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## The 4 Steps to Ecological Outcome Verification™ ('EOV'): A simple reader for the Land to Market™ Australia program



### 1: Farmer joins – training is offered

Farmers join the program! Farmers are encouraged to do training in the ecological monitoring process that underpins EOV. While training is not compulsory, all farmers will be supported as part of the learning community.

### 2: Monitoring site established and baseline assessment conducted

The long-term monitoring site is set up and a baseline assessment is conducted there. The next assessment at this particular site will be conducted by an accredited verifier in year 5.

### 3: Annual monitoring

To satisfy the requirement for annual ecological monitoring, short term monitoring by trained and accredited EOV monitors is conducted every year, at least once per year.

Multiple ecosystem health indicators, including flora and fauna biodiversity, soil health and ecosystem functions, are used in this monitoring which is designed to be robust, but simple, inexpensive and rapid. Short term monitoring can typically be completed within 1 day for each farm. It samples a wider area of the farm, i.e. beyond the long-term monitoring site.

Farmers work together – with the support of accredited verifiers - to assess ecological outcomes and are encouraged to support each other to continue to improve their management and ecological health of the farm.

### 4: 5-yearly monitoring

In addition to the short term annual monitoring, every 5 years, the farm undergoes a detailed evaluation process of ecological functions at the long-term monitoring site. This evaluation, which involves additional measures (lagging indicators), is conducted by an accredited verifier – usually in conjunction with the farmer.

Time needed depends upon the variations of land across the farm, and the size of the farm, but would typically take 1 day.

### EOV Seal assigned

EOV monitoring assesses changes to ecological outcomes over time. Land that demonstrates positive trends in ecosystem health indicators over time is awarded an Ecological Outcome Verified EOV seal. The seal may be awarded as early step three 'annual monitoring' has been completed place plus associated QA steps.

The official seal can be attached to the food or fibre produced on that regenerating land so that consumers are empowered to make informed food and clothing purchase decisions while healing the environment.

Prior to being awarded an EOV seal, the farmer can claim that they are participating in the Land to Market Program Australia, including the ecological outcome verification process. However, a farmer can only state they have received Ecological Outcome Verification once verification has been granted by their accredited verifier. After the seal has been awarded, the land is said to be 'ecological outcome verified'. This status is then reassessed annually.



## The tiers of quality assurance

**EOV Monitors:** Training for EOV monitors – mostly farmers - covers the short and long-term monitoring processes. The training provides an understanding of the ecological indicators, the scientific data collection and assessment processes for each monitoring technique, how to assess them, make appropriate data records (including photographic records). It also provides practical experience in the monitoring activities. Farmers trained and accredited as EOV Monitors will be able to assist 'Accredited Verifiers' in the long-term monitoring.

**Accredited 'EOV' Verifiers:** Accredited Verifiers are experienced, accredited educators and practitioners in Holistic Management™ and regenerative agriculture. They play an important quality assurance role and receive additional training in the EOV process to ensure the development of consistent, robust and repeatable monitoring practices. The Accredited Verifiers work with the farmers to establish long-term monitoring sites for each farmer involved in the program. Records of data are added to the centralised platform.

### Land to Market Australia Verification:

The Land to Market Australia verification team has three principal roles:

- 1. Training:** Training the verifiers and providing ongoing support to ensure consistency and compliance with the program's high standards and requirements.
- 2. Reviewing data for soundness:** Records submitted to the centralised data platform by EOV Monitors (short term monitoring) and Accredited Verifiers (long term monitoring) undergo a further desktop review. The Land to Market Australia verification team checks records for: accuracy of recording, whether it makes sense for the region and compared with previous monitoring activities, and whether any significant issues have been flagged by the Accredited 'EOV' Verifier.
- 3. Managing the audit program:** On an annual basis, the Land to Market Australia verification team will select a minimum of 5 percent of all participating farms to undergo an on-site audit. Farms will be identified for audit through targeted and random selection. This final Land to Market Australia QA stage will pick up any anomalies not captured previously. Findings from the verification team will inform continuous improvement recommendations and ensure the program maintains its focus on meeting the needs and expectations of local farmers, market partners and consumers.

**Global Quality Assurance:** The EOV protocol, the scientific component of the broader Land to Market program being introduced globally by the Savory Institute, was created by an interdisciplinary group of scientists, agronomists and ecologists including OVIS 21 in Argentina, and Michigan State University. A core QA Team will oversee quality control for Ecological Outcome Verification globally. All the global data will be aggregated, analysed, correlations established, lessons learned. If there is data that looks inconsistent or dubious the specific verification team and verification process will be audited, issues addressed, and lessons learned. All lessons and insights will be shared with the network, will inform the network communications with the public and media, market partners, policy makers and others. Additionally, data will be published in scientific peer reviewed papers by interested research institutions, advancing the credibility of Land to Market's work globally.

*The Land to Market Australia Program is the brainchild of 31 Australian farmers - from across NSW, south east Queensland and northern Victoria - who are committed to stewarding their land towards regeneration. Aided by support from a generous Australian government grant, the participants are developing and launching the program as part of a project whose working title is 'The Holistic Land Management Co-Operative Project'.*

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*Land to Market Australia is the grassroots implementation of a much larger 'Land to Market' program being spearheaded by the Savory Institute, a global NGO dedicated to the large-scale restoration of the world's grasslands through holistic management. The US-based not-for-profit is seeking to establish the world's first verified regenerative sourcing solution for meat, dairy, wool and leather and to connect values-aligned food and fibre brands with farmers from dozens of countries globally. For more information, visit <http://www.savory.global/landtomarket>.*

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**For further information**

Media seeking media releases, interviews or high res images can contact:

Lesley White 0451 301 201

For details on the Land to Market Australia program, go to [www.landtomarketaustralia.com.au](http://www.landtomarketaustralia.com.au)

Australian farmers interested in learning more about the program are asked to email [tony@holisticfarms.com.au](mailto:tony@holisticfarms.com.au)