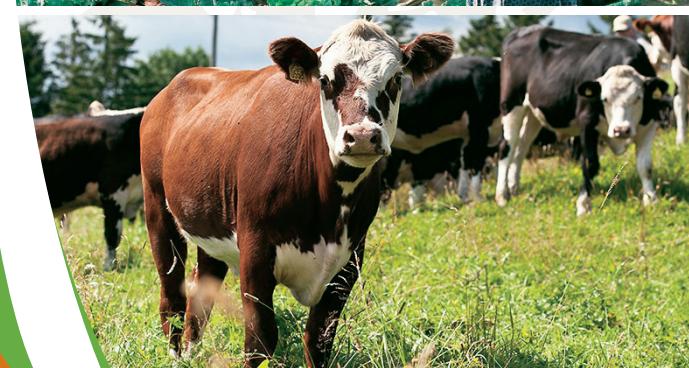


SAVORY INSTITUTE.org

2012 ANNUAL REPORT



Letter from CEO & Co-Founder Daniela Ibarra-Howell



SOP FOR OVERALL ORGANIZATION

To expand the Holistic framework into the international consciousness to sustain life on Earth

PERSONALITY AND UNIQUE NICHE:

- Collaborator/Partner
- Entrepreneurial
- Results-oriented; makes things happen

Savory Institute is the only organization that uses a large-scale approach with properly managed livestock to tackle desertification and the associated global issues that we face today.

MISSION

Promote the large-scale restoration of the world's grasslands through Holistic Management by:

- **Healing Land:** Grasslands, LLC
- **Empowering Others to Heal Land:** Hub Strategy
- **Removing Barriers:** Public Awareness, Research, Policy, and Markets

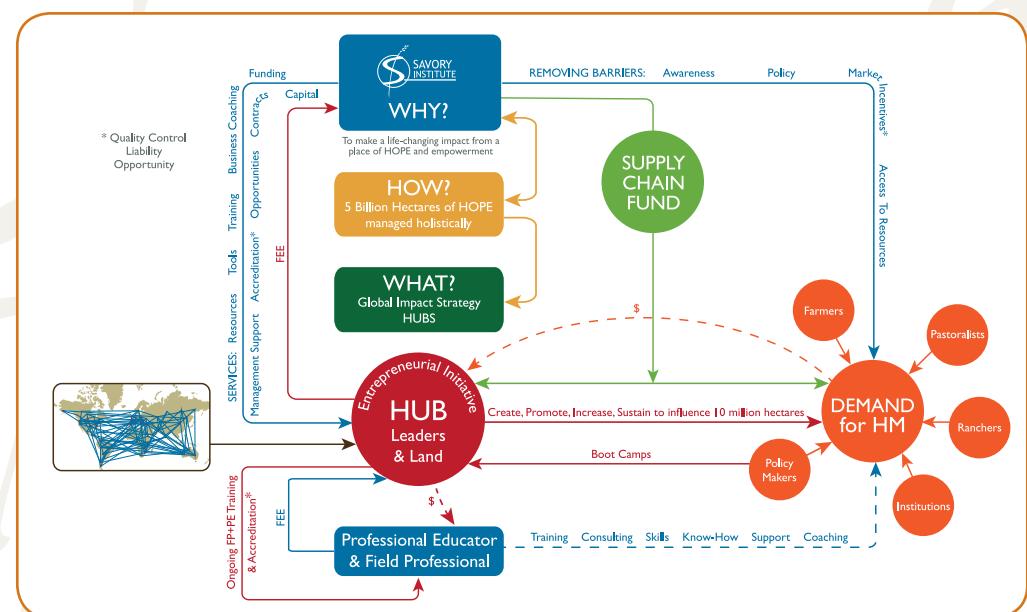
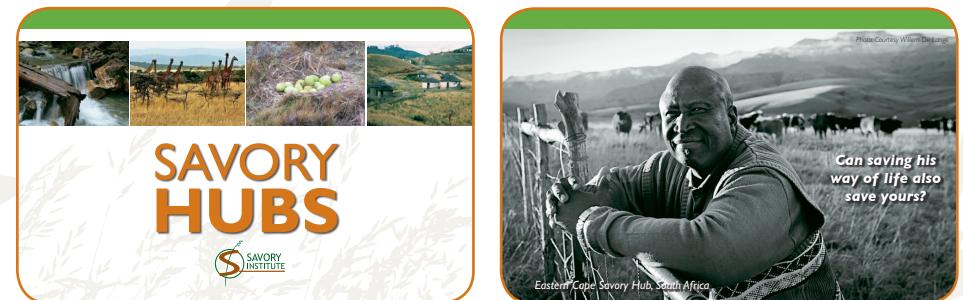
HOLISTIC CONTEXT

- Values that drive us
 - Financial Stability
 - Entrepreneurial
 - Courage
 - Excellence
 - Making a difference
 - Environmental Awareness
- Values we need to focus on:
 - Financial Stability
 - Results Orientation
 - Accountability

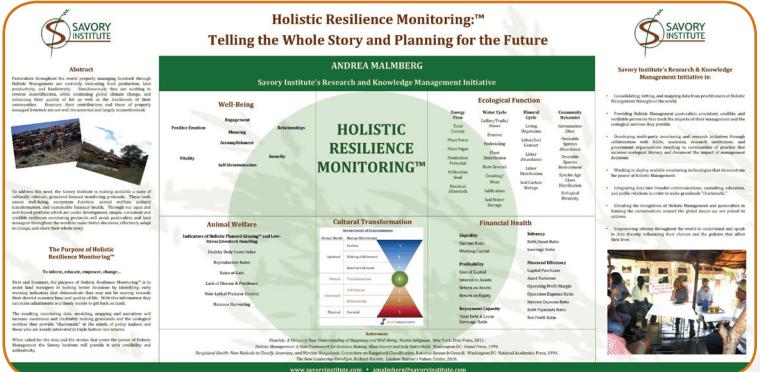
WHERE HAVE WE BEEN?

KEY ACCOMPLISHMENTS 2012

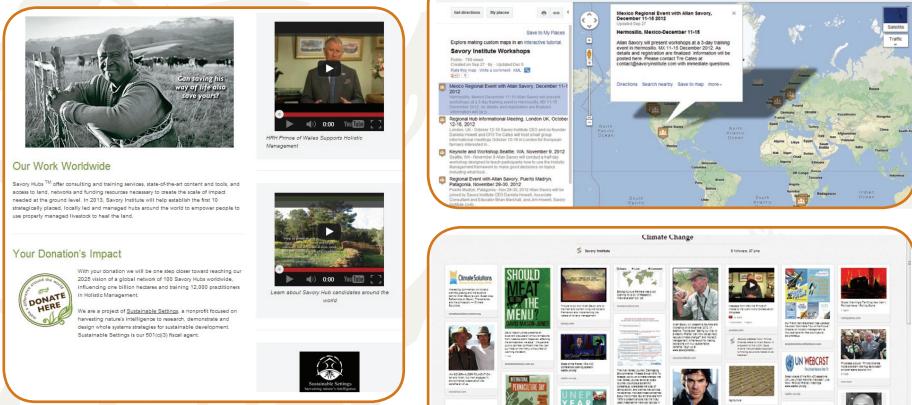
- **Communication Strategy:** We have clarified our message, enabling us to communicate more effectively with the public, partners and funders.
- **Global Impact Hub Strategy and Business Model built and deployed:**
 - **Two (2) Savory Institute Accredited Hubs established** (ACHM and Eastern Cape) set to influence thousands of pastoralists and 20M hectares.
 - **8+ more candidates** engaged to be established in 2013 influencing 80M hectares and thousands of people.



- **Portfolio of Papers and Case Studies:** more than 100 peer-reviewed papers, articles, and case studies to support our work and enable us to access funding, influence policy and establish market incentives
 - **Full-Spectrum Resilience Monitoring Protocol**



- **Website and SM:** much more effective tools to reach our audiences with a clear, powerful and inspiring message.
 - **The Holistic Platform:** To provide support to the global network of Savory Hubs, we have been developing an online, digital, multimedia, interactive visual platform, which will serve Hubs and the global community with the creation of a global online network, content management, and online tools and resources. First phase to be launched in February, 2013.



- **Fiscal Sponsor and Fundraising Campaign:** Natural Capitalism Solutions is our audited FS for Foundations and Grants. Sustainable Settings is our FS for donations. ***Our end of the year fundraising campaign has now yielded close to US \$30,000 in contributions.***

- **Key Strategic Partnerships:** with a variety of partners, positioning Savory Institute for influence, credibility, and revenue-generating opportunities.

Positioning Savory Institute with visible and credible partners in the conservation, food, and carbon spaces.

- **HRH Prince of Wales:** Joint work and Hub in UK
 - **Virgin:** Discussing investment in Chile, Brazil, South Africa Hubs
 - **Virgin Earth Challenge (VEC):** Still going strong
 - **WalMart:** Holistic Management Certification program with Savory Institute in USA and globally
 - **Patagonia, Inc.:** Hub in Patagonia and looking at same model in other regions
 - **The Nature Conservancy (TNC):** MOU Global partnership – 2 pilots already established.

Positioning Savory Institute in the Sustainable Beef and Grasslands space

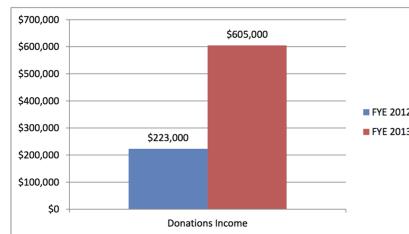
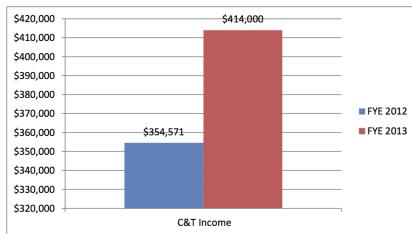
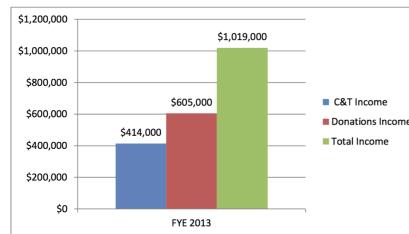
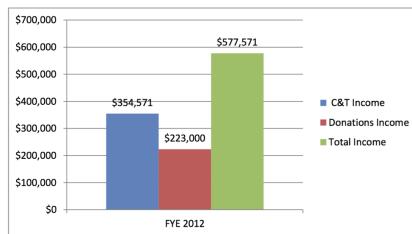
- **Global Roundtable for Sustainable Beef (GRSB):** Members as of Dec. 2012
 - **Food and Agriculture Organization (FAO):** Global Agenda for Action – members of Restoring the Value of Grasslands Working Group
 - **United Nations (UN):** Grasslands Working Group and UN Global Compact Voluntary Business Principles workgroup
 - **Sustainable Food Lab's Beef Innovation Project:** WalMart and McDonalds
 - **Rainforest Alliance:** Hubs Costa Rica and Mexico
 - **Solidaridad:** PreScreening Committee Livestock, and access to Farmers Support Program–accessed funds for SA Hub
 - **National Resources Defense Council (NRDC):** Exploring collaboration in pilot sites - NY and MT

Positioning Savory Institute in the scientific and academic communities

- **NASA & South Western Resource Institute (SWRI):** Remote Sensing program
 - **Academia:** Princeton, Idaho State, CU, and Texas A&M in USA. TAFE in Australia. Fort Cox in South Africa.
 - **The Nature Conservancy (TNC)**

And our most important partners: **YOU!!!**
THANK YOU!

FINANCIAL PICTURE 2012 & PROJECTED 2013



C&T Income: Represents revenue from contracts, keynotes, workshops, regional events, etc.

WHERE ARE WE HEADING?

VISION 2025:

- Influence the management and restoration of 1 billion hectares of degraded grasslands worldwide by 2025.

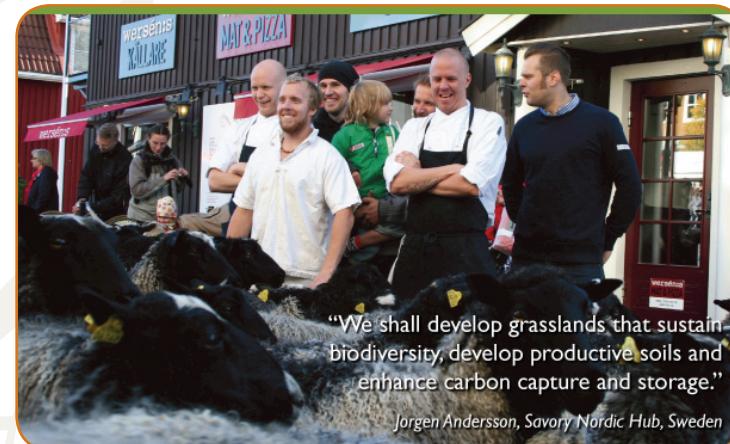
SHORT-TERM GOALS: 2013

- Launch 8+ Hubs
- Launch Holistic Platform
- Build brand recognition
- Remove barriers

2013 STRATEGIC FOCUS FOR INITIATIVES

Establish 8 Successful Hubs (to influence 80 million hectares and thousands of land managers)

- Business Development work** must ensure the successful establishment and support of Hubs
- Policy and Market Incentives** work must directly support efforts to remove barriers for success of Hubs and practitioners.
- Research** work must support establishment of a Hub or Policy/Market Incentive work that removes barriers to a Hub's success (the practitioners it serves)
- Knowledge Development** work must provide tools for Hubs' immediate success (curriculum, e-learning, etc.)
- Fundraising** will support executive reach and Hub strategy
- Communications** work will assist in secure funding, establishment of Hubs, and efforts to remove barriers



Board Members:

Jody Butterfield
John Fullerton
Daniela Ibarra-Howell
Larry Lunt
Suzanne Probart

