

# KISS - the - GROUND

The Farmland Program connects restaurants and their customers to farmers and landscapes through the experience of dining out. With participating restaurants we will tell the story of keystone ingredients, the farmers that grow them and the bioregions that nurture them, all through the lens of highlighted menu items. The composition of these menu items will tell a story of how our sourcing practices and consumption habits affect the ecosystems that support life on earth.

These menu items will be priced with an additional \$2.00 premium that places value on the process by which the food was produced, sourced, prepared and the storytelling that went into presenting the culinary experience. The sales from these menu items will support the development of a scholarship fund that will provide an opportunity for farmers to access education, training and technical support, with the intention of transitioning more landscapes into management that works with the principles of regenerative agriculture.

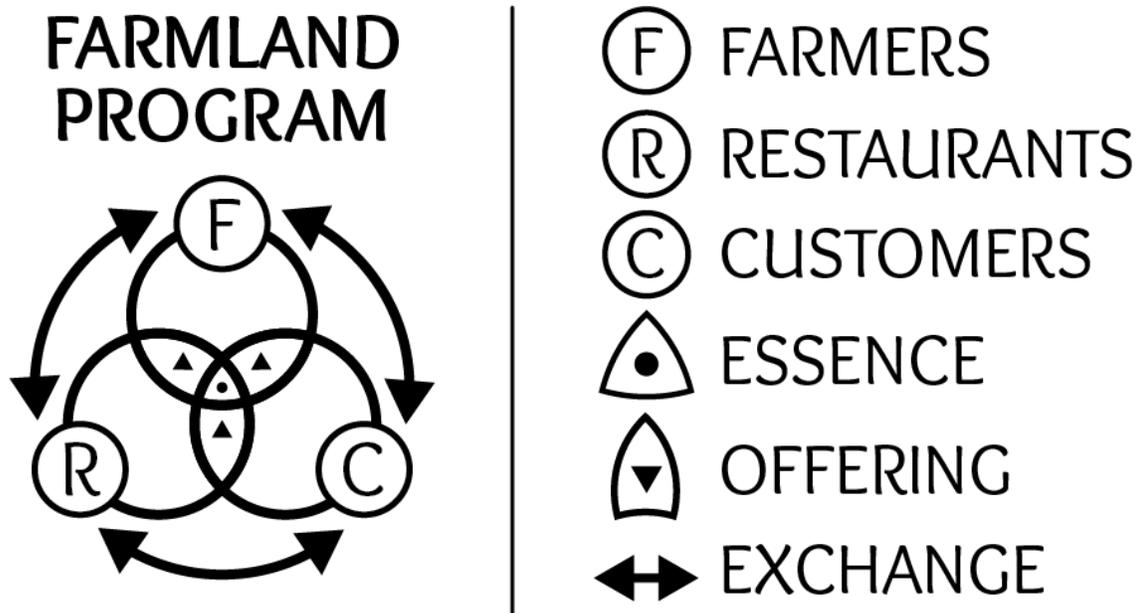
This program seeks to establish partnerships with educators, trainers and research institutions who will provide the resources to support our country's farmers, ranchers and land stewards. We are also looking for farmers who are both interested in having their harvests be highlighted through the Farmland Program's menu items as well as those who are interested in applying for funding support through our scholarships.

The Farmland Scholarship Fund seeks to provide opportunities for farmers to access long-term learning and development, within a community that supports them as they transition their management practices. The scholarship review committee will be comprised primarily of farmers, ranchers and soil scientists and will prioritize applicants who show potential for long-term commitments, have secure land tenureship, and are well positioned for significant food system impact. We also know that small stones can make big ripples, young farmers are the future of agriculture, and commitments are only as strong as the relationships that hold them. We welcome ALL applications!

As Kiss the Ground looks to increase its ability to support more farmers, we will be partnering with businesses who want to grow the capacity of regenerative supply systems in the food sector and are willing and able to match the funds raised through the restaurant/customer program. By instituting a match program (and thus limiting corporate contribution), we can empower the restaurant/customer program to be the driving force behind funds raised, and the voice of the people will be weighed in proportion to that of any business entity.

To get involved in the farmland program as a restaurant, farmer or business, or if you are interested in having Kiss the Ground launch a farmland program in your regions, please email [jesse@kisstheground.com](mailto:jesse@kisstheground.com).

To learn about participating restaurants in the program, please sign up for our mailing list at [www.kisstheground.com](http://www.kisstheground.com)



### Relationships:

- Farmers / Restaurants
  - Offering:
    - A menu item that tell a story about regenerative agriculture
  - Exchange:
    - Farmers provide restaurants with ingredients
    - Restaurants provide farmers with market access
- Restaurants / Customers
  - Offering:
    - A scholarship fund that provides training and support to farmers
  - Exchange:
    - Restaurants provide consumers with healthy food and a story.
    - Consumers provide restaurants with patronage and social networking.
- Customers / Farmers
  - Offering:
    - A relationship built on respect and gratitude for healthy ecosystems.

- Exchange:
  - Farmer provide consumers with healthy ecosystems and a commitment to their continued improvement
  - Customers provide farmers with financial support through the scholarship program as well as by purchasing the menu item itself.

