



Redwoods Farm, Devon



Wave Hill Farm, Devon



Stream Farm, Devon

A photograph of two Highland cattle in a forest. One cow is on the left, partially obscured by a tree trunk, looking towards the right. The other cow is on the right, facing the camera, with its head slightly turned. Both cows have thick, shaggy brown fur and long, curved horns. The background is a dense forest with tall trees and green foliage.

RADICAL

NATURAL

From input intensive to
knowledge intensive

NEW
FOUNDATION

FARMS

Why stack
enterprises?

METACRISIS

THE INTERCONNECTED CHALLENGES FACING HUMANITY

ECOLOGICAL COLLAPSE_MASS EXTINCTIONS OF SPECIES

CLIMATE EMERGENCY DEFORESTATION

OCEAN AND RIVER DIE OFF AND DEAD ZONES

ARIDIFICATION AND DESERTIFICATION

POVERTY_HUNGER_FOOD INSECURITY

MALNUTRITION POOR HEALTH_DECLINE IN WELLBEING

WAR_TERRORISM_LACK OF MEANING

LIFESTYLE DISEASES_PANDEMICS

MISTRUST IN LEADERSHIP

INCREASING INEQUALITY_MARKET FAILURES

FAILING STATES_UNEMPLOYMENT



What did you do once you knew?

it's 3:23 in the morning and I'm awake
because my great great grandchildren
won't let me sleep
my great great grandchildren
ask me in dreams
what did you do while the planet was plundered?
what did you do when the earth was unraveling?

surely you did something
when the seasons started failing?

as the mammals, reptiles, birds were all dying?

did you fill the streets with protest
when democracy was stolen?

what did you do once you knew?

Humans as beneficial keystone species

Degenerative

Regenerative



Global

Indigenous

Linear

Patterned

Technical

Living

Yield

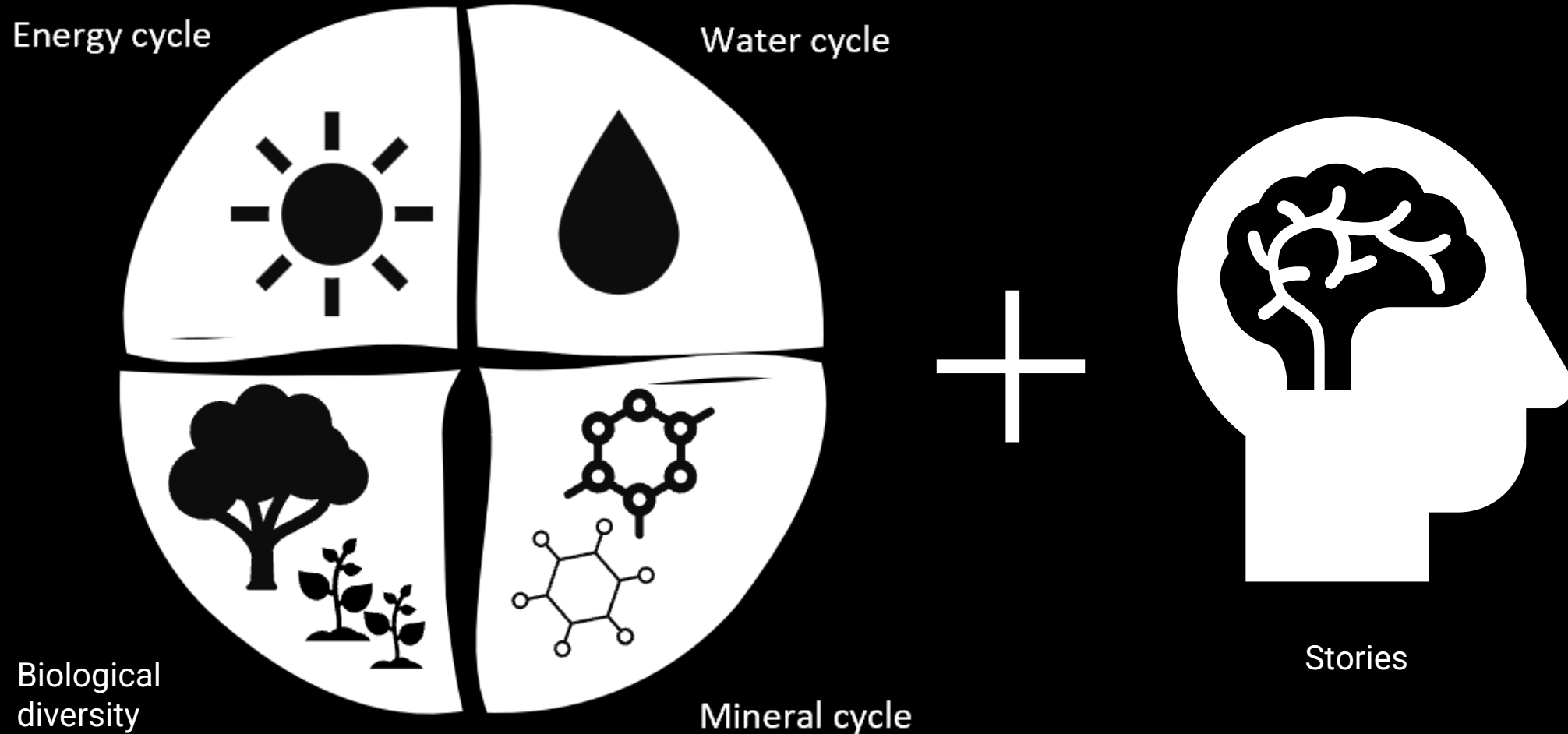
Health

Monoculture

Diversity

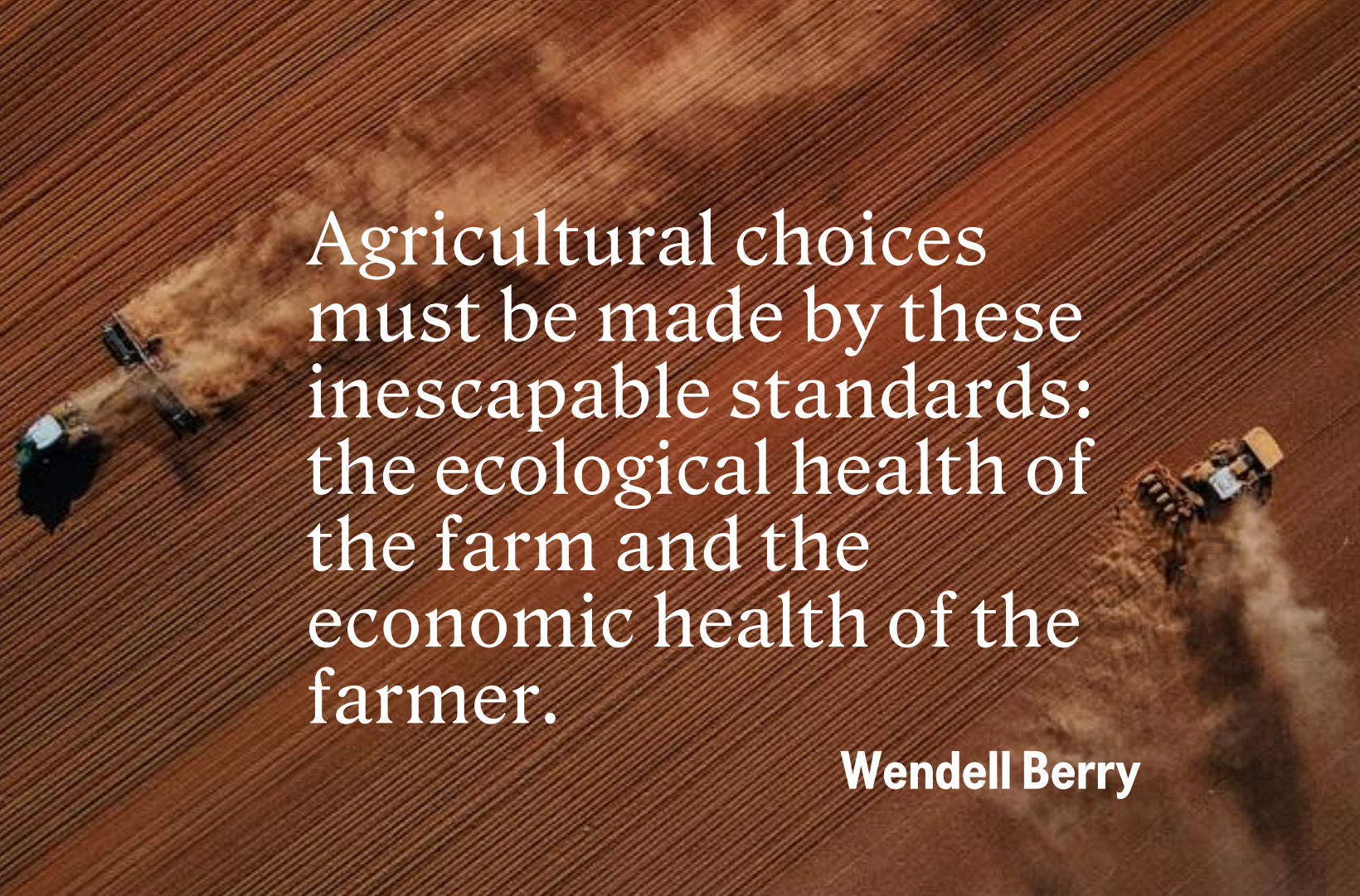
The Five Ecosystem

processes



Economic & Ecological Health

Foundational Design Criteria

An aerial photograph of two tractors plowing a large, brown field. The tractors are moving from the top left towards the bottom right, leaving behind deep furrows and kicking up clouds of dust. The overall scene is a warm, earthy brown color.

Agricultural choices
must be made by these
inescapable standards:
the ecological health of
the farm and the
economic health of the
farmer.

Wendell Berry

Regenerative Continuum

How far can we take it?

CROP
YIELD?

H₂O

CO₂

ECOSYSTEM
HEALTH?

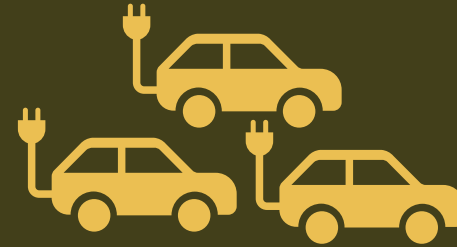
H₂O

CO₂

FIELD-TO-FORK

MISSION-DRIVEN, INTEGRATED, PROFITABLE, REGENERATIVE

Radical Natural Brand
A New Story



Logistics Hubs
& Home
Delivery

Value-added
on-farm
processing



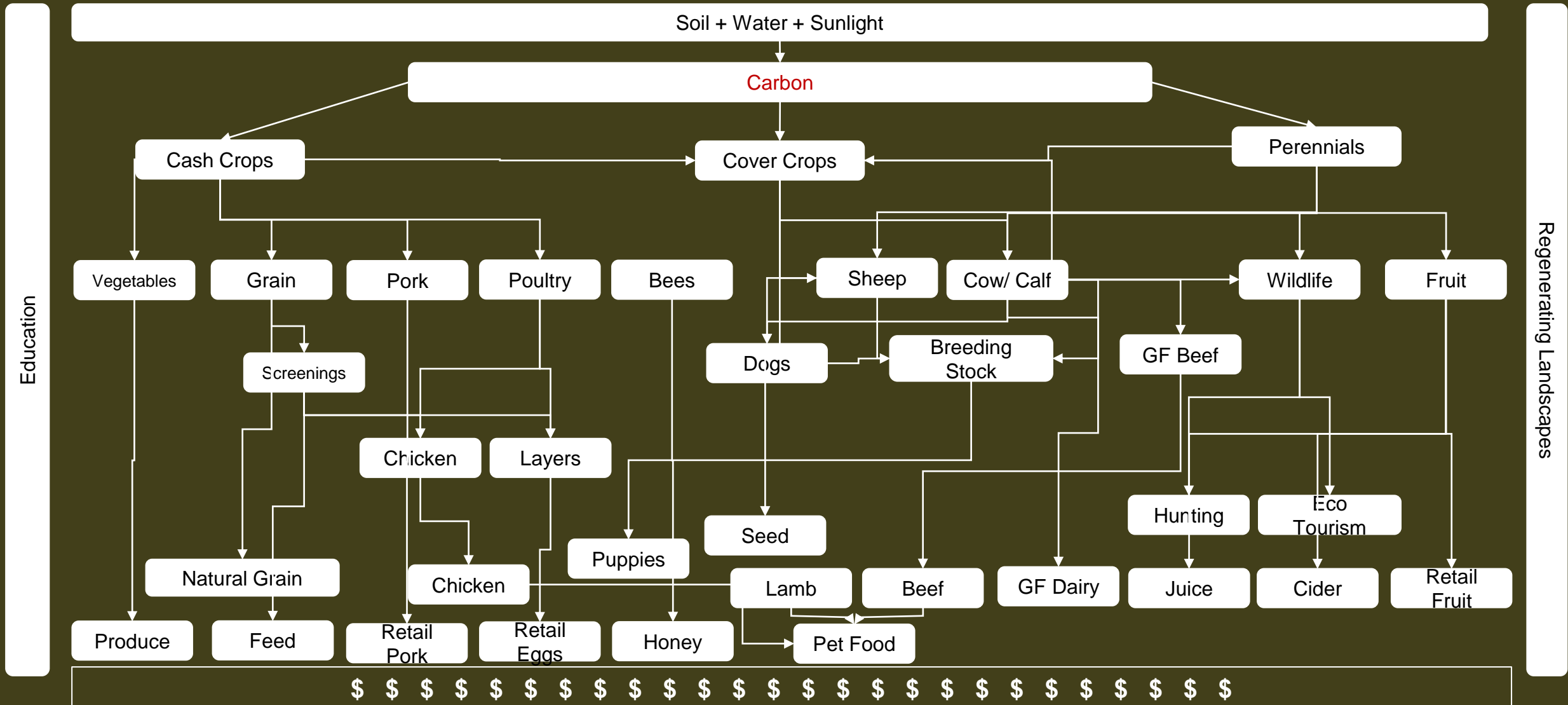
Shop
Café
Restaurant

Hyper diverse.
Hyper local.
Everywhere.

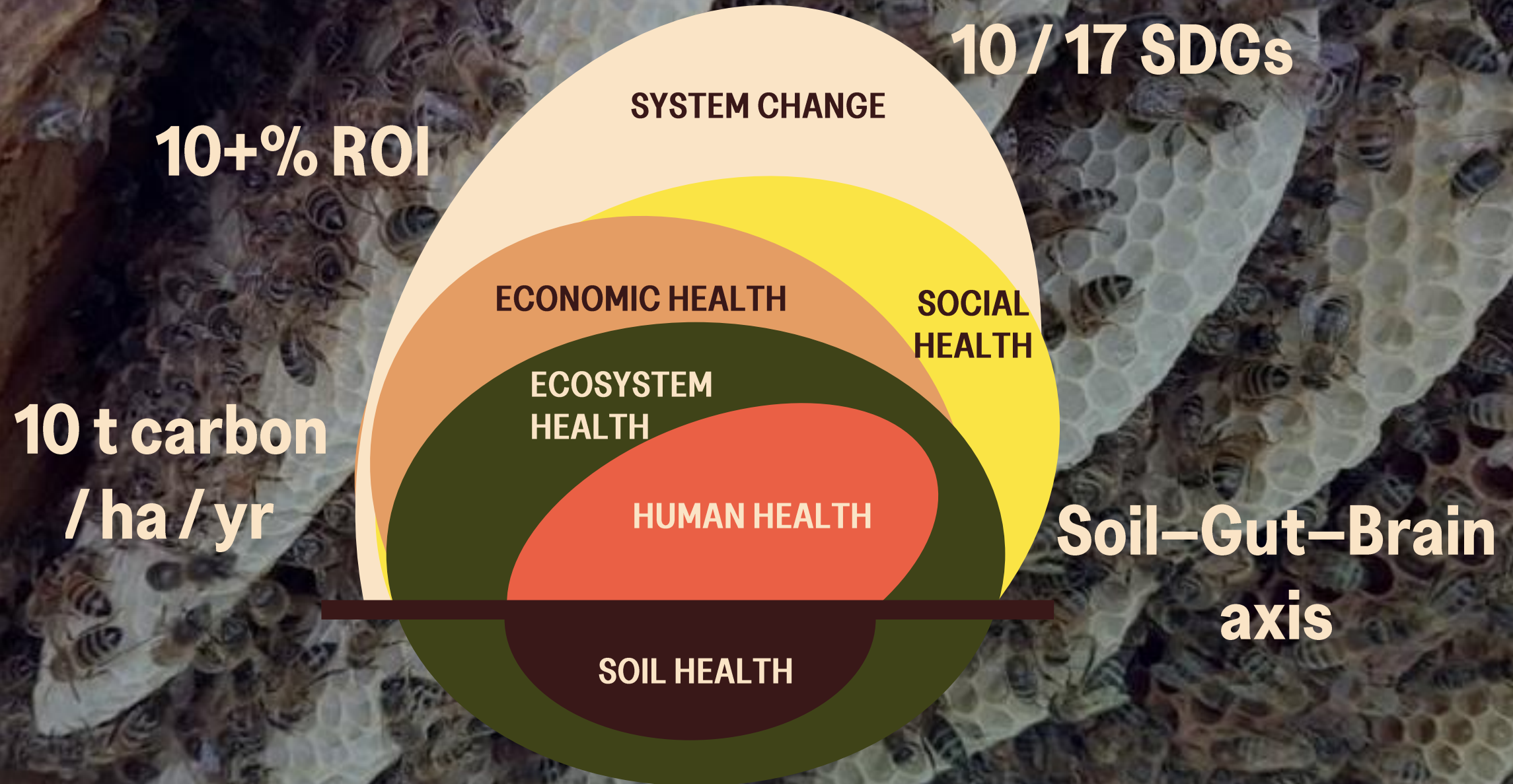


The Symbiosis of Economy & Ecology

FROM BIODIVERSITY TO DIVERSITY OF ENTERPRISES



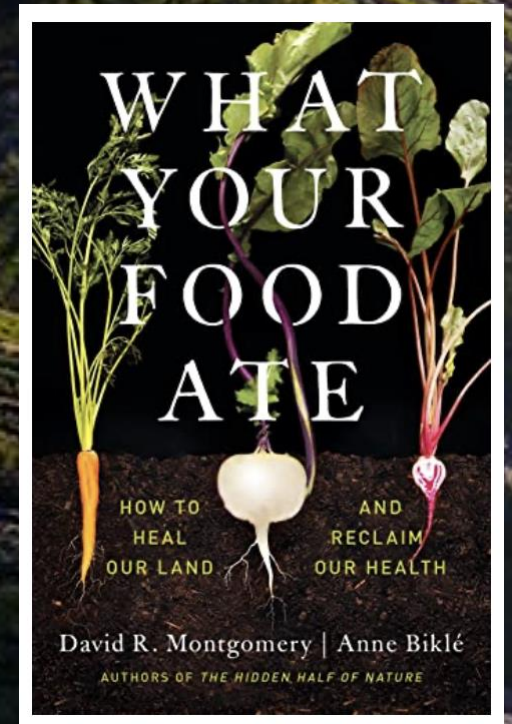
IMPACT: BUILDING A REGENERATIVE FOUNDATION FOR SOCIETY



Singing Frogs Farm, Sebastopol, CA

ECOSYSTEM COMPLEXITY = NUTRIENT DENSITY = HUMAN HEALTH

- 5-7x harvests per year (!)
- dramatic reduction of water usage per crop (max. irrigation 20 minutes per week!)
- (\$435,000 across the farm @ 3 acres!)
- Significantly more nutrient dense than organic
- 100% to 400% more nutrient dense than conventional US vegetables in USDA study



CowHow

Stewarding abundant ecosystems that also grow food



If you want to make small changes,
change the way you do things.
If you want to make major changes,
change the way you see things.

DON CAMPBELL

Canadian rancher

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