

A large group of people, mostly young adults, are gathered in a field for a community event. They are standing in a loose circle, facing each other. The field is dry and dusty, with some small plants and a wheelbarrow visible. In the background, there are trees and a rocky hillside. The overall atmosphere is casual and community-oriented.

Farmer's
Footprint

Impact Report 2023+

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As Farmer’s Footprint marks its sixth year, we take a moment to reflect not just on the challenges we faced but the growth we’ve experienced. Many organizations share their journeys of progress through metrics: the number of projects launched, dollars raised, or services provided. These are meaningful markers, and certainly, they represent our dedication to stewardship and transparency. But, in our work, we know that true impact is not measured in numbers alone. It lives in the stories we share, the connections we foster, and the shifts that are unfolding where land, people, and community intersect.

Our mission has always been about the people—those who show up day after day, cultivating not just soil but relationships; the growers who champion regenerative practices; the allies and partners who stand with us in this movement; and, of course, our steadfast supporters. Each of you plays a crucial role in this unfolding journey, often working quietly behind the scenes, embodying and catalyzing the change we seek, and together weaving a tapestry of renewal and possibility.

While we continue to track our progress through data and outcomes, we know that impact is not confined to what can be counted or measured. It takes root when individuals, ignited by knowledge or inspiration, take ownership of their actions and the changes they wish to see. These ripples of personal agency, grounded in deep connection and understanding, create waves of lasting, collective change.

This report, like those before it, is a celebration of what becomes possible when we embrace regeneration—of people, of the planet, and of our shared future. It is a testament to the work you’ve done, the stories you’ve lived, and the unwavering belief that a flourishing world is within our grasp. With each passing year, I am more certain that the regeneration of the earth—and the people who steward it—is not just a hope, but an unfolding reality. It is a path we are walking together, one step at a time, with strengthening purpose and determination.

Thank you for being an integral part of this journey, for showing up, for evolving with us, and for believing in the power of regeneration.

Alana Mooi
Managing Director

2023 was the year of ecological succession.

An idea described by Paul Anderson, *ecological succession* is a concept that highlights how ecosystems evolve over time. Much like a mature forest disrupted by fire, our team faced significant turnover, a disruption that altered the landscape of our work. Yet, just as nature regenerates after fire, we embraced a period of reflection and adaptation, trusting that disruption would pave the way for new growth.

In the same way a forest emerges stronger after a fire, our team endured challenges that allowed us to rebuild and evolve. The year 2023 compelled us to look closely at the foundation we've built, to examine how we can emerge more resilient, more connected, and more unified in our mission. It was a year of recalibration, a year of taking stock, and a year that ultimately brought forth the strength needed to continue our work.



2024 was the year of growth and renewal.

Building on this momentum, these principles took root within our own organization, as the challenges of 2023 created fertile ground for new growth. Farmer's Footprint emerged more vibrant and resilient following a year of profound change. We welcomed new team members with diverse global perspectives, fresh ideas, and innovative ways of thinking - expanding what's possible in our mission to restore and regenerate the health of our planet and the people who steward it.

As we continue to walk this journey, we recognize more than ever that growth is not linear. Just like an ecosystem responding to disruption with new life, our work is a continuous process of adaptation and regeneration. It is through collaboration, the exchange of ideas, and the power of storytelling that we ignite a shared sense of purpose and inspire collective action.



A photograph of five hands, palms up, covered in dark brown soil. The hands are arranged in a circular pattern over large, vibrant green leaves. The soil is thick and clumpy, especially on the fingers. The hands appear to be of different skin tones. One hand on the left has a gold bracelet and a ring. Another hand in the center has a ring. The background is slightly blurred, showing more greenery and a hint of a person's leg in a green shirt.

Our Guiding Ethos & Pillars of Action

Our work is rooted in our guiding ethos:



Progress Over Perfection

We seek to meet people where they are, recognizing that embracing regenerative principles and systems thinking is an evolving journey.



Relationships as Bridges

We understand that meaningful change does not occur in isolation. To expand our impact, we must cultivate relationships with the systems that surround and sustain us. We recognize the interdependence of all living things and seek to engage in ways that foster connection, reciprocity, and shared resilience.



Fostering Hope

We recognize the vast and complex challenges that lie ahead yet we remain grounded in the belief that collective action and shared resilience can lead to meaningful change. By standing together, learning from one another, and strengthening our connections, we create the conditions for a future rooted in regeneration and possibility.



Rematriation of Knowledge

We honor the wisdom of land stewards and the ancestral ways that have sustained life for generations. Recognizing our place in the ongoing process of healing historical trauma, we hold a deep responsibility to listen, learn, and reconnect. We view Earth as the Mother—a source of life, knowledge, and belonging.

Pillars of Action



HEALTH

Exploring the Relationship Between Human and Planetary Health

An insightful exploration into how our agricultural practices shape our collective well-being. By fostering awareness and understanding, we can pave the way for a future where the health of our communities and the health of our planet flourish together. We're cultivating a new narrative, one where regenerative practices restore both our soils and our bodies.



Culture in Agriculture: Restoring Reverence to the Origin

These stories exist to help us remember the culture in agriculture, and reconnect to self, place, tradition, and culture through food, conversations, and ancestral paradigms. Through rich culinary experiences, curious kitchen conversations, and intimate community gatherings, NANA reawakens the sacred bonds that connect each of us to ancestral wisdom. We're guiding our community members to attune to their inner wisdom and embrace a space of profound nourishment, celebrating the deep connections between food, health, and culture.



Driving Transformative Change Through Individual Actions

These stories seek to explore the potential within each of us to create a ripple effect that can transform the world. By fostering knowledge, we can highlight the diverse expressions of regeneration within our communities. We're inspiring individuals to consider the potential that our individual choices have to drive global demand for regeneratively grown products. Through individual action, we can encourage more land stewards to embrace practices that heal the earth.



Our Global Ecosystem

Meet the Team



Alana Mooi
DIRECTOR
Roots



Melanie Heath
DIRECTOR OF OPERATIONS
Clay



Briar Rose
DIRECTOR OF STORYTELLING
Water



Sarah Kettler
DIRECTOR OF MARKETING
Bee



Andrew Valenti
DIRECTOR OF COMMUNITY
Tree



Bjorn Minde
ASSOCIATE CREATIVE
DIRECTOR
Earthworm



Eduardo Reyes
JR WEB DEVELOPER
Spider



Sophie Stack
DEVELOPMENT OPERATIONS
COORDINATOR
Sunlight



Pamela Ledezma
OPERATIONS ASSISTANT
Ant



Farmer's Footprint Australia

In 2024, we deepened our collaboration with our global chapters, working in harmony with Farmer's Footprint counterparts around the world to advance regeneration on a global scale.

The first chapter established outside the U.S., Farmer's Footprint Australia, continues to make meaningful strides in the Southern Hemisphere and beyond. In the past year, they placed farmer mental health at the heart of their work, hosting two farmer-focused well-being retreats—offered as a gift to the farming community. These gatherings provided space for rest and rejuvenation, while expert facilitators equipped farmers with practical tools to sustain their well-being as they continue stewarding landscapes through regenerative principles—for the benefit of both the environment and their communities.

As we look ahead, we are excited to further unite both hemispheres through global campaigns that will elevate regeneration on the world stage. With aligned vision and shared action, the movement is growing—across continents, across communities, and across generations.

Meet the Team

Australia



Briar Beattie

DIRECTOR
River



Dave Murphy

BRAND STRATEGIST
Mycelium



Elle Jeffrey

COMMUNICATIONS MANAGER
Hummingbird



A photograph of a sheep standing on a grassy hill, looking towards the camera. In the background, there is a body of water and a mountain range.

Farmer's Footprint New Zealand

As our global network expands, we celebrate a full cycle around the sun with Farmer's Footprint New Zealand, launched in Aotearoa in 2023, as they deepen their roots within the movement.

With a mission to inspire, facilitate, and accelerate New Zealand's transition to a more regenerative agricultural system, this newly established chapter is dedicated to restoring soil, human, and planetary health. Rooted in the work of Zach Bush, MD, linking soil and human well-being, Farmer's Footprint New Zealand serves as both a storytelling hub and a connector, bringing together farmers, consumers, and stakeholders to strengthen the regenerative movement from the ground up.

By amplifying the stories of local farmers committed to landscape regeneration, they are helping to shift narratives, build community, and create the conditions for greater system health. As we continue to unite efforts across hemispheres, we are excited to support and collaborate with Farmer's Footprint New Zealand in the collective mission of regeneration—across land, people, and culture.

Meet the Team

New Zealand



Hugh Jellie
FOUNDER & TRUSTEE
Roots



Mike Green
TRUSTEE
Clay



Mike Morgan
TRUSTEE
Water



Emmy Walker
CONTENT & SOCIAL MEDIA
Bee





Introducing Project Biome

The Global Story of Regeneration & Shared Impact

At Farmer's Footprint, storytelling is our gateway to transformation. By amplifying the voices of land stewards, we illuminate the deep interconnectedness of agriculture, health, and culture—sparking awareness that leads to action.

In alignment with this mission, we are proud to introduce Project Biome—our sister nonprofit and a bold global initiative dedicated to regenerating both the planet and humanity. Through ecological restoration, regenerative agriculture, and a deeper understanding of ecosystem interdependence, Project Biome is catalyzing a movement for ecosystem and community renewal worldwide.

Since its launch in 2024, Project Biome has focussed on community-led regeneration efforts in Southern Africa, where it invests in youth, restores degraded landscapes and uplifts communities. While Farmer's Footprint sparks awareness and builds community through storytelling, Project Biome grounds this awareness in direct action - supporting the restoration of both land and livelihoods.

As humanity faces mounting challenges related to climate change, environmental degradation, and public health crises, Farmer's Footprint and Project Biome stand together, committed to solutions rooted in regeneration, resilience, and reciprocity. With a shared focus on regenerative agriculture, ecological restoration, and the profound connection between planetary health and human well-being, our initiatives are pioneering a transformative shift toward regeneration, holistic healing, and a sustainable future for all.

By working in harmony we are transforming agricultural systems, supporting farmers in regenerative transitions, and advocating for ecological restoration as a foundation for human and planetary health.

Both initiatives share a fundamental belief: a thriving planet requires collective action. Together, Farmer's Footprint and Project Biome are forging a future where regeneration is not just possible—but inevitable.



Our Programs

We exist to uncover the creative potential that emerges when soil, people, communities, and the earth thrive together.

This exploration takes shape within our programs — each one designed to ignite agency and support systemic change

Ongoing Initiatives

- Storytelling
- Immersive Events & Experiences
- Community
- The Garden Club

Regenerative Offshoots

- ReNourish Studio
- The Nest



Storytelling



Stories Rooted in Place, Told Through People

At a time when food, climate, and culture are deeply intertwined in global conversations, storytelling has the power to bridge understanding, shift perspectives, and inspire action. Across the world, narratives around food and farming are often shaped by distant, disconnected systems—but we believe the most compelling and transformative stories come from those who are living, working, and stewarding the land.

Through our new storytelling framework and media channels, we are cultivating a diverse and immersive narrative ecosystem—one that centers lived experience, honors place-based wisdom, and deepens our collective understanding of regenerative agriculture.

Much like healthy soil thrives on biodiversity, our storytelling flourishes through a rich tapestry of voices and perspectives. Our Circle of Creatives—a growing collective of writers, videographers, photographers and artists—brings their unique lenses to capture the complexities, nuances, and beauty of regeneration in motion. From the hands that plant seeds, tend fibers, and harvest crops to the unseen connections between farms, oceans, and markets, we are weaving together the human stories behind the food we eat, the materials we wear, and the landscapes that sustain us. In this tapestry of food, culture and agriculture, we uncover the deep relationships that shape our world and our place within it.

Each story we share—whether through film, photography, writing, or art—serves as more than just a glimpse into another world. It is an invitation to engage, to question, and to reimagine how we relate to the land, to one another, and to the future of food and farming,

Through storytelling, we shift hearts and minds at a global scale while driving real, tangible impact at the grassroots level.

A Growing Movement

Every time someone engages with one of our stories, it's a moment to spark change—a spark with the potential to ripple outward through action and inspiration.

These metrics are more than numbers. They represent some of the hearts we've touched and the seeds of change that have been planted.

Metrics Table

| Ongoing Initiatives | Q4 2023 | Q4 2024 | % Growth |
|---------------------|---------|---------|----------|
| Instagram | 101,000 | 129,558 | 28.3% |
| LinkedIn | 5,490 | 7,574 | 37.9% |
| Community Network | 8,564 | 9,929 | 15.9% |
| Email | 56,605 | 57,606 | 1.8% |

A small green plant with serrated leaves is growing out of a dark, circular pot. The pot is set against a background of dark, textured soil, possibly a trench or a mound of earth. The lighting is dramatic, with strong highlights on the plant's leaves and the soil's surface, creating a sense of depth and texture. The overall mood is one of growth and emergence from darkness.

Storytelling Media Channels

CHANNEL

ripple effect

Driving transformative change through individual actions

A ripple effect begins with a small, solitary action that triggers a series of flow-on events, much like the ripples that spread across a still pond when a stone is cast into it. This initial disturbance radiates outward, impacting ever-larger portions of the system and illustrating how even the smallest action can ignite a chain of transformative change.

Similarly, every story we share here has the power to shift hearts and minds, creating ripples that resonate through our communities and beyond.

This series will take you on a journey through the diverse expressions of regeneration within our communities. We invite you to explore the potential that each of your choices has to drive global demand for regeneratively grown products. Through individual action, we can encourage more land stewards to embrace practices that heal the earth.



SERIES

Meet a Farmer

A living tapestry of farmers
on the regenerative journey

As the world faces profound ecological and social shifts, agriculture itself is evolving. Farming, long-rooted in tradition and pride, is transforming as we rediscover what it means to work in true harmony with the land. A new generation of land stewards is blending ancestral wisdom with regenerative innovation, redefining what it means to cultivate the earth while honoring its natural rhythms. Across regions and landscapes, visionary farmers are challenging long-held conventions, rebuilding soil health, restoring biodiversity, and strengthening the connections between food, culture, and community.

These farmer stories are more than individual journeys—they are seeds of change, sown into the future of food.



Meet a Farmer
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## Kelsey Scott DX Ranch

"I think that there's a lot to be learned from indigenous systems and there's a lot of potential that could be tapped into if we had more allies willing to learn from indigenous systems and production practices. Our Human Resources and the resiliency that exist in the genetic potential of our people should be leveraged."

– Kelsey Scott





Meet a Farmer  
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Joe Frey

Western State Hemp Farms

“People think you’re crazy when you start comparing regenerative ag and soil health to life in general. But it all starts with the soil. What you eat. What you breathe. How you feel. And how you care for the land and yourself.”

– Joe Frey



Meet a Farmer
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## Tia Raiford Gillard Farms

“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





## SERIES

# Beyond the Harvest

From seed to shelf, we explore the journey of raw materials and the potential to foster

Regeneration is not a destination but a continuous, evolving commitment—one shaped by innovation, collaboration, and a shared vision of resilience. In this series, we shine a light on the partnerships between farmers, food companies, restaurants, and producers who are working together to embed regeneration into every step of the supply chain. These pioneers are reshaping how we grow, source, and manufacture not just our food, but our fibers as well. Just as a carrot is born from the soil, so too is a cotton t-shirt, reminding us of the vital need to make mindful choices about all the products that originate from the earth.

By amplifying their efforts, we hope to inspire a deeper understanding of how the choices we make as consumers can support a regenerative food system—one that honors the land, sustains livelihoods, and nurtures the environment for generations to come.





Beyond the Harvest  
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Artisan Tropic Regenerative Supply Chain in: Colombia

“We are on a journey to tell a story that invites consumers into the narrative, showing how sourcing food matters and has an incredible impact through many lives in the supply system we create”

– Juan Pablo Guzman

“I think that humans can invent many machines, produce a lot of chips, products, go from the micro to the macro, but there is an aspect that will always exist—the sustenance of man.”

– Oscar Agudelo

CHANNEL



Health in *Harmony*

Exploring the Relationship Between
Human and Planetary Health

An insightful exploration into how our agricultural practices shape our collective well-being. By fostering awareness and understanding, we can pave the way for a future where the health of our communities and the health of our planet flourish together. We're cultivating a new narrative, one where regenerative practices restore both our soils and our bodies.

SERIES

Nurtured *by Nature*

Stories of healing through nature's wisdom



We've all heard the saying, "You are what you eat," yet when it comes to addressing chronic disease, we often find ourselves reaching for medications before considering the transformative power of food. While Western medicine has made significant strides, it frequently overlooks the profound role that nutrition plays in healing the many metabolic diseases arising from imbalances in our lifestyle, diet, or both.



Nurtured by Nature offers a platform for sharing these powerful stories, showcasing individuals who have experienced remarkable transformations by reconnecting with the earth's wisdom. Here, you will discover how tuning into the rhythms of nature and the systems that have always supported us can lead to profound healing and recalibration of our systems.



However, there are stories of hope that illuminate a different path. Many modern individuals are reclaiming their health by turning to nature and embracing food as a source of restoration and balance for their bodies, minds, and spirits. These inspiring journeys reflect a growing awareness of our intrinsic connection to the natural world and its capacity to heal.



Nurtured By Nature
~~~~~

# Kelly Ryerson Glyphosate Girl

“I often wonder what our country would look like if we were to successfully transition from large scale industrial agriculture to regenerative farms, allowing natural foundational minerals like magnesium, zinc and manganese to return to our diets. Can you imagine how many aches, arguments, and anxiety attacks would disappear?”

– Kelly Ryerson





CHANNEL

# NANA

## Restoring Reverence to the Origin

NANA invites us to remember the culture in agriculture, reconnecting us to place, tradition and self through food, conversation, and ancestral wisdom. Through rich culinary experiences, conversations with Elders, and intimate community gatherings, NANA rekindles the sacred bonds that connect each of us to our heritage. This channel brings ancestral foods and wisdom to the heart of regeneration, reconnecting us with our past so that we can move forward with unity and tradition. We're guiding our community to attune to their innate wisdom and embrace a space of profound nourishment, celebrating the ancestral connections between food, health, and culture.

NANA is a reminder that restoring the lands begins with knowing the story of place, and honoring the ancestral wisdoms that once nourished it. Through "re-story-ation", NANA reconnects us to our shared indigeneity to this earth.





# Immersive Events & Experiences







# 2023 Ordinary Soil

In August 2023, we gathered in person to listen, reflect, and feel the reality of our food system through the deeply personal stories of a farmer, a doctor, and the creative expressions of song, written word, and shared connection.

At Ordinary Soil, we celebrated the launch of a book that carries the weight of history and the urgency of the present—Ordinary Soil, a work of historical fiction by critically acclaimed author and singer-songwriter Alex Woodard, written in collaboration with Zach Bush, MD, a physician turned regenerative agriculture advocate and co-founder of Farmer's Footprint.

We heard from Gail Fuller, a regenerative farmer from Kansas, who spoke not just about restoring soil, but about the inner landscapes of farmers—their mental health, their resilience, and the unbreakable link between healing land and healing self.

As the evening unfolded, stories and songs wove together into something more—a collective remembrance of our connection to the land and to one another. Under the warmth of the summer twilight, we shared a locally sourced, farm-to-table meal, embodying what it means to be nourished by soil, by food, and by community.

This gathering was more than an event—it was a moment to witness the past, honor the present, and shape the future of regeneration through the stories that root us.

[View Recording](#)



# 2023 Catalyze!

In December 2023, we hosted our first-ever, full-day Giving Tuesday event, a vibrant gathering of wisdom, song, and story. Through eclectic and deeply personal expressions, we celebrated the defining moments that have ignited the will and built the capacity to steward regeneration - across diverse lived experiences and walks of life.

This virtual convergence reimagined the future of our food system bringing together keynotes, panels, and artistic expressions to foster unity, spark dialogue and inspire collective action toward a regenerative future.

## Sessions explored a range of topics including:

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- The Future of Health & Regenerative Living
- Glyphosate & Policy
- The Power of Storytelling
- Farmer Mental Health

## We heard from visionary leaders and experts such as:

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- Dr. Nasha Winters
- Nat Kelley
- Will Harris
- Gail Fuller
- Margarita Bárcena







# 2024 Culture in Agriculture

In December 2024, we gathered in person to honor the timeless tradition of storytelling during an evening of connection, reflection, and shared purpose. At Culture in Agriculture, meaningful dialogues unfolded between indigenous elders, scientists and community members, inspiring those present to reflect on how culture is woven through every aspect of our lives.

The gathering served as a powerful reminder that we are all inherently connected to the earth. Through these sacred conversations and shared spaces, we discovered the unity and inspiration needed to move toward a future rooted in relationship, understanding, and ancestral wisdom.

A profound exchange of ancient wisdom and modern knowledge took place between Maria Elena “Mia” Lopez, an Indigenous elder from the Chumash tribe (originating in Santa Barbara / Syuxtun), and Dr. Zach Bush. By bridging these distinct yet interconnected perspectives we were awakened to a shared remembrance of identity, origin, indigeneity and responsibility to the land. With added layers of perspective by chef Oliver English, his insights deepened our understanding of how storytelling, cultural heritage, and ecological stewardship are essential to shaping a future rooted in reciprocity, understanding, and regeneration.

Through these conversations, we found unity and inspiration, reaffirming that true transformation begins when we honor the wisdom of the past while forging new paths forward—together.



A photograph of a group of people at an outdoor market. In the foreground, a woman with long brown hair, wearing a grey t-shirt and a white straw hat with a green and orange leaf design, is smiling and looking to her left. Behind her, a man in a tan t-shirt and a green baseball cap is holding a white tote bag with the word 'Orchids' and a green logo. Other people are visible in the background, including a man in a grey cap and a woman in a grey jacket and purple top. The scene is set outdoors with a red fence and trees in the background. The word 'Community' is overlaid in a white serif font in the center of the image.

Community



# A global gathering space fostering new ways of thinking and being.

Our Online Community is an inclusive, global gathering space, where collective ideas and actions take root, cultivating the future of the regenerative movement. Our digital network connects individuals with diverse curiosities and talents, fostering local and global connections, meaningful dialogue, learning-based events, volunteer activations, group workshops, and courses. This Network supports each person to be a changemaker in their community, contributing to the regeneration of soil, people, and the planet.





# A Growing Community

1,798

New Members  
(2023)

1,439

New Members  
(2024)

10,020

Total Members

*"It has greatly broadened my horizons in showing me how this community is growing and becoming a stronger creative force at a global scale."*

– Community Member

*"This community has given me hope. Hope for regeneration and health of our farm animals and Nature."*

– Community Member

*"I have met several individuals virtually who are either helping me, or referring me to someone, who can aid me in achieving my mission."*

– Community Member





Hemp Awareness  
and Celebration



The Global Landscape of  
Seeds and Seed Integrity



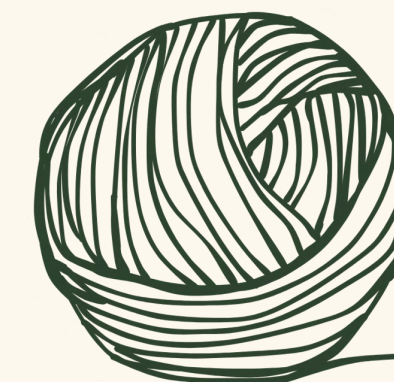
Nurtured  
by Nature



Ripples of  
Regeneration

# Farm Yarns

In 2024, we introduced Farm Yarns—a monthly conversation created to spark curiosity and deepen our understanding of regeneration as it touches every facet of daily life. Each month, we invite experts and pioneers in the regenerative space to guide dialogues that explore ways we can weave regeneration into our daily experiences, fostering a deeper connection to these practices and the meaningful impact they offer us all. Held within the container of our Mighty Networks Community but accessible by all, these online gatherings aim to build capacity for change through the power of education and dialogue.





# A Growing Community

38.6%

Community  
Growth

The online Community has grown by a significant 38.6%, now connecting over 10,000 members across 100 countries worldwide.

4

Farm  
Yarns

Held within the container of our Mighty Networks community but accessible by all, these online gatherings aim to build capacity for change through the power of education and dialogue.

341

Free Online  
Events

Hosted and shared by Farmer's Footprint and partner organizations. These live events help strengthen connections and forge new ones towards our collective goals of regeneration.

500%

Increase in  
attendance

Participation in our Farm Yarn events grew by 500%, engaging new audiences and igniting powerful conversations around regeneration.



# Guests



**Oliver English**  
Common Table Creative



**Nasha Winters**  
Metabolic Terrain Institute of Health



**Kelly Ryerson**  
Glyphosate Girl



**Ricky Echanique**  
MIKUNA



**Clara Coleman**  
Real Farmer Care



**Juan Guzman**  
Artisan Tropic



**Anthony Corsaro**  
Regen Brands



**Mary Purdy**  
Nutrient Density Alliance



**Mollie Engelhart**  
Soverignty Ranch



**Kate Kavanaugh**  
Groundwork Collective



**Adrienne Snow**  
Western States Hemp



**Stephen Smith**  
Onda Wellness



**Michael Klepacz**  
Natural Materials







## The Garden Club

Expanding our gardening course  
and community experience.

The Garden Club is our online community garden—a digital course designed to guide members in growing their own food and embracing regenerative gardening with year-round guidance. Members gain access to interactive live events like Orto Hour, where gardening lessons meet seasonal cooking, and Q&A sessions, where experts provide practical advice on nurturing all things that grow. In 2024 we also hosted In the Kitchen with NANA, an intuitive cooking series that celebrates seasonal produce while fostering enriching conversations about our deeper connection to food.



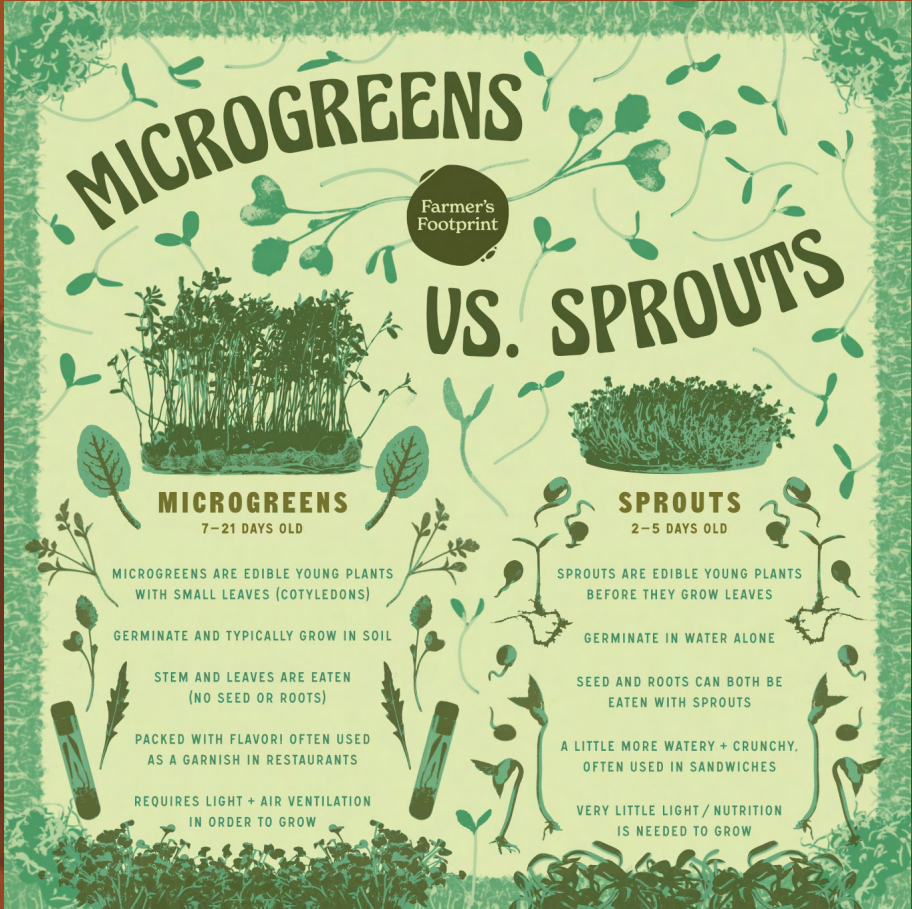
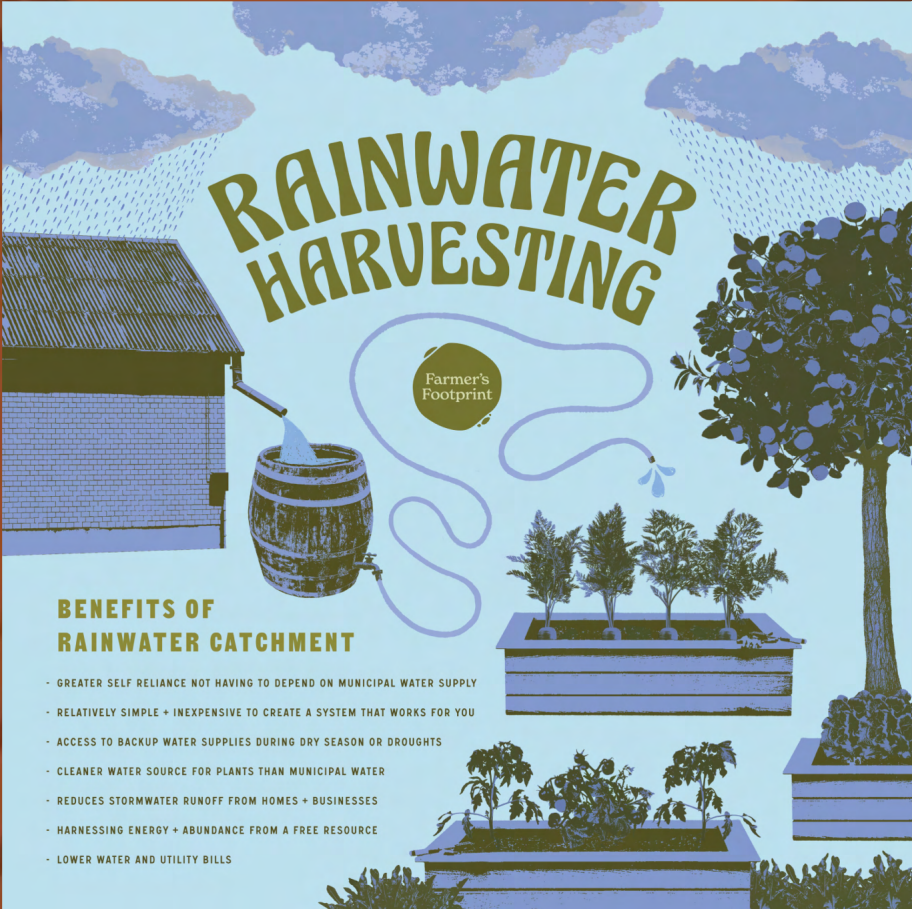
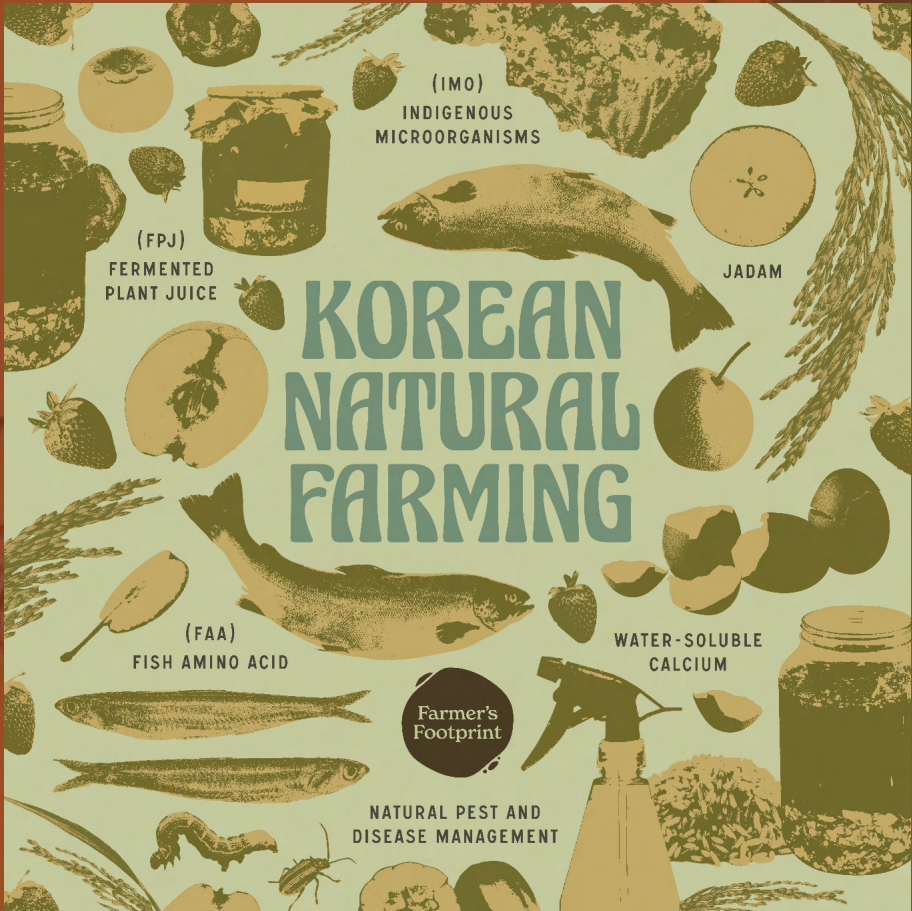
# 421 New Gardeners

Many of whom were growing their first vegetables and tending their first gardens

- 🍅 Through interactive courses and community driven learning, growers gained valuable insights and practical skills to support their regenerative food production.
- 🍅 Growers were connected in community, becoming resources for others — creating a ripple effect of learning.
- 🍅 1:1 support offered tailored guidance through photos, videos, and direct mentorship.
- 🍅 This hands-on support built confidence and joy, fostering long-term engagement and ensuring that members felt both empowered and supported in their growing journey.



# Garden Club Courses







## Live Engagement & Community Connection

- 3 Live calls per month, including
  - Live Q&A with Farmer Greg
  - The Orto Hour
  - Cooking with NANA
- 46 hours of live session content, offering real-time learning, demonstrations, and community

## Additional Member Resources

- A comprehensive resource guide packed with expert insights and best practices.
- A curated shopping guide to help members source regenerative gardening tools and supplies.
- Detailed follow-up support to keep members engaged, motivated, and continuously learning.

As The Garden Club continues to nurture both gardens and community, it remains a dynamic and evolving space for education, connection, and the regenerative movement at large.





## Testimonials from our Gardeners

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“

*“Simply put, it made gardening this summer and fall easier.”*

“

*“I’ve enjoyed having a community to be able to reach out to for information and advice, as well as inspiration.”*

“

*“In The Garden Club, I learned how to grow my own food, how to set up my gardening space, how growing food can support my local community, and about the technical details of successful gardening. I love how genuine each of [the instructors] are - your passion for your topics is evident and [they] are all skilled communicators!”*



A photograph of several young green seedlings growing in a black plastic tray filled with dark brown soil. The seedlings have two leaves each and are spaced out in rows. The background is softly blurred, showing more seedlings and a hint of a greenhouse or indoor growing environment. The overall tone is natural and hopeful.

# Regenerative Offshoots



# The Nest

## A creative agency dedicated to supporting regenerative farmers

After incubating in the Farmer's Footprint ecosystem in the United States, The Nest has taken a bold step forward, emerging as an independent, UK-based non-profit creative agency with a clear and focused mission: to amplify the voices of regenerative farmers through storytelling, branding, and design.

Since its inception in 2022, The Nest has been an invaluable partner to regenerative farmers, providing free marketing support in the form of website development, photography, videography, and print and digital design. Through the generosity of its services, The Nest granted over \$120K in marketing support and direct donations to U.S. farm partners by the end of 2023—helping them communicate their stories, expand their reach, and shine a spotlight on their efforts to regenerate soil, combat climate change, and build resilient food systems.

In May 2024, The Nest officially became an independent entity, taking flight as the primary focus of a new non-profit social enterprise in the UK. This exciting development allows The Nest to further expand its impact and provide creative services directly to regenerative farmers and the broader movement.

As The Nest continues to flourish in its new form, it remains committed to its mission of equipping farmers with the creative tools and strategies to thrive.



# reNourish Studio

In 2021, reNourish Studio was launched as a Farmer's Footprint program to help food businesses actively support regenerative agriculture not just in sourcing, but throughout the way business as a whole is conducted.

From 2021 to April 2024, with the support of Farmer's Footprint, the studio designed and led an innovative Food Business Cohort equipping companies with investment strategies and business practices that nourish both people and the planet.

Since the project's founding  
reNourish Studio has:

- Worked with 24 businesses and 68 people
- Hosted 9 three-day transformational retreats
- Led over 50 Developmental Sessions via Zoom
- Facilitated hundreds of 1:1 business strategy sessions

In April 2024, reNourish Studio became its own entity, marking an exciting milestone in its journey. As a commitment to its roots, the studio now donates 1% of profits annually to Farmer's Footprint, ensuring continued support for the movement that helped seed its growth. reNourish Studio continues to work with a core group of food companies to demonstrate that profit and nourishment can go hand in hand—leveraging financial success as a tool to regenerate land, businesses, and communities alike.



# Partnerships





# The Heartbeat of Regeneration

Collaboration is the lifeblood of regeneration. Our partnerships are built on trust, reciprocity, and shared purpose, recognizing that real change happens when we work together.

Regeneration thrives when we prioritize collective growth over individual effort. Together with nonprofits, businesses, communities, and allies, we expand our capacity to create real change, whether through new practices, innovative ideas, or shared actions. Through co-creation, we unlock opportunities to shift perspectives, inspire action and drive lasting impact. Together, we're building a flourishing future—one where collaboration paves the way for regeneration.





# 2023

## Commune Partnership

In 2023, Farmer's Footprint partnered with Commune Topanga to host a powerful event centered around the book *Ordinary Soil* by Alex Woodard. This intimate gathering featured a discussion with author Alex Woodard, Dr. Zach Bush (Co-Founder of Farmer's Footprint), and regenerative farmer Gail Fuller. Together, they shared their stories and insights on the interconnectedness of our food systems and mental health. Held in the breathtaking Santa Monica Mountains, the event provided attendees with an immersive experience that included storytelling, live music, and a farm-to-table dinner, creating an opportunity to explore the critical issues in regenerative agriculture and the human impact of food systems.

The evening was more than just a celebration of the book's release; it was a call to action, inspiring attendees to recognize the importance of regenerative practices for the health of the land, farmers, and communities. The event also highlighted Farmer's Footprint's commitment to fostering partnerships that create dialogue, drive systemic change, and empower local communities. This collaboration exemplifies our ongoing efforts to build stronger connections with thought leaders, farmers, and advocates who are working towards a healthier, more sustainable future for our food systems.





# 2024

## Lazy Acres

### In Store Education

In 2024, Farmer's Footprint partnered with Lazy Acres Encinitas to create a transformative in-store educational campaign aimed at raising awareness about the importance of regenerative agriculture. The collaboration included the design and installation of grocery store end cap signage, featuring compelling messages about the dangers of industrial agriculture, the pervasive presence of glyphosate, and the profound benefits of regenerative farming practices. The signs encouraged shoppers to engage with the movement by learning more about how their food choices can support healthier soil, ecosystems, and communities. Through this initiative, Farmer's Footprint helped inspire consumers to make informed decisions about the foods they buy, while also fostering a deeper understanding of the environmental and health impacts of industrial agriculture.

This partnership exemplifies our commitment Farmer's Footprint's commitment to reaching consumers directly and expanding the conversation about regenerative agriculture in everyday settings. By strategically placing educational materials in high-traffic grocery store areas, the campaign aimed to empower individuals to take action, whether through supporting regenerative food products or joining the broader movement for a more sustainable food system. The success of this collaboration underscores the potential for partnerships to drive meaningful change in consumer behavior and contribute to the broader regeneration of our food systems.





# 2024

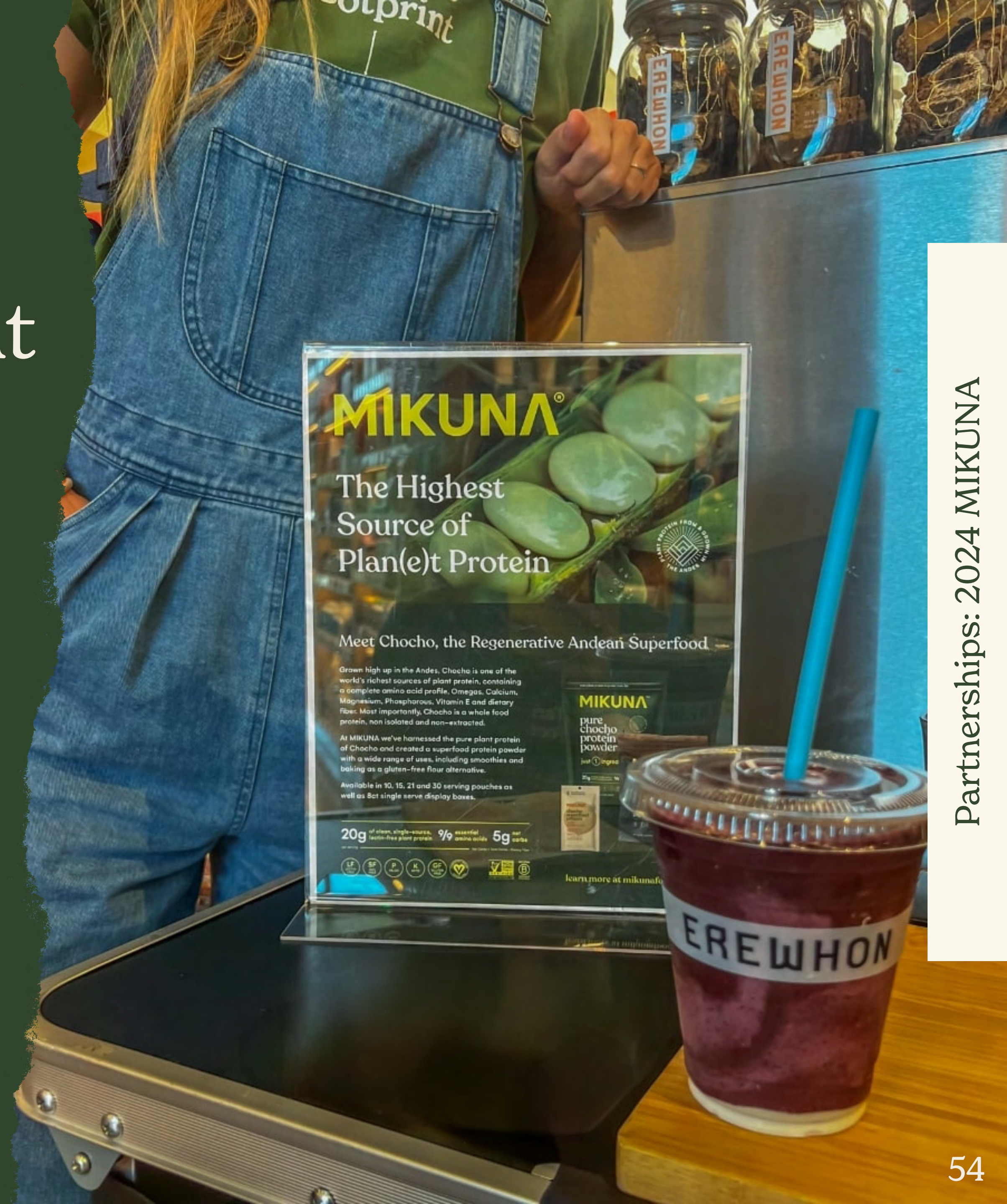


## MIKUNA X Farmer's Footprint

### Regenerada Smoothie 2.0

What's possible when a brand composed of the wisdom and ways of small farms and land stewards sits alongside Erewhon, one of the most popular food stores in the city of greatest influence in the US (LA) and arguably, globally? This partnership invites us to take a sip of storytelling and to feel the vitality of ingredients grown regeneratively, fundamentally nurturing our inner ecosystem - the foundation of health. Regeneration calls for collaboration, and this smoothie signifies the importance of collective action and partnership. Every sip of a Regenerada Smoothie is a reminder that together, we can co-create a regenerative movement that is positive, hopeful, inclusive and global. Hope is everywhere, and the regenerative movement is here to stay. The future of food is regenerada!

The Regenerada Smoothie is a collaboration rooted in our shared vision for a regenerative future, grounded in hope, community and abundance. The name "Regenerada" means "to regenerate," and symbolizes our dedication to a positive, inclusive and global regenerative movement.



Partnerships: 2024 MIKUNA





The Regeneration Allocation provides businesses who are looking to actively participate in the regenerative movement an opportunity to allocate a percentage of their profits (starting at one percent) towards programs and initiatives that contribute to the regeneration of landscapes through food systems.

# Our Partners

EARTHLY

FLAMINGO  
ESTATE

Onda



THE GOLDEN SECRETS





# Donation Metrics

|                         | 2024           |
|-------------------------|----------------|
| Number of Donations     | 6,881          |
| New Donors              | 885            |
| Donors                  | 1,971          |
| Active Recurring Donors | 389            |
| 1k+ Lifetime            | 702            |
| Revenue (Unaudited)     | \$2,795,515.01 |
| Average Donation        | \$114.26       |



# Campaign Metrics

|              | 2023<br>Giving<br>Tuesday | 2023<br>End of<br>Year | 2024<br>Earth<br>Day | 2024<br>Giving<br>Tuesday | 2024<br>End of<br>Year |
|--------------|---------------------------|------------------------|----------------------|---------------------------|------------------------|
| Total Donors | 1,149                     | 982                    | 395                  | 571                       | 667                    |
| Raised       | \$196,105.04              | \$119,082.07           | \$90,576.40          | \$103,758.63              | \$132,097.30           |
| Average      | \$170.67                  | \$121.26               | \$229.31             | \$181.71                  | \$198.05               |
| New Donors   | 593                       | 6                      | 467                  | 150                       | 57                     |



# Donor Reciprocity



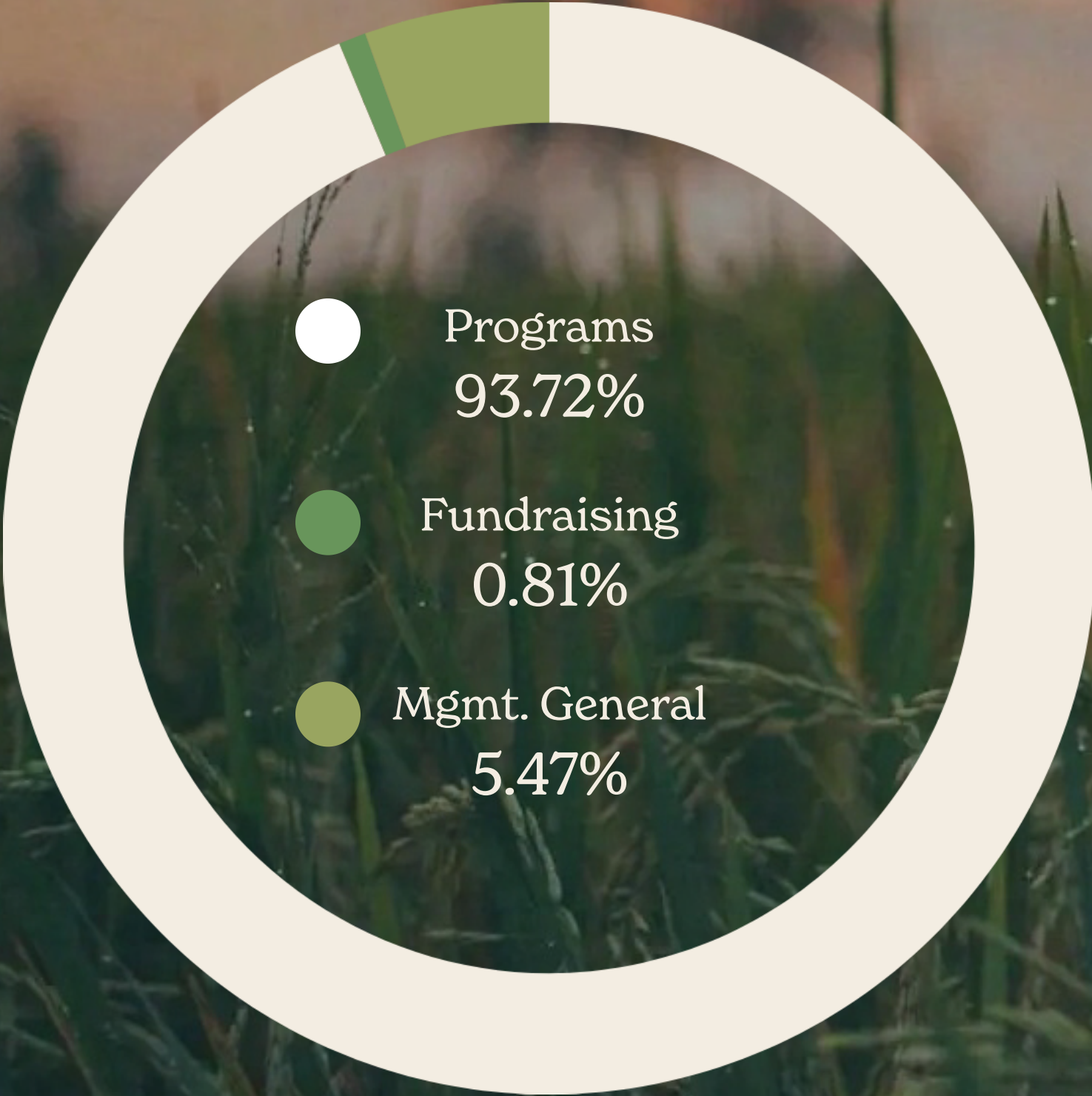
*“I was first introduced to Farmer’s Footprint about five years ago when I stumbled upon their short film, “Regeneration - The Beginning”. This film resonated deeply and was a turning point for me. My background in environmental science had left me keenly aware of the destructive effects of agricultural chemicals and, frankly, feeling quite hopeless about the current state of food production and environmental toxicity. However, Farmer’s Footprint offered a beacon of hope, revealing that soil and nature can recover remarkably quickly - a paradigm shift that challenged my previous understanding. Through their storytelling, information events, online community, and courses, Farmer’s Footprint has become a powerful instrument in empowering farmers to transition away from chemical-intensive farming, fostering collaborative communities, and educating consumers about the benefits of regenerative practices.*

*At the heart of Farmer’s Footprint is a dedicated leadership team that embodies the organization’s values of deep listening, open communication, and collaboration. They build bridges among individuals and interest groups, promoting equitable and sustainable food systems through their tireless efforts. This has created a welcoming and empowering environment that has drawn me in and inspired me to be a part of their mission. With its commitment to regenerative agriculture and community-building, Farmer’s Footprint has become a leader in the movement, and I feel so fortunate to participate in any way I can at this pivotal time.”*

*– Barbra Rigelhof*



# 2024 Financials



|                          |                |       |
|--------------------------|----------------|-------|
| Admin                    | \$6,866.60     | 0.3%  |
| Professional Services    | \$80,805.45    | 3.9%  |
| Staff                    | \$1,340,808.74 | 64.0% |
| Marketing                | \$369,997.82   | 17.7% |
| Tech Stack               | \$44,844.38    | 2.1%  |
| Events                   | \$20,548.35    | 1.0%  |
| Supplies                 | \$16,995.48    | 0.8%  |
| Grants                   | \$19,070.00    | 0.9%  |
| Payment Processing       | \$27,885.17    | 1.3%  |
| Benefits                 | \$35,119.04    | 1.7%  |
| Travel                   | \$132,546.88   | 6.3%  |
| Total Operating Expenses | \$2,095,457.91 | 100%  |





# Board of Directors

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Jackie Mirkopoulos  
SECRETARY

Tony Elvin  
BOARD MEMBER

Brian Dawson  
BOARD MEMBER

Scott Carlin  
BOARD MEMBER

Rutendo Ngara  
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Reginald Pillay  
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John Kempf  
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Farmer's  
Footprint

Feeling Inspired?  
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[info@farmersfootprint.us](mailto:info@farmersfootprint.us)

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