



Farmer's  
Footprint

# Impact Report

2022+

Farmer's Footprint has completed its fourth orbit around the sun, and we find ourselves once again at a moment of reflection. For most nonprofits, value is often singularly measured in tangible impact; services delivered, projects completed, and percent of each dollar devoted to programming. And rightly so, our supporters should demand good stewardship of their trust, expectations and resources; however, as an organization that holds sacred the softer power of the story, impact reporting becomes an opportunity to look beyond the numbers on the page and contemplate the broader set of conditions that lead to a lasting change.

For me, the mission is the people – those on our teams, our many wonderful partner organizations, the growers and stakeholders across the food system, and of course, our community of supporters. Each of these individuals, whether they show up in front of the camera in one of our stories or engage tirelessly with their own communities, without fanfare or spotlight, holds within them the power to make their transformations manifest.

Though we strive to deliver transparency using data and metrics, we will never solely measure our impact in likes, page views, or impressions. We will forever consider the vast human potential that is unlocked when the individual, inspired by a new connection, relationship, story or understanding, builds their own pathway to agency toward the change they seek to make.

Stories are our declaration of the possible – a presumption that the regeneration of people and planet can and will unfold before us like so many flower petals. This belief grows stronger within me with each passing year, each time I hear from one of you, see the actions you've taken, and become the person you need to be for a more verdant world to emerge.

Thank you for being such a meaningful part of our story.

**David Leon**

*Co-Founder and Executive Director*

# 2022 was the year of relationships and collaboration.

It became more clear than ever that we need to look up and to the sides, see each other in the eye and ask questions. Who else is here? How can we work together? Dialogue became more important than ever as we placed ourselves in the ecosystem and fostered spaces for meaningful nuanced conversations within the movement. A safe space where anyone can express their voice, ask questions, and learn in community.

As mentioned by anthropologist Clifford Geertz, we believe stories that generate awareness, empathy and coherence are a point of human connection that can inspire us beyond ourselves and enable us to take action. They are tools that allow us to connect across differences and hold together a community in which each individual's potential and expertise can be a catalyst for change. The simple act of telling a story is more than words to a page or voice resonant around a fireside. Story sparks our inner fire to move, act, create, regenerate, celebrate stewardship of the land, and inspire personal transformation required for behavior change.



We build our work starting here, with our guiding ethos:



## Progress Over Perfection

We seek to meet people wherever they are, understanding that the application of regenerative principles and systems thinking is a journey.



## Relationships Bridge Builders

We understand that true change does not occur in isolation. We commit to taking a holistic approach and embrace the complex relationships and connections that exist between all things.



## Fostering Hope

We recognize the vast and complex challenges that lay ahead but maintain a strong sense of optimism in the power of connected and collective action and its ability to catalyze meaningful change.



## Rematriation of Knowledge

We honor the wisdom of land stewards and ancestral ways that have come before us, and have a deep responsibility in the healing process of historical trauma. We view Earth as the mother-land.

# Feminine Emergence and the Biodiversity of Lived Experience

With a majority of the team members identifying as female, we have fostered an environment that embraces and celebrates the unique perspectives, skills, and lived experiences that women bring to the table. Not only is this shown in our team composition, but also in the way we cultivate a supportive and inclusive work environment with intuition, collaboration, and creativity at the center of our work.

In addition to gender diversity, a key differentiator of our team is that we deeply value the experience individuals from different professional backgrounds bring to the table. To do this, we honor and integrate the wealth of knowledge, experience, and skills that diverse expertise can bring when applied to the field of regeneration. This multidisciplinary approach allows us to innovate and develop programs that address the complex challenges faced by land stewards, food businesses, and consumers, worldwide.

# Global Impact

An aerial photograph of a lush green agricultural field. The field is divided into rows of plants, likely banana or similar tropical crops. A white tunnel structure is visible in the upper right quadrant. The overall scene is vibrant and shows a well-maintained farming operation.

Following the successful launch of Farmer's Footprint Australia in 2021, we are thrilled to share our progress and plans for expanding our global footprint. Our vision entails independent charitable organizations adopting the Farmer's Footprint name, allowing us to build on the success of our US-founded platform and pursue place-based initiatives led by local teams. This approach will connect grassroots efforts with highly contextualized, action-oriented interventions, fostering the regenerative movement worldwide.



# Farmer's Footprint

AUSTRALIA

With place-based, grassroots initiatives, FFAU is addressing a diverse range of areas, from supporting aspiring farmers to amplifying the voices and stories of those at the forefront of the regenerative movement. Each program serves a unique purpose, contributing to the overarching mission of regenerating our food system to one that prioritizes human and planetary health.

# On the Fence: a mini-documentary series



On the Fence explores human stories of the farmers and communities at the heart of Australia's transition to a more resilient and regenerative food system. We have less than one generation left to stabilize our accelerating environmental crises and our food system sits at the heart of it.



# The Northern Rivers Incubator Program



The Northern Rivers Incubator Program is a pilot of collaboration between The Farm Byron Bay and Farmer's Footprint Australia. This program aims to establish pathways for aspiring farmers into the local food industry to engage, upskill and attain an immersive hands-on experience that provides a network of diverse education and support systems.

# Farm Yarns



Farmer's Footprint Australia curates and produces a farm yarn once a month to tell the stories of those who are stewarding their land in a way that focuses on regenerative outcomes, as well as those who are enabling and supporting this honorable work. These yarns have been spun in the hopes of bringing you closer to the people who produce your food, and in turn closer to your truest self.

# Regeneration Allocation Program



We believe that businesses play a vital role in accelerating our collective transition towards a more regenerative food system.

Soon to be a global initiative, the FFA Regeneration Allocation Program has been created to assist businesses in acknowledging the power and impact that their production, distribution, and consumption have on both human and planetary health.



Introducing...

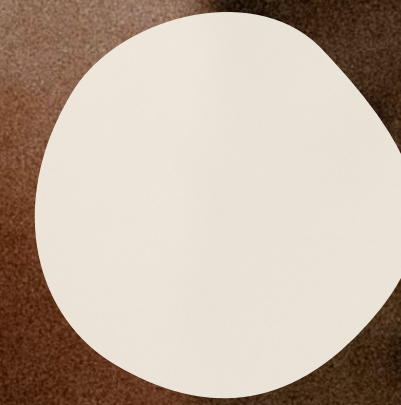
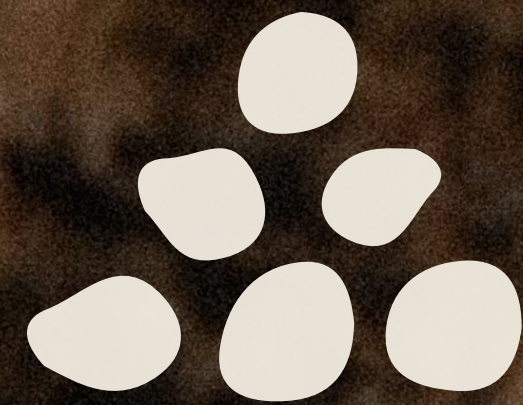
# Farmer's Footprint UK

Expanding our ability to connect and create impact through place-based programming, we launched Farmer's Footprint UK. Joining the already passionate and rapidly growing regenerative UK movement, our small but mighty team has been on the ground meeting with farmers, building local community and discovering ways to create deep-rooted, meaningful impact. Following a similar approach to the US and Australia, the UK team will focus on creating human-centered stories with farmers, doctors, creators, and eaters as a means to raise awareness and inspire action towards a more regenerative future for ourselves and for our planet.



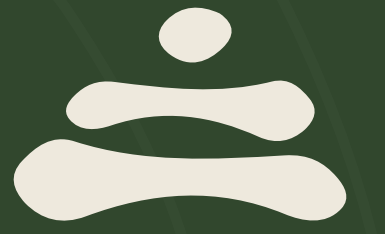
# Pillars of Action + Programs

We are here to uncover the creative potential between soil, human, community, and planetary health.



This exploration happens in the caverns of our programming — each designed to spur agency and create actionable change.

# Programs



Glyphosate Campaign



The Garden Club



Community



Storytelling



ReNourish Studio



The Nest

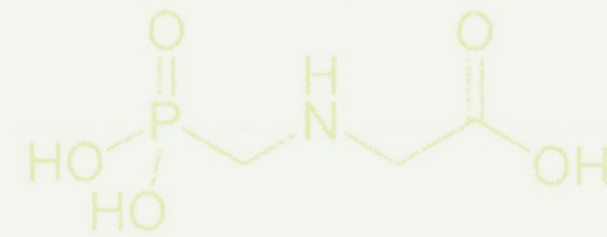
# #KNOWGLYPHOSATE

an exploration of context and convergence of the most prevalent toxin in our food system today

## The Campaign

The Know Glyphosate campaign aimed to actively raise awareness, action and bring new dialogue to the immense harm of the active ingredient in “Roundup” weed killer, glyphosate (glai-fo-sate). There is widespread contamination of glyphosate within many facets of our lives that negatively impact soil, human, and planetary health.

We want to make glyphosate famous – a notoriety befitting the immensity of its use, as twice as many pounds of glyphosate are used worldwide than any other weed killer on the market.



## Roundup Maker to Pay \$10 Billion To Settle Cancer Suits

Bayer faced tens of thousands of claims linked to cases of non-Hodgkin's lymphoma. Some suits were set aside for future cases.

Monsanto Agrees to Plead Guilty to Illegally Using Pesticide at Corn Growing Fields in Hawaii and to Pay Additional \$12 Million

Company also Agrees to Plead Guilty to Felony Offenses Related to Banned Pesticide Alleged in \$10 Million Deferred Prosecution Agreement Filed in 2019

Monsanto Agrees to Plead Guilty to Felony Offenses Related to Banned Pesticide Alleged in \$10 Million Deferred Prosecution Agreement Filed in 2019

Freshwater ecosystems at risk due to glyphosate use

Groundskeeper Accepts Reduced \$10 Million Award In Monsanto Cancer Case

November 1, 2018 2:45 AM ET



Study links exposure to pesticide-related crimes in Hawaii



Monsanto Emails Raise Issue of Influencing Research on Roundup Weed Killer

Common weed killer glyphosate increases cancer risk by 41%, study says

November 1, 2018 2:45 AM ET



# Campaign Milestones

#KNOWGLYPHOSATE

## Petition Signatures

Over 150,000 people have already signed the petition to ban glyphosate - the main ingredient in "Roundup" and most ubiquitous herbicide in our food system today with an estimated 8.6 billion kilograms applied globally into our soils, crops, and watersheds since 1974. This significant number of signatures indicated the growing concern and demand for change regarding glyphosate usage.

## Inclusive Webinar

Over 10,000 webinar views "Context and Convergence: A dialogue on glyphosate, human and planetary health" including US Senator Cory Booker, Zach Bush MD, Kelly Ryerson, Calla Rose Ostrander and Matt Nicoletti and Carey Gillam. The webinar provided a platform to deepen understanding of glyphosate's current role in the food system and explore ways to evolve its usage for greater vitality at microbial and ecosystem levels.

## Meeting with U.S. Senator Cory Booker

Co-Founder Dr. Zach Bush had the opportunity to meet with U.S. Senator Cory Booker and his team in Washington D.C. to discuss additional policy possibilities regarding glyphosate. This meeting demonstrated the campaign's impact in engaging policymakers and seeking avenues for change.

## Pillars of Action + Programs

Farmer's Footprint Impact Report 2022



# Progress + Future Initiatives

#KNOWGLYPHOSATE

The campaign's achievements signify a growing movement and demand for change regarding glyphosate usage. Farmer's Footprint aims to continue its efforts to raise awareness and drive action in the following ways:

## Further Policy Exploration

Building upon the resonance across diverse audience archetypes motivated to shift the landscape of chemical-based agriculture, Farmer's Footprint and Center for Food Safety teams are pursuing a multi-year, tiered-phase campaign strategy to equip food system stakeholders with participation pathways in pursuit of food that nourishes, rather than degenerates life. To build coalition level executions in phasing out Glyphosate, available campaign tools include foundational designs of an immersive futurist event template that can be replicated and disseminated nationwide and globally, as well as strategy development for a multi-year cause-based media and marketing campaign. #KnowGlyphosate will generate awareness and resource the commons to engage in Glyphosate's ultimate phase out. Current contemplated media tactics include wide-reaching communications and marketing activations, including a Super Bowl commercial and corporate and media maven campaign partnerships, informed by Glyphosate-specific legal expertise and seminal litigation victories from campaign partner, Center for Food Safety.

## Pillars of Action + Programs

*Roundup Maker to Pay \$10 Billion to Settle Cancer Suits*



Farmer's Footprint Impact Report 2022

# Progress + Future Initiatives

#KNOWGLYPHOSATE

## Expanded Dialogue and Engagement

The campaign has successfully raised awareness and initiated meaningful action towards addressing the harmful impact of glyphosate to thousands of individuals. With significant petition signatures, a well-attended webinar, and a meeting with a U.S. senator, the campaign has made strides in engaging various stakeholders and inspiring community members at home and at the federal level.

### As a community member shared:

*"Learning about the effects of glyphosate through Farmer's Footprint has inspired me to start my own garden and focus more on regenerative products vs. just conventional organic. It also helped me educate my clients and share resources that empower them to make informed dietary changes."*

## Pillars of Action + Programs

Farmer's Footprint Impact Report 2022



The New York Times

## Roundup Maker to Pay \$10 Billion to Settle Cancer Suits

Bayer faced tens of thousands of claims linking the weedkiller to cases of non-Hodgkin's lymphoma. Some of the money is set aside for future cases.



# Storytelling

place based + human centered

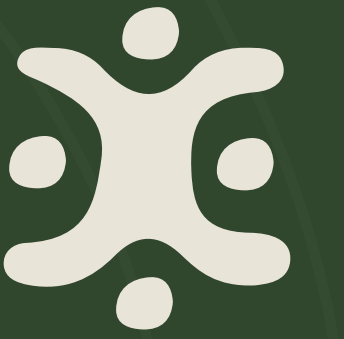


Like soil, we are strengthening our storytelling narratives through biodiversity. The vibrant microbes and earthworms of the Circle of Creatives program are the voice and topics we share. By doing so, we bring more context to every story because each creative piece is grounded in lived experience.

We've welcomed writers, videographers, and artists from varied backgrounds to create, write, photograph and capture the stories of the land and sea, and those who steward it, as well as the nuances of the food system that exist between the farm and our daily lives.

We share each story on our media channels as artistic and informative vehicles of awareness and catalysts for change.

# Metrics Dashboard



Platform // Channel	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Growth
Instagram	74,899	79,276	84,406	88,142	90,654	21%
Facebook	29,179	29,475	31,000	31,318	31,710	9%
Email	19,002	19,848	28,005	37,040	41,586	118%
Community Network	3,566	4,821	5,197	6,739	7,230	102%
LinkedIn	1,503	2,222	2,826	3,676	4,347	189%

# Metrics Dashboard



Impressions: 2,125,831

Shares on Instagram: 18,584

Mission-Aligned Social Media Posts: 135

## Topics Covered:

Land Stewards (Meet a Farmer)

Food Justice for Black Farmers

Intergenerational Wisdom

Consumer Behavior Change

Female Land Stewards

Community Funding Programs

Seasonal Living

Food Systems Change

Community Action

Immigrant Farmers

Glyphosate

Regenerative Meat

Garden Pro Tips

Preservation of Traditional Foods + Medicines

Seaweed Farming

Co-Creation

Black American Farmers

Jewish Agriculture

Regenerative Cooking

Our Programs

Food as Medicine

Seed Knowledge and Saving

Indigenous Wisdom

Climate Change

Food Access

Lunar Planting

Animals + Agriculture

Colonialism + Industrialization

Regenerative Kids Activities

Nutrient Density

Farmworker Safety (pesticide use)

Pollinators

# Milestones



## Circle of Creatives

We put to rest a linear approach to storytelling through a singular voice. It became clear that the strength of a story isn't solely the subject - equally powerful is the diversity of the one who holds the pen, the camera, the cursor, or the instrument. Over 20 of our content features were produced by the Circle of Creatives, providing artists the opportunity to express what regeneration means to them through their own lived experiences, cultures, and communities.

## Expanded Featured Topics

We examined areas of opportunities to reach more communities, and thus expanded our storytelling repertoire to Transition Tips for Conventional Farmers, in order to provide tangible resources and tools for those not yet on the path of regeneration. We also dove deep into ocean farming, awakening people to consider regenerative aquaculture in the larger context of regenerative agriculture. We also provided a series in Spanish on immigrant farmworker stories.

## Fine-Tuning our Storytelling

Through our storytelling series, we have crafted more intentional narratives in a way that builds peoples' capacity and will to reflect, embody, and engage in regeneration - not just as a concept, but as an active way of life. We've refined our aims of each series, and applied living systems thinking to how we tell and curate these stories.

## Progress + Future Initiatives

Our goal is to continue expanding our perpetually in motion, always evolving, storytelling circle for emergent creators and topics. We're working on other ways to tell stories beyond blog and social formats, including a digital gallery for artists and other mediums.

# Meet A Farmer

a collection of farmer stories on the regenerative journey



The aim of the Meet A Farmer series is to show how farmers are evolving the capacity of themselves, their farms, communities, businesses, and whole industries to create agricultural systems that nourish ecosystems and communities for generations to come. This collection of stories allows for patterns and frameworks to emerge as blueprints for possibility.



# Meet A Farmer

Salvatierra Farms

Reginaldo Hasslet-Marroquin



“We follow an Indigenous understanding of regenerative agriculture. This serves as the foundation to understanding what practices to follow for specific ecology and how best to support communities. Approaching regenerative agriculture from an Indigenous mindset helps us to understand that regeneration is larger than the land being farmed on, and can only be achieved at the ecosystem level.”

— Reginaldo Hasslet-Marroquin



# Meet A Farmer

Nautical Farms

Morgan Fogg + Jake Patryn



“Our long term mission is to provide jobs in the area, so keep local kids here, hopefully. Raising young ones into the industry can give fathers and grandfathers a lot of comfort knowing there are more options to keep their children on the water other than just commercial fishing.”

— Jake Patryn



# Meet A Farmer

Gilliard Farms

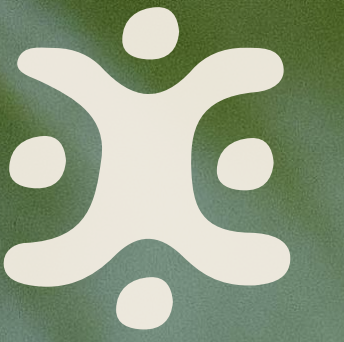
Matthew + Tia Raiford



“We’re connecting all these pieces that are rooted in the soil, rooted in the planet, rooted in our mindfulness of our communities and families... We’re not going to break or fix the cycle within our generation or within our lifetime. However, it can be the start of something. It is the start of something that is really, I feel, needed in this country.”

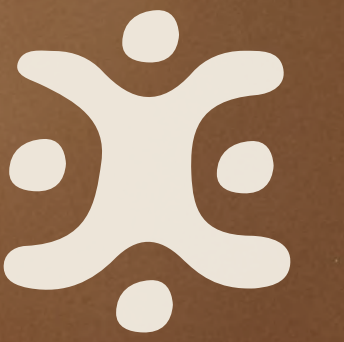
— Tia Raiford

# Food as Medicine



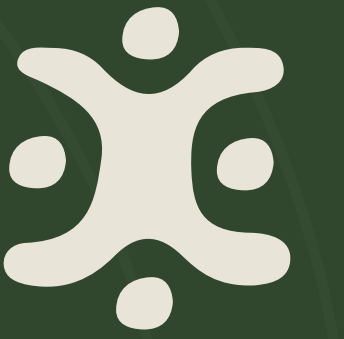
The aim of the Food As Medicine series is to explore different lenses into the cultural, historical, and medicinal properties of different plants and animals, so people can assess their values, make holistic food-purchasing decisions, and contribute to the radical restructuring needed for social, cultural, and ecological regeneration.

# Regenerative Living



The aim of the Regenerative Living series is to deepen our questions and understanding of regeneration and how it applies to all different aspects of seasonal life, from love to children's education, home gardening, food access, and more, so that everyone feels enabled to participate in regeneration through their lifestyle choices.

# Who Grows Your Food



The aim of the Who Grows Your Food series is to provide a historical and modern framework of what ‘farm labor’ really is in America to reconcile and heal from history’s deep socio-cultural footprint of degenerative and exploitative food systems. This series connects the inextricable links between restorative justice and regenerative agricultural systems, and calls in the requirements needed to forge a new path.



# Who Grows Your Food



In the words of Leonina, the writer of Who Grows Your Food:

“My heart is so full every time I think of the work I’ve been enabled to do through the Circle of Creatives; not just because professionally we’ve won accolades and I’ve been able to develop my voice as a writer through working with the editorial team, but maybe most importantly whereas I thought going in, I’d uncover a lot about the industry and bring to light my peoples stories, I never imagined that my own story and growth as a human being would be developed through this series, it has been an all around filling and joyful experience to be part of this amazing team.”

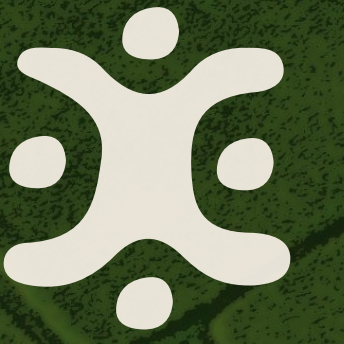


Leonina won the Young, Gifted, and Green 40 Under 40 Award by Black Millennials for Flint for this series’ impact on immigrant justice in food.

Leo presented excerpts and reflections of WGYF to the Kairos Center, an organization building a movement to end poverty, led by those in poverty.

On behalf of research for this series, Leo attended and volunteered at the Coalition of Immokalee Workers March to rally for farm worker justice.

# Transitioning to Regen



The aim of the Transitioning to Regen series is to evolve the way farmers and the conventional farming paradigm engage with land. This collection inspires discernment and develops a unique understanding of how to apply principles, tools, and relationships of regeneration so farmers and the life on their farms can be more abundant and healthy.

**In the words of transitioning farmer, Jennifer Baine:**

*"I found encouragement that improvements may not always be financial immediately but that intangible things like family relationships, stress, and work hours is a valuable benefit also. I'm inspired by the fact that a regenerative mindset is a journey, just because I don't have all the solutions figured out doesn't mean I'm not on that journey. I have created my own baseline statistics measures which will allow me to track and recognize improvements at my property. These are both tangible and intangible metrics."*



# The Nest

a creative agency in service to farmers + soil

Through this program, we have granted over \$120K in marketing services and direct donations to farmers.

# Offerings



Storytelling



Branding



Marketing



Design



Visuals



Website



Assets



Print

# Milestones



## Launched the Nest:

The creative agency was launched to serve farmers by providing customized and branded digital assets, including graphic design, website development, fundraising platforms, SEO optimization, email marketing campaigns, photography, and videography.

## Expanded our digital offerings:

Providing free storytelling, branding, marketing, website development, photography, videography, logo design, digital graphics and print marketing for farm businesses to drive demand and build thriving enterprises in the regenerative market. We provide every farmer with a customized experience where the collaboration and collection of many skills and lived experiences are applied to the co-creative evolution of the farm brand. At the end of each project, we do a training call with each farmer so they are equipped to maintain and update their website on their own.

## Donations Granted:

The Nest has provided over \$120K in marketing services and direct donations to the farmers we featured in our Meet A Farmer Series. These services have helped farmers effectively communicate their stories and showcase their important work in regenerating soil, curbing climate change, and creating resilient food systems.

## Progress + Future Initiatives:

The Nest aims to continue serving farmers, and also expand the program to include mission-driven enterprises. We seek to develop a closed loop cycle of reciprocity, where farm and food businesses alike can benefit from professional services to help amplify their stories and customer base through a get-one-give-one model.

With a commitment to collaboration, customization, and amplifying the voices of farmers, The Nest continues to leverage diverse skills to support regenerative enterprises by creating a living archive of digital touchpoints that contribute to a more resilient food system. At the end of each project, we do a training call with each farmer so they are equipped to maintain and update their website on their own.

# Salvatierra Farms



- Built new website
- Professional Videography
- Logo refresh
- Professional Photography

Total donations in services + direct funding: \$15k



*"The Nest has been a very unique experience. For Salvatierra Farms, we don't have any of the infrastructure to produce and elaborate on stories, yet storytelling is the foundation to most of the work we do. We needed that infrastructure in place because we can't communicate our story without it. Thanks to Farmer's Footprint, we are no longer the tree in the forest that falls without anybody listening."*

— Reginaldo Haslett-Marroquin, Founder + Farmer



# Nautical Farms



- Logo refresh
- Professional Videography
- Custom iconography
- Professional Photography

Total donations in services + sales generated: \$8.5k

*“Working with The Nest was a dream come true! As a small business owner, you wear many hats, but graphic design has not been a strong suit of ours. We have been so grateful to The Nest team for soaring in and helping us to create beautiful graphics, email templates, and an updated logo for our niche business. Every asset they have created has worked wonderfully with the branding we’ve established so far and they were an absolute pleasure to work with every step of the way! It’s not easy to find a group as intentional, thoughtful, and lovely as The Nest team is.”*

— Morgan Fogg, Farmer + Co-Owner



# Gilliard Farms



- Built new website
- Professional Videography
- Started e-commerce
- Professional Photography

Total donations in services + sales generated: \$15k



# Community

global gathering space fostering co-creative changes in mindset and action



We continue to steward a digital network that connects individuals with diverse curiosities and talents, fostering local and global connectivity, intimate dialogue, storytelling, learning-based events, volunteer activations, group workshops, and courses. This framework empowers each person to be a changemaker in their community and contribute to regenerating the health of the soil, ourselves, and the planet.

# Metrics Dashboard



*"The Farmer's Footprint Community has just been incredible. I can say every conversation I have, I learn something new and meet somebody new. I meet people from all over the world who are insanely knowledgeable, passionate, warm and welcoming. There are so many different ways the community has benefited me in the last year, whether it's getting a job or new opportunities to volunteer and get involved, or just to create a network and meet new people. It's all about having a space for inspiration, restoration, and invigoration around this movement. And that's just a really powerful feeling to walk around with everyday because knowing this community is behind you gives you a little energy when you might not think you have anything left."*

— Community Member

New Members  
(2022)

**3,664**

Events Hosted

**96**

Volunteers

**77**

Total Members

**7,230**



# Milestones



## Membership Growth:

The online Community has experienced remarkable 102% growth, totalling 7230 members in over 100 different countries.

## Committed Volunteers:

70+ committed volunteers who actively contribute to various initiatives and programs whose work is instrumental in driving the mission forward. Their dedication and involvement amplifies the impact of the team's work and enables the community to take tangible actions towards regenerative practices. They attribute personal and professional growth, connection with like-minded individuals, and a sense of purpose to their involvement.

## Community-led Events:

Signups surpassed the initial goal by 143% and the overall community grew 26.7% in 4 weeks, attracting 992 new members to the free community offering

# Milestones



## Launched a course with Commune + Zach Bush, MD:

Back in July, we gathered as a team and set an intention to capture the essence and impact of the work we do into a live event.

Our intention was to give a contextual look at the landscape of regenerative agriculture by telling the story of regenerative agriculture based on the pillars of our work across the whole system of people, industry, food and beyond.

We brought together 13 inspiring voices, and over the course of a day, could feel the reverberating pulse of momentum progressing this movement. The team at Commune supported our efforts with the venue and recorded every conversation, keynote and panel so this could be shared far beyond a single event. This single day event took new form as an evergreen course called: A Path for Healing People and Planet.

[A Path for Healing People and Planet](#)

## Featured Guides:

Matt Nicoletti, *Penny Newman Grain Co.*

Ryan Black, *CEO of Sambazon*

Jesse Smith, *White Buffalo Land Trust*

Brian Dawson, *Regenerative Investor*

Charles Einstein, *Author of Sacred Economics*

Jade Lee, *Bridge Builder + Artist*

Samantha Foxx, *Farmer + Community Leader*

Lauren Tucker, *Founder of ReNourish Studio*

Erin McMorrow, PhD, *Author of 'Grounded'*

Reginaldo Haslett-Marroquin, *Farmer + Indigenous Advocate*

Zach Bush, MD, *Founder of Farmer's Footprint*

# Progress + Future Initiatives



We are committed to nurturing and growing our Community's impact by fostering meaningful connections, sharing valuable resources, igniting inspiration, and fostering actionable change.

Our approach encompasses both local and global connectivity, sustained dialogues, immersive learning experiences, and active volunteer participation. As we move forward into 2023, we have set our sights on an ambitious goal: to expand our Community to encompass 10,000 members by year-end. This growth will allow us to further amplify our mission and create a more profound influence on the regenerative agriculture movement. In the upcoming year, we are excited to embark on a range of new initiatives that will not only empower our current members but also attract and engage new participants. By continuously improving our Community's offerings and providing innovative pathways for involvement, we aim to create a vibrant and dynamic space that truly propels the regenerative agriculture movement forward.

Learn more about how you can lend a helping hand:

[Join the community](#)

## Volunteer Testimonials:

*"The Farmer's Footprint community helped shape my interest in regenerative agriculture into a clearly defined passion. I can honestly say that my life has changed course since joining."*

*"When I feel like I am not making a difference or choosing a strange path in life, this community has always helped lift me up and bring a smile back to my face."*

# The Garden Club

Our first ever gardening course and community experience

A comprehensive regenerative journey designed to equip individuals with the knowledge and skills to grow their own food. This program offers a range of resources, live sessions, and support to help participants embark on their gardening journey and embrace regenerative practices.

# Milestones

The  
Garden  
Club

## Initiated 250 new Gardeners:

Initiated 250 people, many of who were embarking on gardening for the first time. Through the course and community experience, these individuals gained valuable insights and practical knowledge about regenerative gardening, setting them on a path towards sustainable food production.

## 20 Garden Club Scholarships:

To make the Garden Club accessible for those who couldn't afford the cost of the program, we opened up applications to award scholarships.

## Community Growth:

Signups surpassed the initial goal by 143% and the overall community grew 26.7% in 4 weeks, attracting 992 new members to the free community offering.

## Enablement:

After completing The Garden Club, 97% of participants reported feeling empowered to grow their own food. This highlights the transformative impact of the program, instilling confidence and knowledge in new gardeners through the community experience which includes:

- 7 robust modules
- 31 informative tutorial videos
- 9 hours of live session content with Farmer Greg, including weekly reviews and 2-hour live Q&A sessions each week
- Comprehensive resource guide
- Curated shopping guide
- Detailed follow-up support outlining next steps to keep the growing flowing

# Testimonials from Gardeners

The  
Garden  
Club

*"The Garden Club has built not only my knowledge on the basic necessities to begin a proper garden but more so my confidence. The structure of the lessons were easy to follow and understand. I felt heard and appreciated the time that everyone took to ask and answer questions. This experience has been meaningful on so many levels, from getting inspired to feeling empowered. Thank you!"*

*"I took the course last year and it was an invaluable experience! I highly recommend it. I was able to set up a small, at home garden, complete with irrigation. I was also able to take Farmer Greg's information and put it to use at a local regenerative farm where I volunteer almost everyday!"*

*"The Garden Club motivated me to get gardening for the first time."*



# reNourish Studio

Regenerating Food Businesses

reNourish Studio is a developmental community of food industry leaders finding actionable ways to regenerate the food system through incorporating living systems thinking into their business models.

# Milestones

## 16 Businesses Committed

Industry leaders representing various sectors have committed alongside their teams to the three-year program attending weekly virtual sessions and three immersive on-land experiences anchored in dialogue and community.

## Philanthropic Support

\$520k raised has allowed us to recruit a team for the design and execution of the program, as well as offer scholarships for smaller businesses to join this offering alongside larger organizations.

## Acknowledgements

Studio lead Lauren Tucker, former co-founder of Kiss The Ground, has since published two Articles on Medium and been interviewed on the Investing in Regenerative Ag Podcast and the Investing in Regenerative Agriculture and Food Podcast talking about the thinking behind the Studio, how it's impacting participants, business operations, and the direction of the "regenerative industry".

## Progress + Future Initiatives

At its one year mark, reNourish Studio has proven to be a pioneering initiative bringing together a community of food industry leaders committed to transforming agricultural economic structures so they can nourish all life and actualize systemic change. reNourish Studio is launching its second cohort this year and expanding the community of food industry leaders setting new patterns that regenerate our living world.



# Partnerships

rooted in relational bridge building, our essential capacity to co-create is in bloom



Regeneration calls for collaboration. Collaboration prioritizes emergence over individual capacity. Capacity to create change expands when we do this work together. We co-create experiences and offerings that add value and surface new opportunities to think differently and create real change - from the grocery store, the voter's ballot, on land, with greater expression of empathy, and in behavioral changes big and small.

Hand in hand with nonprofits, businesses, community members, and brands, it's clear that collaboration outperforms competition.

# Milestones



## 25+ Aligned Business Partnerships

Regenerative industry brand leaders across the movement have committed time, attention, community, thought-sharing, in-kind donations and dedicated proceeds to strengthen the reach and impact of Farmer's Footprint. From silent auction activations at prominent regenerative conferences to bespoke offerings to our growing community, possibilities continue to co-evolve.

## Launched a course with Commune + Zach Bush, MD

A Path for Healing People & Planet gathered together 10+ prominent thought leaders and changemakers to develop a digital course that reached over 25K individuals focused on regenerative agriculture, because healthy soil, communities, economies, and people all form one essential ecosystem. This program expanded the Farmer's Footprint community by 25k participants.

## 1% of Proceeds Commitments

Starting with Flamingo Estate and The Golden Secrets, a growing number of businesses have chosen to dedicate 1% of their earnings with a long term focus on the partnership via continued, recurring gifting and ongoing recognition as a 1% partner.

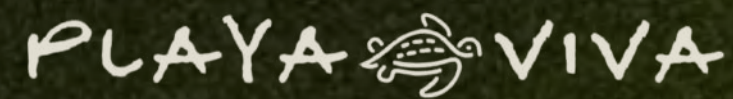
## Progress + Future Initiatives

Building on the momentum of reciprocity, we are developing additional pathways to foster bespoke collaborations and multi-year campaigns with a growing array of partners in pursuit of accelerating action and support for shifts in participation and enriched experiences across sectors within the movement within the verticals of community, storytelling, and development.

# Partners



Terra.do



by SAGRA



COMMUNE



CHRISTY DAWN  
*honoring mother earth*



FLAMINGO  
ESTATE



PlantBaby



kindhumans



BILLABONG



Onda

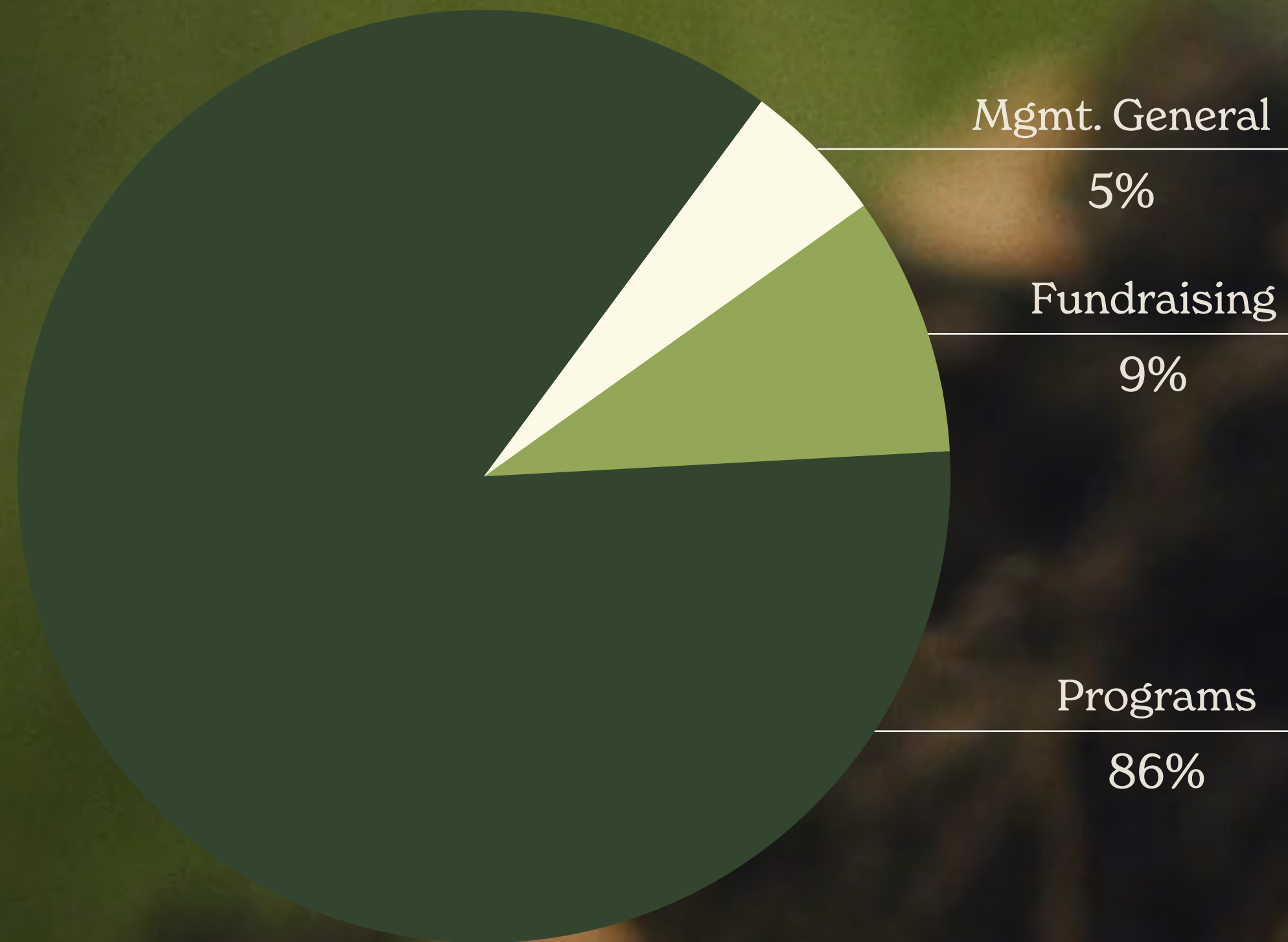


# Metrics Dashboard



	2021	2022	% of Growth
Number of Donations	8,349	9,117	9.2%
New Donors	1,803	2,008	11.3%
Total Recurring Donors	563	910	61.5%
1K+ Lifetime	232	438	89%
Revenue (Unaudited)	1,135,493.28	1,863,722.61	64%
Average Donation	\$121.86	\$151.51	24%

# Financials



Admin	\$2,572.65	0.18%
Professional Services	\$19,227.65	1.34%
Staff	\$878,623.15	61.31%
Marketing	\$331,758.40	23.15%
Tech Stack	\$37,545.26	2.62%
Events	\$48,627.51	3.39%
Supplies	\$6,257.67	0.44%
Grants	\$5,719.75	0.40%
Payment Processing	\$26,029.23	1.82%
Benefits	\$62,408.77	4.35%
Travel	\$14,296.55	1.00%
	<b>\$1,433,065</b>	



# Meet the Team + Board of Directors

We didn't know it at the time, but when a doctor stepped out of the clinic and onto the farm field, it would set a powerful precedent for the path many of us would follow to Farmer's Footprint. An entrepreneur turned non-profit leader, performance marketer turned movement builder, a freelance graphic designer turned liberated artist, and a photographer turned farmer storyteller. All of these paths found a common thread in a deep-rooted passion for regeneration.

Our aim is simple: amplify the voices and stories shaping a movement, help light a path for every one of us to participate in bettering our lands, our communities, and the nourishment of all.

Aquifer



**David Leon**

Executive Director + Co-Founder

Seed



**Ines Frazier**

Community Manager

Sunflower



**Leia Vita Marasovich**

Director of Creative Development + Storytelling

Bee



**Tori Immel**

Director of Partnerships

Nest



**Jessie Gardner**

Director of Marketing

Mycelium



**Robyn Ford**

Social Media Coordinator

Mushroom



**Emma Sacks**

ReNourish Director of Community

Roots



**Alana Mooi**

Director of Programming + Impact

Compost Inoculant



**Lauren Tucker**

ReNourish Studio Lead

Myelin



**Jade Lee**

ReNourish Director of Event Production

Spider



**Eduardo Reyes**

Jr. Web Developer

Clay



**Melanie Heath**

Director of Development

Ant



**Patricia Ledezma**

Operations Assistant

Farmer



**Evan Folds**

Operations Manager

Earthworm



**Bjorn Minde**

Associate Creative Director

Cloud



**Maggie Savage**

Seraphic Designer





# Board of Directors

Zach Bush MD, Board Chairman

Scott Carlin, Board Member

Lynne Twist, Board Member

Kirk Schroder, Secretary

Brian Dawson, Treasurer

# Batches + Acknowledgements



PR Nonprofit News Award  
Honorable Mention



Featured on Water Bear,  
the first interactive streaming  
platform dedicated to the future of  
our planet

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Feeling Inspired?  
Connect with us.

