

ANNUAL REPORT 2020

MAD AGRICULTURE

CREATING A REGENERATIVE
REVOLUTION IN AGRICULTURE



**MAD
AGRICULTURE**



LETTER FROM THE DIRECTOR

Mad Agriculture has struck a chord with the universe. We are part of a groundswell of people and organizations, far and wide, diverse and empowered, rising to the call to heal our relationship with ourselves, each other and the Earth.

We've come a long way in the past 2.5 years, since our founding. With every step, we are refining our theory and approach to create a regenerative revolution in agriculture. Our work is tackling the root causes of climate change, soil degradation, ecological and human injustice. We work and live boldly between head to heart, poetry to science, financing to markets, nonprofit and business, and soil to consumer to create more beautiful, just and resilient society.

The health of the organization is strong and we are growing toward this vision. We've grown to 8 staff members and programs operating across the USA, influencing thousands of acres in our work with 26 farmers. We are honing our programs and team in the Intermountain West, and expanding our work to the Midwest with the \$7M Perennial Fund, a radical loan to accelerate the adoption of regenerative organic agriculture with 15-25 farmers across 8000+ acres in Nebraska, Iowa, Wisconsin, Indiana, Illinois and Minnesota. Our ambition is high. Over the next 10 years, I envision Mad Agriculture becoming a globally-distributed network of field offices empowering people and collaborating in a place-based regenerative revolution in agriculture.

I am eternally grateful to our partners, funders, board and team for their commitment to Mad Ag and the regenerative revolution of agriculture.

Madly,



Philip Taylor, Ph.D | Founder & Executive Director



PURPOSE

To reimagine and restore our relationship with Earth.



VISION

An Earth where people, land and sea can thrive together forever. The health of the land, sea and people is one and indivisible. As we do to one, we do to ourselves. We strive to realize the evolutionary potential of life, to discover ways of working with nature, rather than against it, to create a more beautiful world. The care of ourselves, each other and the Earth is our highest calling.



MISSION

Help create a regenerative revolution in agriculture.





MANIFESTO

Agriculture needs a revolution. Over the past 10,000 years, humanity has progressively subverted the economy of nature, degrading planetary ecosystems and creating some of the largest challenges humanity has ever faced, like climate change and the loss of ecosystems, biodiversity and fertile soil. Industrial agriculture has gutted rural America, and is being exported as development across the globe. The inertia of urbanization is powerful and inevitable, and the rift between city and country is expanding. Climate change is the greatest threat to human civilization and the ecological integrity of the earth, and represents the penultimate outcome of our modern and imbalanced affair with nature. The grief and trauma of human and ecological loss is immense and largely unmetabolized by humanity. Thus, we go on, perpetuating violence, colonization and injustice with people and places.

We need a paradigm shift founded in the power, ways and virtues regeneration. At its core, regeneration uses love as the guiding and animating force for healing our relationship to ourselves, others and the Earth, so that all living things can thrive. Regenerative agriculture is rising from the soil and the soul of humanity. It manifests as a shift from linearity to circularity, quantity to quality, monoculture to diversity, competition to cooperation, short to long view, extractive to regenerative, centralized to decentralized, dominion to interbeing, power to empowerment, withholding to sharing, manufactured to authentic. It inverts the industrial economy by healing divides and rebalancing systems, including global biogeochemical cycles (i.e. carbon and nitrogen), by shifting the economy of extraction to an economy of reciprocity, nourishing ourselves and the world through stewardship.

The time for change is now. 2020 has been a year of turmoil and crisis: a global pandemic exposing the fragility of society, unprecedented wildfires, political strife and hyper-polarization, and the ubiquity of systemic racism finding new levels of exposure in the wake injustice. Out of great pain, great transformation can occur. The conditions are ripe for change. A perfect storm of social, environmental and economic factors are aligned for another major regenerative revolution in society and agriculture. Join us and let's get to work.

WHO WE ARE



PHILIP TAYLOR
Co-Founder
& Executive Director



NICOLE BRINKS
Co-Founder &
Culture Strategist



TANNER STARBARD
Director of Operations



JANE CAVAGNERO
Creative Director



BRANDON WELCH
Director of Radical Capital



CLARK HARSHBARGER
Director of Stewardship



JARRED MAXWELL
Farm Finance Lead



REBECCA BALDWIN-KORDICK
Farm Planner

BOARD

MARK LEWIS
CALLA ROSE OSTRANDER
RYAN MARTENS
MAGGIE FOX
MARK RETZLOFF

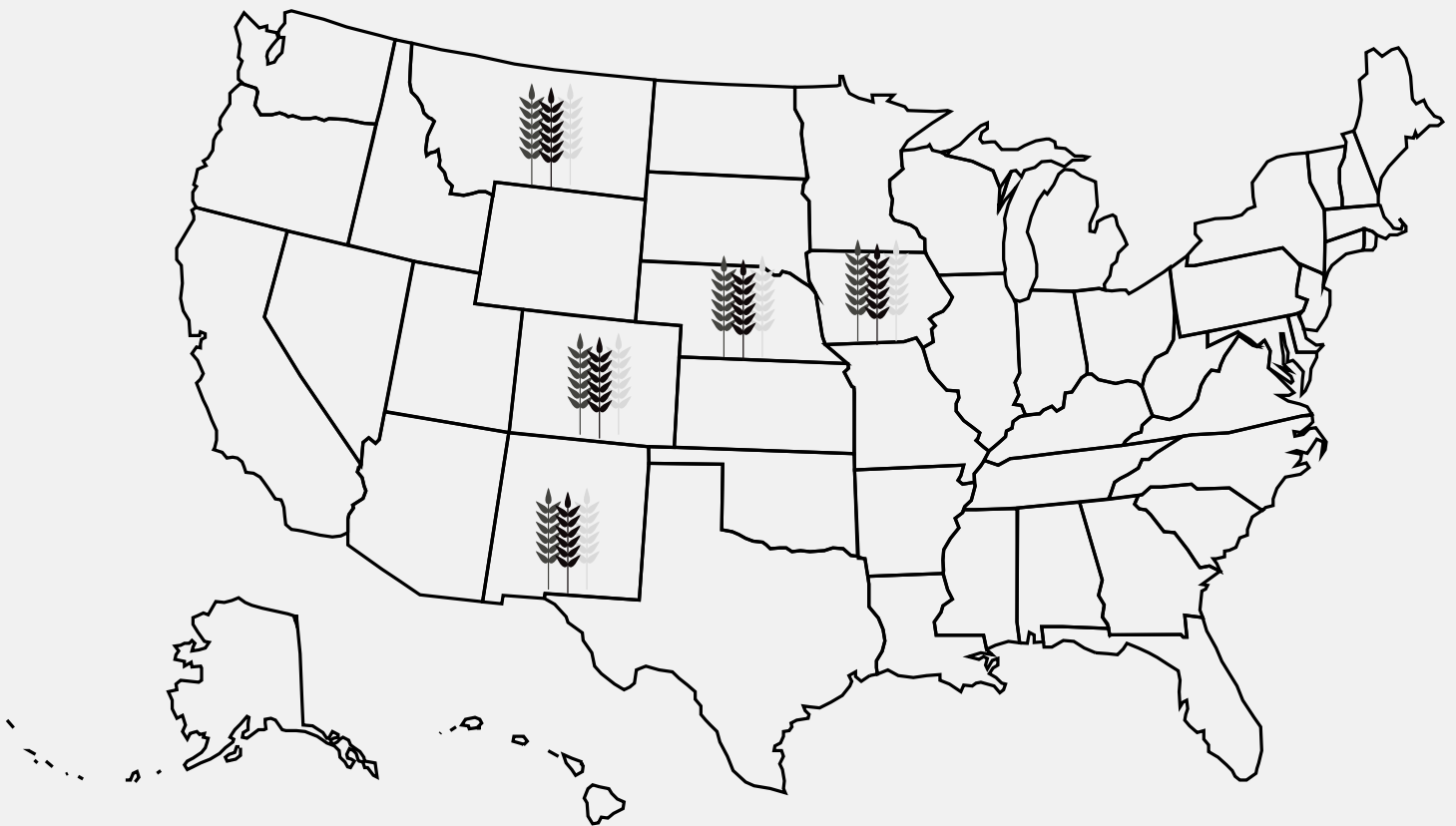
FELLOWS

LAUREN DUNTEMAN
COLLEEN JOHNS
RANDY PISTACCHIO
KATIE BARTEL
GARRETT STOLL
DARYA WATNICK
JENN BURKA

REGIONS OF PRACTICE

Colorado is our home, but we have been expanding our services throughout the High Plains and Midwest.

We've learned that every farm and farmer faces a different set of opportunities and obstacles. Our experience on-the-ground has helped us create, shape, refine and deliver our emerging Framework for Change. Our approach combines the best of first principles and place-based wisdom. We help design and activate farm projects.



26

farms have partnered with Mad Agriculture since it was founded in 2018.

20

Perennial Fund midwest farms will partner with us in 2021.

8

New Colorado farms will partner in 2021.

2020 IMPACT

PEOPLE IN OUR VIRTUAL COMMUNITY

19,454

4,143 followers on Instagram
711 followers on LinkedIn
1,318 followers on Facebook
233 followers on Twitter
2,336 Newsletter subscribers
302 Journal Publication Mailing List
10,411 Mad Ag Website users

COMMUNITY EVENTS

11

3 Bookclub Gatherings
2 Hosted Webinar
1 Grain Taste Testing Event
1 Harvest Volunteer Day
4 Team On-Farm Volunteer Day
4 Tabling Events

6

GOVERNMENT FUNDED PROJECTS

USDA Conservation Collaboration Grant: Regen Farm Planning
CO State Conservation Innovation Grant: Regen Farm Planning
Federal Conservation Innovation Grant: Perennial Fund
Contract with Boulder County: Steward and Regeneration
Contract with City of Boulder: Regen Farm Planning
Contract with Boulder County: Carbon Farm Planning

MANAGEMENT PRACTICES TRIALED

6

Cover Cropping
Overseeding
GMO vs. Non-GMO
Non-dessicated beans
Heritage & Ancient Grains
Compost Application

39

VARIETIES TRIALED ON 12 FARMS

5 Varieties of Beans grown on 1 Farm
1 Variety of Buckwheat grown on 1 Farm
1 Variety of Corn grown on 2 Farms
2 Varieties of Sorghum grown on 2 Farms
29 Varieties of wheat grown on 6 Farms

VALUE ALIGNED NETWORKS

8

Boulder County Sustainability Tax Food & Ag Fund Review Committee
Boulder Shared Learning Collaborative for Prairie Coexistence
Fundors for Regenerative Ag
Open Teams
Colorado Farm & Food System Response Team
North American Staples Network
Colorado Collaborative for Healthy Soils
Colorado Grain Chain

PARTNERSHIPS

GRAIN REVIVAL

Moxie Bread Co, Dry Storage, Colorado Grain Chain, Ardent Mills, Black Cat Farm, Lewis Family Farm, Freshly Milled, MASA Seed Foundation, Boulder County, Dan Lisco, Dave Asbury, Jones Farms Organics, Rocky Mountain Seed Alliance.

PERENNIAL FUND

Granular, Grain Millers, Delta Institute, Patagonia, Nori, How Good, New Hope, Iowa Organic Association, MOSES, Colorado State University, NRCS, Our Sci, Propagate Ventures, Quick Carbon, Stone Barns, Timeless Seeds, Clif Bar, Yield Organic.

RESTORE COLORADO

Zero Foodprint, Boulder County, City of Boulder, Partners for a Clean Environment, Certifiably Green Denver, Scraps Denver, A1 Organics, Denver Climate Action Sustainability & Resilience, Colorado Restaurant Association, Esoterra Culinary, Andy Breiter, Jones Farms Organics, Frontline Farming, McCauley Family Farm.

FARM PLANNING

COMET-Farm, CSU, Boulder County, City of Boulder, NRCS, Quivira Coalition, Elise Suronen, ORIGIN Dairy, Quinn Snacks, East Denver Food Hub, Tessa Hale.



PERENNIAL FUND

Born out of frustration, Mad Agriculture decided to create the Perennial Fund, a \$10M organic transition loan program that puts farmers' success first. We understand that transitioning to regenerative organic agriculture takes time and comes with a host of challenges. Mad Agriculture takes an integrated approach to transitioning farmers to organic using regenerative practices that are place-based and span the value chain, orienting a farmers path towards ecological and financial wealth.



83

farmers who are interested in organic transition operating financing have engaged with us.

5,500

miles and 10 states were covered when the team traveled through my Midwest over the course of 19 days in July.

5,000 - 7,000

acres are expected to be transitioned to Organic through the first round of the Perennial Fund

\$10M

was invested by 43 investors, ranging from individuals, family offices, foundations, and corporations.



The Perennial Fund loans working capital to organic farmers transitioning more acreage to organic while giving them a flexible 3-year payment period. This is because it takes 3-years to transition land to organic per USDA standards. During this time period many farmers experience a loss of \$-50 to \$-200 per acre since they're pulling the chemical dependence plug while selling in low value conventional markets. The flexible 3-year period allows them to afford the transition while servicing other debt obligations without going bankrupt.

\$819K

was won for a CIG national grant, with \$889K of in-kind brought to the table.

&

We hired a Farm Finance Lead, Jarred Maxwell. We also launched a new website. We created the most sophisticated organic transition financial excel model we have found. Lastly, we are launching the world's first comprehensive study of the economic and ecological outcomes of regenerative organic agriculture in partnership with Jon Lundgren and Ecdysis Foundation, and Steve Apfelbaum and Applied Ecological Solutions.

BENNET PROJECT



FARMER: MCCAULEY FAMILY FARMS & CITY OF BOULDER
LOCATION: BOULDER, COLORADO

The goal of this project is to regenerate a degraded parcel of City of Boulder open space pastureland from ground zero: barren with rocks because the topsoil had blown away from overgrazing. This ranch is a demonstration site for exploring how cover cropping compost and rotational grazing can synergistically revitalize land.

DEGROOT PROJECT



FARMER: DEGROOT FAMILY DAIRY & ORIGIN MILK
LOCATION: WELD COUNTY, COLORADO

The goal of this project was to develop a soil health and rotational grazing management plan for the first commercial scale pasture-based A2 Guernsey Dairy in eastern half of Colorado. At this location we were able to measure and monitor financial and ecological outcomes and communicate these findings to partners including Origin Milk and Whole Foods, and use to garner investment in the operation.

JONES FARMS ORGANICS

STEWARDSHIP
PROGRAM

FARMERS: MICHAEL & SARAH JONES

LOCATION: SAN LUIS VALLEY, COLORADO

Goal: Regenerate a degraded parcel of City of Boulder open space pastureland from ground zero: barren with rocks because the topsoil had blown away from overgrazing. This ranch is a demonstration site for exploring how cover cropping compost and rotational grazing can synergistically revitalize land.



GRAIN REVIVAL

FARMERS & PARTNERS: BLACK CAT FARM, MASA SEED FOUNDATION, FULL CIRCLE FARM, LEWIS FAMILY FARM, JONES FARMS ORGANICS, DRY STORAGE MILL, MOXIE BREAD MILL, FRESHLY MILLED.

LOCATION: FRONT RANGE, COLORADO

In this project we worked from Soil to consumer to develop the grain revival in the Intermountain West using regenerative and organic grain farming practices. We worked to create new markets for small grains with bakeries, CPG companies, distillers and maltsters. We sourced and grew 60+ grains, ranging from wheat, barley, oats and rye. We help farmers plant, manage, harvest, process, store, distribute and sell the grain. We collected all relevant information on grain quality yield and functional specification to help guide pricing and purchasing deals, as well as host gatherings for chefs, brands, millers and more get to know, use, and purchase grains and legumes.



STEWARDSHIP PROGRAM

9

participating
farmers

19

trials across
Boulder County.



BOULDER COUNTY GE TRANSITION PROJECT

In this project, our primary objective has been to find the best paths forward to keep farmers on the land while keeping the ban on Genetically Modified corn and beets and Neonicotinoid seed coatings intact.

These bans affect each farmer uniquely, relative to their own contexts. A farmer's production model, land area and location, existing infrastructure, and cultural approaches to agricultural production and land stewardship create individual combinations of barriers and suitable solutions. Understanding which barriers have the greatest impact on each farmer guides the appropriate solutions to investigate and try. The change from GMO-traited corn seed and neonicotinoid seed coatings affects profitability, field management, and residual field condition after the corn crop year.

In this first year of the project, we have deepened our understanding of each farmer's context, gained a more nuanced familiarity with the primary barriers and consequences of adapting to the new regulations, and trialed, both successfully and unsuccessfully, alternative management practices, crops and markets.

In 2020, 9 participating farmers performed 19 trials across their Boulder County leased land. These trials included the following practices: conventional (Non-GMO) corn production, forage sorghum production, cool season forage cover crops, in-season cover crop establishment, heritage wheat, grain (milo) sorghum, buckwheat, garbanzo beans, and edible dry beans. These farmers also attended 6 workshops and 3 field days related to the transition to Non-GMO and Neonicotinoid Free farming practices.

6

Workshops hosted for transitioning farmers

3

Field days hosted to observe trials

18,000

pounds of beans sold to East Denver Food Hub

3,000

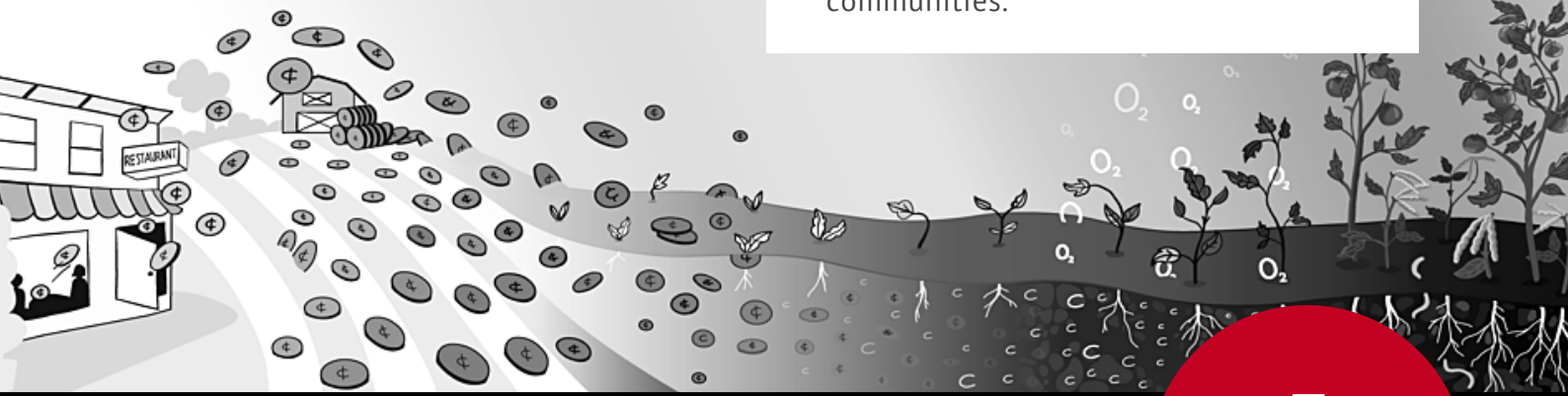
pounds of beans sold to Boulder Valley School District

19,000

pounds of heritage wheat sold to Hearth Bakery & Mill

RESTORE COLORADO

Restore Colorado is public-private collaboration to improve resilience and tackle climate change through good food and healthy soil on local farms and ranches. Local governments including Denver and Boulder are teaming up with the nonprofits Mad Agriculture and Zero Foodprint to engage the agricultural and restaurant communities.



Consumers contribute to the Restore Colorado fund a few cents at a time, through an optional 1% fee at participating restaurants and food businesses. Zero Foodprint then distributes the Restore Colorado fund to local farmers and ranchers for climate beneficial practices overseen by Mad Agriculture.

Restore Colorado grants are available for spreading compost on depleted soil, cover cropping, technical assistance, and more – whether a producer is already practicing regenerative agriculture, or just taking their first steps toward carbon farming.

5

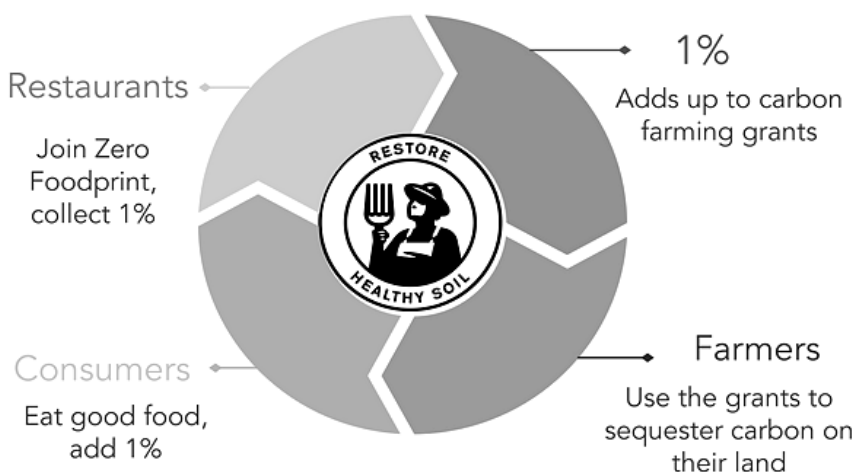
projects scoped
for 2021

13

restaurants
involved in
2020

\$30K

raised in 2020





COMMUNITY
PROGRAM

JOURNAL PUBLICATION

32

contributors to
date.

4

issues published
to date.

1400

total
recipients

Our Journal is a voice of the regenerative revolution. We use the Journal to gather voices and track the journey.

The purpose of the Mad Agriculture Journal is to explore and create the new agrarian culture. It is dedicated to living the questions, trusting that in the living we will find the answers.

MAD AGRICULTURE MAD AGRICULTURE MAD AGRICULTURE MAD AGRICULTURE



VOLUME 1 | ISSUE 1



FALL 2019 | ISSUE 2



SUMMER 2020 | ISSUE 3



WINTER 2020 | ISSUE 4



FELLOWSHIP PROGRAM

COMMUNITY PROGRAM

OUR FELLOWSHIP PROGRAM EXISTS TO CULTIVATE THE SKILLS, STORIES, AND NETWORKS THAT PROPEL FELLOWS INTO THE PROFESSIONAL WORLD AND SHARE IN THE WORK OF REGENERATING OUR FOOD AND ECOSYSTEMS. AS MAD AG FELLOWS, THIS GROUP BROUGHT THEIR GIFTS TO THE MOVEMENT AND BECAME A VIBRANT PART OF OUR COMMUNITY OF CHANGE.

2020 MENV FELLOWS

Lauren Dunteman
Colleen Johns
Randy Pistacchio
Katie Bartel

Regenerative Supply Web Weaving

2019-2020 MENV FELLOW

Garrett Stoll

The Economics of Regeneration:
A Landscape Assessment of Opportunities
to Support A Viable Regenerative
Agricultural System

YALE PF FELLOW

Jenn Burka

Crop Insurance for Organic Farmers:
What You Need to Know About Whole
Farm Revenue Protection (WFRP)

YALE POLICY FELLOW

Darya Watnick

COMET-Farm Sensitivity Analysis Report

BERKELEY POLICY FELLOWS

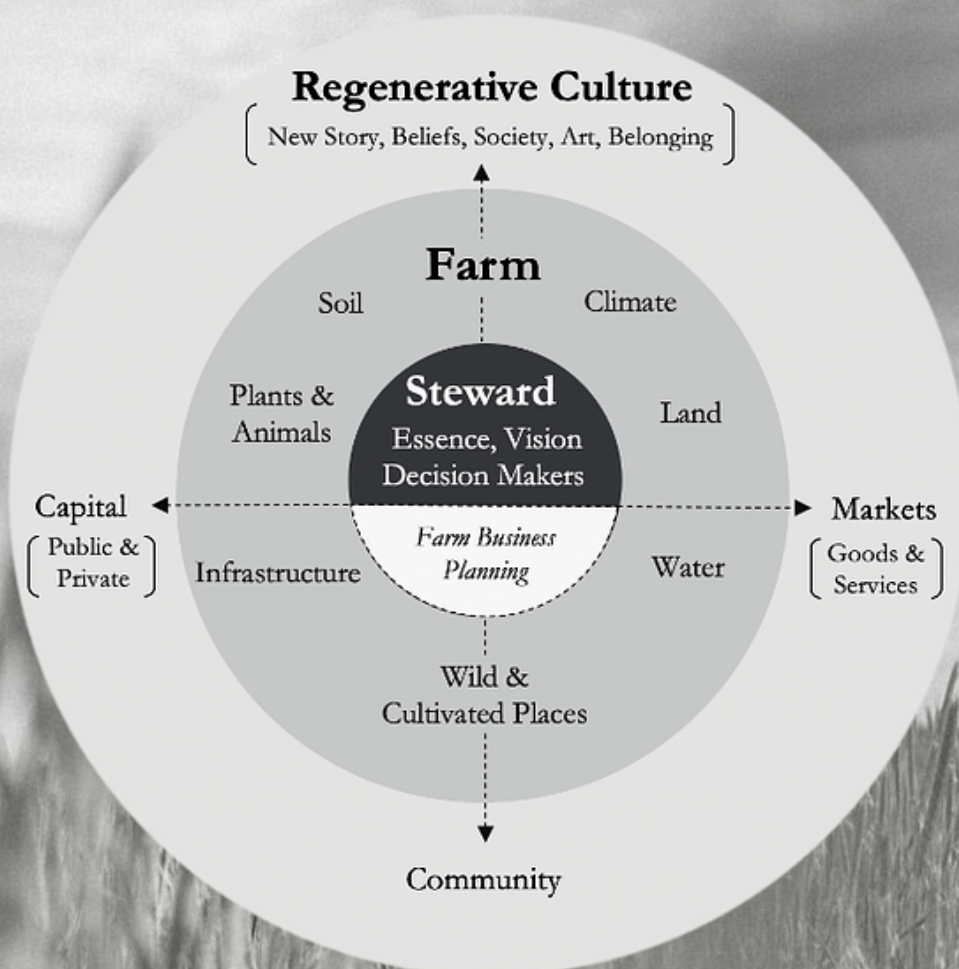
Benny Corona
Christina Ismailos
Nikhil Kalathil
Anna Larson
Leo Steinmetz

Policy Incentives for Soil Health Practices:
A Comparative Analysis of Potential
Federal Soil Health Policies

HOW WE CREATE CHANGE

Changing how humanity lives on Earth is difficult because the paradigms of industrialism and exploitation are woven into the systems we all rely on and participate in. All of us are part of systems that create and perpetuate injustice. Consider your likely commitment of solving climate change, yet much your life depends on fossil fuels for electricity and transportation. However, they are nodal points in systems and paradigms where focused and targeted action can create radical transformation. Over the past 2.5 years we've been on a learning journey to discover these nodal areas and develop ways to create a regenerative revolution in agriculture.

Our Framework for Change consists of 3 concentric circles. This Living Systems framework is a universal framework based on first principles that is meant to work anywhere with place-based participation and wisdom. It guide the re-design of the food system into a virtuous economy by sourcing power from the transformation of the individual, while looking to and using the principles and patterns of nature and regeneration. All of our grants, contracts and unrestricted funding is aimed at developing our Framework for Change, and the teams and programs to deliver value in every element.



ELEMENT 1: EMPOWER STEWARDS OF LAND & SEA

HOW WE CREATE CHANGE

Our work starts with the steward of land or sea. We believe that the hope and transformation of the world lies within the underdeveloped capacity, virtue and unrealized potential of every person. Durable change comes when individuals choose to be the change they want to see in the world. It is grassroots and subversive: an overturning coming from below. Change begins within the individual and radiates outward through the family, then the farm, surrounding community and society as a whole, which in feeds back, inviting other individuals and farms to change.

Stewards of the Earth that grow and harvest food from land and sea are the nexus point between ecological and social wellbeing. Change has to begin there. We begin with a process that empowers stewards. The concept here is to begin with empowering the steward of the land by helping reveal their capacity and potential. You can't tell a farmer what to do. Farmers listen foremost to each other. We help create the container and ecosystem in which farmers see their potential, giving them permission to dream big, unshackling their imagination from the restrictions imposed by antiquated paradigms. We inspire stewards and help them realize their potential. In this way, the farmer is given agency, which creates a commitment to change that radiates from the inside outward.

Our farm planning program has evolved from an approach that tries to solve problems by telling farmers what to do toward an approach that unleashes their potential by empowering their values and agency to create change. Empowerment is a complex social process that helps people gain control over their own lives, a process through which disadvantaged achieve equal rights, resources and power. Depending on the farmer and situation, we do this implicitly or explicitly. This initial phase is about building relationships found on trust and a shared vision for the future. We balance the work of head and heart with the practical work, knowing that early wins and 'eureka' moments create trust and camaraderie.



ELEMENT 2: HELP STEWARDS CREATE EXEMPLARY REGENERATIVE FARMS.

*HOW WE
CREATE CHANGE*

Thoughts without action are dead. Ideals must be operationalized to create change. We help farmers manifest their vision and virtues into practical approaches of stewardship on the land and within their community. We use a combination of principles, approaches and practices we've learned through ecology, Holistic Management, Regrarians, Carbon Farm Planning and the social technology of Living Systems frameworks to help producers vision, design, implement regenerative operations. The Scale of Permanence is a power framework for understanding the complexity of the farm ecosystem, and evaluating where there are strengths, weaknesses, threats and opportunities in dimensions of Climate, Geography, Water, Wild & Cultivated Places, Infrastructure, Plants and Animals, and Soil, working through the elements that are nearly impossible to change (ie. climate) to the components that are more available and responsive to energetic efforts (i.e. soil). We use first principles for design and place-based knowledge to develop farm plans and operations tailored to family, community and place.



ELEMENT 3: ACCELERATE REGENERATION WITH COMMUNITY, CAPITAL AND MARKETS

HOW WE
CREATE CHANGE

COMMUNITY

We believe that community is the lynchpin of human belonging and happiness. Community creates the human ecosystem of cooperation and activism to drive revolutions. It is critical to understand and cultivate a community support for stewards to lean on, laugh and cry with, call for help, celebrate, share in the risk and reward of failure and success. There is an adage that rings true for farming communities, 'You become who you surround yourself with'. Our grassroots theory of change is based on the truth that farmers listen to farmers. We need to help create a grassroots network of producers that are the 'lighthouses on the hill', 'beacons of change', or attractors of adoption in their region. Our strategy is to find, support and uplift these farmers, which can attract change in their surrounding communities. Farmers are tied together through shared experience and belief systems. Farmers ultimately change together.

Community functions to share risk, experience, markets, financing and learning. Community is foundational and core to our theory of social change [see Element 4: Create a Cultural Movement]. Mad Agriculture knows how to build and participate in community, from the local to global level. We are actively building communities of change by hosting several different types of events to bring together people in fun, enriching, and often unexpected ways, bridging divides in the open space of democracy, creating trainings, workshops and safe spaces to live and learn together.

Our Farm Forum (see picture), which we host occasionally in the Front Range, has been an important gathering of farmers, ranchers and food system activists in Colorado to move the needle on carbon farming, policy and education. We also host events to build new supply sheds for regenerative crops, livestock and fiber. We will continue to use our community building skills to train the trainers and other farm planners using a farm planning curriculum that we are developing through funded several projects.



ELEMENT 3: ACCELERATE REGENERATION WITH COMMUNITY, CAPITAL AND MARKETS

HOW WE
CREATE CHANGE

CAPITAL

Money is often the most important factor for decision-making in agriculture. Most producers operate on thin margins and are risk-averse. Our early work at Mad Ag focused on delivering Farm Bill dollars to farm, acting as a liaison between Farm Bill programs and farmers needs, especially the USDA NRCS EQIP funds. These public funds are useful and can be catalytic, however they don't cover the primary expenses of the farm: seeds, fertility, labor, equipment, land purchase or rent, infrastructure or maintenance. Looking to community banks for a solution, we've learned that the system of farm finance completely reinforces the industrial system and offers no creative capital to transition to regenerative and organic agriculture.

Traditional lending institutions lack the appetite to finance the early stages of regenerative and organic agriculture. New types of capital are needed to finance the regenerative revolution. Born out of frustration, Mad Agriculture decided to create the Perennial Fund, a \$10M organic transition loan program that puts farmers' success first. We understand that transitioning to regenerative organic agriculture takes time and comes with a host of challenges. Mad Agriculture takes an integrated approach to transitioning farmers to organic using regenerative practices that are place-based and span the value chain, orienting a farmers path towards ecological and financial wealth.



ELEMENT 3: ACCELERATE REGENERATION WITH COMMUNITY, CAPITAL AND MARKETS

HOW WE
CREATE CHANGE

MARKETS

Imagine a marketplace that honors, rewards and pays more for products and services that are good for people and earth, that pays farmers for stewarding the land, sequestering carbon in the soil, solving climate change, producing clean water, maintaining biodiversity and soil health.

Over the past several decades there has been an ethical and structural divergence in the markets of farm economy. The bifurcation of markets into small farmer that sell directly to consumer (i.e. CSA, farmer markets) and vertically integrated commodity markets have had disastrous effects on the 'farmer of the middle'. Farmers of the middle are the farmers that have traditionally constituted the heart of American agriculture. These farms have a keen sense and ability of community wellbeing and stewardship that does not align with goals and ambitions of industrial agriculture: to maximize crop production at the expense of tending well to the land and value broader investments in the health of their community both now and for generations to come. In short, when short-term economic returns (i.e. annual basis) are the motivating force on the farm, the long-term returns for the land, ecology and people will be compromised because such investments require a longer view of reciprocity. For farmers of the middle, direct sales to consumers are hard to create and maintain because of rural isolation, and the need for storage, distribution and marketing mechanisms to enable economic exchange. There are some examples of farmers connecting directly with brands, however most farmers of the middle are suffering from a coordinated policy and market system that favors and reinforces a 'get big, or get out' future.

Industrial, commodity agriculture is largely an engine that seeks financial profitability and efficiency at all costs. Unfortunately, financial efficiency often efficiently destroys the natural world. When we commoditize food we dehumanize the food system. We cut relationships from the farmer and the land. We cut our direct responsibility and accountability to ensure good stewardship of the soil. Commodity markets are very good at price discovery and efficient distribution, but terrible at producing societal or ecological wellbeing. Commodity crops hide the injustice of consumption; they rarely create a more vibrant world, but rather destroy it.





ELEMENT 4: CREATE A CULTURAL MOVEMENT

HOW WE CREATE CHANGE

Our ingredients for regenerative revolution are founded on seven ideas of how to create change:

1

The revolution must be irresistible.

2

The revolution must seek equity for all.

3

The revolution must create and share wealth.

4

The revolution must reconnect people to place.

5

It only takes a few to change the whole.

6

Regeneration must be born of place.

7

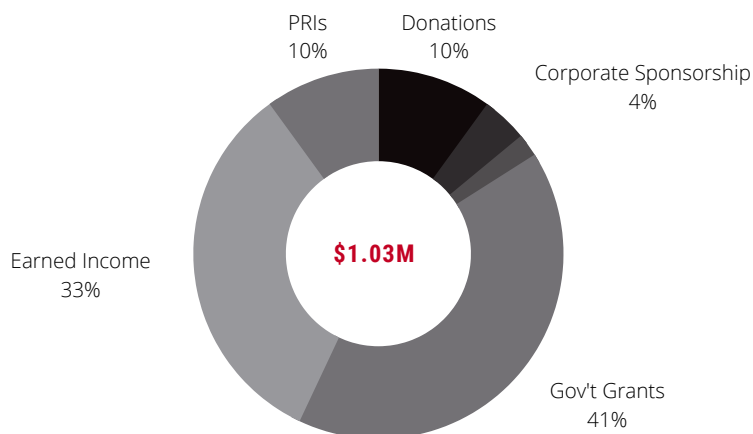
The revolution requires collaboration and unexpected allies.

FINANCIALS

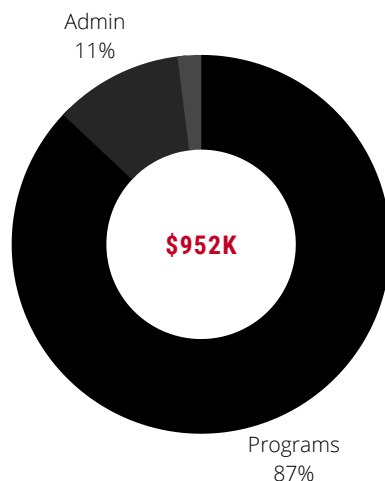
Mad Agriculture has evolved quickly and we've had early success in raising and earning funds to fuel the vision, mission, team and program development. We have come a long way in 2.5 years, starting with \$0 and now having \$1,030,000 revenues in 2020, to date. We are a small and ambitious organization and we need funding to support our work and growth. We've developed a healthy balance of revenue sources between earned income, governments grants, program related investments and philanthropic support from individuals and foundations. We've been successful at winning prestigious and highly competitive grants, and over-performing on all projects. See our 2020 Budget below. We've generated \$1.03M in revenue this year, with our expenses being \$952K.



2020 REVENUES



2020 EXPENSES



GRIST 50

AWARDEE, PHILIP TAYLOR

In 2018, he cofounded the nonprofit Mad Agriculture. Named loosely after a poem by writer-farmer-mystic Wendell Berry, the organization helps farmers “design their way out of the industrial food system,” Taylor says. Depending on the place, that could include using ag techniques like cover-cropping, finding new markets for the harvest, making introductions to like-minded people, and helping farmers get paid to sequester carbon in cropland soil. His newest project, The Perennial Fund, will provide assistance and loans structured in farmer-friendly ways to ease the transition to organic. “Be joyful though you have considered all the facts,” Berry wrote in his Mad Farmer manifesto. Taylor has — and, now, he is.

CONSERVATION FINANCE NETWORK

FARMERS ON THE FRONTLINES OF THE REGENERATIVE AGRICULTURE TRANSITION

In the Great Plains and Rocky Mountain region, Philip Taylor runs Mad Agriculture. The organization “helps farmers design their way out of the commodity and industrial ag system,” he says. Taylor prefers to stay away from terms like “technical assistance” in favor of cultivating shared wisdom. Acknowledging the personal and emotional nature of farming, Mad Ag focuses on each farmer’s unique values, land history, and stories. Backed by a strict non-judgement policy to work with all types of farmers, Mad Ag’s Carbon Farm and Ranch Program (CFR) designs customized 3-year conservation plans that are eligible for NRCS cost-sharing programs. This personalized approach allows Mad Ag to understand the unique, long-term needs of each farmer as well as the barriers that have held them back from adopting conservation practices in the past.

GUIDELIGHT STRATEGIES

BARRIERS FOR FARMERS & RANCHERS TO ADOPT REGENERATIVE AG PRACTICES IN THE US

Mad Agriculture is a Colorado based organization that is working to help farmers and ranchers thrive ecologically and economically through detailed Carbon Farm Planning services, coupled with access to appropriate capital, and ongoing technical assistance. They are in the midst of launching the “Perennial Fund”, a new investment vehicle for supporting producers in transition, as detailed in the financial section of this report.

ALSO APPEARED IN

Breakthrough Strategies & Solutions, Boulder Daily Camera, 5280, BLDRfly, Colorado Ag Today, AFN

DONORS

*FUNDERS OVER
\$50 TO DATE*

Mad Agriculture would not be possible without the dedicated and generous support of our community of founding donors. These individuals and foundations have provided critical support, financial and otherwise, for Mad Ag to find lift off. We are forever grateful for past and ongoing support.

Ali Kelly	Kennebago Food Ventures LLC
Amy's Organic	Laura & Pete Terpenning
Argosy Foundation	Lauren Lovejoy
Boulder Food Group	Lewis Family Foundation
Brian Busch	Lindsey Deputy
Brooke Forbes	Lisa Holmes
CAF America	Lisa Reynolds
Chris Bentley	Lois Pepino
Cielo DAF	LP Brown
Cody Douglas Oreck	Maggie Fox & Mark Udall
Compton Foundation	Margot Rode
Conscience Bay Company	Martens Family Foundation
Dan Yechout & Helen Gemmill	Martha Records and Rich Rainaldi
Davis Godbout	Mary Lamy
Deb Gardiner	Matthew Wallenstein
Deborah & John Taylor	Meriwether Hardie
Diane & James Murphy	Michele Moffat
Dr. Bronner's	Might Arrow Family Foundation
Elise Jones	Mikl Brawner
Elizabeth Candelario	New Hope
Emily & Todd Olander	One Earth
Foodshot Global	Orchard House
Gary Rose	Patagonia Action Works
Golson Family Foundation	Paul Rossetti
Helen Gemmill Trust	Pete Terpenning
James Murphy	ReBotanicals
Janeli Foundation	Rossetti Family Foundation
Jeanne Talbot	Ryan & Wynn Martens
Jeffery Westphal	Silverstrand Capital
Jeneye Abele	Soil Health Institute
Jeremiah Kaplan	Stephanie Dobbie
Jim & Diane Murphy	Tana Schultz
Joan Fumetti	Tatiana Maxwell
Joseph Russell	The Shed
JR Albert Foundation	Tommy Latousek
Julia Buonanno & Michael Brown	Vanguard Charitable
Karen Galles	Walt Pounds
Keith Jahnke	Woodcock Foundation