DEGENERATION

SUSTAINABILITY

REGENERATION

KISS THE GROUND
A NEW VIEW
WE CAN SOLVE OUR BIGGEST PROBLEMS

Reverse Climate Change
Restore Water Cycles
Feed The World
"We can't solve problems by using the same kind of thinking we used when we created them."

- Albert Einstein
THEORY OF CHANGE

NEW VIEW → ACTION → OUTCOME
SHARING A NEW VIEW
Degenerative Model
Regenerative Model
500 + million years ago
The Balanced Climate
Abundant Fresh Water
Fertile Soil
Show leaf with Stomata.
Plants grow by making sugars from CO$^2$ & H$^2$O
HEALTHY SOIL BUILT FROM THIN AIR
THE EXCHANGE

PLANTS FEED ORGANISMS, ORGANISMS FEED PLANTS. TOGETHER THEY BUILD A HEALTHY SOIL ECOSYSTEM THAT MAKES LIFE POSSIBLE.

MYCORRHIZAL FUNGI INCREASES ROOT CAPACITY \(\times 1000\)S

CARBOHYDRATES

BACTERIA RELEASES MINERALS USING ENZYMES
ATMOSPHERE
750 Billion tons of C

BIOSPHERE
550 Billion tons of C

PEDOSPHERE (SOIL)
2300 Billion tons of C
MOST FARMING DESTROYS THIS SOIL BUILDING SYSTEM
MOST CITIES DESTROY THIS SOIL BUILDING SYSTEM*

*excluding atlanta of course*
A global epidemic

Our agricultural practices are turning the land to desert
Over the last 40 years we've lost 40% of our arable land
THE U.S. ALONE LOSES 1.7 BILLION TONS OF TOPSOIL ANNUALLY
Cities like LA
1.8 billion gallons per hour!

Much of our farmland is
infiltrating at less than
½ inch per hour
CONVERTING TO REGENERATIVE AGRICULTURE CAN CHANGE THIS
CONVERTING “WASTE” TO COMPOST CAN CHANGE THIS
Degenerative

Organics in Landfills

Regenerative*

Compost in Rangelands

*In concert with other regenerative practices can help rebuild healthy soil.
WE CAN REGENERATE SOIL
LESS CO²
RESTORED GROUNDWATER
ABUNDANT FOOD
Healthy Soil  Dust

#thinkregeneratively