ANNUAL REPORT 2020

MAD AGRICULTURE

CREATING A REGENERATIVE REVOLUTION IN AGRICULTURE

MAD AGRICULTURE
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
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.
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 of 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 of 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

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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

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

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

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

VARIETIES TRIALED ON 12 FARMS

39

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

Boulder County Sustainability Tax Food & Ag Fund Review Committee
Boulder Shared Learning Collaborative for Prairie Coexistence
Funders 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

## RESTORE COLORADO

## 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.
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.

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.
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 maltzters. 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.

**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

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**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.
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 trialled, 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 is a 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.

- Restaurants
  - Join Zero Foodprint, collect 1%

- Consumers
  - Eat good food, add 1%

- Farmers
  - Use the grants to sequester carbon on their land

- 13 restaurants involved in 2020
- $30K raised in 2020
- 5 projects scoped for 2021
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.
## Fellowships

### 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

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 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.
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.
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 (i.e. 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.
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.
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.
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.
The revolution must be irresistible.
The revolution must seek equity for all.
The revolution must create and share wealth.
The revolution must reconnect people to place.
It only takes a few to change the whole.
Regeneration must be born of place.
The revolution requires collaboration and unexpected allies.
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.
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 (CFP) 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
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.

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