

KISS THE GROUND

People are awakened to the possibilities of Regeneration

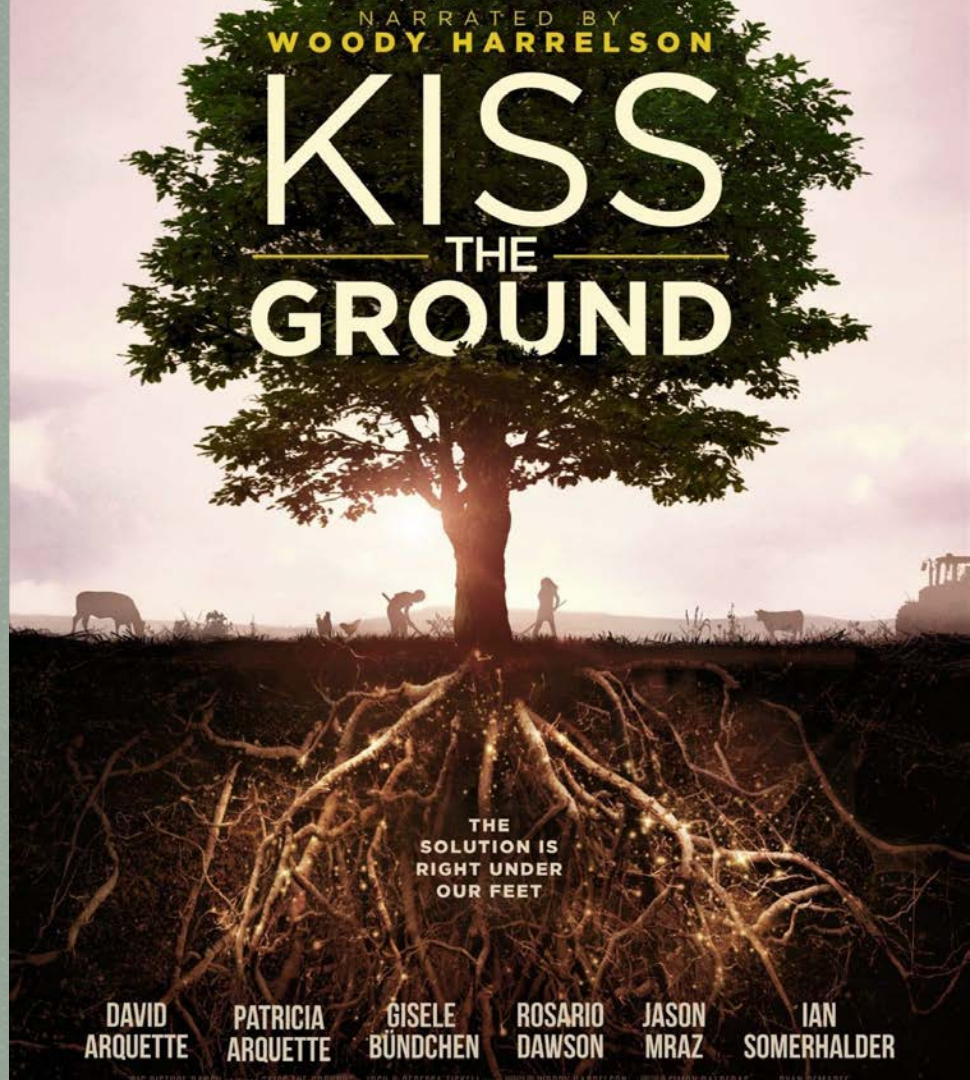
THE MOVEMENT

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

Kiss the Ground Movie



5 MILLION VIEWS



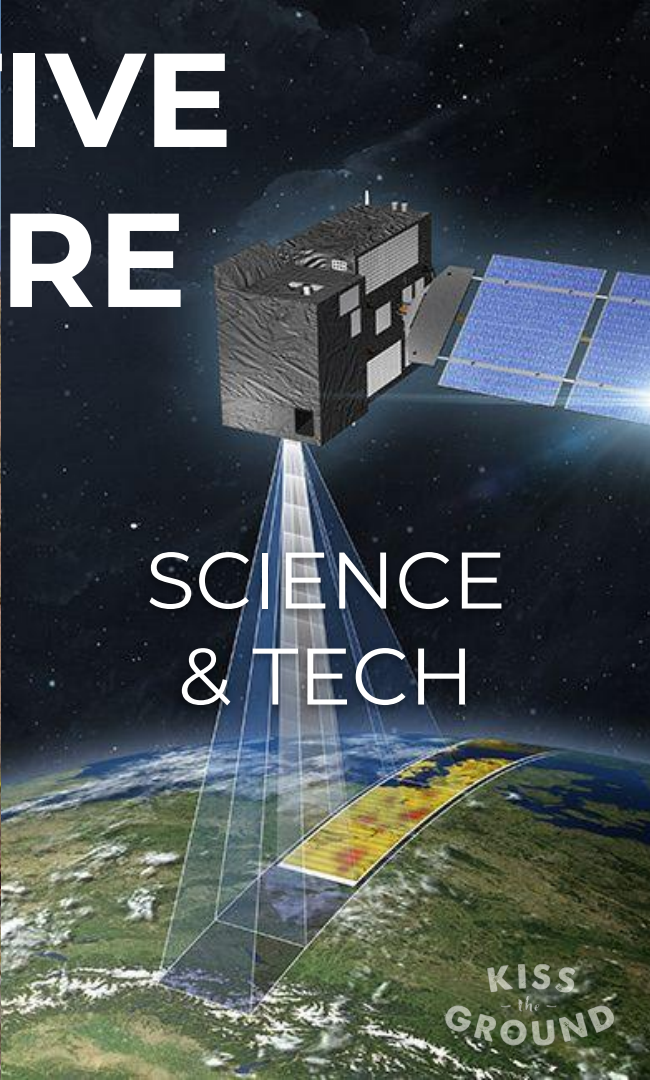
REGENERATIVE AGRICULTURE



INDIGENOUS
KNOWLEDGE



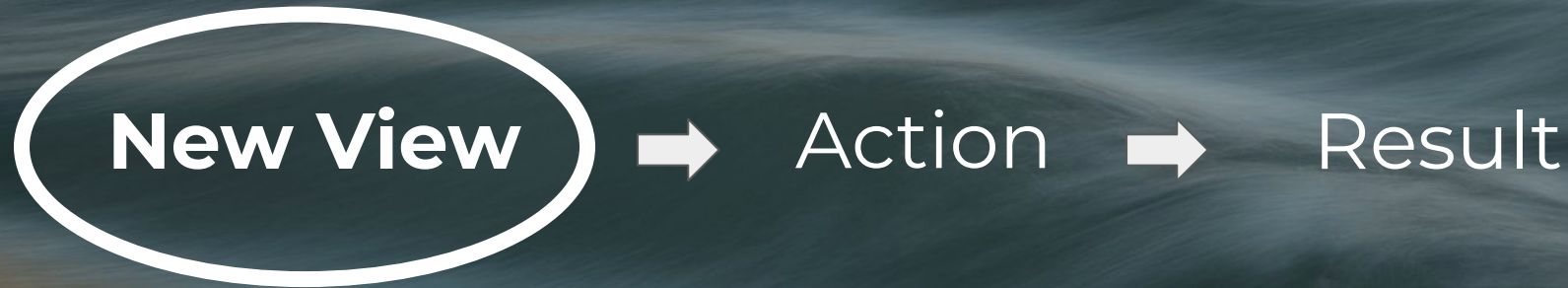
HOLISTIC
PLANNING

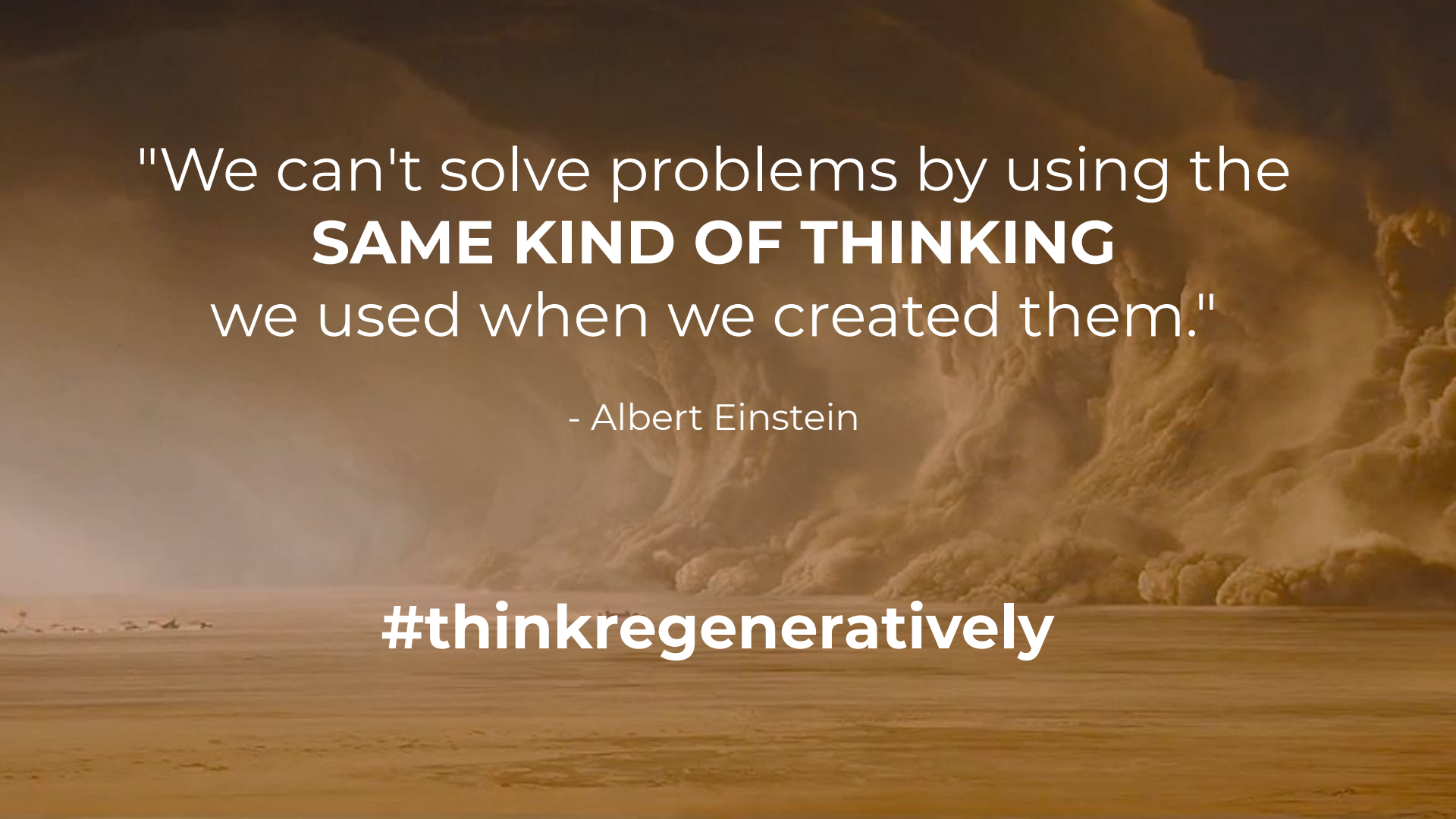


SCIENCE
& TECH

KISS
-the-
GROUND

THEORY OF CHANGE



The background of the image is a dramatic photograph of a volcanic eruption. A massive, billowing plume of dark ash and white smoke rises from the ocean, creating a towering wall of fire and ash. The sky is filled with the dense smoke, and the sea in the foreground is dark and calm. The overall color palette is dominated by the warm, ashy tones of the eruption.

"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

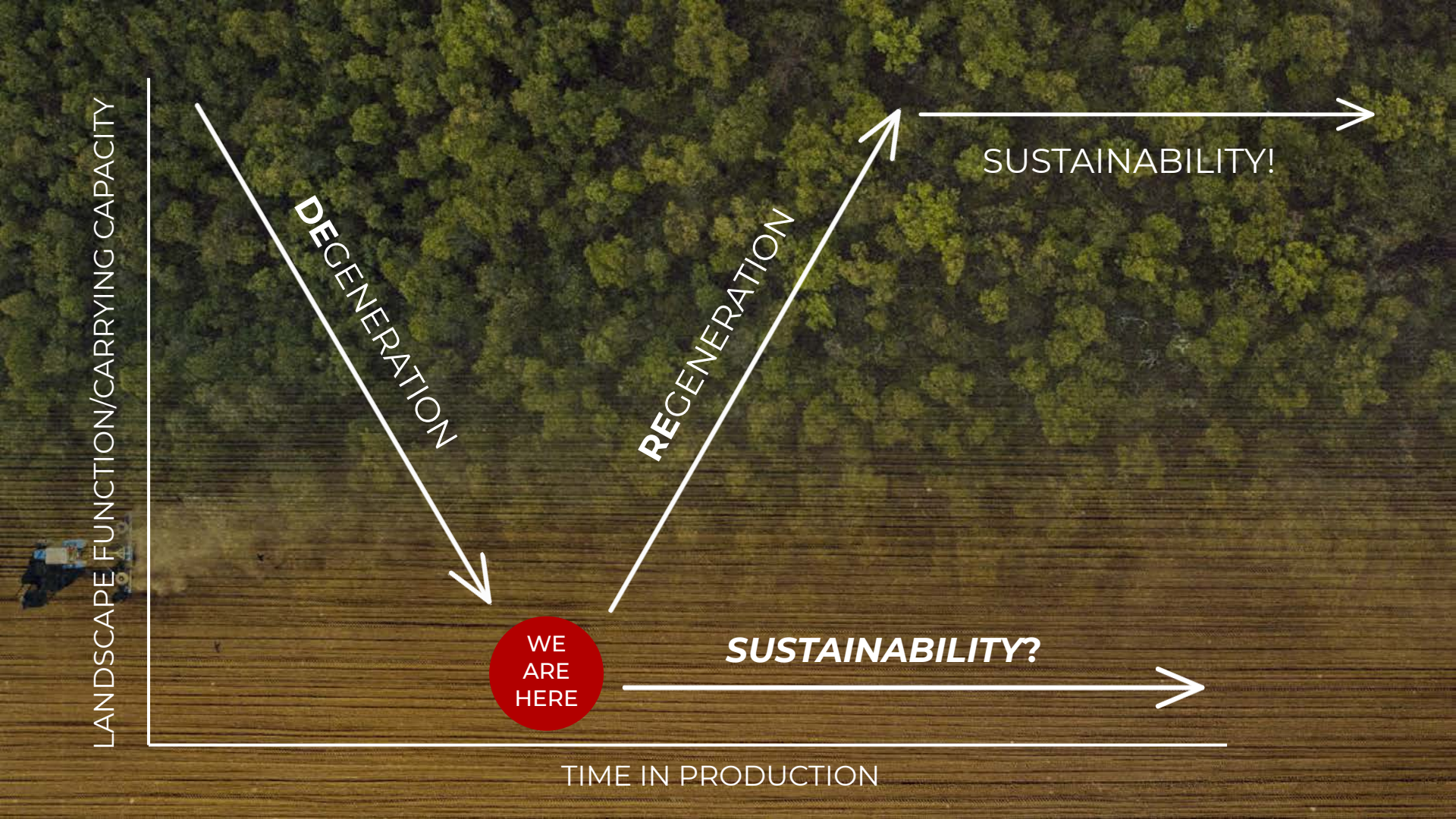
REGENERATION

SUSTAINABILITY!

WE
ARE
HERE

SUSTAINABILITY?

TIME IN PRODUCTION





DEGENERATIVE



SUSTAINABLE



REGENERATIVE



A GLOBAL **EMERGENCY**

30 million acres/year

A world map with a green and brown color scheme, where green represents healthy land and brown represents degraded land. Red circles are drawn around several regions: the western United States, Mexico, the Amazon basin in South America, the Sahel region in Africa, and Australia. The text "75% OF LAND IS DEGRADED" is overlaid in the center in white.

**75% OF LAND IS
DEGRADED**

A world map with a green, textured landmass and dark blue oceans. The text "REGENERATE EARTH" is overlaid in white, bold, sans-serif capital letters. The map has a torn-paper edge effect at the top and bottom.

REGENERATE EARTH

SUSTAINING BROKEN

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GROUND





REGENERATIVE AGRICULTURE

CAN CHANGE THAT

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GROUND



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GROUND

REBUILDING SOIL



DIRT



SOIL

WHAT IS REGENERATIVE AGRICULTURE?

**SIMPLY: AGRICULTURE
CAUSING REGENERATION**
(increasing landscape function)





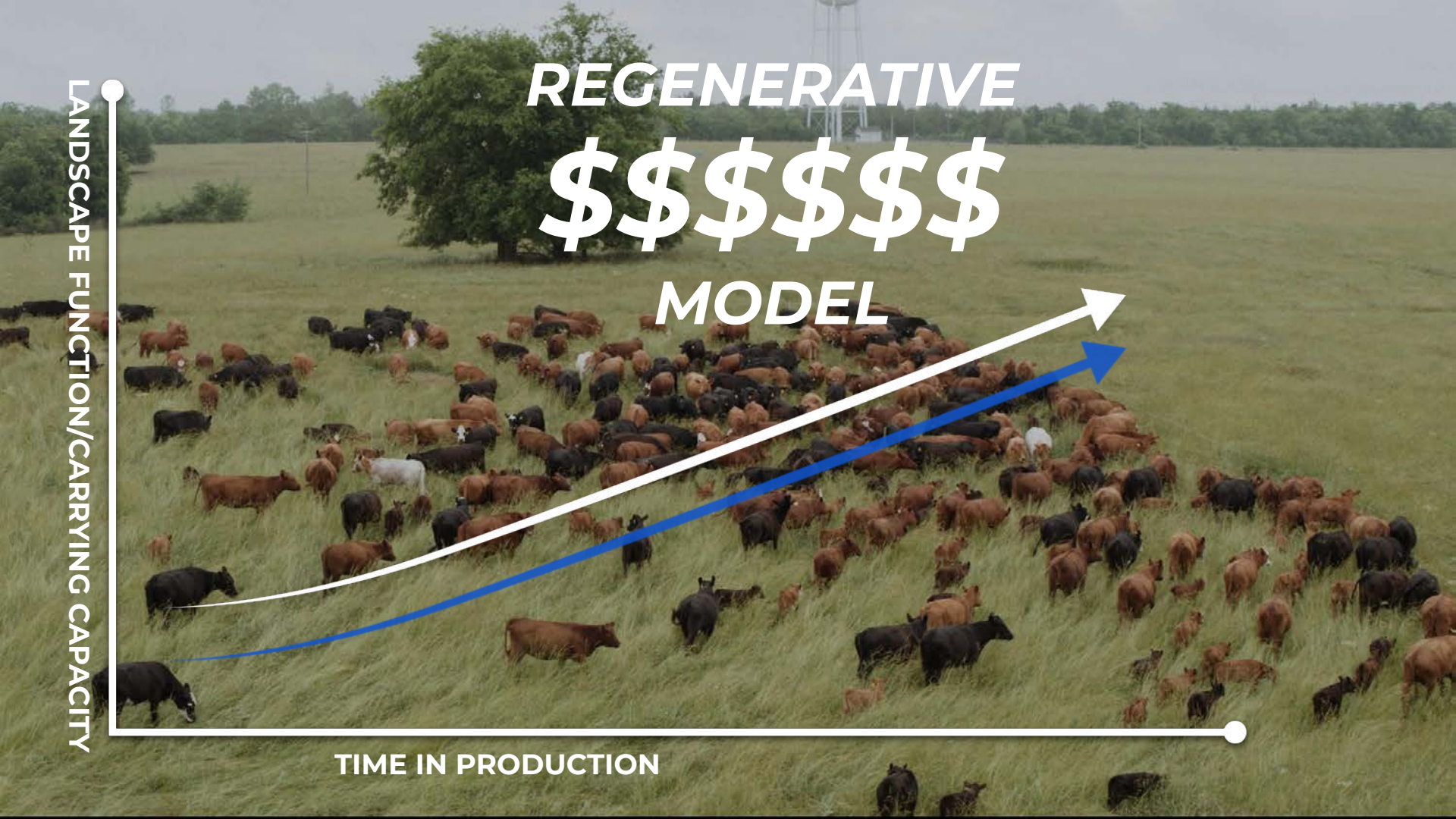
**“What used to take us 15-20 years
We are now doing in 3-4”**

-Dr Allen Williams

LANDSCAPE FUNCTION/CARRYING CAPACITY

REGENERATIVE \$\$\$\$\$\$\$ MODEL

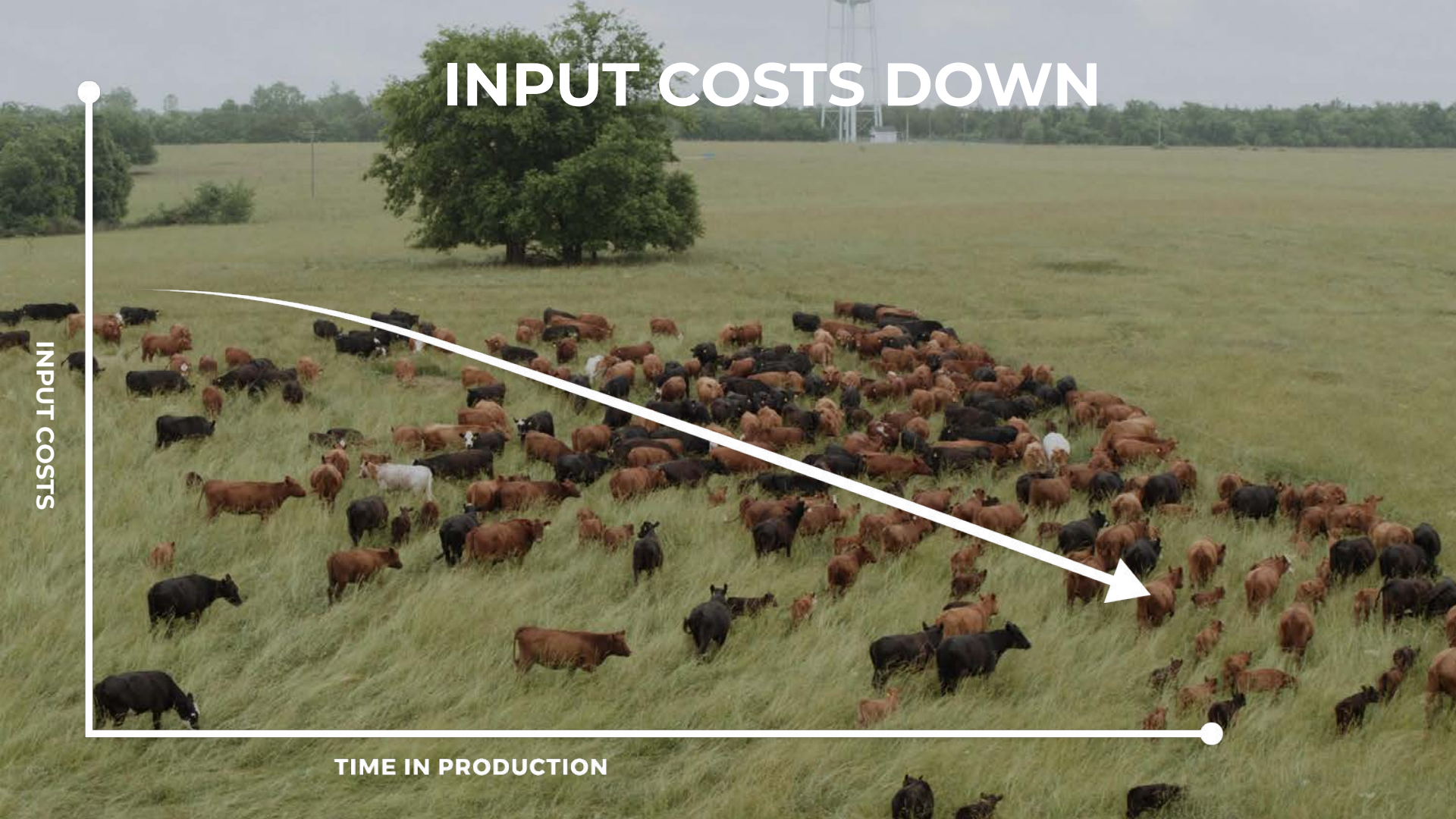
TIME IN PRODUCTION

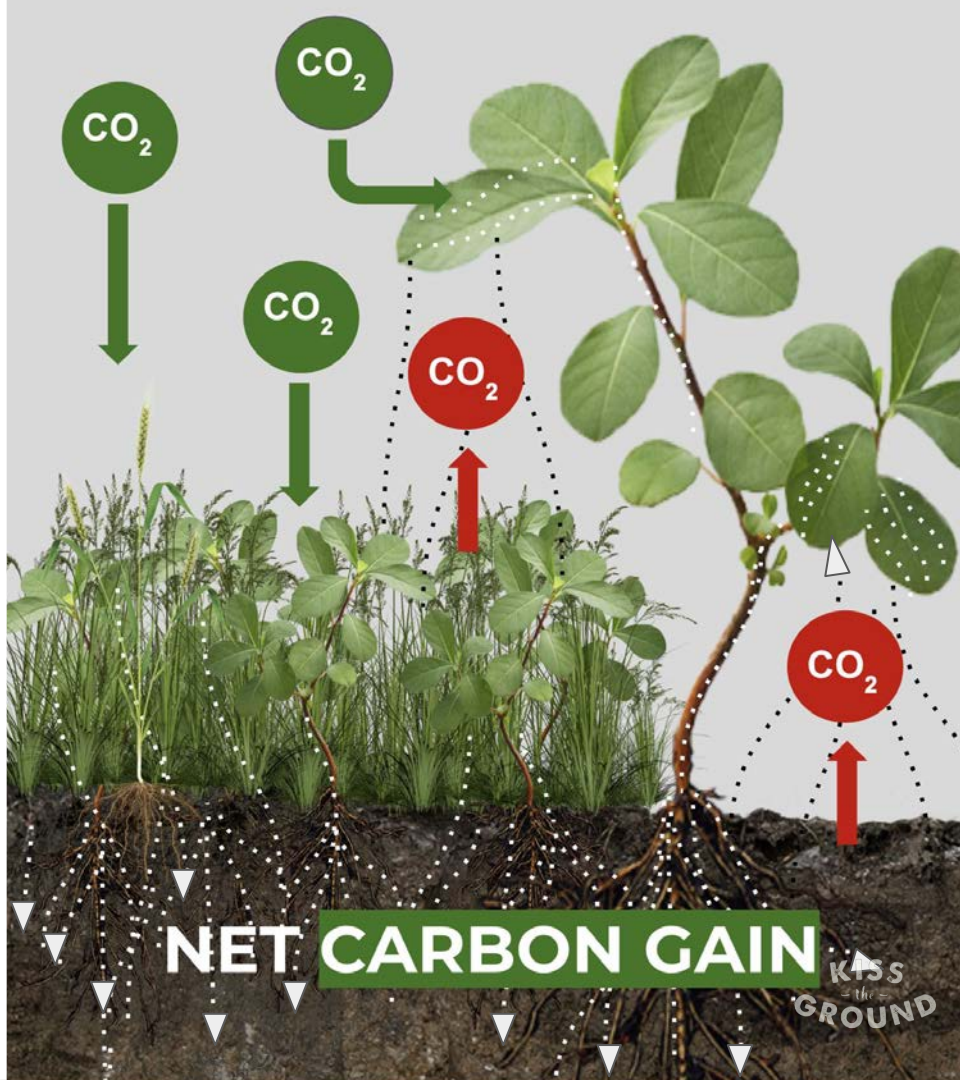
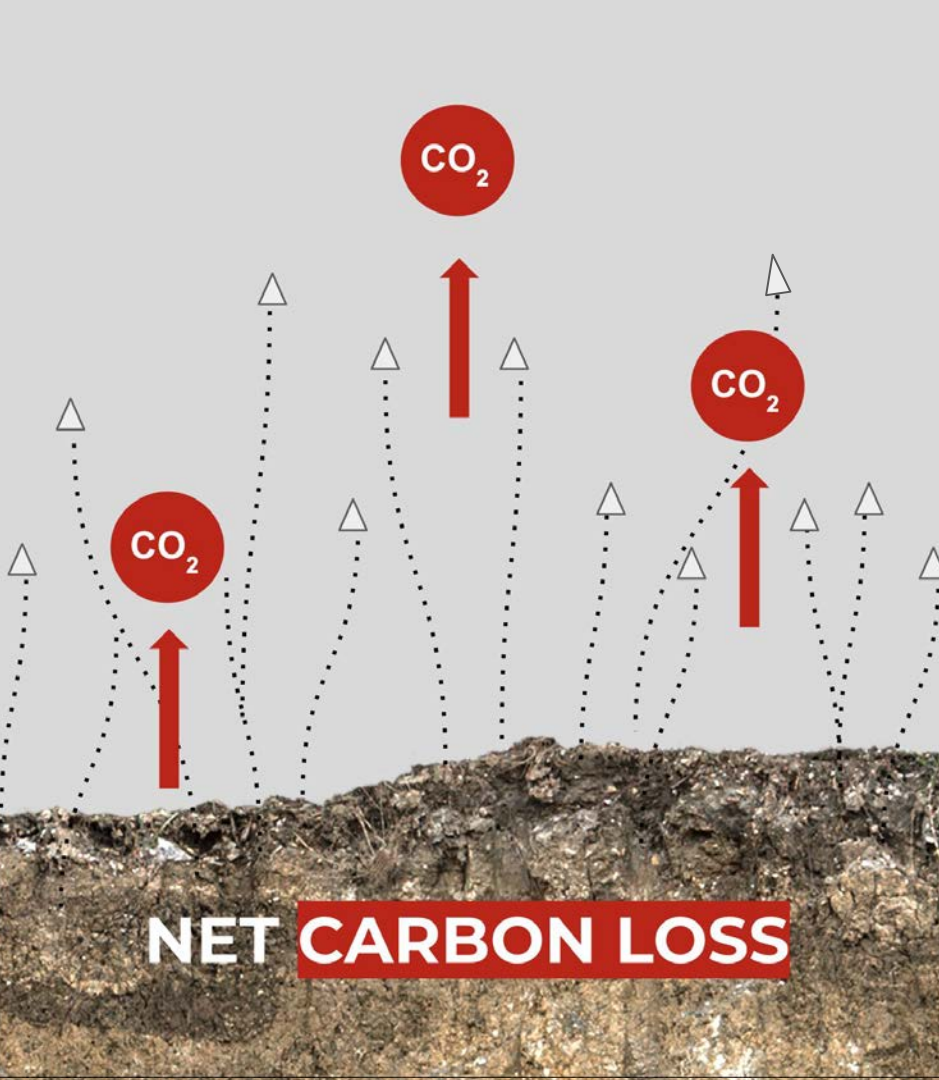


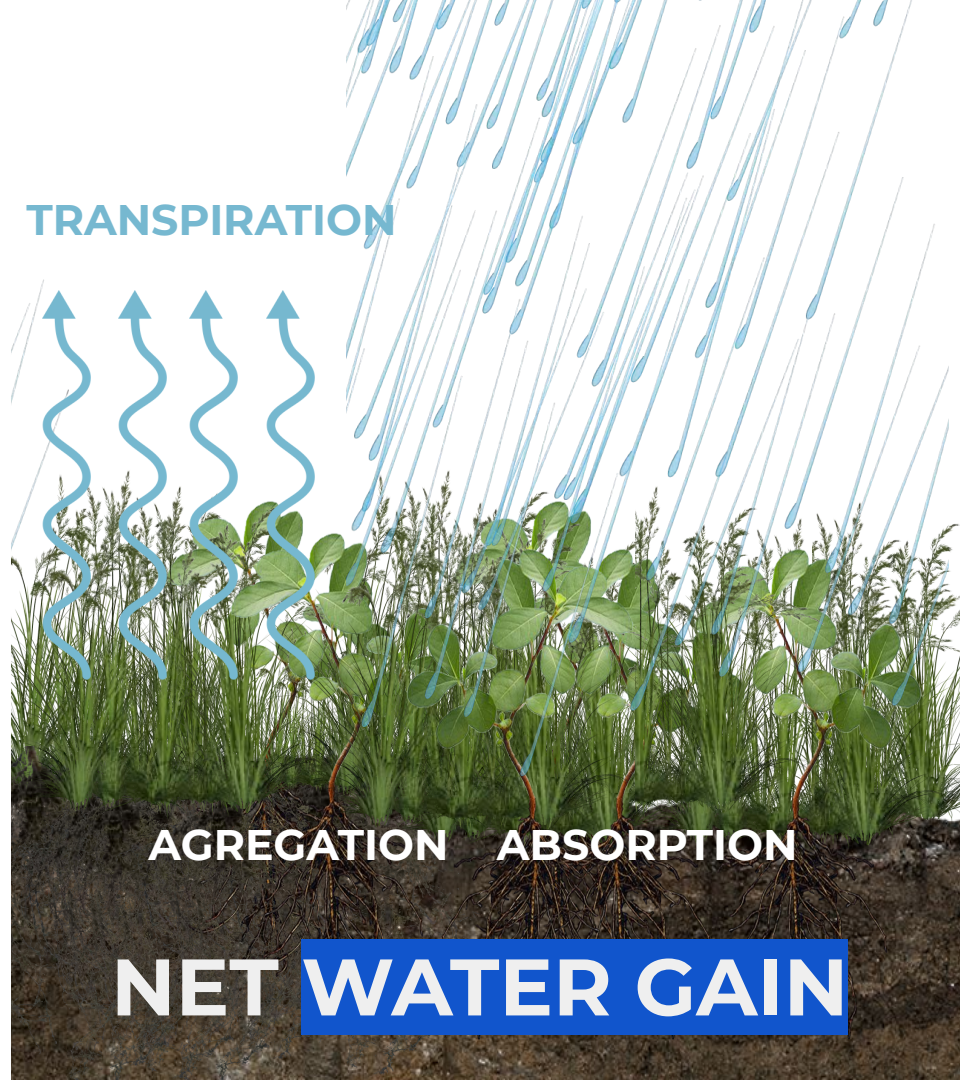
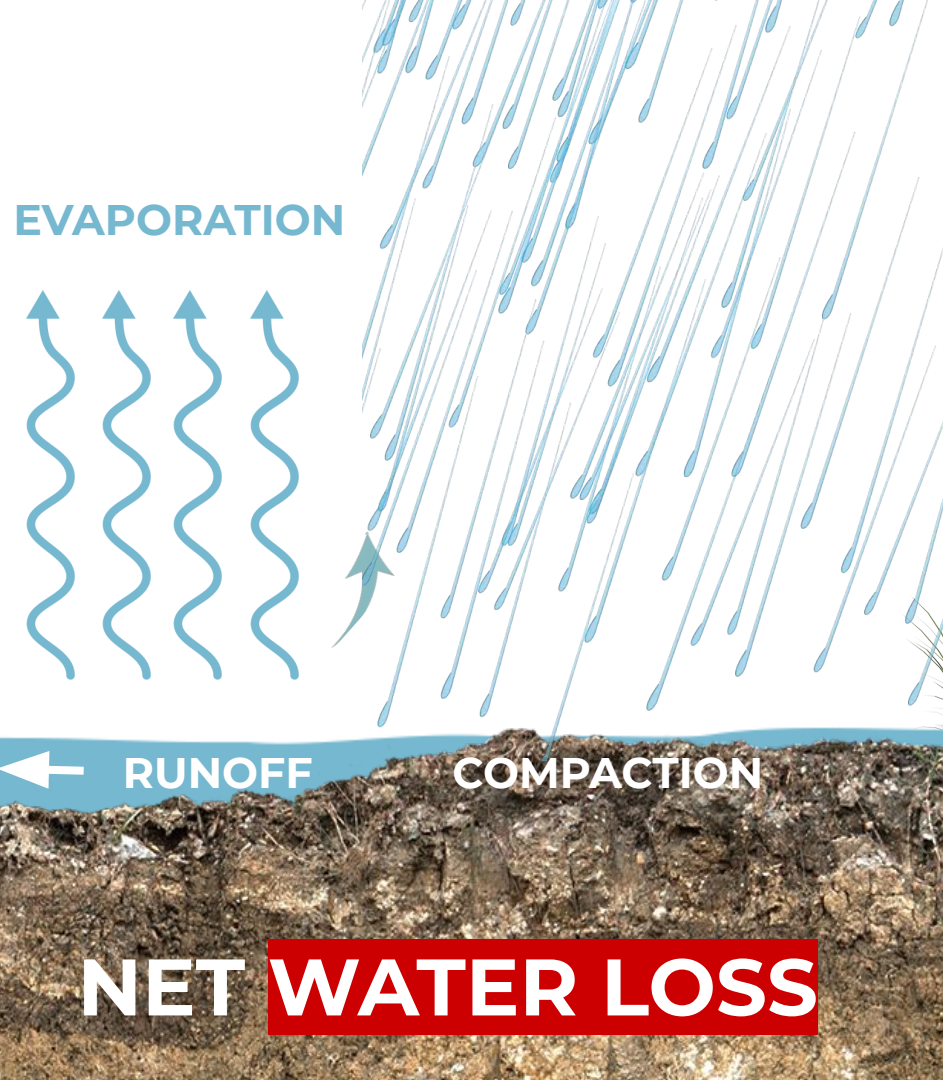
INPUT COSTS DOWN

INPUT COSTS

TIME IN PRODUCTION









**GROW
SOIL!**

KISS
-the-
GROUND

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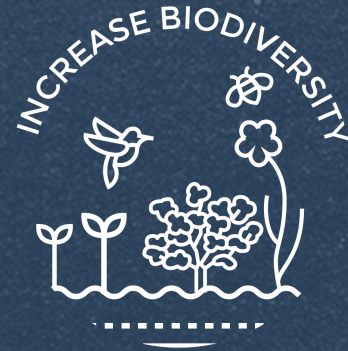
A man, likely a farmer, is smiling and holding a large clump of dark, rich soil in his hands. He is wearing a white baseball cap with the text "Understand the Art" and a logo, sunglasses, a blue t-shirt, and denim overalls. He is standing in a field of green plants, with trees in the background under a clear blue sky.

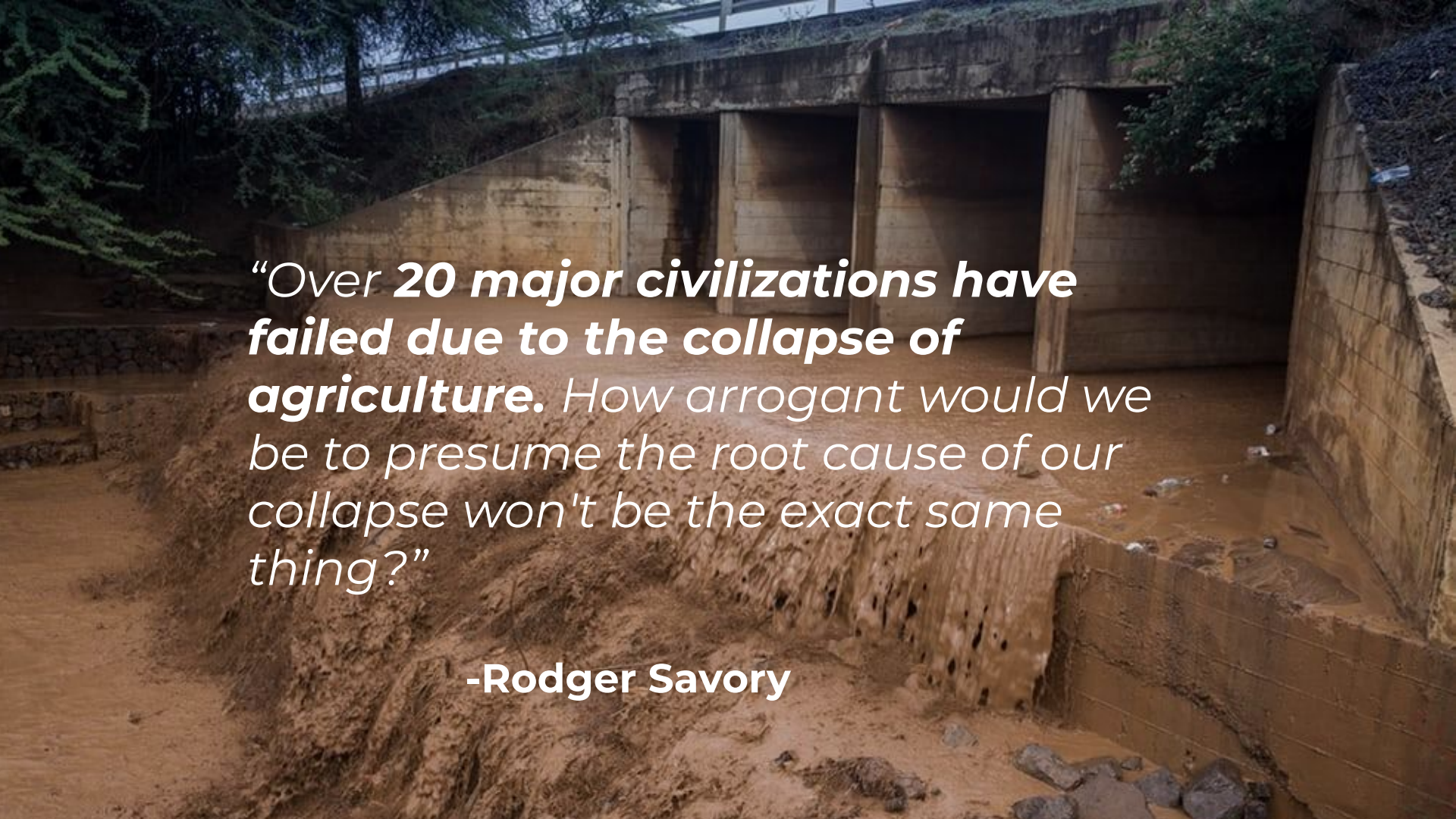
FARMER BROWN

KISS
THE
GROUND

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.
6. **Regional Access to Nutrient-dense Food** Restoring soil fertility means reliable food supplies.
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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