, San Francisco, Boulder
Paleo Fx - Austin, CA
Expo West - Anaheim, CA
Livestock Breeds Conservancy - Austin, TX
American Grassfed Association Conference at Stone Barns - Tarrytown, New York
Heirloom Expo - Santa Rosa, CA
Chef's Collaborative - Boulder, CO
EcoFarm Conference - Monterey, CA
Weston A. Price Foundation - Wise Traditions Conference - San Jose, CA
Grazing for Change - Chico, CA
Earth Day Texas - Dallas, TX
Sustainable Ag Expo - San Luis Obispo, CA
This Way To Sustainability - Chico, CA
Sustainable Food & Farm Conference - Grass Valley, CA
Chaffin Orchards Lecture Series featuring Joel Salatin - Chico, CA

PRESENTATIONS AT PRIVATE WORKING GROUP EVENTS:

Fair Fashion Center - Milan, Italy
Smart Leather Working Group - Paris, France
Regeneration International - San Isidro, Costa Rica
Building Africa - Newport Beach, CA

LECTURES AT UNIVERSITIES:

Yale
UC Berkeley
UC Davis
CSU Chico

POTENTIAL SPEAKING TOPICS:

Chris Kerston brings a long tenure of working in agriculture and alternative food marketing models to your event. He has a passion for finding shared values between consumers, producers, brands, and processors in a way that creates added value for each stakeholder. He can speak at your event on a myriad of topics surrounding regenerative livestock production, product sourcing, and niche marketing.