



Annual Report

MAD AGRICULTURE

2023



MAD!

Letter from the Director

DEAR READER,

2023 was a big year.... cliché opener to an annual report, and nonetheless, it's true. There is simply too much to share. My heart swirls with stories of people and places, the expansion of our work across the US, the growth of our team and partners, and more. All of it in motion toward the same cause: creating a regeneration revolution in agriculture. For me, here are three quick highlights that fill my heart with a healthy sense of pride for where we've all come together.

First, I'm amazed by the people on the Mad Ag team. We have a mantra here, 'As within, so without.' Everyone's commitment to inner work as a means of bringing their full selves to our mission, remaining open, tender, vulnerable and authentic is the basis of how we serve. To paraphrase Grace Lee Boggs, 'The transformation of the world lies in the unrealized potential of every individual'. Our team is embodying this truth, which brings me incredible joy and underpins the potency of our efforts.

Second, we are actively fulfilling our commitment to serve a wider diversity of people. Over the past few years we've been building relationships with several Tribal Nations. We helped land a \$7mm grant to work with the Cheyenne and Arapaho Tribes to restore and reintegrate bison on thousands of acres of prairie in Oklahoma. This is some of the most important work we can be doing.

Third, I have an enormous gratitude for all of our partners, from funders to farmers. With your help and commitment, Mad Ag has matured beyond the 'dicey' startup years. We now have multi-year grants and contracts in place, we have great product-market fit on with a variety of services, we're working in 34 US States across 60,000+ acres, our internal processes – from goal setting to accountability to project management – are dialing, all of which means that we're starting to flirt with scale and meaningful impact.

**ONWARD,
PHIL**

MAD!

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MISSION

Catalyze a regenerative revolution in agriculture

PURPOSE

Reimagine and restore our relationship to Earth

VISION

An Earth where land, sea and people thrive together forever

MAD!



Principles of the Revolution

(1) THE REVOLUTION MUST BE IRRESISTIBLE.

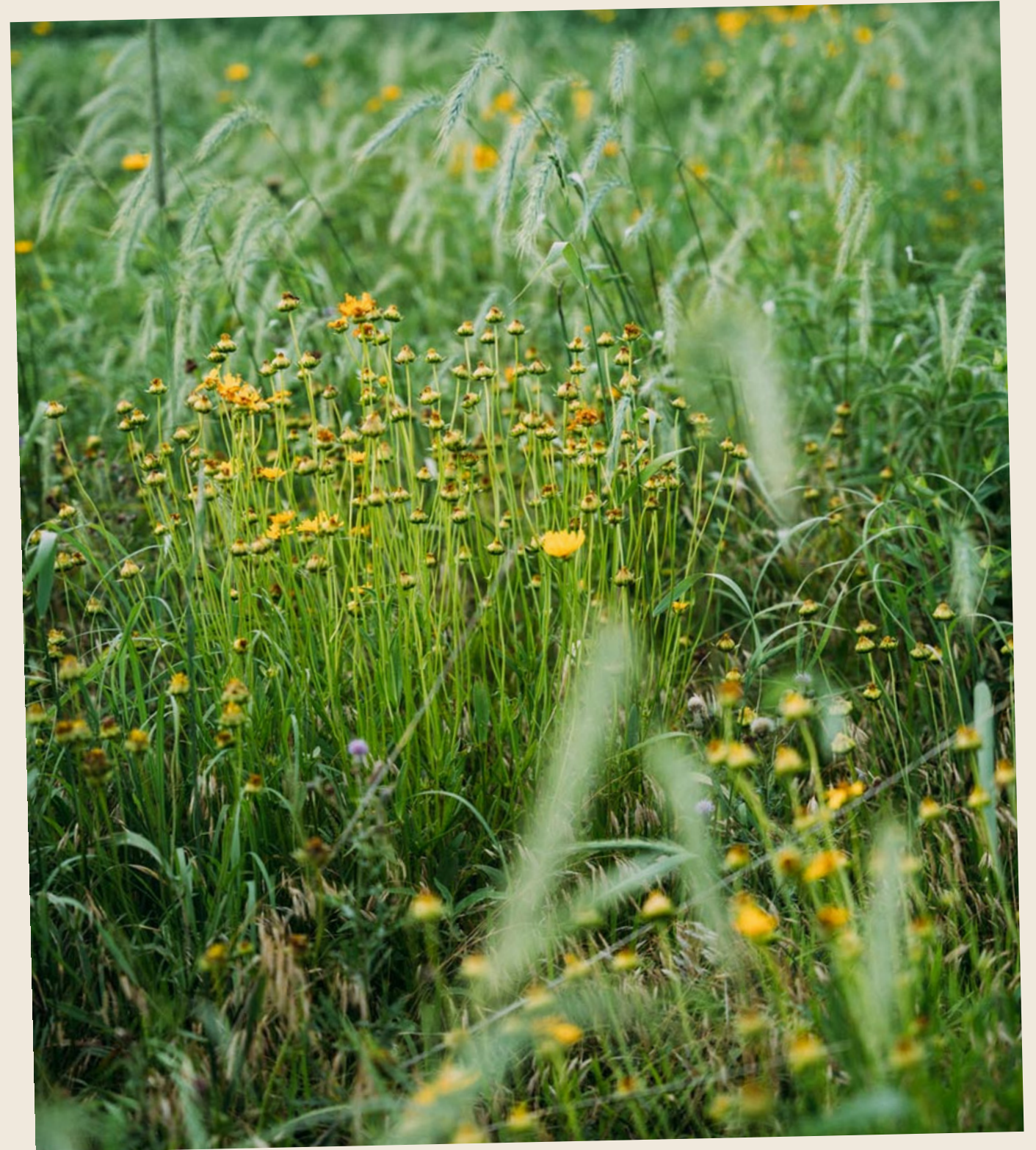
The revolution must be fun, inspiring and liberating. It must be beautiful. It must ask the big questions and find compelling answers that invite any and all to change. Story is what we live in and live for. At Mad Agriculture, we do this by telling authentic stories of success that inspire change and make regenerative agriculture irresistible.

(2) THE REVOLUTION MUST SEEK EQUITY FOR ALL.

Regenerative agriculture should not be a privilege. However, BIPOC communities are often wrongfully left out of ecological farming narratives, despite having traditional practices and worldviews that play key roles in all efforts to heal our relationship to land. Healing our relationship to land goes hand in hand with healing our relationship to people. Our work at Mad Ag will fail if we don't help to change patterns of oppression that still exist in farming communities.

(3) THE REVOLUTION MUST CREATE AND SHARE WEALTH.

We must build a financial economy within the principles and patterns of beautiful, durable, healthy and resilient natural economies (i.e. ecosystems), which are inherently regenerative. Money ought to be a tool to facilitate relationships and reinvest in thriving natural and human systems.



Luke Peterson, A-Frame Farm



(4) THE REVOLUTION MUST RECONNECT PEOPLE TO PLACE.

Humanity has become severely disconnected with the Earth systems on which we depend. At Mad Agriculture, we believe that falling in love with the places and people that we depend upon is the most powerful way of creating a new relationship with the Earth and other living beings. Humans care for, defend, and steward what we love.

(5) IT ONLY TAKES A FEW TO CHANGE THE WHOLE.

Trying to change a system is daunting. Mad Agriculture works with stewards at the edge: innovators, early adopters, risk takers and leaders. These are the people who will continue to show the way for neighbors and community members. Mad Ag serves ‘farmers of the middle’ because this is where we see potential for scalable, regional alternatives to commodity agriculture.

(6) REGENERATION MUST BE BORN OF PLACE.

Mad Agriculture is headquartered in Boulder, Colorado, but our work is happening across the country. Though our communities across geographic boundaries are connected by mission and vision, we aim to live by our principle of using place-based understanding to create grassroots change.

Team



PHILIP TAYLOR

Executive Director &
Co-founder



HALEY BARON

Director of
Development



ELIZABETH CANDELARIO

Director of Strategic
Partnerships



ALEX HEILMAN

Director of
Mad Markets



LIZZIE EKEBERG

Senior Trader



TANNER STARBARD

Director of
Mad! Lands



CLARK HARSHBARGER

Director of
Stewardship



OMAR DE KOK-MERCADO

Midwest Regional
Manager



JANE CAVAGNERO

Director of
Marketing



KIRK HORTON

Mad! Media
Videographer

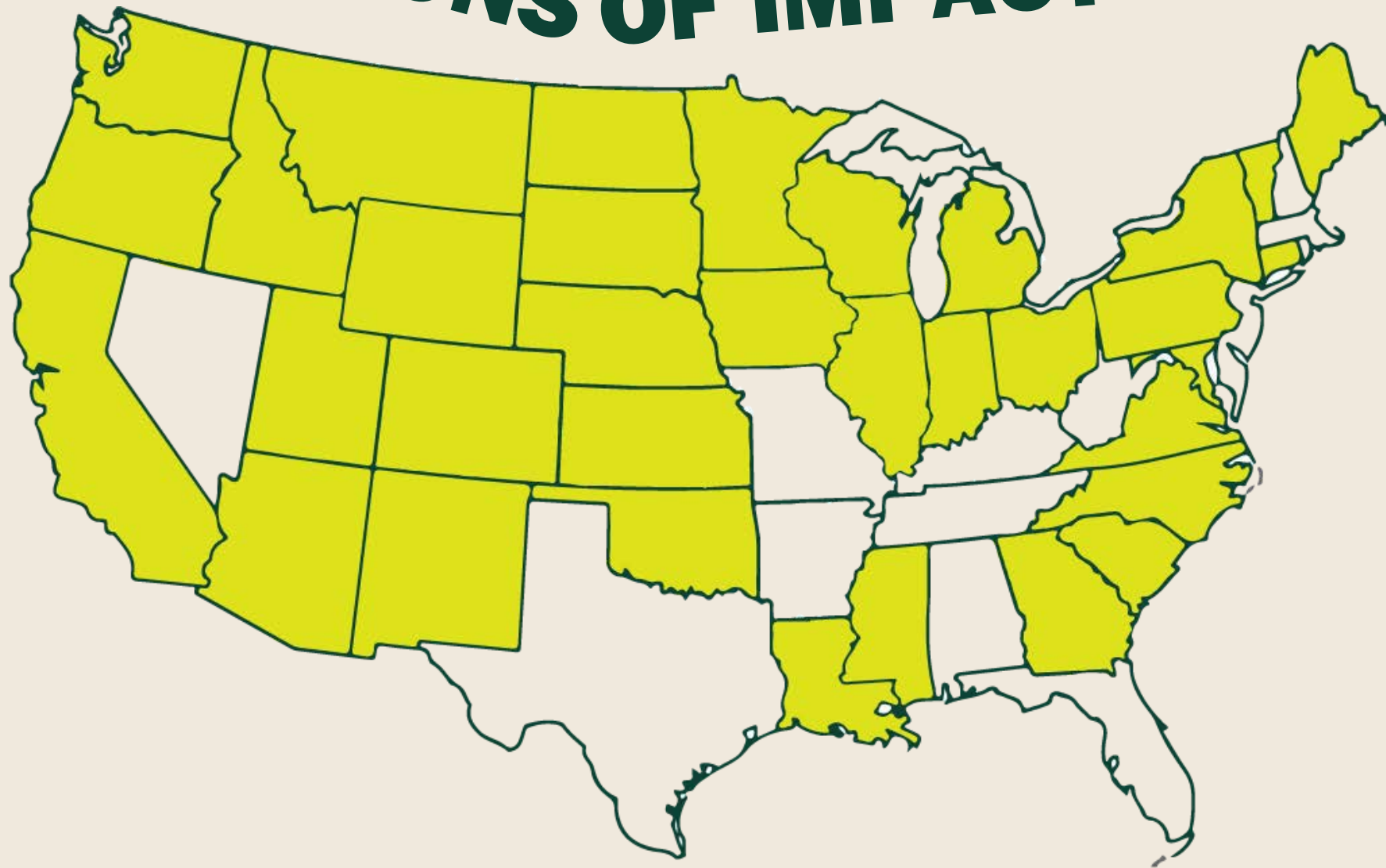


JONNAH PERKINS

Mad! Media
Producer



REGIONS OF IMPACT



34 States

60,000⁺ Acres

85 Buyer partners

375⁺ Farmers actively engaged

Mad Agriculture works with an incredible network of stewards and community partners across the nation to bring the revolution to life.



Areas of Work

MARKETS

Mad Markets innovates marketplace solutions that support farmers and advance regenerative agriculture.

LANDS

Mad Lands provides farmers with the capacity to act on their regenerative vision.

MEDIA

Mad Media ignites engagement in the regenerative movement and tells its stories.

CAPITAL

Mad Capital, our sister company, provides tailor-fit private credit to regenerative organic farmers.

A photograph of a road at sunset, with a green dotted pattern overlay. The word "Markets" is written in large, yellow, serif font in the upper left corner.

Markets

MAD MARKETS

is on a mission to provide ingredient-sourcing solutions that advance regenerative organic agriculture. We connect regenerative and organic farmers to values-aligned buyers. We focus on building regenerative supply systems that are transparent, reliable, and sing the story of ecological, economic, and cultural regeneration.

What we do for:

FOR GROWERS

Price transparency, increased demand, longer-term contracts, and broader reach through Mad Market's sales efforts and contract development expertise.

FOR PROCESSORS

Mad Markets works with cooperatives and processors to develop commercialization and growth strategies, expand supply, and trade.

FOR BUYERS

Mad Markets works with brands to develop and achieve regenerative sourcing strategies and climate action goals based on ingredient purchasing.

Markets **HIGHLIGHT**

384 THOUSAND BUSHELS OF CROPS TRADED 

18 CROPS HANDLED

90 BUYER PARTNERS

10



Lands

SUPPORTS STEWARDS IN ACTIVATING THEIR VISION OF HEALTHY LANDS AND THRIVING BUSINESSES

We believe healthy ecology and diverse landscapes are the basis for sustained profitability and a healthy food system. We work closely with the land and with the stewards at the heart of the regenerative revolution to build strategies and opportunities for farm businesses, to understand impact and to advance the capacity of regenerative agriculture to feed people while restoring ecosystems.

REGENERATIVE ACTIVATION & CONSULTATION

Farmer-centered and ecologically-based thought partnership and project development to empower the regenerative revolution.

REGENERATIVE RESEARCH

Advancing and applying the scientific understanding of regenerative agriculture with farmers.

\$64,900 OF TA & GRANT MANAGEMENT TROUGH RESTORE CO

35% PARTNERS WERE HISTORICALLY UNDERSERVED FARMERS



Lands HIGHLIGHT

REGENERATIVE CATALYST FUND

a nationwide program designed to help farmers implement regenerative and organic practices on their land.

The fund aims to provide financial and technical assistance to farmers who are committed to transitioning from conventional farming practices to regenerative agriculture methods. The program is designed to be highly accessible and flexible, facilitating a farmer's move from design to action by covering the costs of inputs, equipment, labor, and expert consultation.

\$50,000 DEPLOYED TO
REGENERATIVE PROJECTS

200 ACRES IMPACTED

12



Lands HIGHLIGHT

MAD! FARMERS COHORT

a virtual learning journey in the Upper Midwest

Mad Agriculture and OGRAIN teamed up to bring the Mad! Farmers Cohort to the Midwest. This program is designed to increase regenerative farming expertise amongst farmers, facilitate farmer-to-farmer learning opportunities, and strengthen community amongst like-minded stewards. Over the year this network of farmers explored topics ranging from soil health to weeds and pests, from equipment & machinery to grain marketing, and much more.

FACILITATORS



OMAR DE KOK-MERCADO



PHILIP TAYLOR



ERIN SILVA

Media

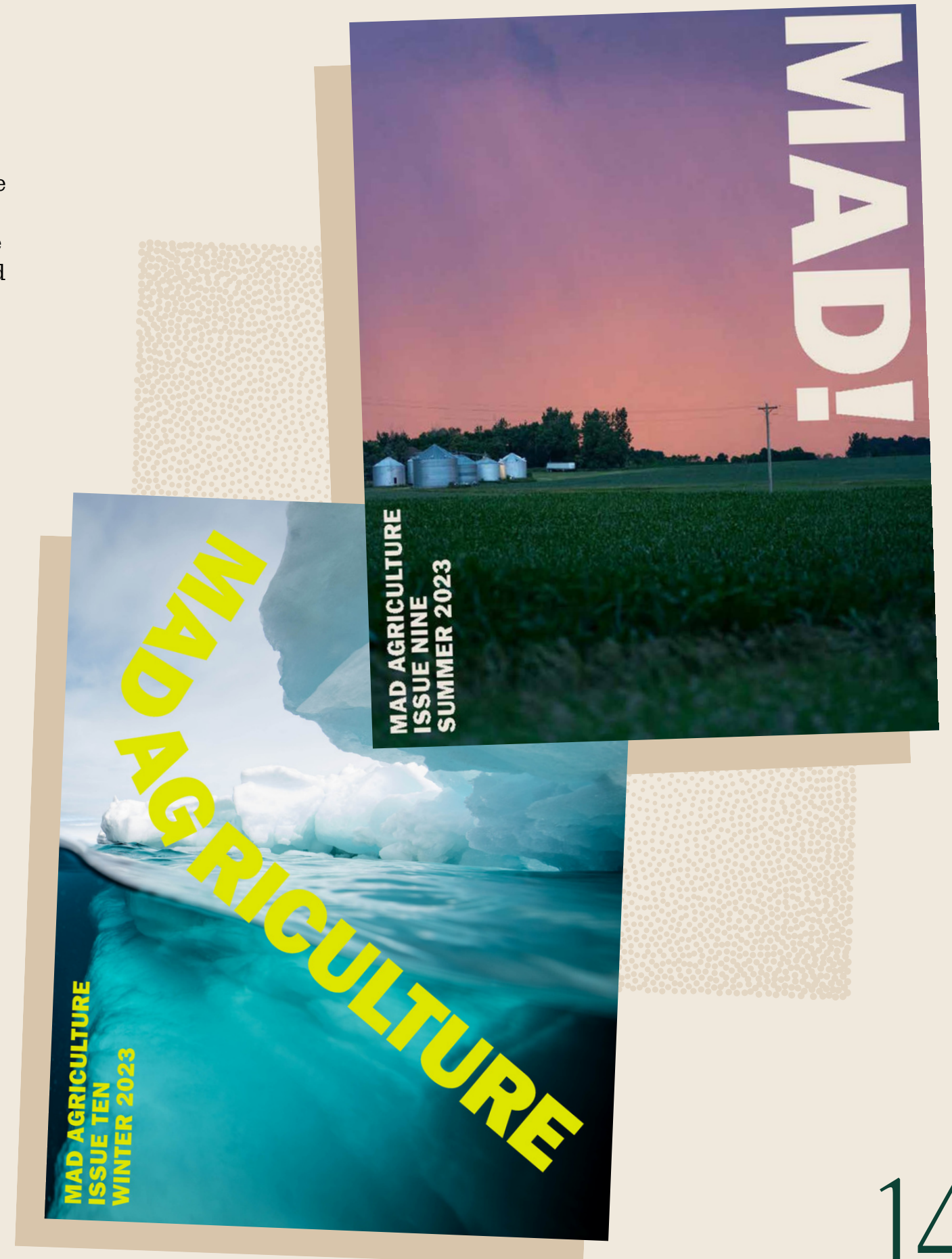
Our media work is igniting engagement in the regenerative movement by sharing its stories. Through a variety of storytelling mediums, we are helping to explore and create the new agrarian culture. In these efforts, we are dedicated to living the questions, trusting that in the living we will find the answers. The art that we promote illuminates a connection to place, to ecology and to a community of food. We lift up new voices. We spotlight the work of farmers who take radical and thoughtful approaches to their work.

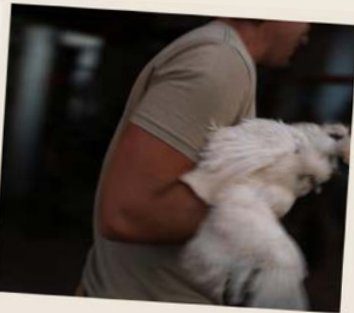
47 ORIGINAL STORIES PRODUCED

20% AUDIENCE GROWTH

106,000 PEOPLE REACHED

28 MEDIA SHOUT OUTS





From Ocean to Mountain

Published on
DEC 13, 2023

INTERVIEWS



Seeds of Change

Published on
DEC 13, 2023



Farming in Three Dimensions

Published on
DEC 13, 2023

ESSAYS



Season Zero, Take Two

Published on
JAN 29, 2024

A conversation with Laura Parker of High
Desert Seed + Garden

INTERVIEWS



The Heart of the Golden Triangle

Published on
JAN 29, 2024

In north central Montana lies an agricultural
region known for its bountiful wheat harvests.
Prairie Grass ranch is one of the farms that
makes it so special.

ESSAYS



Unforeseen Prayer

Published on
JAN 29, 2024

Stone Barns Center for Food and Agriculture
Ecology Director, Jack Algieri, reflects on who
we are in relation to nature.

POEMS

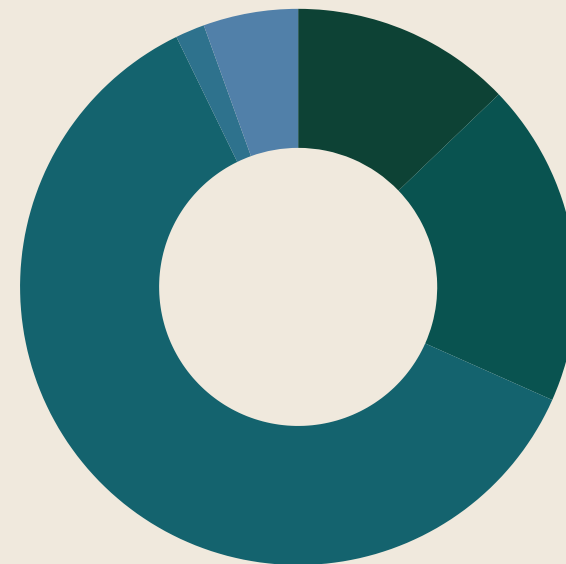
Media HIGHLIGHT

This year our storytelling showed up through two issues of our Journal, short videos, interviews, photo shoots, film festivals and Journal events in California and Wisconsin.

There are so many ways to share the beautiful work of our partners, and we are constantly searching for new platforms for these voices. Some highlights from 2023 include our new partnership with Patagonia Workwear, and our emerging presence at film festivals like Mountainfilm in Telluride, CO and Wydaho Film Festival in Victor, Idaho. Our Media team works from creative, to production, to distribution to tell authentic stories from the land.

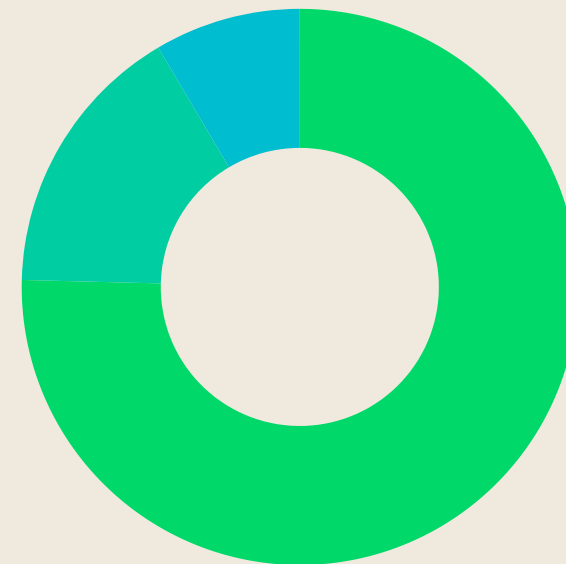


2023 Financials



REVENUE:

Foundations 61%
Corporate Sponsorships 18.8%
Individual Donations: 12.8%
Earned Income: 5.5%
Government Grants: 1.7%



EXPENDITURES:

Programs: 75.4%
Admin 16.1%
Fundraising 8.5%



2023 Donors

OVER \$500

Alumbra Innovations Foundation
Argosy Foundation
Barbara Rigelhof
Better Tomorrow Fund
Brian Sundberg
Charles and Julie Irsch
Cielo DAF
Cody Oreck
Community First Foundation
Community Foundation Boulder County
Conscience Bay
David Gordon
Dexler Family
Dr. Bronner's
Durfee Day
Elise R Berlin Charitable Fund
Elizabeth Osterman
ERWJ Patterson Foundation
Global Green Fund
Impact Assets
Jim and Diane Murphy
Joe Tatelbaum

Julia Buonanno and Michael Brown
Kimball & Christiana Musk
Knoblach Family Foundation
Laurel Silberman Fund of the Jewish
Community Foundation
Lewis Family Foundation
Marcie and Forrest Berkley
Martha and Hunter Grubb Foundation
Mighty Arrow Family Foundation
Ooni
Patagonia
Paul Gardner
PennyLoafer
Rosetti Family Foundation
Shawn Gruenhagen
Silverstrand Foundation
Star Sisters Fund
Stranahan Foundation
The Russel Family Foundation
Thread Fund
Tides Foundation
Todd Simmons
Tumbleweed Fund
Tundra Glacier Fund
Vital Projects Fund
Wildside
Woka Foundation
Zarpet Family Foundation