

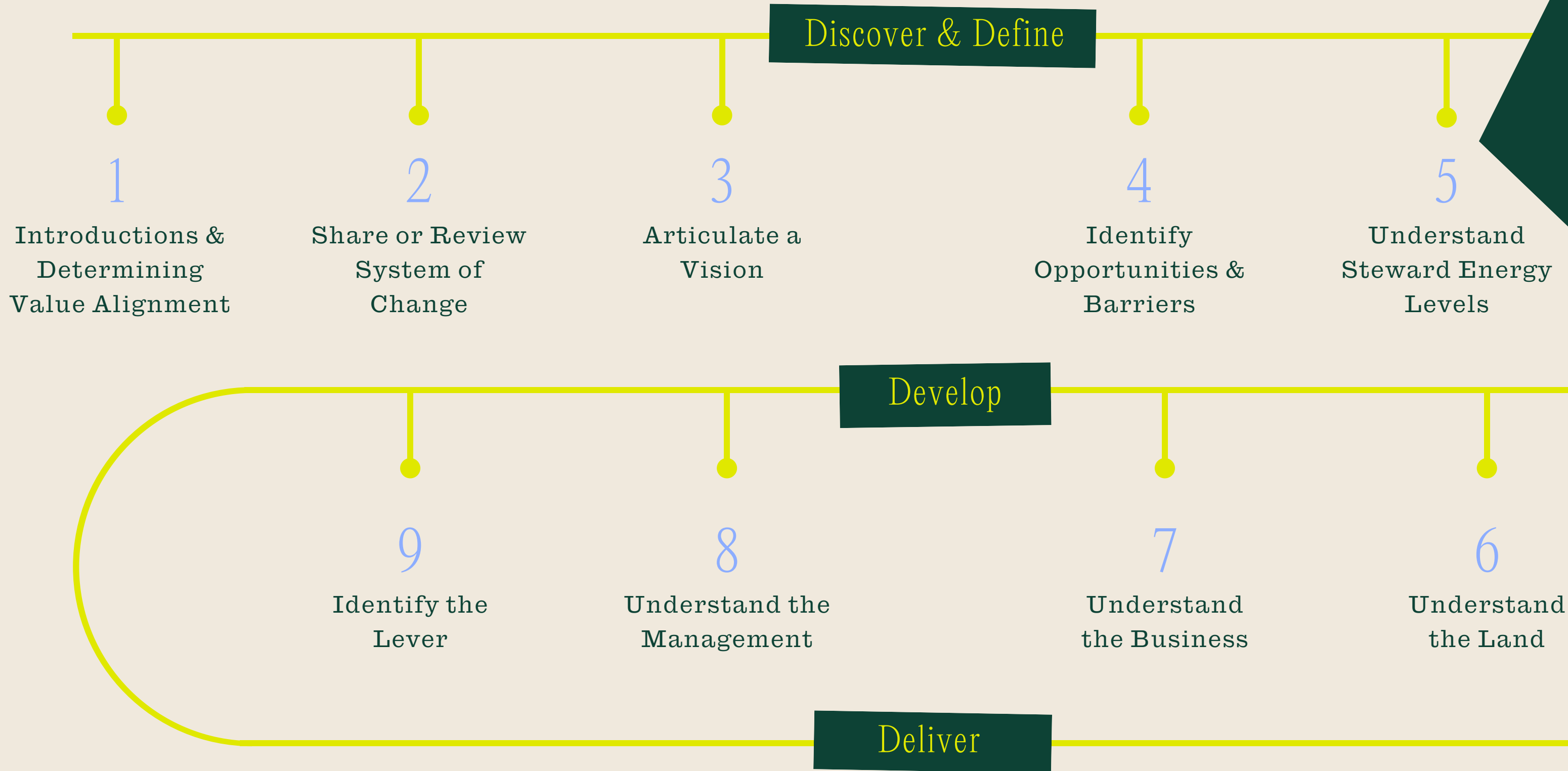
CURRICULUM INTRODUCTION

Regenerative Stewardship Curriculum: Tutorial

MAD!



REGENERATIVE STEWARD COURSE PLAN



This is a visual representation of our Regenerative Stewardship Process. It will be the second slide of every tool, and a blue circle will be used to show which step (1-9) and phase (Discover & Define, Develop, and Deliver) that each tool is a part of.

Overview

PURPOSE

Highlights the primary purpose of the tool and why it is important for regenerative stewardship.

PREP ITEMS

Lists any prep work or items needed before executing the concepts in the tool.

TIMING

Lists the instances in the stewardship course plan that the tool is meant to be used for.

Each tool will also begin with 1-2 overview slides, which highlight key information about the use of the tool, including its primary purpose, any prep items needed for use, timing of use, delivery medium, and staff involved in tool use.



Overview

DELIVERY

Lists the method or medium through which the concepts in the tool are typically conveyed.

OUTCOMES

Lists the desired outcome from using the tool in relation to regenerative steward course plan.

STAFF

Lists the members of the farm and planning teams that are involved in executing the tool.



Planning Process

Mad Agriculture's regenerative stewardship course plan helps stewards discover their regenerative path forward.

By putting ideas into action and guiding the learning process during a transition to regenerative organic agriculture, the following steps can help you build ecological health and wealth on your farm and ensure that it lives up to the standards you have set to achieve—all while maintaining a successful land-based business.



MAD!

Planning Process

To use this curriculum, we have designated three phases in the planning process: Discover & Define, Develop, and Deliver.

Each phase has an introduction followed by a list of steps and related tools. Links to worksheets, exercises, examples, and other resources from real world scenarios are included where relevant for deeper understanding. We encourage you to explore the curriculum as best fits your goals, whether that be to put these principles into practice on your own land or to learn more about what the transition to regenerative agriculture looks like.



MAD!

MAD!

Planning Steps

Phase 1: Discover & Define

- **Step 1: Introductions & Determining Value Alignment**
Tool used: Guiding Conversation
- **Step 2: Share or Review System of Change**
Tool used: Framework of Change
- **Step 3: Articulate a Vision**
Tools used: Context and Vision, Soil Health Management Map
- **Step 4: Identify Opportunities and Barriers**
Tool used: SWOT Analysis
- **Step 5: Understand Steward Energy Levels**
Tool used: Energy Level Framework



Planning Steps

Phase 2: Develop

→ Step 6: Understand the Land

Tool used: Understand the Land Base, Resource Assessment, Baseline Monitoring

→ Step 7: Understand the Business

Tool used: Markets and Enterprise List, Marketing Questionnaire

→ Step 8: Understand the Management

Tools used: Crop Rotation, Equipment and Infrastructure

→ Step 9: Identify the Lever

Tool used: Strategy Session



MAD!

Planning Steps

Phase 3: Deliver

In the initial phases of land and business planning, we work to cultivate a safe space for deeper conversations to develop—a space where there is shared trust and room for vulnerability between stewards and planners. Only once we've taken the time to truly listen can we co-create goals for the steward that are rooted in the context of the land and the mission of their business.

The Deliver phase differs from those first two phases of the planning process because no two steward and land base combinations are the same. Specific steps and tools won't apply across all operations when it comes to delivering on the goals that we've set for unique stewards with unique contexts and visions. So, this phase features several examples and learnings from the field to give you an idea of how planning tools and concepts can be combined to help stewards work toward unique visions for their land-based businesses.



MAD!

MAD!

How to Use the Tools

As you work through this curriculum, you'll notice that each step of the planning process includes links to tools and templates for putting regenerative land and business ideas into action. In practice, using these tools will require patience and good, concise communication with stewards to fully understand their systems.

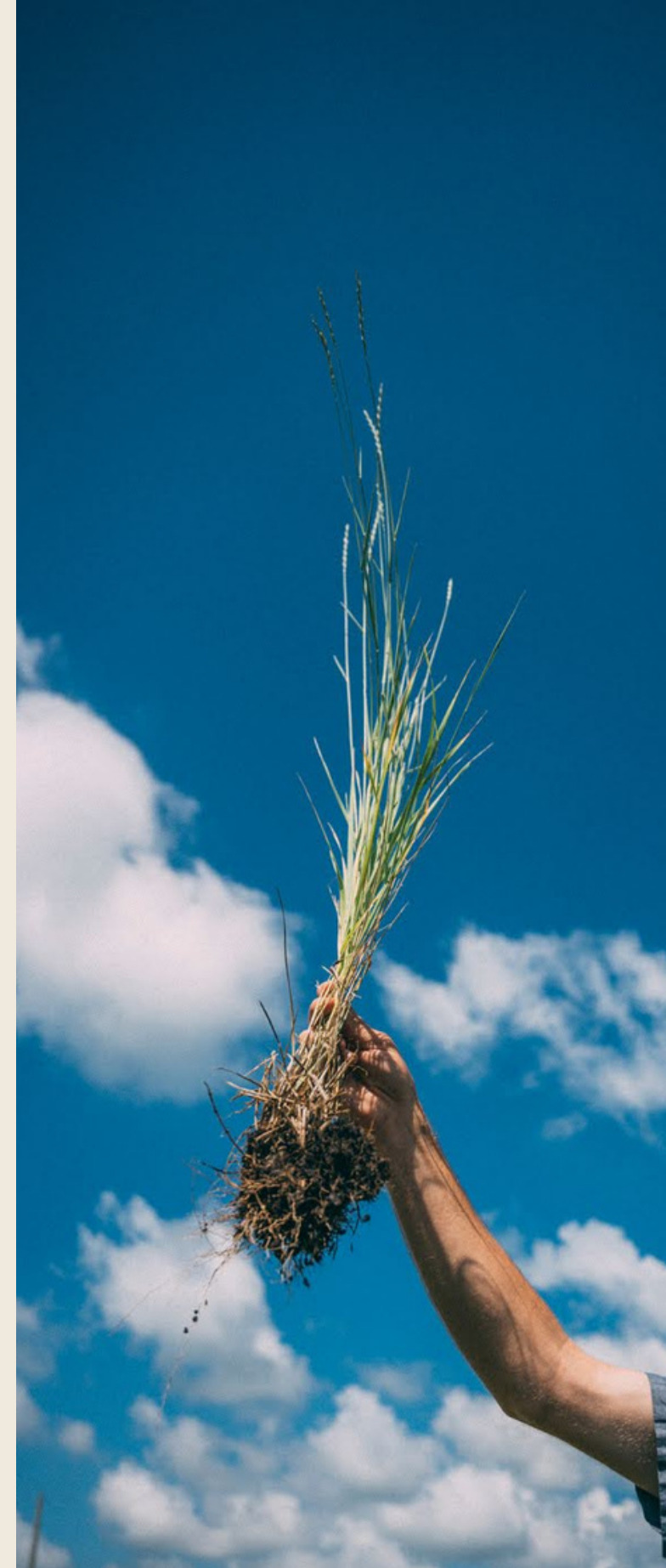
Education and co-learning will need to occur between the steward and planner (or brand/organization) throughout each step of the data gathering process, as well as in the presentation of a business case for adopting regenerative practices.



How to Use the Tools

The information gathered through the provided tools can be used to make the most relevant and impactful decisions for land-based businesses as they move forward on their regenerative journeys.

While we have provided a wide array of tools to assist you throughout your planning process, you do not need to use all of them to create a plan for a land-based business. We invite you to use your own discretion regarding which tools will be most helpful to you as you move through the planning process.



MAD!

A hand is shown holding a piece of straw against a blue background. The hand is positioned on the left side of the frame, and the straw is held between the fingers. The background is a solid blue color.

The End

**Begin exploring the tools
and field examples from our
Regenerative Stewardship
Curriculum [here](#).**