



Farmer's
Footprint

CATALYZE!

Reimagining Possible Futures &
Igniting Capacity for Change

GIVING
TUESDAY



Welcome to the Farmer's Footprint community and Giving Tuesday Catalyze! Convergence Resource Guide 2023.

Tailored specifically to your needs, each session from our convergence is complemented by resources and actionable recommendations ***to inspire will and ignite change.***

Everything in this guide is linked - simply click on each resource recommendation to open it.

Don't hesitate —***leverage this guide to enable yourself and discover*** your pivotal role in this transformative movement.

WELCOME

Jessie Gardner & David Leon

CATALYZE



1. **Join** our online community to connect with others passionate about regeneration
2. **Follow** us on social media
3. **Sign Up** for our newsletter
4. Educate yourself on farmer and **food system stories**
5. **Start Growing Your Own Food!**
6. **Donate to Farmer's Footprint**

Reflective Question: What needs to change in your life to embody and participate in regeneration? **In your home? In your community?**





“

It's about all of us as human beings being indigenous. We are indigenous, just like these trees, just like the microorganisms in this specific space are indigenous to this ecology. We are made of the elements of the earth.

— Reginaldo Haslett-Marroquin, Salvatierra Farm

RECLAIMING INDIGENEITY



Reginaldo Haslett-Marroquin, Lyla June, John Trudell & Snow Raven



VIDEO CREDITS



Indigenusness | Reginaldo Haslett-Marroquin

Kinship and Indigeneity Across Cultures and Time |
Dr. Lyla June Johnston & Angharad Wynne

Trudell (2005 Documentary)

Snow Raven | Know Thyself Podcast

John Trudell On Becoming Human | Tree Media

RECLAIMING INDIGENEITY



Reginaldo Haslett-Marroquin, Lyla June, John Trudell & Snow Raven

CATALYZE

Look into your family ancestry; find out the traditions, instruments, foods, and language of your ancestors. Consider making a family tree to share with your family.



Discover the history of the land you live on via [Local Native Land Map](#)



***Reflective Question:** How do you identify with the term "indigeneity"? As a human indigenous to the Earth, how are you inspired to tend, honor, and protect her?*

Read: Meet a Farmer Salvatierra Farm

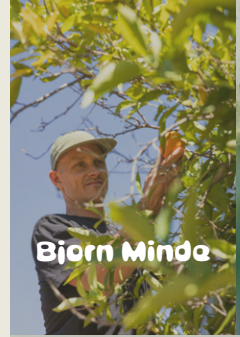
Read: Reclaiming our Indigenous European Roots by Lyla June

Listen: Healing our Indigenous European Ancestors - Lyla June

Watch: Trudell (2005 Documentary)

Listen: Snow Raven





Bjorn Minda



Zach Bush



Emma Sacks



Jada Leo



Pamela Ledazma



Inas Frazier



Jessie Gardner



Reflective Question:

WHAT IS YOUR CATALYST MOMENT?



Alana Mooi



Laia Vita Marasevich



David Laon



Mal Heath



Robyn Ford



Lauren Tucker



Evan Folds



Eduardo Reyes

GROUNDING IN TERMINOLOGY: REGENERATIVE AGRICULTURE



Farmer's Footprint's: David, Eduardo, Alana,
Jessie, Leia, Robyn, Ines, Melanie, Bjorn

CATALYZE

1. Meet the Team: Reach out to us on social media!
2. Connect with your neighbors around food; invite them over for a meal or share homegrown herbs
3. Reach out to a farmer near you and write them a letter saying thank you.

*Here is a list of just a few of the incredible
regenerative farmers you can write to...*



Thank a Farmer



Connect with your neighbors

THANK A FARMER

Joseph & Adrien

Western States Hemp, Fallon, NV

Tia & Mathew

Gilliard Farms, Brunswick, GA

Morgan & Jake

Nautical Farms, Machias, ME

Shakara & Xavier

Black Dirt Collective, Upper Marlboro, MD

Lacey Boyer

Indigenous Regeneration, Valley Center, CA

Cheyenne Sundance

Sundance Harvest Farms
North York, ON

Samantha Foxx

Mother's Finest Urban Farms
Winston-Salem, NC

Kelsey Ducheneaux

DX Ranch
Cheyenne River Sioux Reservation

María Catalán

Catalán Farm, Salinas, CA

Taylor & Katie

Roam Ranch, Fredericksburg, TX



Vincent & Irene

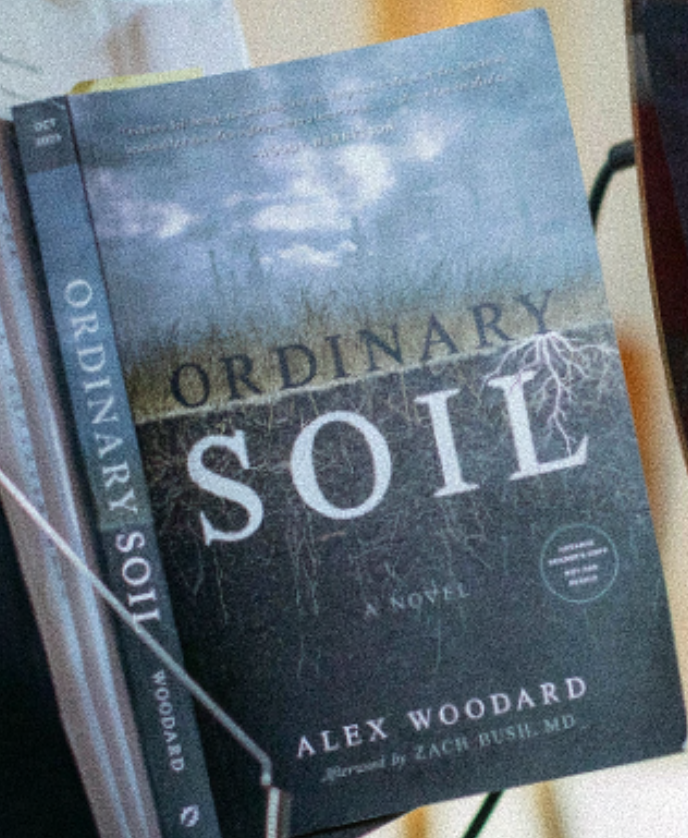
Kahanu 'Aina Greens, Maui, HI

Kena & Mark

Ollin Farms, Longmont, CO

Amyrose Foll

Kent's Store, VA



“

I started realizing how bad it was in rural America, and it wasn't just me. Somebody had to stand up and be the voice. It's not something I want to do, it's something I have to do.

— Gail Fuller, Fuller Farms

THE PARALLELS OF THE DOCTOR AND FARMER JOURNEY



Alex Woodward, Gail Fuller & Zach Bush MD

CATALYZE

1. **Read** Ordinary Soil by Alex Woodward
2. **Attend** Gail Fuller's classes and workshops or offer to sponsor one to support farmer mental health
4. **Download** the Non-Toxic Neighborhood Toolkit to get glyphosate banned in your community
5. Connect with Zach Bush MD

Reflective Question: How can we shift our focus from one of fighting disease to one of **fostering life**?



COEXISTING WITH PESTICIDES



Glyphosate & Policy with Amy van Saun + GMOs and the Quest for Food Sovereignty in Mexico with Malin Jonsson

CATALYZE

Learn: Our Glyphosate page



Take a [glyphosate test](#) to check your levels today



Follow: the Clean 15 list



Connect with a farmer or rancher near you and ask if they use pesticides and which ones.

Reflective Question: How can you personally advocate for policy changes that support a healthier approach to our environment and food systems?

Speak to your local representatives to get Round Up off of the shelves in store.



Make sure your neighbors aren't spraying



Ask Brands: to test their products through the detox project



Host a screening of 'Into the Weeds' (available for streaming December 8th)



semillas de vida



INTO THE WEEDS
DEWAYNE "LEE" JOHNSON vs MONSANTO COMPANY

“

The maize is a plant that has been developed in parallel hand in hand with the Mexican food culture within which we can find over 700 dishes cooked with maize. This genetic diversity is essential for the future of maize.

— Malin Jonsson, Semillas de Vida



COEXISTING WITH PESTICIDES



Glyphosate & Policy with with Amy van Saun + GMOs and the Quest for Food Sovereignty in Mexico with Malin Jonsson

ABOUT 'SEEDS OF LIFE' FOUNDATION

Seeds of Life Foundation seeks to advance productive options that keep seeds in peasant hands based on their capabilities, knowledge, skills, and, above all, the great genetic resources they have preserved and developed for their and humanity's benefit.

~~~~~  
**Donate** to Semillas de Vida  
**Take Action** and Stand With Mexico for Food Sovereignty & Their Right to Restrict GMO Corn  
**Learn More** about Semillas de Vida's work  
**Follow** Semillas de Vida on social media



## **ABOUT CENTER FOR FOOD SAFETY**

Through groundbreaking legal, scientific, and grassroots action, CFS protects and promotes your right to safe food and the environment. CFS's successful legal cases collectively represent a landmark body of case law on food and agricultural issues.

~~~~~  
Learn More about their pesticide work
Take Action on CFS campaigns
Join CFS to get updates on our victories and ways you can plug in
Follow Center for Food Safety

“

It's very interesting to know we are standing on an archeological site - the Chinampas are maybe 3-4,000 years old. The original culture of Mexico City Valley is a water culture and it only survives in the Chinampas. The richness of the heritage is so big and important to preserve; it's tied to agriculture, but also food, landscaping, traditions, beliefs, and cosmology. In my opinion, it's a way of flowing with nature because it's a water system. The ancient people from around here knew how to deal with flooding, with lakes, with canals, so [the Chinampas are] a way of working harmoniously with nature.

— Lucio Usobiaga, Arca Tierra

THE FUTURE IS ANCESTRAL



Lucio Usobiaga & Sonia Tapia

CATALYZE



Watch: 3000-Year-Old
Solutions to Modern Problems



Donate: Agroecological
Xochimilco Initiative

Reflective Question: Humans have had an unprecedented impact on the environment. How could we apply indigenous cosmologies to modern-day living so we can *participate in enhancing nature's processes?*

Explore & Read: Lo-TEK:
Design by Radical Indigenism



Follow: Arca Tierra on social media



Plan your next vacation with intention and curiosity; are there historic sites, spaces, or museums to visit that honor and celebrate the history and people of the land?



A woman with long brown hair, wearing a light blue long-sleeved blouse with white lace trim and a white apron, is looking down at a plate of food. She is standing in a garden with many orange and pink flowers. The word "NANA" is written in large, bold, red letters across the middle of the image.

NANA

FOOD IS MEDICINE



Intuitive Cooking with Alana Mooi of NANA

CATALYZE



- 1. Ditch The Recipe!** Get creative with local and seasonal ingredients and let the colors, textures, smell, and flavors of nature inspire the dish you cook. Trust your instinct and enable yourself through the practice of intuitive cooking.
 - 2. Follow** NANA on social media
 - 3. Sign Up** for NANA's newsletter and stay updated on tips for Regenerative Living - an opportunity to start making micro-daily shifts for greater and global transformation.
- Reflective Question:** What meal can you make with the freshest, most local, and seasonal ingredients you can find? Look for inspiration in both world cuisines and local traditions!



THE POTENTIAL OF BUSINESS FOR SYSTEMS CHANGE



Stephen Smith, Victoria Corrales, Cameron Miller,
Trevanna Frost Grenfell, Dana Ngo, and Diana Kobus

CATALYZE

1. **Learn More** about living systems thinking through the work of **reNourish Studio** and **Carol Sanford Institute**
2. Incorporate self-care routines and rituals into your daily life to balance your work-life relationship
3. Make your own holiday gifts this year. Fun and simple things to make are: candles, balms, infused oils, artwork, jewelry, kombucha, etc.
4. **Purchase** from brands that support regenerative agriculture using the **Farmer's Footprint x Rêve En Vert Holiday Gift Guide**



“

On a personal level, I've had to think about not only my business being tuned into living systems and natural cycles, but myself. The grinding, the burnout, that's the same as a pasture being overgrazed.

— Stephen Smith, Onda

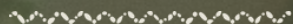


THE POTENTIAL OF BUSINESS FOR SYSTEMS CHANGE



Stephen Smith, Victoria Corrales, Cameron Miller,
Trevanna Frost Grenfell, Dana Ngo, and Diana Kobus

reNourish Studio



1. Think of two experiences in your life:

One time when you participated in a system (such as a family, a business, a community, or another system) that was successfully developing towards a higher order of capability, and one time when you tried to work on developing a system to reach a higher potential, but never quite succeeded.

As you reflect on those times, picture in your mind what was happening. Remember what you were motivated by, how you were feeling, and how you were thinking and acting as you engaged in the two different times. Compare and observe the effects of your thinking and actions on the people and system you were working within.

2. In what ways do you see, in retrospect, that your ways of thinking and acting supported the other beings and systems to develop? In what ways did your thinking and acting impede growth in the people and systems around you?

What does this mean about what is essential about how you think and act in order for the development of systems to be able to occur? Name some insights about how to truly support development, based on your reflections on your lived experience.

What does this highlight about how you are currently thinking and acting in your business, and the potential of your business to develop and to support the evolution of larger systems through how it thinks and acts and affects larger wholes?

Consider an upcoming business engagement. How will you plan to approach it differently based on your new thinking and insights?

STORYTELLING: CONTEXT & CONVERGENCE



Nat Kelley, Joi Lee, Margarita Barcena, Robyn Ford & Leia Vita Marasovich

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Read Nat's book recommendation:
Literature for a Changing Planet by
Martin Puchner

Subscribe to **A Growing Culture's**
Offshoot to keep evolving the way you
think about agriculture

Follow **Nat Kelley, A Growing Culture,**
Earthrise Studio, and Farmer's
Footprint on social media

Reflective Question: *As storytellers, what's your practice for becoming aware of the lens you are looking through to disrupt your assumptions and be able to add lenses that you're missing? How do you recognize your internal bias when telling a story?*

Download the **Toolkits from**
Intersectional Environmentalist to
discover the ways social justice
and environmentalism intersect
with the topics and communities
you are most passionate about

Dive into **Seat at the Table**, an
Earthrise Studio and Youtube
Original series

Join A Growing Culture's
Creative Pool



A top-down photograph of two hands, one on the left and one on the right, gently cupping a small, vibrant green plant with feathery leaves. The hands are positioned against a dark, textured background of soil or mulch. The lighting is soft, highlighting the texture of the skin and the delicate structure of the plant. The overall mood is one of care and nurturing.

“

How can we reframe the climate crisis as a love story? As a love story between us and all other living human beings, with mother earth, with ourselves, with remembering our humanity and finding our common ground.

— Nat Kelley

YOUTH & REGENERATION



Temecula School Regen Ag Club

Think about the youth in your life; how can you support them in their quest to steward a more beautiful future?

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- Next time you're with a young person, spark a curiosity dialogue. Ask them about their thoughts on climate change, regenerative agriculture, and the future of the planet.
- Join a cohort from **Fearless Farmers** to teach youth ag programs or bring youth ag programs to the farm
- Donate to **Temecula High School Regen Ag Club** to help them break ground on their 5 acre farm and vineyard
- Purchase "**This is What I Eat**" by Aliza Sokolow
- Share our **Regenerative Rascal Series** in your classroom or with your children
- Print out **these** coloring pages for children
- Start a regenerative club at your school or have a farmer come in and speak about the importance of healthy food and where it comes from - **find a farmer here**



“

The question I think is: how do we define value? The biggest tension I feel in this space right now, in regards to investing in regenerative, is: what is a butterfly worth? What is clean air worth? What is soil health worth? These are qualitative values that we all recognize but can't quantify. The market wants to quantify them and I don't know that we should quantify them, I don't know that we should monetize nature.

— Jesse McDougall, Studio Hill

PATHWAYS TO REGENERATIVE INVESTMENT



Koen van Seijen, Calla Rose Ostrander, Jesse McDougall, Ian McSweeney, Peter Pontikes

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Listen to Koen interview more changemakers pursuing new investment models in regenerative agriculture at the *Investing in Regenerative Agriculture Podcast*

Investigate crowd funding opportunities at *Steward*

Learn More about Ian's work at *Farmer's Land Trust* and get up to speed on the commons model at *Farm Commons*

Get in Touch with *Biome Capital Partners*

Attend RFSI events to learn more about regenerative agriculture investments

Visit Studio Hill Farm



Reflective Questions: How do we cultivate **non-extractive investment models** in a financial system designed for extraction? How can we infuse regenerative ways into the current economic system that **contradicts the very essence of regeneration**?



A photograph of three men standing in a lush garden filled with various green leafy vegetables. The man on the left is wearing a grey t-shirt and a baseball cap, with his hands clasped. The man in the middle is wearing a red and black plaid shirt and holding a large orange carrot. The man on the right is wearing a dark zip-up jacket and holding a garden fork. The background shows a residential neighborhood with houses and trees under an overcast sky.

THE 'BEYOND REGENERATIVE' SKIT

Farmer Greg, David Berning & Evan Hauth

How can we bring more lightness, joy, and humor to the field of agriculture? What does "beyond regenerative" mean to you?

**MAKE A LIST OF FARM PUNS AND
SHARE THEM WITH US IN THE
FARMER'S FOOTPRINT COMMUNITY!**

FOLLOW 1000 TINY FARMS

**JOIN THE GARDEN CLUB TO GROW
YOUR OWN 'BEYOND REGENERATIVE'
PRODUCE WITH FARMER GREG**

THE RIPPLE EFFECT: UNITY IN ACTION

Inès Frazier, Emmanuel Rivera and Kat Kramer



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- Join the **Farmer's Footprint Community!**
 - Get a **land consultation** with Emmanuel and Kat through **Naturewise Regenerative Design**
 - Support your local community gardens and farms by volunteering or donating to their cause. Find some farms near you **here**.
 - Go to conferences, meetings, workshops & webinars that peak your interest - find some **here** and **here**.
- Reach out to people who inspire you within this movement and let them know how much you appreciate them!
 - Join your local chamber of commerce or attend a city council meeting to see what conversations are happening around the health and wellbeing of your community and ecological spaces you inhabit.
- ~~~~~
- Host an awareness event where you share one of our films or a quick snippet about the importance of shifting our food system to a regenerative one. **Here are all of our films.**



Reflective Question: Who and what makes up the community you are part of? Do these people bring out the best in you and offer a safe place for your most authentic self to thrive? What capacities do you need to build to be a bridge between your local community and the regenerative movement?

A photograph of a brown cow standing in a grassy field. The cow is the central focus, looking towards the camera. In the background, there are other cows grazing and some trees. The lighting is bright, suggesting a sunny day.

“

I will study the cycles of nature and
learn how to not obstruct them.

— Will Harris

A BOLD RETURN TO GIVING A DAMN

Book Reading with Will Harris

CATALYZE

Read **A Bold Return to Giving a Damn**
by Will Harris

Share **this** podcast featuring Will and Jenni Harris with Joe Rogan

Journal about the 10 commandments you live by. What are they? How do you embody them in your everyday life, work, and family?

Reflective Question: *How has your worldview shifted from a few years ago? What childhood or social conditioning do you aim to evolve to align more with your personal essence and ethos?*

Apprentice at **White Oak Pastures**
or other farms near you

Purchase regenerative agriculture products when you can

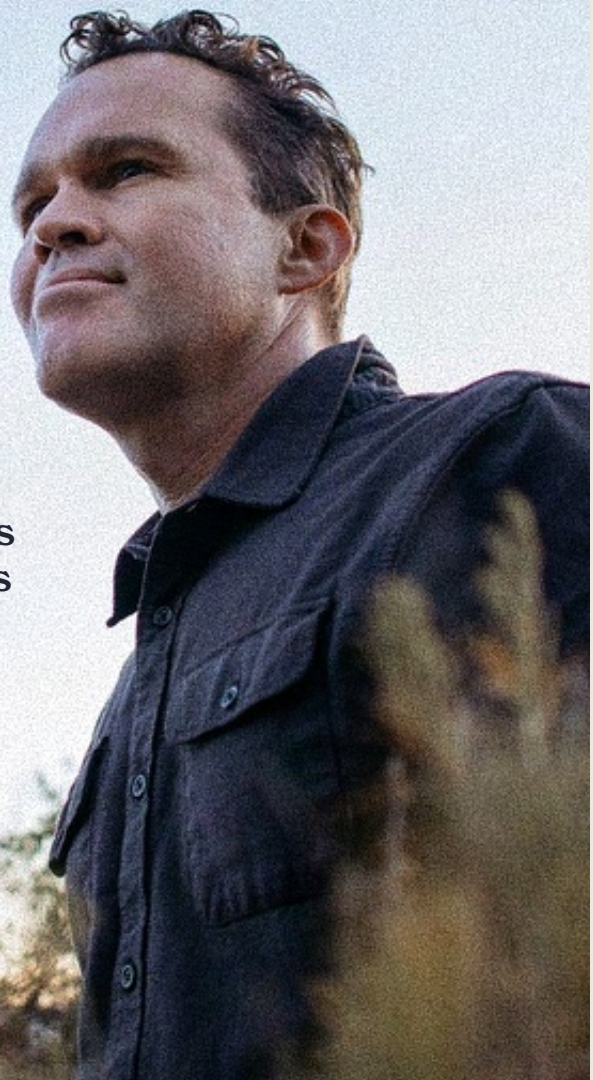
- **Here** is our gift guide
- **Here** is a list of Regenerative Brands in the CPG space



“

The human body is a complex ecosystem like the soil itself. There's no such thing as a bad bacteria, there's only a loss of biodiversity. I am only as intelligent as the soil within me.

— Zach Bush MD



THE FUTURE OF HEALTH & REGENERATIVE LIVING



Stephanie Yawa de Wolfe, Dr. Zach Bush, Joan Henry,
& Dr. Nasha Winters

CATALYZE



1. **Assess** your metabolic health by taking the *Terrain Ten™* quiz
2. **Engage** in your health journey with the *Journey of Intrinsic Health*
3. **Read** *The Seven Circles: Indigenous Teachings for Living Well*
4. **Listen to** *Joan Henry*

Reflective Question: How has your perspective of health shifted over the years?



A man with a long, dark beard and hair tied back is playing a guitar. He is wearing a black tank top with a red and white patterned collar. The background is filled with large, vibrant green leaves, suggesting a tropical or jungle environment. The lighting is soft and natural, highlighting the textures of his hair and the foliage.

Follow

PAUL IZAK

REFLECTIVE QUESTION:

How are you expressing your passion for regeneration in different art forms (i.e. music, poetry, painting, photography, ceramics, etc)?



Support Farmer's Footprint & the regenerative movement this Giving Tuesday



Your donation, at any level, powers our community, storytelling efforts, work to ban glyphosate, support to farmers, and more. Woven together, we are *catalyzing a regenerative future* —

where every moment counts and every donation matters.

Our food systems touch every aspect of our society which means *we all have a stake in this movement*. When you make the choice to channel your resources into Farmer's Footprint, *you are propelling change*, shifting awareness, enabling education and impact *alongside us*.

DONATE TODAY



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Reimagining Possible Futures &
Igniting Capacity for Change

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