



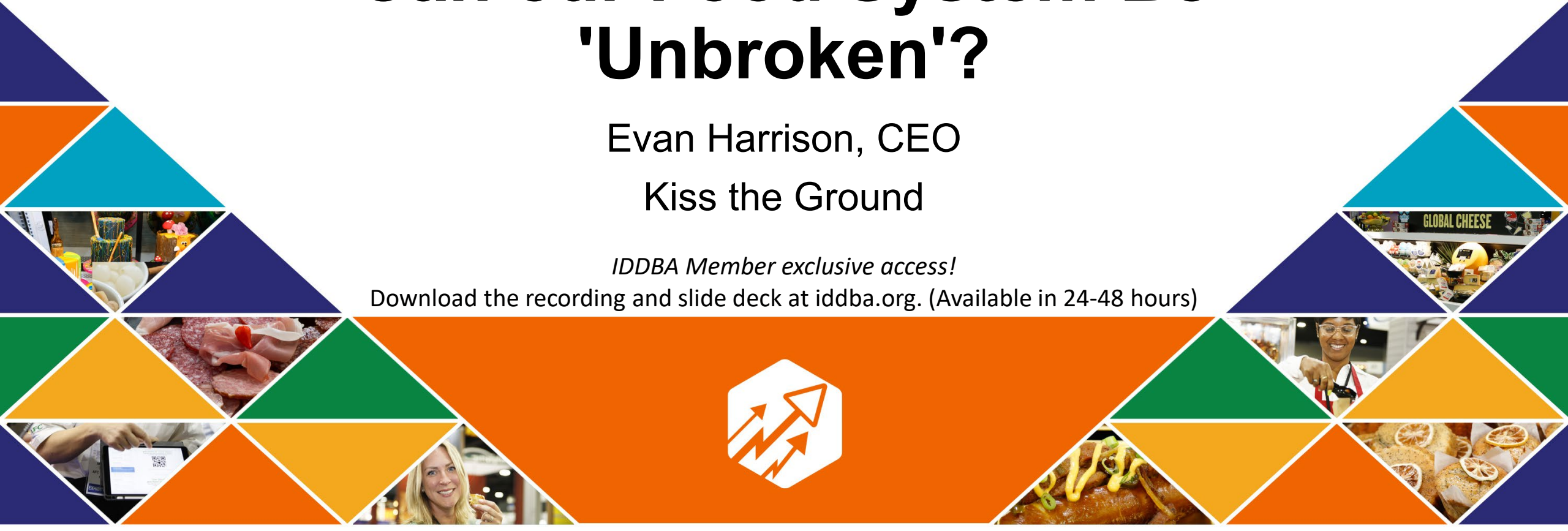
# Can our Food System Be 'Unbroken'?

Evan Harrison, CEO

Kiss the Ground

*IDDBA Member exclusive access!*

Download the recording and slide deck at [iddba.org](http://iddba.org). (Available in 24-48 hours)







**50% of North Dakota's soil is gone,**  
putting its land and food system at risk.  
Two farmers are going against  
convention to save it.

View video here:

<https://www.youtube.com/watch?v=ImnwMGf6sEw>



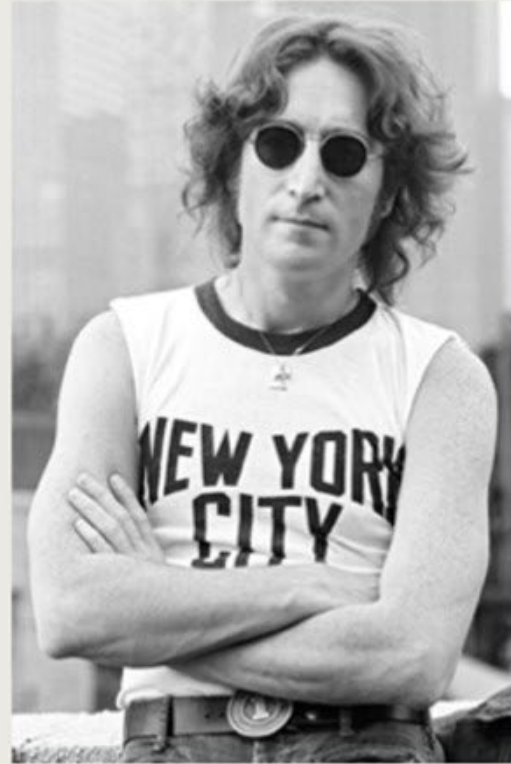
my **story...**



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new  
york  
city







**Aol Music.**



## evil empire

100M ppl weekly, 70M ppl live  
\$9B rev, radio 65% profit

“

Clear Channel owns so many radio  
stations and concert venues that  
artists are constantly fearful of it.

-Senator John McCain (R-Ariz.)

earlier this year they yanked Stern  
off the airwaves

-Forbes '04







# When you **stop growing** you **start dying**

Market Leaders (2K)



Early Innovators



**Aol.**

**YAHOO!**  
MUSIC

Next Market Leaders (10)



Mainstream



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## Surfrider



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FOR A GENERATION





“

*Let the beauty of what you love be what you do  
there are hundreds of ways to kneel and kiss the ground*

*-Rumi*

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*monoculture agriculture is degenerative*

---

at this rate of soil degradation,  
there are 60 harvests left

- United Nations, 2014

**93% of Americans are suffering from a diagnosable metabolic  
dysfunction**

-Dr. Robert Lustig '23

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*a viable solution...*

# Regenerative Agriculture

-a holistic approach to working in harmony with nature to restore soil health-

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## Principles



## Practices

- Reduced / no tilling
- seasonal cover crops
- compost
- planned grazing
- reduced or no chemicals
- agroforestry, trees







a leading model for  
feeding our growing  
population

Increased costs of 'inputs'  
(fertilizers, pesticides, feed, GMO  
seeds..) are pushing farmers across  
the world into bankruptcy

40% of farmers struggle to support  
these costs

-Fast Company, 2022

---

Farms with regenerative practices  
were **78% more profitable** than  
conventional

-Forbes 2020





# Regenerative Agriculture

rebuilds soil...

**Wellness**  
nutrient dense food

**Water**  
water cycle restoration

**Climate**  
sequestered carbon

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## OUR MISSION

To awaken people to the possibilities of regeneration – a solution for the wellness, water, and climate crisis.



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# where we've been, where we're going...

## WAVE I

'13-'22 films, courses, launched a movement

## WAVE II

'22-'24 hire CEO, stabilize, build for sustainable impact

'25-'30 *performance, accountability, 3X Impact*



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## WAVE II





can our food system be  
*unbroken?*

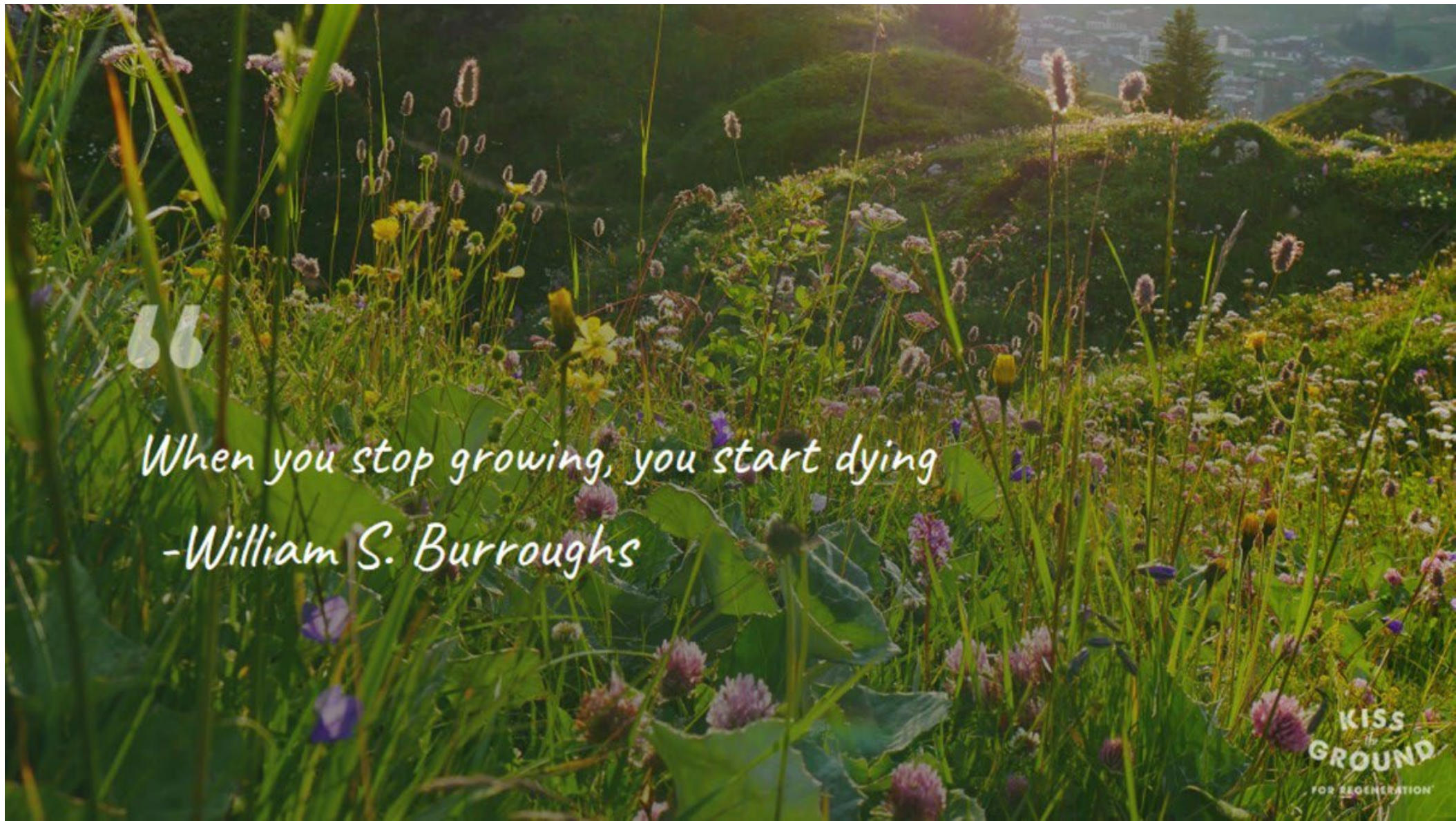


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# Niche>>>Mainstream

“

*The tipping point...when an idea crosses a threshold, tips, and spreads like wildfire*  
- Malcolm Gladwell

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the idea...

*Our food system is broken, our planet & people  
are unhealthy, Regen Ag is a viable solution*

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we studied the market


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## '23 KTG study found...

 70% care about their **personal wellness** – yet only 4% know of the solution

 climate largely remains 'someone else's problem'



A NEW KISS THE GROUND STUDY\* FOUND

**4%** of US Adults Understand the Significance of Regenerative Agriculture

**45%** support organizations tackling climate change

feel it's important to "do my part to protect the planet" **54%**

**70%** purchased organic, non-GMO, and/or sustainable products this year



# companies are...



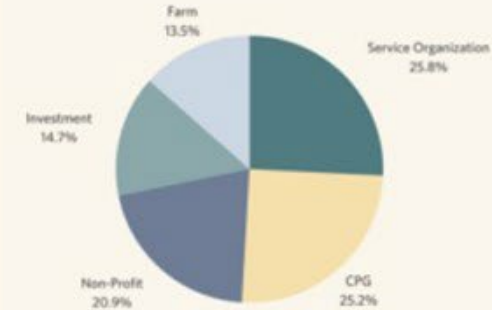
talking regenerative - 600+ now,  
doubling since 2019



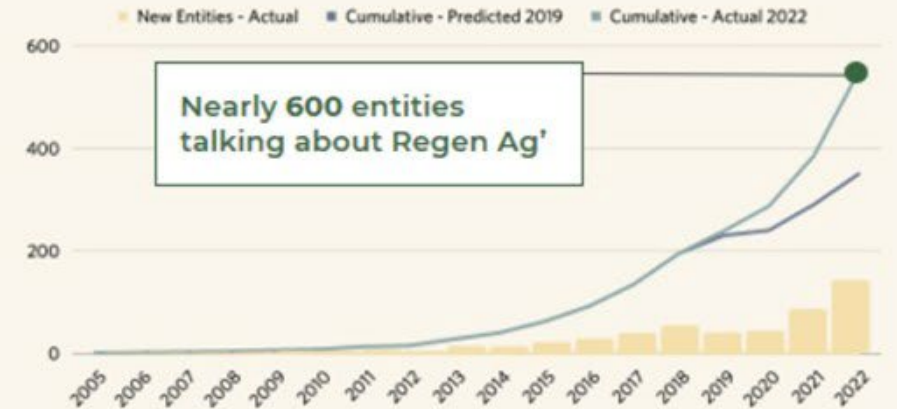
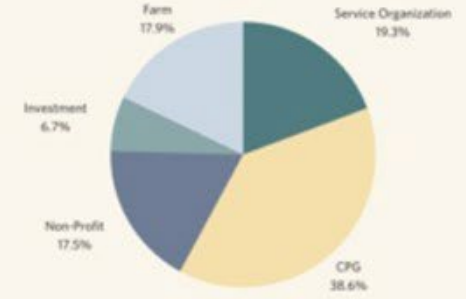
including Fortune 100, across many  
verticals



Entity Types Using  
"Regenerative Agriculture"  
2019



Entity Types Using  
"Regenerative Agriculture"  
2022



Source: <https://howgood.com/regenerative-industry-landscape/>





*growth in...*

regen, short-form content

simple & focused is most impactful



# *simplified* Kiss the Ground



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Kiss the Ground is an **audience-supported** nonprofit promoting regeneration and healthy soil as a viable solution for our **wellness, water & climate** crisis.

Since 2013 we've inspired millions to participate in the Regenerative Movement through **storytelling, education, and partnerships.**



For every \$100 donated to Kiss the Ground, we **inspire and catalyze** the transition of 10 acres in to regenerative agriculture, working directly with farmers, consultants, and various partners.





## To reach the Tipping Point in 5 years, we will:

- produce, distribute multi-platform content **daily**
- create edu-tainment (from courses & docs, to tik-toks)

Quality content raises awareness, inspires, educates, yields more support across programs & maximizes our impact

**we're a leading voice** in the  
Regenerative Movement...

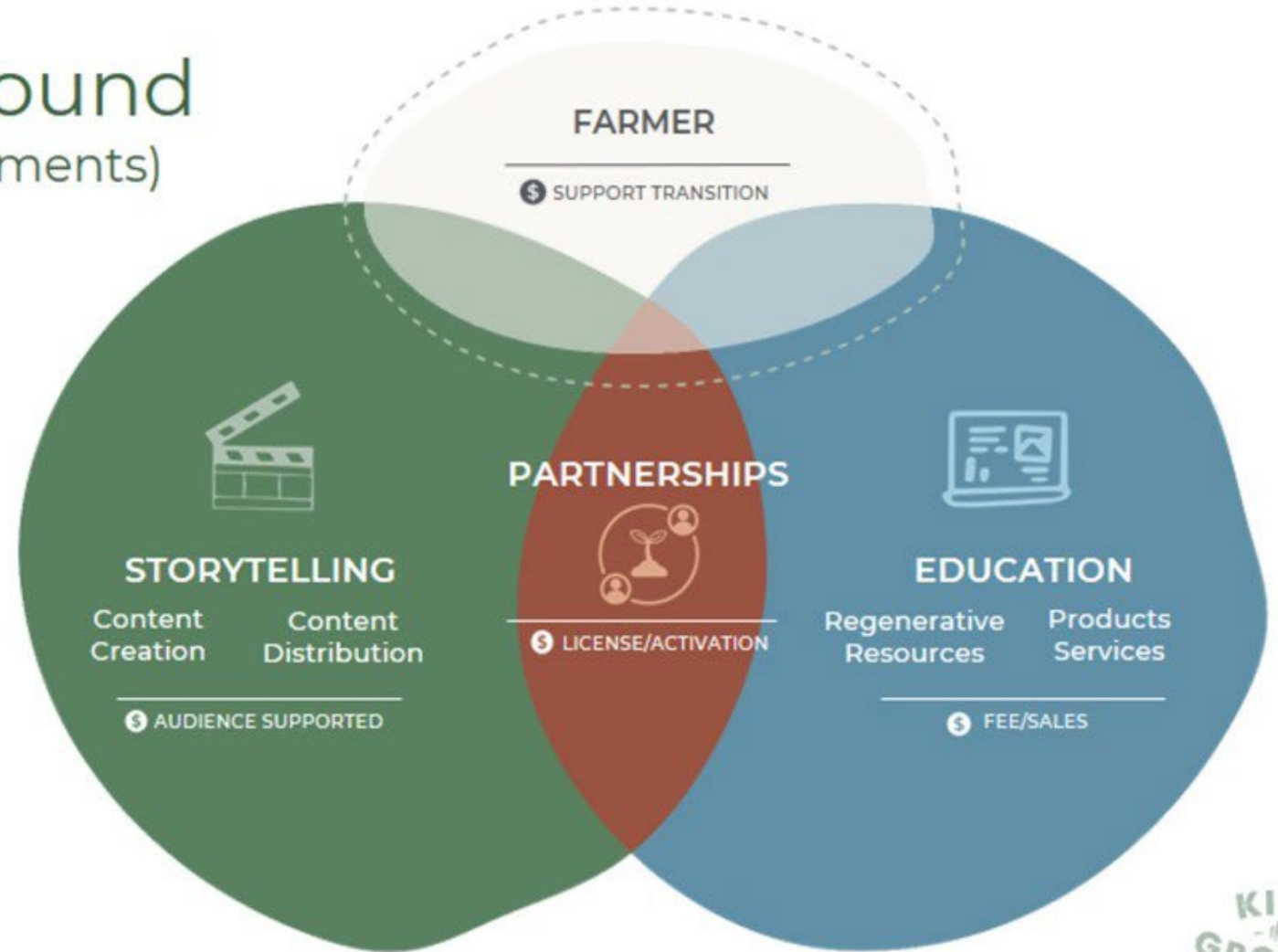


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# Kiss the Ground

## Programs (Departments)



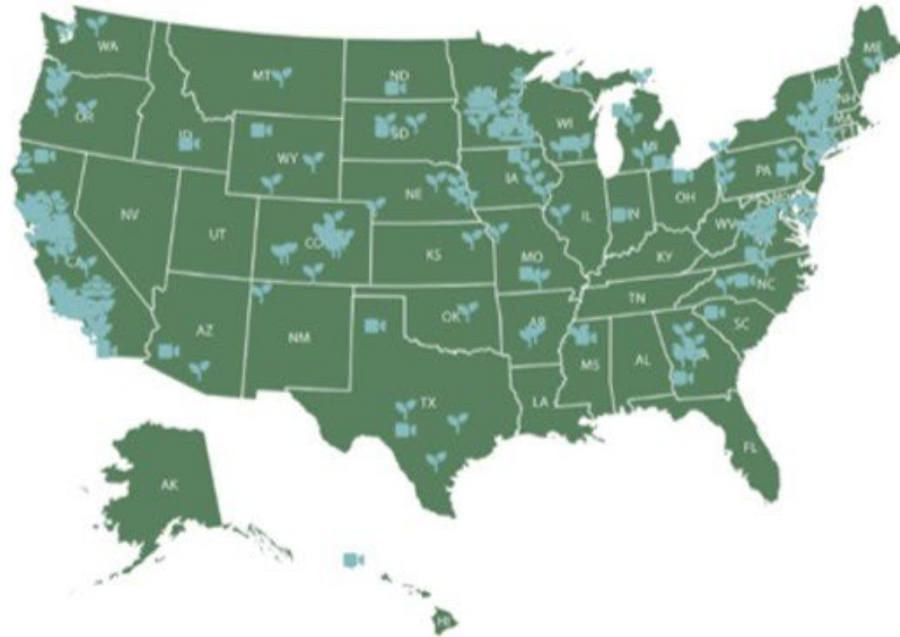




## Regenerative Farms

Below are the regenerative farms that Kiss the Ground works with nationwide.

 Educators    Kiss the Ground Media    Grant Recipient



KTG works with hundreds of farmers

- **Aligned all KTG Farm work**  
consolidated our work with farmers on one page
- **Connect people with farmers**  
Inspirational stories (5WAF), local connections (map)
- **Direct to farmer grants**  
\$500k direct to farmer grants



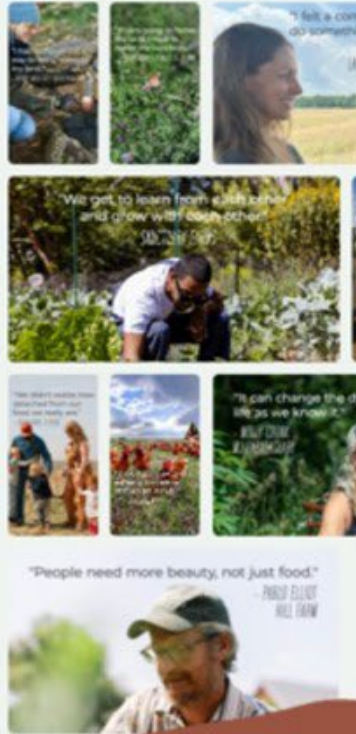


## 5 with a Farmer

At the end of the day, farmers are just like us — individuals with humor, wisdom, and passion. Get to know them in our **5 with a Farmer** series, which features quick, heartfelt chats with the remarkable people who not only feed us, but work year-round to protect our wellness, water, and climate.

[VIEW ALL](#)

[FEATURE YOUR FARM](#)



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[ABOUT](#)

[OUR WORK](#)

[LEARN](#)

[PARTNERSHIPS](#)

[SUPPORT US](#)

[Q](#)

[DONATE](#)

## Farmers

We all eat, yet most of us have not met a farmer or know where our food comes from. This is a place to meet the heroes who are growing your food regeneratively.

Kiss the Ground is bridging the gap. Since 2013, we've worked directly with farmers, ranchers, and various partners in the Regenerative Movement to catalyze the transition of millions of acres into regenerative agriculture for our wellness, water, and climate.

Here, we'll share some of their stories and provide ways to connect with the farmers in your community.

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## Kiss the Ground Announces \$500K in Direct-to-Farmer Grants

We are committed to helping farmers and ranchers transition to regenerative agriculture and reduce the financial barriers and risks that come with it.

Starting in November 2024, Kiss the Ground will award **\$500K directly to farmers and ranchers**.

- award a total of **\$200K** to farmers and ranchers for **in-person training** AND
- award a total of **\$300K** for **equipment, supplies, and infrastructure**

Applications for our 2024 Regenerative Transition Grants are coming soon. Sign up to be the first to know when applications open.

APPLY NOW



SHARE THIS PAGE WITH A FARMER



For every \$100 donated to Kiss the Ground, we inspire and catalyze the transition of 10 acres into regenerative agriculture, working directly with farmers, consultants, and various partners. Read our full impact [here](#).

♥ Donate

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# Regenerative Transition Grants (Launched 11/21)

\$200K for education/training with  
partners Savory and Soil Health  
Academy (approx 200 farms)

\$300K for  
equipment/supplies/infrastructure,  
(approx 10 farms)

**150** Training Grants Awarded

**63** Equipment Grant Applications \*closed  
Dec 4, awarded this year

**10K** Page Visits

**250+** farmer forms submitted

\$500K in grants  
200+ diverse farms



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# Partnerships

Employees, Boards and Shareholders are increasingly interested in Regenerative Agriculture

Kiss The Ground partners with earnest companies who seek guidance to enter the Regenerative conversation responsibly

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New  
Partners



Renewed

ANTHROPOLOGIE



16 partners





**Advancing the Regenerative Agriculture Movement**



**Taking Action**

Source three ROC\* ingredients and include them in at least six products.

Launch a regenerative line of products with at least one fully ROC product.

ADVANCING THE REGENERATIVE MOVEMENT			
Number of	BASLINE (2021)	CURRENT (2022)	GOAL (2023)
ROC sources ingredients	0	3	3
Products with ROC ingredients	0	3	6
100% ROC products	0	1	3



**newchapterinc** Edited • 27m  
December is soil health month and New Chapter is supporting organic farming practices that are considered better than conventional farming in reducing atmospheric carbon and contributing to carbon sequestration. We believe Regenerative Agriculture is the world's best available farming strategy for responding to climate change. That's why we are increasing our investments in regenerative agriculture through Regenerative Organic Certified ingredient sourcing and supporting non-profits like the @rodaleinstitute and @kisstheground

#newchaptervitamins  
#regenerativeagriculture #soilmonth

**No comments yet**

4 likes  
45 minutes ago

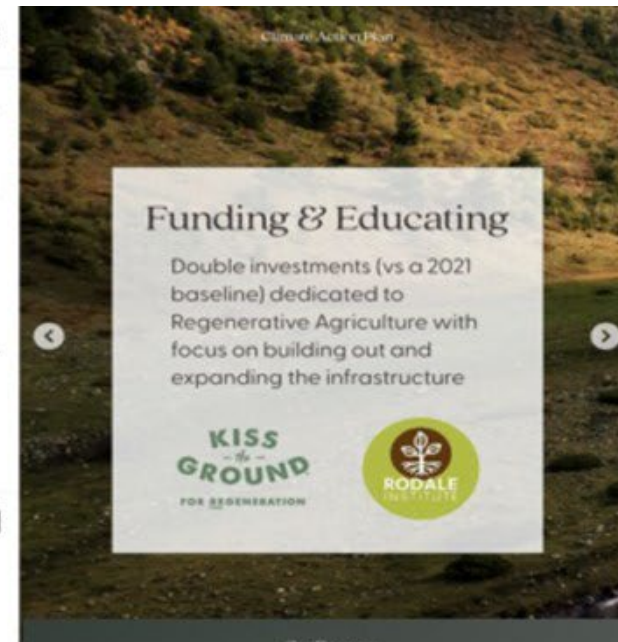


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#newchaptervitamins  
#regenerativeagriculture #soilmonth

**No comments yet**

4 likes  
45 minutes ago




**Funding & Educating**

Double investments (vs a 2021 baseline) dedicated to Regenerative Agriculture with focus on building out and expanding the infrastructure


**KISS THE GROUND** FOR REGENERATION

**RODALE INSTITUTE**



**Stress relieving Holy Basil grown with love on a regenerative farm in India**

**NEW CHAPTER**  
**ORGANIC HOLY BASIL**  
POWDER



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#newchaptervitamins  
#regenerativeagriculture #soilmonth

**No comments yet**

4 likes  
45 minutes ago





# Kiss the Ground Coffee

Certified regenerative coffee grown on La Bella Farm in Los Santos, Costa Rica

## kick-start

## fine-tuned ops

- 1k bags distributed

## Q1: experiment with models, maximize impact

- gift w donations, subs, retail, amazon



# 11 *WITH* Evan

FEATURING BLAINE STREISAND, CEO, NEW CHAPTER

In 11 questions and 11 minutes, *Kiss the Ground* CEO Evan Harrison interviews various partners about their unique perspectives, motivations, and intentions for joining the Regenerative Movement. Hear the stories and insights of regeneration pioneers, as they work towards advancing a viable solution to our wellness, water, and climate crisis.



## Blaine Streisand of New Chapter:

Meet Blaine Streisand, *New Chapter* CEO, Seattle, and advocate for regeneration.

As the leader of a supplement brand, committed to using clean ingredients that promote human and environmental health, Streisand recognizes the power of regenerative practices and ingredients.

Often resembling candy, vitamins have strayed from their purpose to provide natural support. In a crowded industry promoting engineered and artificial ingredients, New Chapter is committing to doing things the right way with nature as their guide.

**NEW  
CHAPTER**

"Now, we have a unique opportunity to bridge the gap between climate and nutrient density with regenerative as the answer. I hope that in 10 years, we will see the same change we have seen with organic, and the choice to buy regenerative strawberries will be an easy one."

10

If you weren't in the Consumer Package Goods (CPG) supplement business, what else could you see yourself doing?

I always wanted to work for Nike because of my love for sports. In college, I interned for the New York Mets and wanted to be the general manager of a sports team. Although my direction changed, I feel passionate and gratified with what I am doing.

11

You're hosting a dinner party with *Kiss the Ground*, *New Chapter*, and three famous people (dead or alive) – who would you invite and why?

If I was hosting this dinner, I would be thinking about bringing the regenerative conversation to different perspectives. I would choose citizens of humanity committed to making the world a better place to help us overcome the challenges both of our teams are working through.



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# Stories of Regeneration



Audience 1M+ | 5:32 mins avg. view time

\*viewed by 100k first time-audience on Youtube

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# Stories of Regeneration: North Dakota (Part I)



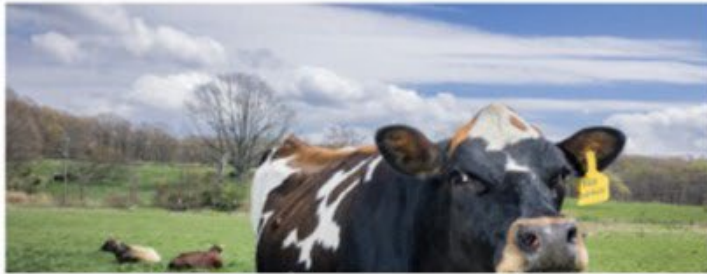


# Stories of Regeneration: Dairy Cows ft. Dan Barber

## Steak From Dairy Cows? It Could Be a Lifeline for American Farmers.

Letting milk cows graze longer can produce superior beef — a largely European practice that is now gaining ground in America.

 Share full article   221







# Regenerative Agriculture Essentials

Introducing our new 90-minute, on-demand course



“

We're passionate about regenerative agriculture and saving the world with superfoods! Now, we're excited to have our whole company join in and take this course!

**Kristie Cerutti, Impact VP Ancient Nutrition**

Wow! This is a must see. 90-minutes of practical, easy to understand material. Education is critical in this movement that Kiss the Ground is a major leader in.

**Rick Clark, Regenerative Farmer, Indiana**

I'm honored to be featured. Kiss the Ground is a big reason my passion for soil health was re-ignited. The team is always making the deep and complex ideas engaging and easy to understand.

**Mark Hyman, MD, Physician and Educator**





## KTG Audience Dashboard



Engagement

Fans

Site traffic

90% of our audiences  
monthly are **new**

MONTHLY

ANNUALLY

225K+

3M

500K+

500K

25K +

300K

Supporters

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i kiss the ground for...

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# support KTG & Regeneration...

**100 ways** email, social, site, linkedin (@evanharrison)

**Share** promote the conversation

**Dig in** take our on demand course

**Purchase** regenerative (ie: ktg coffee)

**Donate** every \$100 donation helps us transition 10 acres to regenerative

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