**Land to Market**

**News Release Template**

**Version 11.17.21**

Instructions for using this news release template:

1. This document is provided to members of Land to Market as a template to announce verified products.
2. Sections in brackets can be completed by your organization.
3. Please send your draft release to Lisa Mabe at [lisa.mabe@landtomarket.com](mailto:lisa.mabe@landtomarket.com) for approval from the Land to Market team BEFORE distributing.

For questions, please contact Lisa Mabe at 202.344.9663 (phone preferred) or via email at [lisa.mabe@landtomarket.com](mailto:lisa.mabe@landtomarket.com).

[COMPANY LOGO]

**FOR IMMEDIATE RELEASE**

Media Contact: [NAME, EMAIL ADDRESS, PHONE NUMBER]

**[Company Name] Launches Land to Market Verified Regenerative [Product]**

*As part of a commitment to address climate change and heal the planet, [Company Name]’s new [details about product]*

[CITY/STATE] (Date) -- Today [Company Name] today launched its new [Land to Market](http://landtomarket.global)-verified regenerative [product]. Land to Market is the world’s first verified sourcing solution for 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.

[Insert quote from company representative]

[Insert paragraph about the verified product, including where to buy]

“When you choose products with the Land to Market seal, you support the farmers and ranchers who are doing right by the planet,” said Chris Kerston, co-leader of Land to Market. “With [Company Name’s] Land to Market-verified [product], consumers can have confidence that their purchase is helping to regenerate the land.”

Land to Market works directly with farmers, ranchers and other raw material producers using Ecological Outcome VerificationTM (EOV), a scientific protocol that measures land health and verifies whether farmland is in a state of regeneration or degeneration. EOV was developed by the nonprofit [Savory Institute](http://savory.global), together with Michigan State University, Texas A&M, Ovis 21, The Nature Conservancy and others.

As farmers and ranchers implement practices that regenerate their land, EOV 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.

Products with the Land to Market seal are sourced from farms and ranches showing positive environmental outcomes through EOV.

**About [Company Name]**

[Add boilerplate about the company]

**About Land to Market**

A leader in the regenerative agriculture movement, Land to Market is the world’s first outcomes-based verified regenerative sourcing solution. The program’s Land to Market Verified seal has attracted some of the world’s leading consumer packaged goods companies, apparel brands and retailers. A program of the Savory Institute, Land to Market uses a science-based approach working directly with raw material producers to enhance transparency and traceability mechanisms across the entire value chain. To see the full list of Land to Market members, visit <http://landtomarket.com>.

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FOR HI-RES PHOTOGRAPHY, VISIT:

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