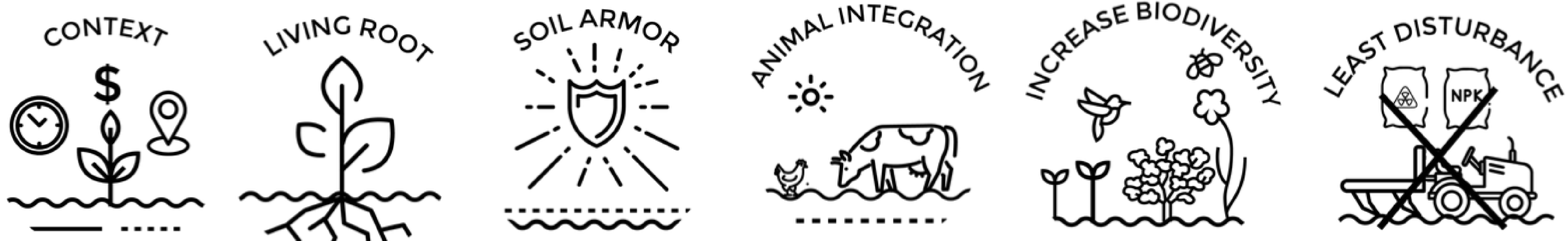


AN URGENT CALL FOR REGENERATION

Regenerative agriculture enables farmers and ranchers to rebuild healthy soils, **increasing productivity and resilience while lowering costs**, by following fundamental principles & context-based practices.

The six key principles of regenerative agriculture:



Each year, we are losing 4.6 tons of American agricultural soil per acre, at a rate 10 times faster than its being replenished. Costing farmers and ranchers \$44 billion annually, and taxpayers nearly \$100 billion, the loss of healthy soils is an agricultural and economic disaster. **Regenerative agriculture is the solution.**

Better for **farmers**:

- + **Farm viability/profits:** Soil health practices can result in an economic return of more than \$100 per acre.
- + **Input reductions:** Regen ag reduces reliance on costly inputs, improving farmers' net income.
- + **Flood & drought protection:** A 1% increase in soil organic matter allows soil to hold an additional 27,000 gallons of water per acre.

Better for **communities**:

- + **Consumer benefits:** Healthy soils stabilize food security and increase the nutritional value of food.
- + **Domestic production:** Regen ag makes more affordable product available in regional markets.
- + **Rural development:** Keeping farms in business, providing jobs, and strengthening regional supply chains and markets revitalizes communities.

Better for the **future**:

- + **Resilience:** Halting detrimental soil erosion and runoff builds resilience for generations to come.
- + **Reducing GHGs:** Research indicates agricultural carbon sequestration can draw down 20-100% of annual CO₂ emissions, limiting climate disruptions.
- + **Biodiversity:** Regeneration restores ecosystems, protecting wildlife habitat and fresh water sources.

Farmers and ranchers can lead the charge in solving our nation's biggest crises, all while saving farmer and taxpayer dollars. With over 50% of American agricultural soils severely degraded, supporting farmers in **rebuilding our nation's soil is the essential low-cost investment** that can restore resilience, increase true farmer prosperity, improve water and food security, sequester carbon, and revive rural communities.