



Regenerative Farms

Catalyzing Planetary Regeneration

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Image: Kemal Juffri for Panos Pictures/Food and Land Use Coalition

Our Mission

To catalyze planetary regeneration

We accelerate the scaling up of successful solutions to complex wicked problems. We transfer regenerative livelihood models designed to incentivize smallholder farmers to protect and restore biodiverse, carbon-rich forests.

Our approach prioritizes empowering women and indigenous communities, and includes mechanisms that advance all of the UN SDGs. We help bring these solutions to women around the globe, giving them the means to escape from poverty and gender-based violence and inequality; and we provide avenues for global philanthropies, food companies and investors to collaborate on scaling these solutions rapidly.

Image: Camino Verde, Peru

Our Theory of Change

Wicked problems are complex adaptive problems with many interdependent factors making them *seem* impossible to solve. Because the factors are often incomplete, in flux, and difficult to define, solving wicked problems requires a deep understanding of the stakeholders involved, and an innovative approach provided by holistic systems and design thinking.

We select our partners from highly effective social entrepreneurs already working on these kinds of problems within their own communities. Together we co-create innovative solutions using rapid prototyping, testing and iteration cycles and build a network with other stakeholders and experts to enhance idea sharing and bring together diverse perspectives.

We empower women & indigenous communities by resourcing their leadership in solving wicked problems hand in hand with them. We help them learn to use the tools of agro-ecology, permaculture and regenerative livelihoods. We strive to connect millions of smallholder farmers to the most successful scalable solutions and the resources to succeed.



Accelerate Regeneration

Build Market Connections

Scale Innovative Solutions

Complex Wicked Problems



Deforestation

As humans destroy biodiverse ecosystems, the world loses trees at a rate of 50 soccer fields per minute. The loss of forests continues to accelerate climate instability.



Poverty & Hunger

Hundreds of millions of chronically-impoorished smallholder farmers are driven to use destructive agricultural practices that clear forests and degrade soils. Population is on a path to double in the next 60 years at the same time as climate impacts rise.



Gender Inequality

Climate change amplifies the negative impacts of existing inequalities. Heat waves, droughts, rising sea levels, and extreme storms disproportionately affect women who are more often live in poverty. Women have less access to basic human rights and resources and face systemic violence which is exacerbated in times of crisis.



Photo E Ortiz, MDD illegal gold mining, Peru

Regeneration Hubs Innovative Solutions

Regeneration Hubs combine ecologically responsible agroforestry with multiple innovations including a remarkable village scale micro-factory. The model was designed to provide a revolutionary social & economic driver for forest protection and regenerative livelihoods. We transfer and adapt the model to solve complex wicked problems. Hubs generate multiple resources to empower women and indigenous communities to help them provide for their needs and protect biodiversity while regenerating degraded lands.

Eco & Social Benefits

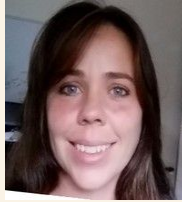
- Empowers women and indigenous communities
- Increases carbon sequestration*
- Protects biodiversity
- Creates carbon negative biofuels
- Localizes the value-adding processing of farm products – keeping more of the money in the hands of local people –

Scalability

- Regeneration Hubs are modular and made of off-the-shelf components.
- They can start out small, serving 40 families, and grow to serve over 6000.
- The system design can be adapted to process a wide array of locally appropriate agroforestry products.
- Global companies and investors can play a role in rapidly creating more regeneration hubs through supply chains

**An acre of multistrata agroforestry can achieve rates of carbon sequestration, 4.45 tons carbon/hectare/year, comparable to those of afforestation and forest restoration, with the added benefit of producing food. (Project Drawdown, 2017)*

Our Team



Mary Johnson

Founder/Regenerative Farms,
USA



Willie Smits

Engineer, Wildlife Biologist, Hub
Designer- Masarang Foundation,
Indonesia



Gordon South

The Village Catalyst, Peru



Dr. Anne Poelina

Living Waters, Australia



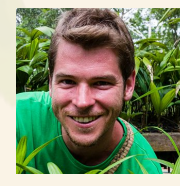
Dirk-Jan Oudshorn

Founder/CEO Forestwise,
Indonesia



Theo Smits

Founder/CTO Forestwise,
Indonesia



Robin Vanloon

Founder of Camino
Verde-Project Partner in
Amazon/Uganda

Our Story

In the late 1990's, Founder Mary Johnson was working as an international supply chain sustainability consultant when she began getting emails for help from leaders who were teaching permaculture to smallholder farmers in their communities. These leaders all shared several commonalities: they all lived in the global south, in indigenous territories fraught with deforestation, and where gender-based inequality and violence went unaddressed while cultural degradation and poverty went hand in hand with myriad other social ills. Theirs were communities full of trauma, the unfortunate legacy of colonialism and now they were facing unprecedented levels of hopelessness as they now faced additional threats from climate instability and a new influx of extractive industries. Mary was deeply moved by their stories and wanted to find a way to help, knowing innovative ideas and ways of thinking would be needed to tackle the multiple complex, and ever evolving wicked problems they were describing,

On the other side of the world, the same complex intersection of destructive forces was not new to Dr. Willie Smits an orangutan biologist and engineer living and working in Borneo with his brother Theo. The team had, for two decades been struggling to find solutions to these same problems. They had come up with a equally complex and unique solution-the sugar palm village hub, that with their patient persistence, was beginning to help indigenous communities protect and restore degraded rainforests. When Mary learned what they had built, she immediately saw that it could provide tremendous benefits to the communities who had approached her for help, so she immediately reached out to Dr. Smits to learn more.

That was the first step in a long journey in which Mary and Willie, along with the group of leaders and many other change makers, began to envision a plan to scale-up and transfer this powerful solution to other locations. Mary took the lead and started Regenerative Farms to assist with fundraising and began to organize efforts to fully resource leaders who wanted to adapt this solution to meet the unique problems and needs of their communities. Mary saw that without significant partnerships with philanthropy and social impact investment, the amount of regeneration would never scale fast enough to solve our pressing global challenges. So she also enlisted collaboration with networks working on transformation of the food industry at scale.

Mary now leads Regenerative Farms with a diverse collection of partners, many of whom work deep in the bush with some of the world's most vulnerable indigenous groups, from the Pygmies in DRC, whose forests have been cut down, to the Massai in Kenya, who can no longer migrate their herds due to climate change, to Aboriginal communities in northern Australia whose lands are under imminent threat from multiple extractive industries, to tribes in the Amazon and the Andes fighting for cultural survival as Peru forces their children move to cities for schooling. Mary leads the effort to connect these partners and many others with the funding needed to accelerate the transfer of the model and technical assistance needed now more than ever, to respond to the added crises created by the Covid-19 pandemic.



Thank you

learn more at:

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