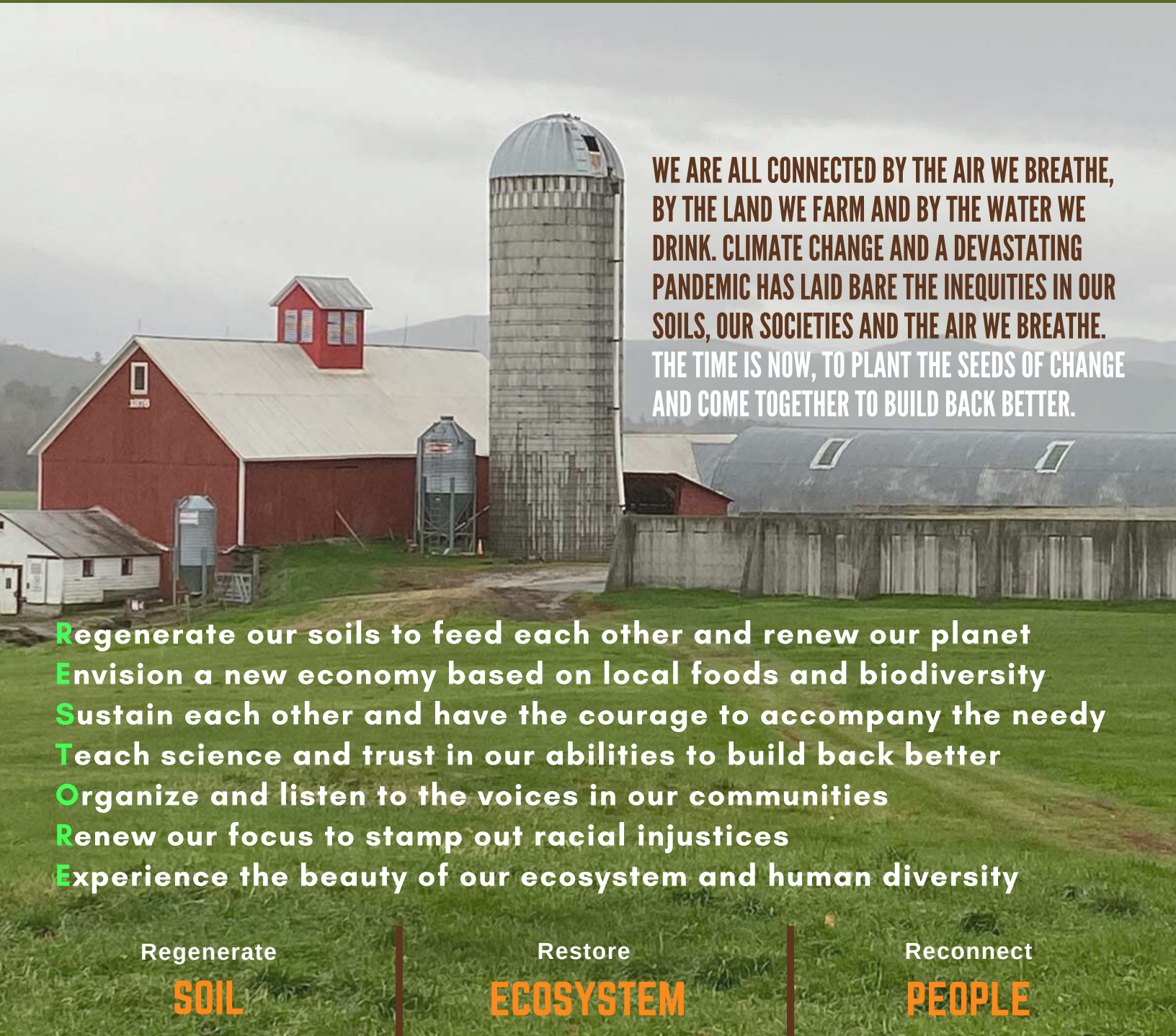


# MANIFESTO

BuildBackBetter.FARM



WE ARE ALL CONNECTED BY THE AIR WE BREATHE,  
BY THE LAND WE FARM AND BY THE WATER WE  
DRINK. CLIMATE CHANGE AND A DEVASTATING  
PANDEMIC HAS LAID BARE THE INEQUITIES IN OUR  
SOILS, OUR SOCIETIES AND THE AIR WE BREATHE.  
THE TIME IS NOW, TO PLANT THE SEEDS OF CHANGE  
AND COME TOGETHER TO BUILD BACK BETTER.

**R**egenerate our soils to feed each other and renew our planet  
**E**nvision a new economy based on local foods and biodiversity  
**S**ustain each other and have the courage to accompany the needy  
**T**each science and trust in our abilities to build back better  
**O**rganize and listen to the voices in our communities  
**R**enew our focus to stamp out racial injustices  
**E**xperience the beauty of our ecosystem and human diversity

Regenerate

**SOIL**

Restore

**ECOSYSTEM**

Reconnect

**PEOPLE**

REBUILDING OUR SOILS, ECOSYSTEM AND WORLD ONE SEED AT A TIME



# REGENERATE RESTORE RECONNECT

Every person, every corporation has a role to play

It starts with our rich carbon soils, full of trillions of microbes and fungal filaments.

It grows by doing things the moral way, not the easy way, demanding equality and a racial reckoning to right the wrongs in our soils and in our world.

It takes courage to demand change, to listen to all of the voices crying for justice.

We will redefine success by the ton; the amount of carbon sequestered and drawn down into our soils where they belong.

It will take ingenuity and the sounds of every voice in the wind, be it a bird, a bee, a bison, or a climate activist.

We will create a delicious world, full of hope, full of foods rich in vitamins and minerals that are grown primarily in our soils

Farms will have multiple revenue streams and farming will be the most sought-after career in the future of our world.

