

HEALTHY SOILS

This program connects restaurants and their customers to farmers and the landscapes they tend through the experience of dining out. Serving highlighted menu items that support farming practices that benefit soil health and represent the potential of regenerative agriculture. Participating restaurants will help Kiss the Ground support farmer education and soil health monitoring by raising funds for a scholarship program through the sale of these highlighted menu items.



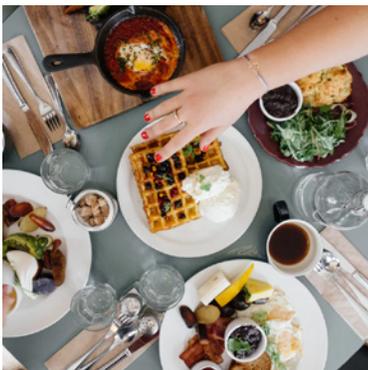
FARMERS

Farmers are the stewards of our soils, and our soils are the most valuable asset we have. We are here to provide farmers with the resources they need to better understand the current conditions their soils are in, and to provide an opportunity for them to gain the skills and knowledge to increase the health and vitality of those soil.



RESTAURANTS

Restaurants have become the epicenter of our food culture, where chefs have the opportunity to lead a new generation of conscious customers. We support our chef's by helping them bring ingredients into their kitchens that directly benefit soil health on the farm. We also help them tell the story of how the ingredients were produced, who produced them and what the impact of the production is on our ecosystem.



CUSTOMERS

The power is in the hands of the people, and a well informed customer has the opportunity to influence positive change with a purposeful purchase. We provide the diners at our participating restaurants with a clear choice of how they can make small but meaningful contributions to the development of a healthier food system through supporting conscious sourcing and building a scholarship fund for farmer education and soil metric monitoring.

HOW IT WORKS

WHAT YOU DO

- Develop a menu item that sources ingredients that benefit soil health through their production (eg. perennial crops, no-till farming, planned grazing, cover crops) with help from Kiss the Ground.
- Highlight a menu item by making mention that \$2 from each sale will go to the Farmland Program so that customers know they are supporting soil building practices.
- Provide a monthly tax deductible donation to Kiss the Ground (501 c 3) from all the sales of the highlighted menu item to support the farmland program scholarship fund.

BENEFITS TO YOU

- Be profiled as a leader in the food service industry in shifting the context of sourcing practices towards ones with positive impacts on our ecosystem.
- Have access to emerging ingredient sources from farmers and ranchers transitioning to regenerative agriculture and carbon farming practices.
- Gain a customer base interested in understanding the impacts of their dietary decisions and inspired by the mission of Kiss the Ground, our self titled Book and the upcoming feature length documentary film.

WHAT WE DO

- Produce a profile on our website for you as a participating restaurant in the Farmland Program with a special featurette on your menu item.
- Release a monthly targeted social media blast specifically for your restaurant through all of our channels (Facebook, Instagram, Twitter, Pinterest)
- Support the transition of our country's landscapes to soil building practices through the administration of scholarships to farmers and funding baseline soil health research.

BENEFITS TO US

- KTG receives \$0.25 of each \$2 menu item to cover the farmland program overhead and the other \$1.75 goes to support the scholarship fund.
- KTG is able to distribute scholarships for education and support to a community of farmers and ranchers looking to transition their practices to benefit soil health.
- KTG is able to invest in research to gather soil health data for participating farmers in the program, either as producers and/or as scholarship recipients.

GET INVOLVED

Please visit us online or email us for more information.
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 @kisstheground    @kissthegroundca