**Landing Page Template**

**Creating a Page on Your Website about Your Regenerative Journey with Land to Market**

As a Land to Market member, we invite you to build a landing page on your own website to promote your journey into regenerative agriculture and highlight Land to Market, along with its seal. Ideally your brand will communicate often about its regenerative journey - on social media, etc, but when you do, ideally it’s nice to drive people to a site where they can learn more. You are encouraged to send your consumer audience to [www.landtomarket.com](http://www.landtomarket.com) or the consumer/shopper page, [www.landtomarket.com/consumer](http://www.landtomarket.com/consumer). You’ll want to have your own page to direct consumers to as well that could highlight your journey with us, the Land to Market program and seal (to add credibility for you,) and your verified products, when that occurs.

***Following is a template including copy and images that might be helpful in creating a landing page.***

Copy you can build on -- or simply fill in the blanks and copy-and-paste:

**Supporting regenerative agriculture as a Land to Market member**

As part of our commitment to address climate change and heal the planet, [Company Name] is proud to partner with [Land to Market](http://landtomarket.com), the leader in regenerative agriculture and the world’s first outcomes-based regenerative sourcing solution.

Regenerative agriculture is a nature-based approach that goes far beyond sustainability to continuously improve the entire ecosystem -- soil, water, air and animals.

**Confidence that your buying choices are healing the planet**

Products with the Land to Market verification seal, like our [insert products here], are sourced from farms and ranches showing positive environmental outcomes. With the Land to Market seal, you can have confidence that the materials in the products you purchase have been scientifically proven to heal the earth.

**Vote with your dollar by purchasing Land to Market verified products**

See Land to Market’s database of products that have the Land to Market verification [here](https://www.landtomarket.com/consumer).

[Here is the Land to Market verification sea <https://savory.chorus.thirdlight.com/link/svpm93pm2q01-j3fcti>]

Land to Market works with farmers, ranchers and other raw material producers using Ecological Outcome Verification (EOVTM) the science inside of Land to Market. EOVTM was developed by the nonprofit, [Savory Institute](http://savory.global), together with Michigan State University, Texas A&M, The Nature Conservancy and others.

The science inside Land to Market helps farmers and ranchers track and measure the health of their land, including:

* Ground cover
* Water infiltration
* Biodiversity
* Soil carbon & soil health

[Here are icons that illustrate these four areas that you can download and use: <https://savory.chorus.thirdlight.com/link/f4ne9725xqzj-dri9wb>.]

**Regenerative Agriculture and Climate Change**

As farmers and ranchers regenerate their land, EOVTM measures the environmental impact and provides feedback for continuous improvement. As more land is regenerated, more vegetation is grown and more CO2 is removed from the atmosphere — helping to reduce temperature shifts caused by rising carbon in the atmosphere. In this way, regenerative agriculture has a critical role to play in addressing climate change.

The Land to Market verification supports farmers, ranchers and others along the entire supply chain who are leading the way to improve soil health, water and biodiversity and sequester carbon. By partnering with Land to Market, we help regenerative farmers and ranchers receive the recognition they deserve.

Learn more:

[Instagram.com/landtomarket](http://instagram.com/landtomarket)

[Facebook.com/landtomarket](http://facebook.com/landtomarket)

[LandtoMarket.com](http://landtomarket.com)

[More images conveying land health & regeneration here in our MarComms Toolkit for members: <https://savory.chorus.thirdlight.com/link/oryjdyox51n6-79s3bp>. Please cite Land to Market as the source.]

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