

COMMUNITY VOICE FOR
HUME & LANDCARE
GOULBURN MULWAREE

Lets Get Earthy

MAKING YOUR LANDSCAPE SUSTAINABLE



Tony Hill
16 September 2022



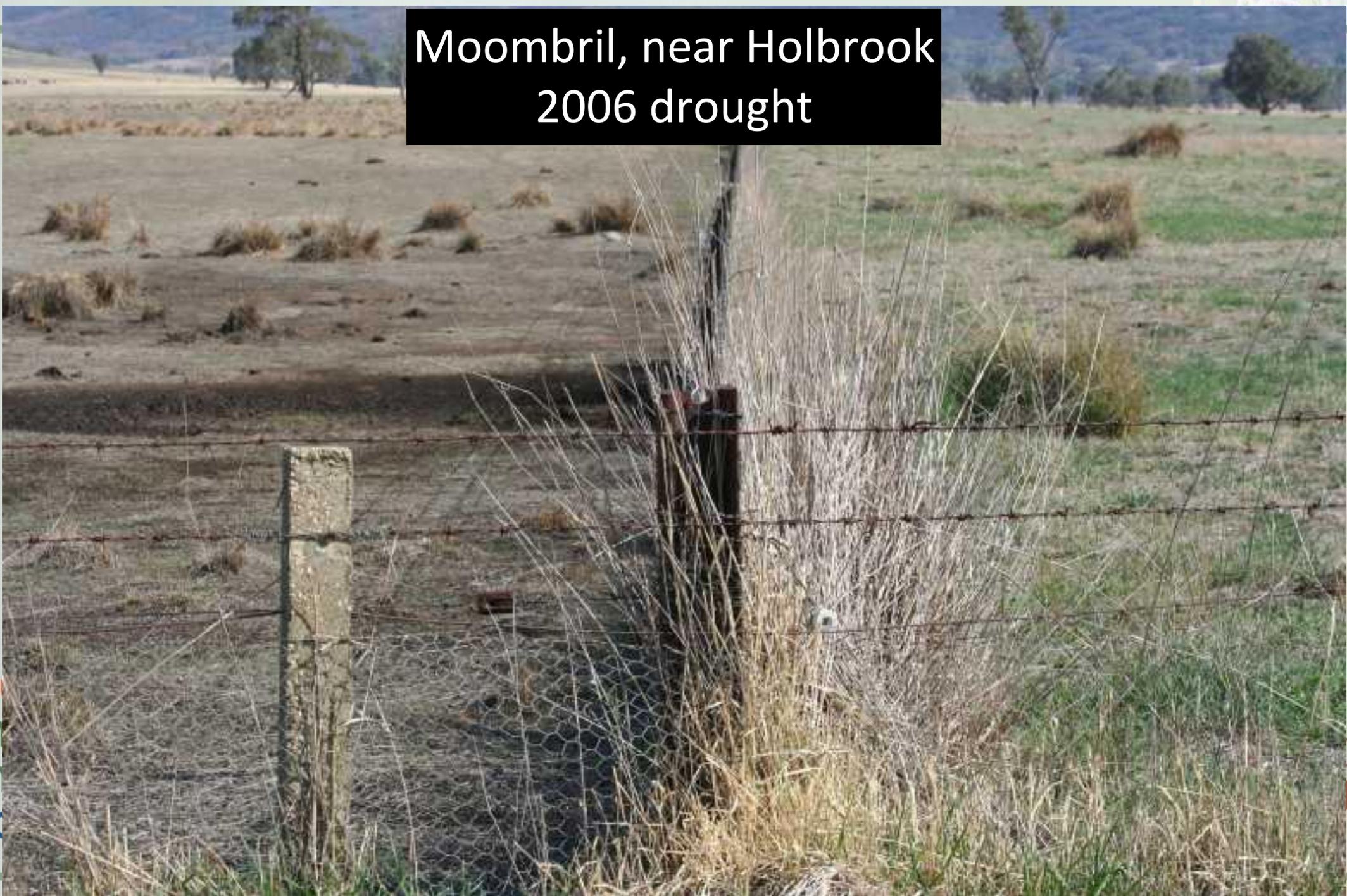
Remit

- Verifying ecosystem health for farm productivity and satisfying market demand

In fact, consumers across all generations—from Baby Boomers to Gen Z—are now willing to spend more for sustainable products. Just two years ago, only 58% of consumers across all generations were willing to spend more for sustainable options. Today, nearly 90% of Gen X consumers said that they would be willing to spend an extra 10% or more for sustainable products, compared to just over 34% two years ago.

March 2022, Forbes Magazine

Moombril, near Holbrook
2006 drought



to
KET™
ALIA

Kachana Pastoral Company, Kimberley

1992



1999



What is a 'regenerative approach'?



Regenerative Agriculture



savory
network

SUSTAINABILITY IS A BRIDGE.
REGENERATION IS THE DESTINATION.

Degenerating

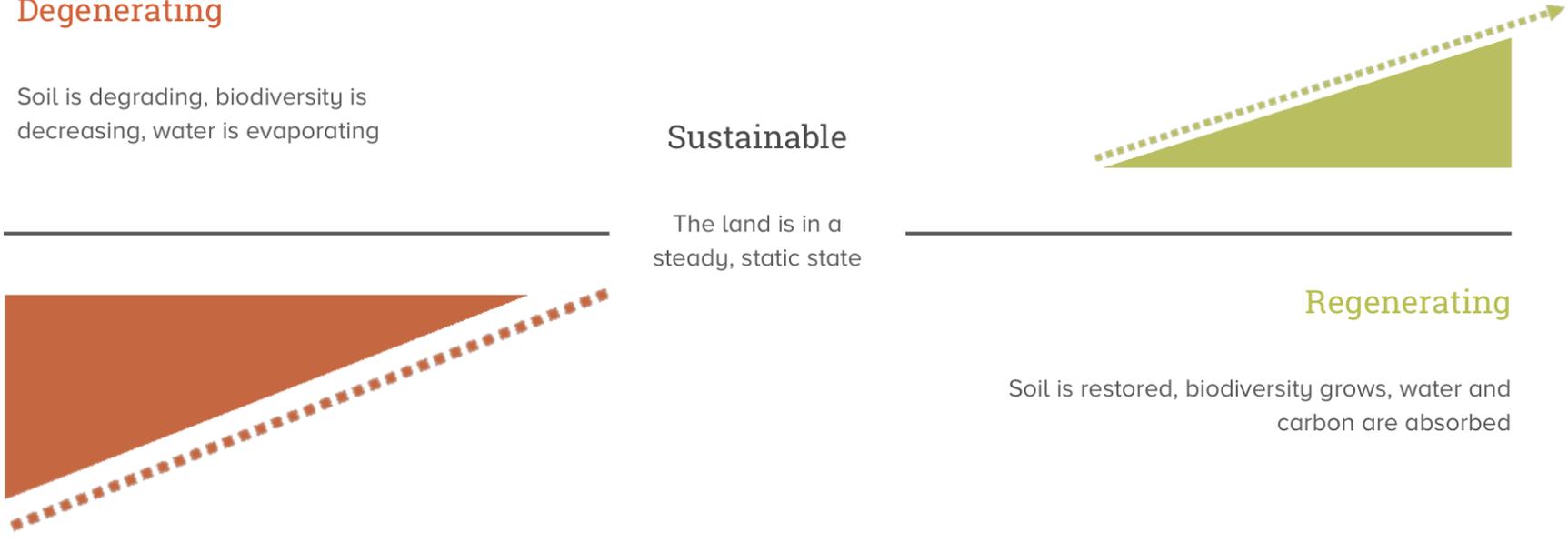
Soil is degrading, biodiversity is decreasing, water is evaporating

Sustainable

The land is in a steady, static state

Regenerating

Soil is restored, biodiversity grows, water and carbon are absorbed



Savory Institute
<https://savory.global>



How do we know if farming is truly regenerative?

- **Ecological Outcome Verification**

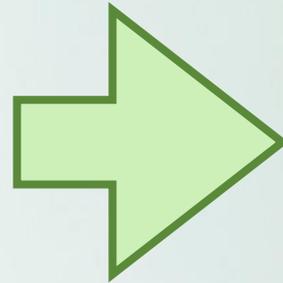
a breakthrough approach to monitoring of the ecological health of farm land, which is continuing under production

- Opportunity

safeguarding biodiversity and health ecosystem processes at the same time

as prosperous agricultural production and increasing soil carbon

Ecological Outcome Verification



Consumer Branding



It's about **verification**

- **NOT** certification
- **NOT** accreditation
- **NOT** auditing



Photo: Tony Hill

Ecological Outcome Verification

- Annual monitoring according to an international protocol
- Requires limited resources, to make it affordable
- Accredited monitors and verifiers, for robust results
- STM - Short Term Monitoring (annual)
- LTM - Long Term Monitoring (every 5 years)



Ecological Outcome Verification

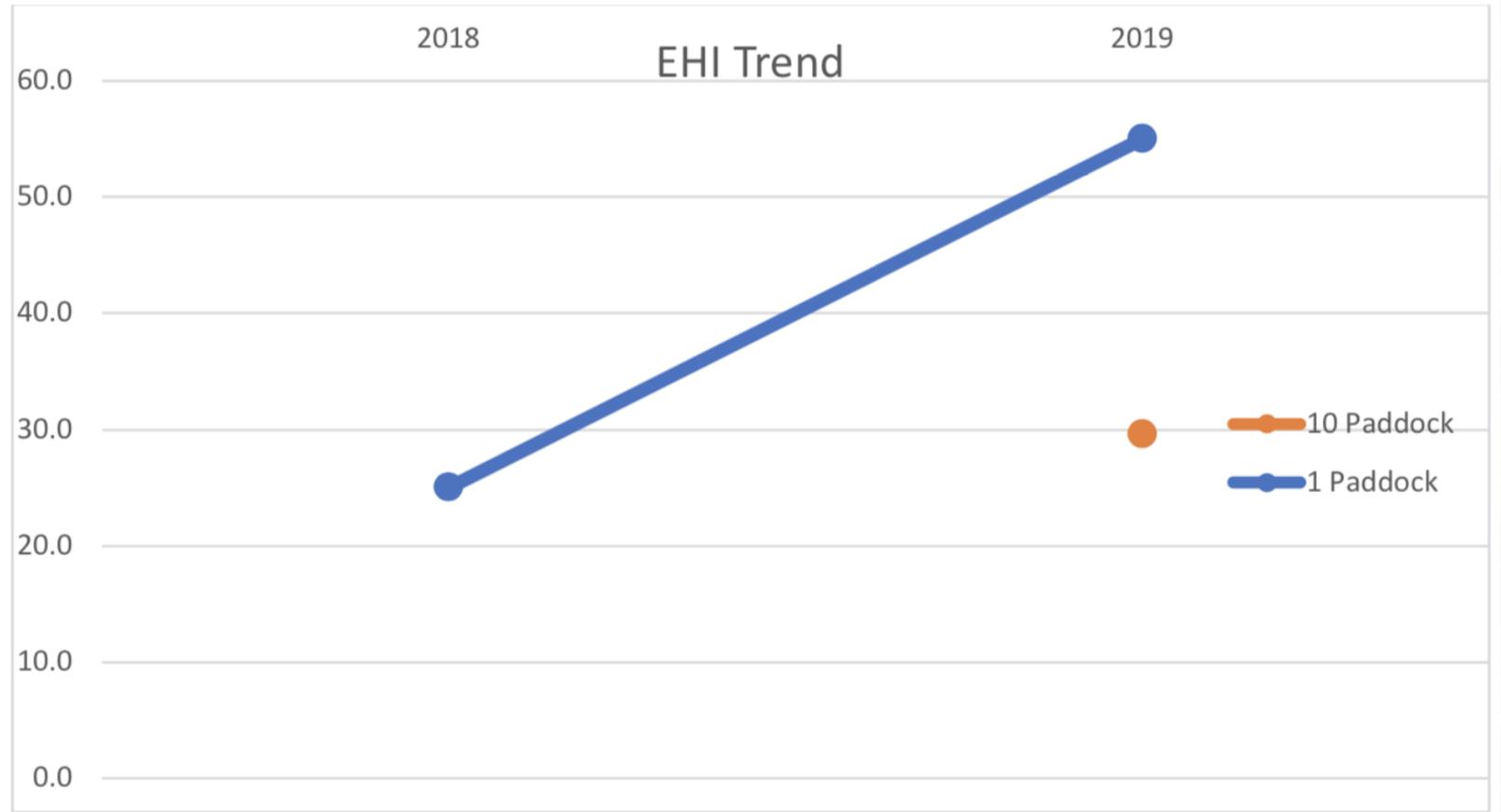
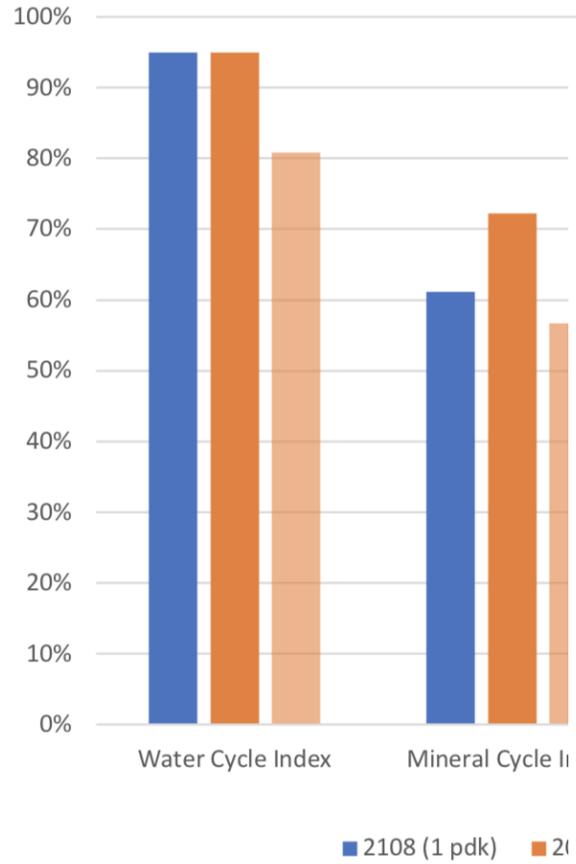


- STM - relies on visual assessment of 15 indicators
 - allows calculation of an Ecological Health Index (EHI)
 - allows mapping to effectiveness of the four ecosystem processes
- LTM -
 - includes EHI assessment
 - adds careful assessment of pasture species biodiversity
 - adds measures of soil health
 - can be extended to include soil carbon assessment

Actual Indicator scores for the STM paddocks, and in relation the ecosystem processes.

EHI Indicator	WC	MC	EF	CD	East - STM1	North - STM 2	East - STM 3	East1	East 2	South 2	South 1	Garlic	North - STM9	East - STM10
LIVE CANOPY ABUNDANCE					0	0	0	0	-5	0	0	10	-5	5
LIVING ORGANISMS (MICROFAUNA)					0	5	5	5	5	0	0	10	0	5
FG 1 WARM SEASSON GRASSES					5	5	5	5	-5	5	5	10	5	5
FG 2 COOL SEASSON GRASSES					5	5	5	0	-5	0	0	10	0	5
FG 3 FORBS & LEGUMES					5	5	5	5	-10	0	0	-5	5	5
FG 4 TREES & SHRUBS					5	0	0	0	5	5	0	5	0	0
CONTEXT DESIRABLE RARE SP					0	0	0	0	0	0	0	0	0	0
CONTEXT UNDESIRABLE SP					0	0	0	0	0	0	0	0	0	0
LITTER ABUNDANCE					5	5	5	5	0	0	0	10	0	5
LITTER INCORPORATION					5	0	0	5	0	0	0	10	0	0
DUNG DESCOMPOSITION					5	5	5	5	5	5	5	5	5	5
BARE SOIL					20	10	20	10	-10	10	20	20	0	10
CAPPING					0	0	0	0	-10	0	0	0	0	0
WIND EROSION					0	0	0	0	-10	0	0	0	0	0
WATER EROSION					0	0	0	0	-10	0	0	0	0	0
Total					55	40	50	40	-50	25	30	85	10	45

LANDSCAPE FUNCTION ANALYSIS (Weighted)
 - 1 Pdk vs. 1 Pdk vs. 10 Pdk Comparison



New brand

- Brand:
“Land to Market” in Australia
 - building a healthier Australia
 - led by farmers - bottom up
- Verification seal:
“Verified - Land to Market”



Engagement with Businesses and Consumers

National



International



International 2022



1000+
Products
Verified



70+
Member
Brands



2.5+ Million
Acres
Measured

to
ET
LIA

Holistic Management

- Holistic Context
- Holistic decision checks
- Holistic Planned Grazing
- Holistic Financial Planning
- **Monitoring**
EOV

