

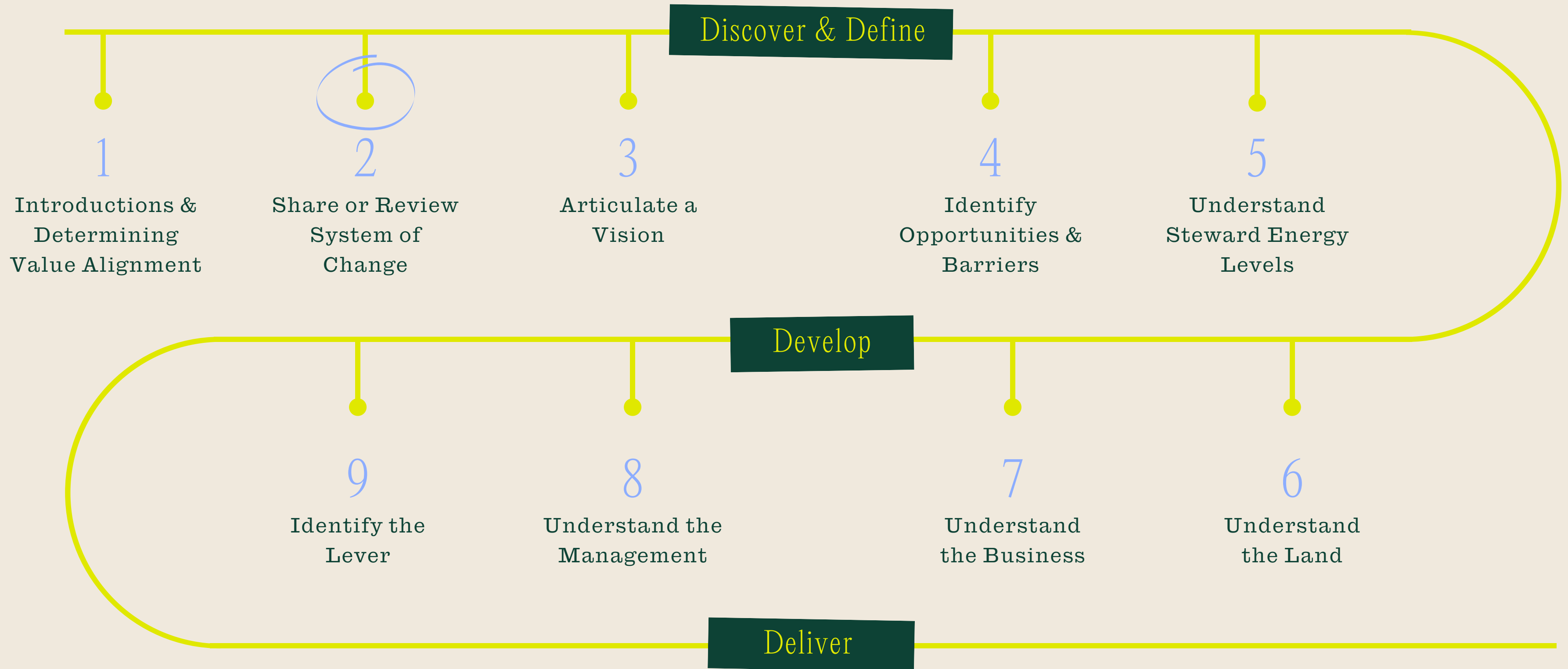


FRAMEWORK OF CHANGE

Regenerative Stewardship Curriculum: Discover & Define

MAD!

REGENERATIVE STEWARD COURSE PLAN



Overview

PURPOSE

This framework has been created to share our system of change with the producer.

PREP ITEMS

Onboarding materials, if applicable.

TIMING

This should be shared in the first step of the farm planning process.



Overview

DELIVERY

Via Zoom, in person, or during a webinar.

OUTCOME

The steward has a basic understanding of the interconnections between themselves, their team, the land base, its resources and the regenerative culture as a system—including markets, capital and community.

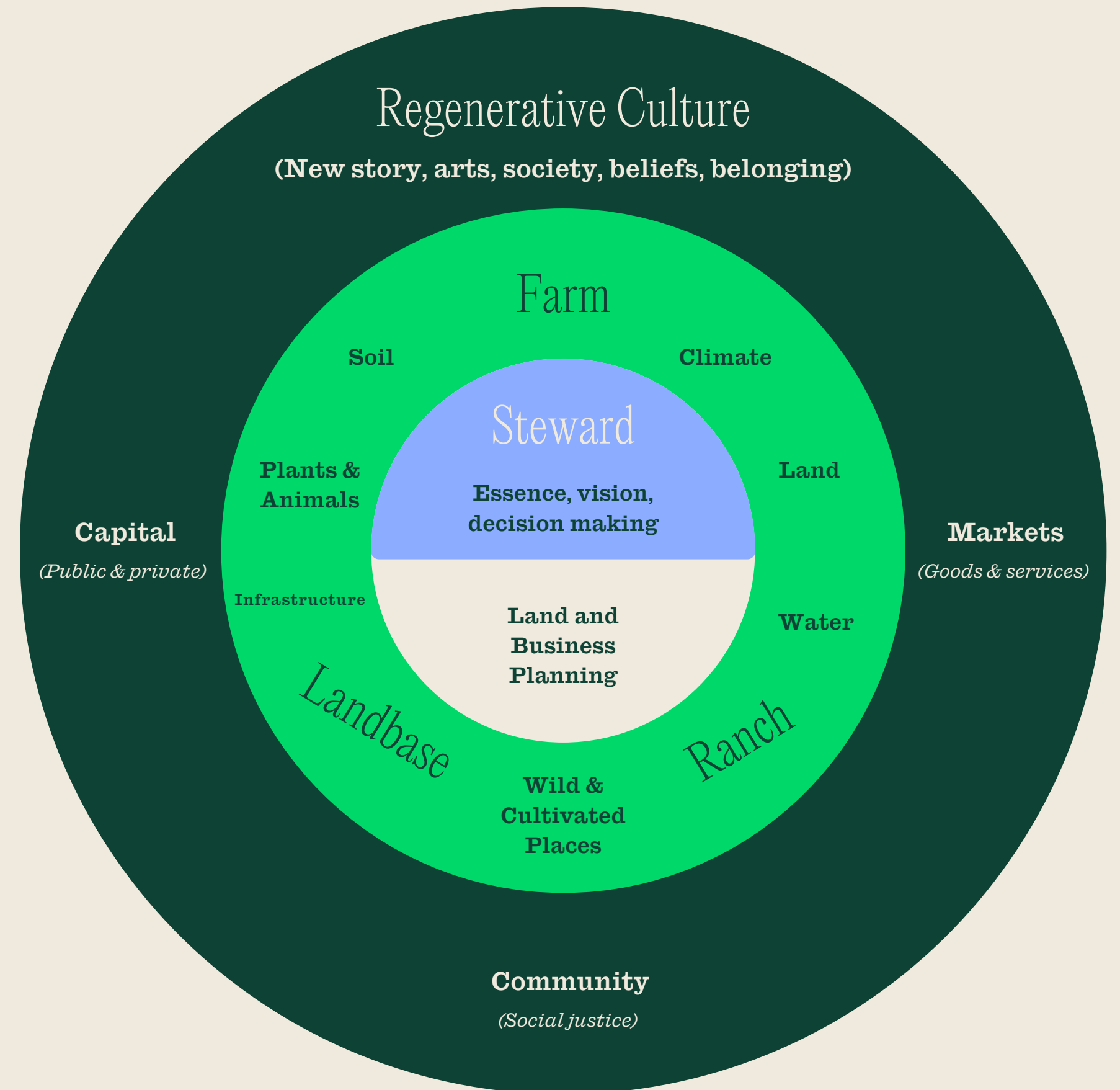
STAFF

Planner.



Framework of Change

*The elements in Mad
Agriculture's Framework
of Change can be shared
in order from the center of
the Framework, moving
out to the outer rings.*



The Steward

Regeneration of oneself and of our relationships to each other and the land is at the core of our work.
That is why we start with the steward at the center of our framework of change.

Every steward possesses unique skills and characteristics for curating a land-based business.
Their essence, vision, and decision making deeply impacts the land.



MAD!

The Steward

The steward is directly responsible for managing the complexity of their operation, including the social, ecological and economic aspects of the business.

Listening to the steward helps one develop a holistic context of the operation, including:

- Additional key decision makers to the business
- The human and natural resources that the business depends on
- Forms of capital needed to operate the business

It is critical that time is spent understanding what the steward can and cannot control regarding the land under management.



MAD!

The Landbase

We use the scales of permanence to help stewards see their entire farm ecosystem. This grounds each conversation in the things that we can impact through management—and the things that are out of our control.

By working from the climate to the soil (around our framework in a clockwise pattern), we can determine where to best place our energy and gain the most return from managing one's natural resources.



MAD!

The Landbase

The land's inherent properties and characteristics strongly influence what the steward can and cannot do with their operation. Becoming familiar with these features is imperative for setting realistic planning goals.

Understanding how each characteristic influences the operation is critical for:

- Achieving a sense of place
- Setting realistic expectations of how regenerative practices can change the landscape
- Setting realistic land and business goals



MAD!



Regenerative Culture

Notice that the outermost ring of our framework, Regenerative Culture, encompasses both the steward and the land for which they care.

This is because community support is vital to the success of any land-based business.



MAD!



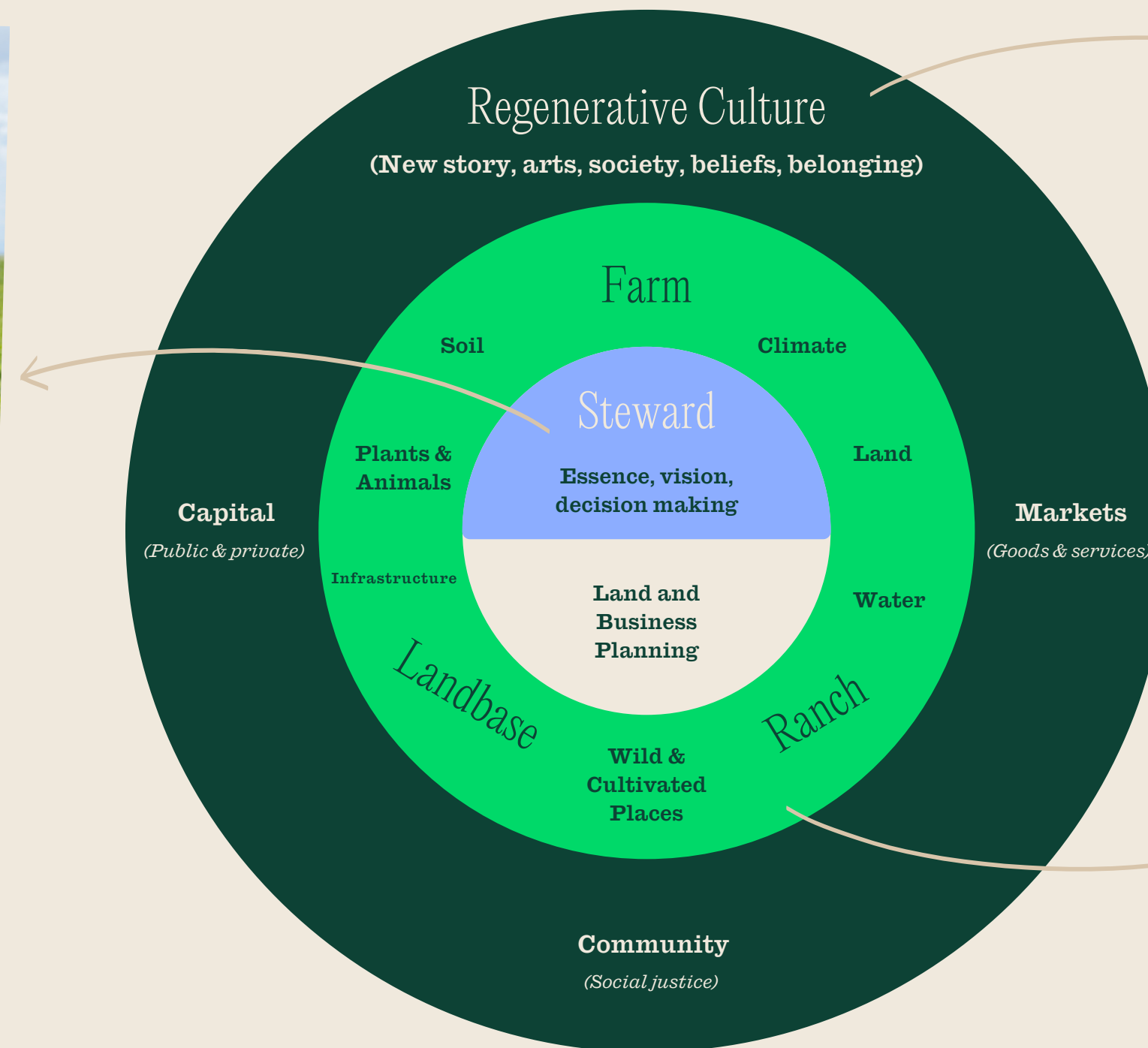
Regenerative Culture

The Regenerative Culture consists of:

- Community members that support a given farm
- Markets and capital
- Cultural elements, such as art and story

Each of these factors both directly and indirectly influence the steward and the decisions that they make about their land.

Framework of Change





The End

Continue exploring tools for
the first phase of our
**Regenerative Stewardship
Curriculum, Discover &
Define, [here](#).**

MAD!