# Media Backgrounder

## About Land to Market

The leader in the regenerative agriculture movement, Land to Market is the **world's first outcomes-based verified regenerative sourcing solution** and product labeling program. A program of the nonprofit Savory Institute, the Land to Market seal has attracted some of the world's leading consumer packaged goods companies, apparel brands and retailers.

### RESOURCES FOR MEDIA

Visit the Land to Market News Center for news, photos, videos and backgrounders: **landtomarket.com/newsroom**

For questions, please contact **Lisa Mabe** in Marketing and Communications:

- 202.344.9663 *(phone preferred)*
- lisa.mabe@landtomarket.com

## Regenerative agriculture

Regenerative agriculture is a nature-based approach that goes far beyond sustainability to continuously improve the entire ecosystem – soil, water, air and animals. Regenerative agriculture has a critical role to play in impacting the climate emergency. Land to Market tracks and measures these crucial outcomes.

## The difference is EOV

Land to Market uses the Ecological Outcome Verification™ (EOV™), a scientific methodology that farmers and ranchers can use to measure regenerative outcomes on their land. EOV™ was developed by Savory Institute in collaboration with Michigan State University, Texas A&M, Ovis 21, The Nature Conservancy, and an extensive network of regenerative land managers around the world.

## The Land to Market seal

Products with the Land to Market seal are sourced from farms and ranches showing positive environmental outcomes through EOV™. With the Land to Market seal, consumers can have confidence that the materials in the products they purchase have been scientifically proven to heal the earth.

VERIFIED LAND TO MARKET

**Learn more.** @landtomarket @land-to-market landtomarket.com

# Land to Market Expert Spokespeople

Land to Market's leadership team is highly sought-after for interviews and speaking engagements. To inquire about availability, please contact **Lisa Mabe** at 202.344.9663 (phone preferred) or via email at lisa.mabe@landtomarket.com.

## Chris Kerston | CHIEF COMMERCIAL OFFICER

**Expertise:** Regenerative agriculture, agriculture and climate change, soil health, farming in rural communities around the globe

Chris Kerston is an internationally recognized public speaker, educator, and advocate who champions ranchers and farmers as heroes and humanity's greatest hope. His experience connecting regenerative ranchers and farmers with brands and consumers in ways that create value for all sides has been featured in *Forbes* and *Fast Company*, and at conferences like Natural Products Expo West and Regeneration International. Prior to joining Land to Market, Chris spent nearly 15 years as a full-time rancher. He co-managed a 2,000-acre diversified farm based on holistic grazing and permaculture in Sacramento County that attracted national notoriety, including the attention of public figures like Joel Salatin and Michael Pollan.

## David Rizzo | CHIEF OPERATING OFFICER

**Expertise:** Regenerative agriculture financing, capital markets, companies transitioning their supply chain to regenerative, pet food

David Rizzo works closely with the world's leading brands on their regenerative journeys. For Land to Market, he heads business development, operations, brand-building, and innovative finance. Previously David helped build natural dog treat company, Zuke's, from a start-up into one of the most recognizable names in the pet care industry. He led strategies in IT, marketing, finance, private equity, supply chain, and operations logistics, until the company was acquired by Nestle Purina.

## Megan Meiklejohn | SENIOR VP OF SUPPLY CHAIN INNOVATION

**Expertise:** Regenerative agriculture, fashion industry, textiles, supply chain

Megan Meiklejohn joined Land to Market leading sustainability initiatives with EILEEN FISHER and Ralph Lauren. Her work to transform the entire fashion industry's environmental footprint has been recognized in *Women's Wear Daily* and *The Business of Fashion*, and in speaking engagements at major events like the International Textile Exchange conference in Dublin. Leveraging her experience across the fashion, green building, and manufacturing sectors, Megan creates and scales positive environmental impact through strategic supply chain development by connecting brands with regenerative growers.

**Learn more.** @landtomarket @land-to-market landtomarket.com