KISS THE GROUND

People are awakened to the possibilities of Regeneration
THE MOVEMENT

Being the Invitation
Sharing as Advocates
Learning from New Leaders
Listening to Left Out Voices
Kiss the Ground Movie

5 MILLION VIEWS
REGENERATIVE AGRICULTURE

INDIGENOUS KNOWLEDGE

HOLISTIC PLANNING

SCIENCE & TECH
THEORY OF CHANGE

New View → Action → Result
"We can't solve problems by using the SAME KIND OF THINKING we used when we created them."

- Albert Einstein

#thinkregeneratively
LANDSCAPE FUNCTION/CARRYING CAPACITY

DEGENERATION

REGENERATION

WE ARE HERE

SUSTAINABILITY?

TIME IN PRODUCTION

SUSTAINABILITY!
DEGENERATIVE  SUSTAINABLE  REGENERATIVE
A GLOBAL EMERGENCY
30 million acres/year
75% OF LAND IS DEGRADED
REGENERATE EARTH
Our land is sick
SUSTAINING BROKEN
REGENERATIVE AGRICULTURE CAN CHANGE THAT
REBUILDING SOIL

DIRT

SOIL
WHAT IS REGENERATIVE AGRICULTURE?

SIMPLY: AGRICULTURE CAUSING REGENERATION (increasing landscape function)
“What used to take us 15-20 years
We are now doing in 3-4”

-Dr Allen Williams
REGENERATIVE MODEL

TIME IN PRODUCTION

LANDSCAPE FUNCTION/CARRYING CAPACITY

$$$$$$
INPUT COSTS DOWN
GROW SOIL!
FARMER

BROWN
SIX PRINCIPLES
OF REGENERATIVE AGRICULTURE
“Over 20 major civilizations have failed due to the collapse of agriculture. How arrogant would we be to presume the root cause of our collapse won't be the exact same thing?”

-Rodger Savory
“Over the past 200 years more than 70% of Australian agriculture land has been seriously degraded...soil organic carbon levels in Australia have dropped by at 80% of what they were before white settlement.”

- CHARLES MASSY
Indigenous Peoples now make up less than five per cent of the world’s population but the lands they maintain hold 80 percent of the planet’s biodiversity.

- DECOLONIZING ECOLOGY
REASONS FOR REGENERATIVE AGRICULTURE

1. **Revive Farmer Prosperity** Reduce input and irrigation costs, increase yields/stocking rates.

2. **Reduce Flooding & Drought** Rebuild the "soil sponge," increase soil moisture, limit costly flood damage.

3. **Replenish Fresh Water Sources** Increase water absorption and infiltration, allowing aquifers & springs to return.

4. **Reduce Fire Hazards** Increased soil moisture, sustained plant growth, more local rainfall, less brittle environments.

5. **Reverse Global Warming** Drawdown 200 million tons + of CO2 and cool land by keeping covered with living plants.


7. **Reduce Toxic Pesticides & Fertilizers** Healthier soil means less toxic chemicals in food supplies.

8. **Reduce Dead Zones & Water Pollution** Less fertilizer, less runoff, less underground water contamination.

9. **Recover Biodiversity** from the soil up, restore abundance of microbes, animals, plants, & insects-pollinators.

10. **Reconnect Indigenous Knowledge** Bring back ancient place-based wisdom and make naturae centered views from regenerative cultures normalized.
THERE IS ONLY ONE OPTION
REGENERATION
TOGETHER, WE CAN DO THIS

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