

KISS  
- the -  
GROUND

~~SUSTAIN?~~  
REGENERATE

[KISSTHEGROUND.COM](http://KISSTHEGROUND.COM)

KISS  
- the -  
GROUND

A glass lightbulb is repurposed as a terrarium, containing a small green plant with two leaves growing out of a mound of dark soil. The soil is layered over a bed of small, light-colored pebbles. The lightbulb is lying on its side on a surface of cracked, dry, brown earth. The background is a blurred, natural setting with some dry twigs and foliage.

**A NEW VIEW**



WE CAN DO THIS!

Humanity can live

**REGENERATIVELY**



**We have the ability** to...



# Rebuild Soils



# Restore Fertility





# Replenish Water Sources





# Reverse Global Warming





KISS  
- the -  
GROUND

# SUSTAIN ABILITY?





# REGENERATIVE-ABILITY







KISS  
-the-  
GROUND

# RESPONSE-ABILITY

I am Response **Able to**

**SPREAD**

**AWARENESS**



# A MOVEMENT







**FIRST  
PERSON**



A photograph of a person carrying a child on their back at a park. The person is in the foreground, wearing a white tank top and a blue backpack. The child is wearing a blue shirt. In the background, there is a grassy area with a chain-link fence and other people. The text "SECOND PERSON" is overlaid on the image.

# SECOND PERSON

A crowd of people is gathered on a grassy field, watching a game or event. In the background, there are mountains and a body of water. The scene is outdoors and appears to be a public gathering.

**MORE**  
**PEOPLE**



A large crowd of people is gathered on a grassy area, possibly a beach or park, with mountains in the background. Many people have their arms raised, suggesting a celebratory or energetic event. The text 'FORMING A MOVEMENT' is overlaid on the image.

# FORMING A MOVEMENT

KISS  
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GROUND

AN  
ADVOCATE IS THE  
SECOND PERSON





**FINDING YOUR “WHY”**

Inspiring participation in

# SOIL REGENERATION









**OUR LAND IS NOT  
FUNCTIONING**

"We can't solve problems by using the

**SAME KIND  
OF THINKING**

we used when we created them."

- Albert Einstein

# DEGENERATIVE

ECOSYSTEM CARRYING CAPACITY

TIME IN PRODUCTION





# SUSTAINABLE

ECOSYSTEM CARRYING CAPACITY



TIME IN PRODUCTION



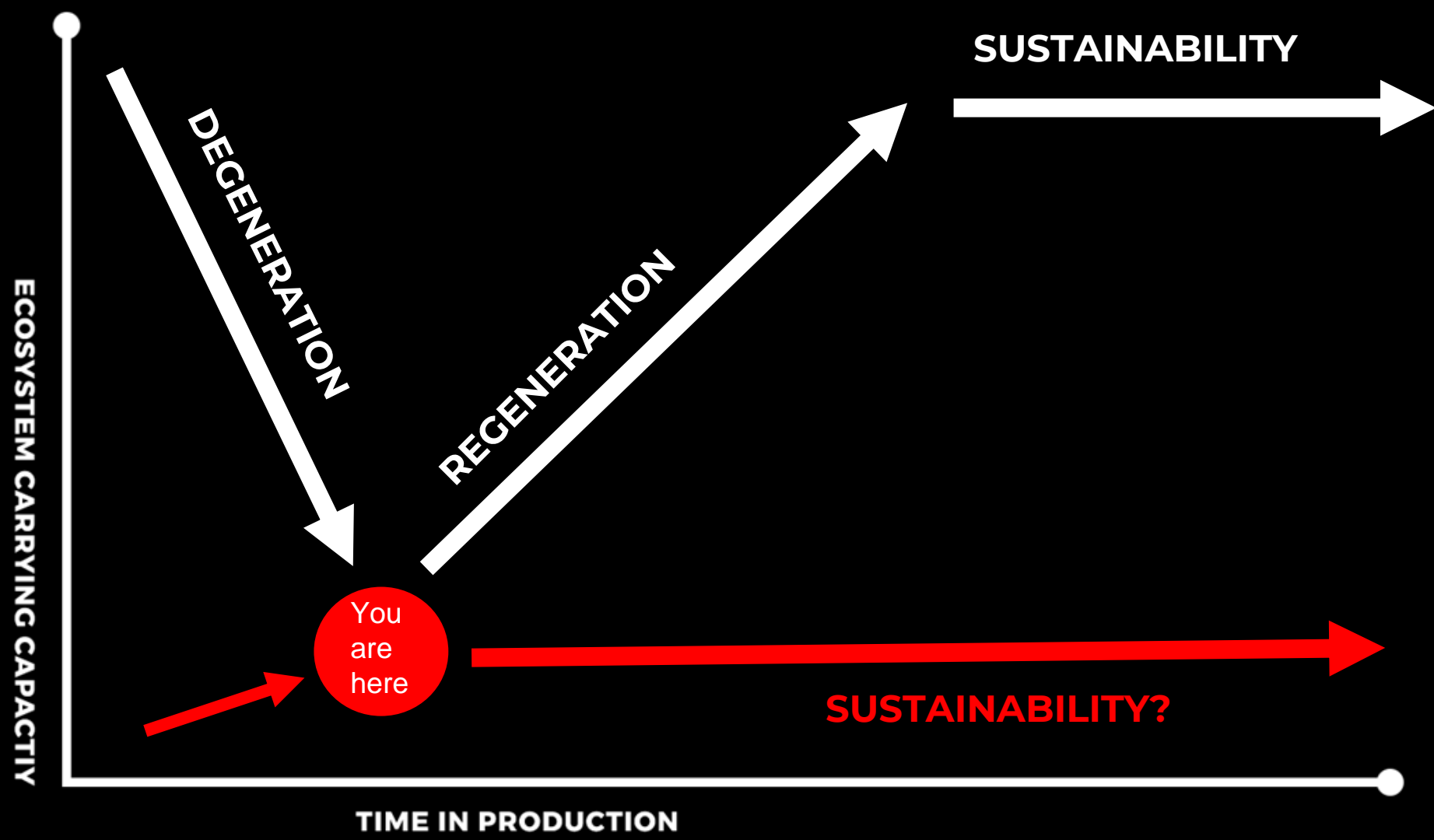
# REGENERATIVE

KISS  
the  
GROUND

ECOSYSTEM CARRYING CAPACITY



TIME IN PRODUCTION



**SUSTAINABILITY**

**DEGENERATION**

**REGENERATION**

**You  
are  
here**

**SUSTAINABILITY?**

**ECOSYSTEM CARRYING CAPACITY**

**TIME IN PRODUCTION**





**DEGENERATIVE**

**SUSTAINABLE**

**REGENERATIVE**







# SUSTAINING





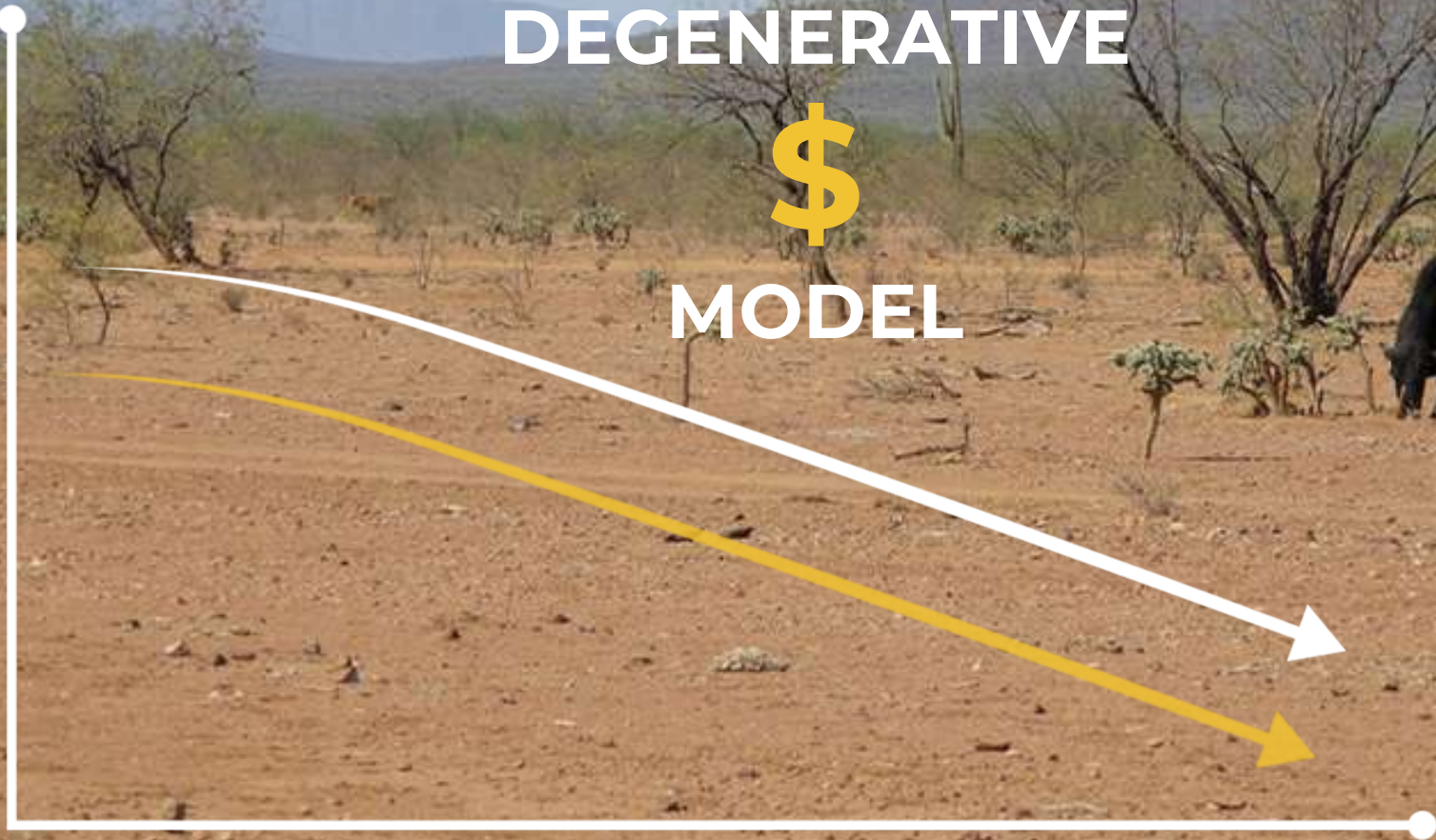
# DEGENERATIVE

# \$

# MODEL

ECOSYSTEM CARRYING CAPACITY

TIME IN PRODUCTION



**INPUT COSTS UP**



**INPUT COSTS**

**TIME IN PRODUCTION**





*SUSTAINABLE*

\$\$\$

*MODEL*

ECOSYSTEM CARRYING CAPACITY

TIME IN PRODUCTION





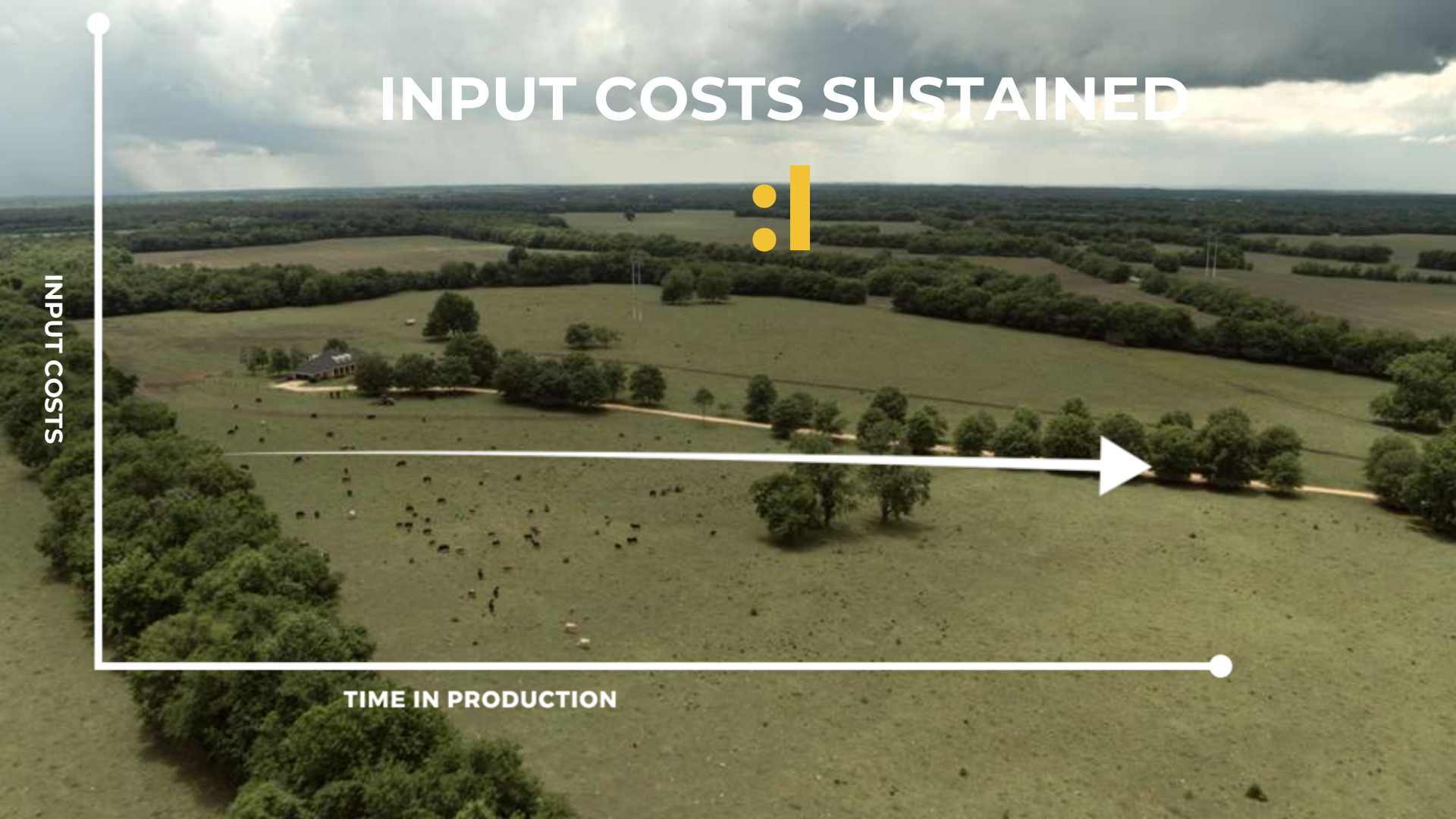
# INPUT COSTS SUSTAINED



INPUT COSTS



TIME IN PRODUCTION



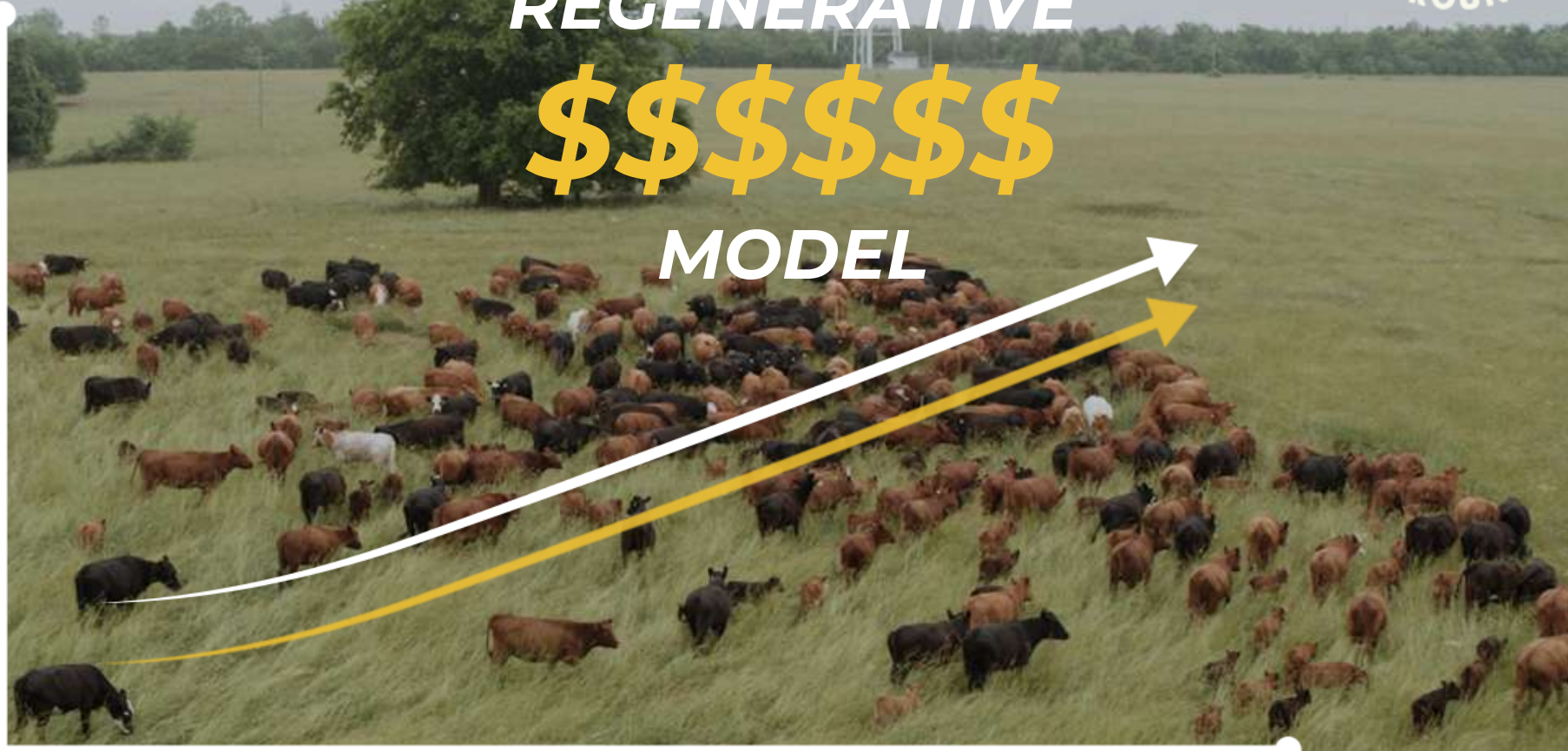
# REGENERATIVE

\$\$\$\$\$\$

# MODEL

ECOSYSTEM CARRYING CAPACITY

TIME IN PRODUCTION



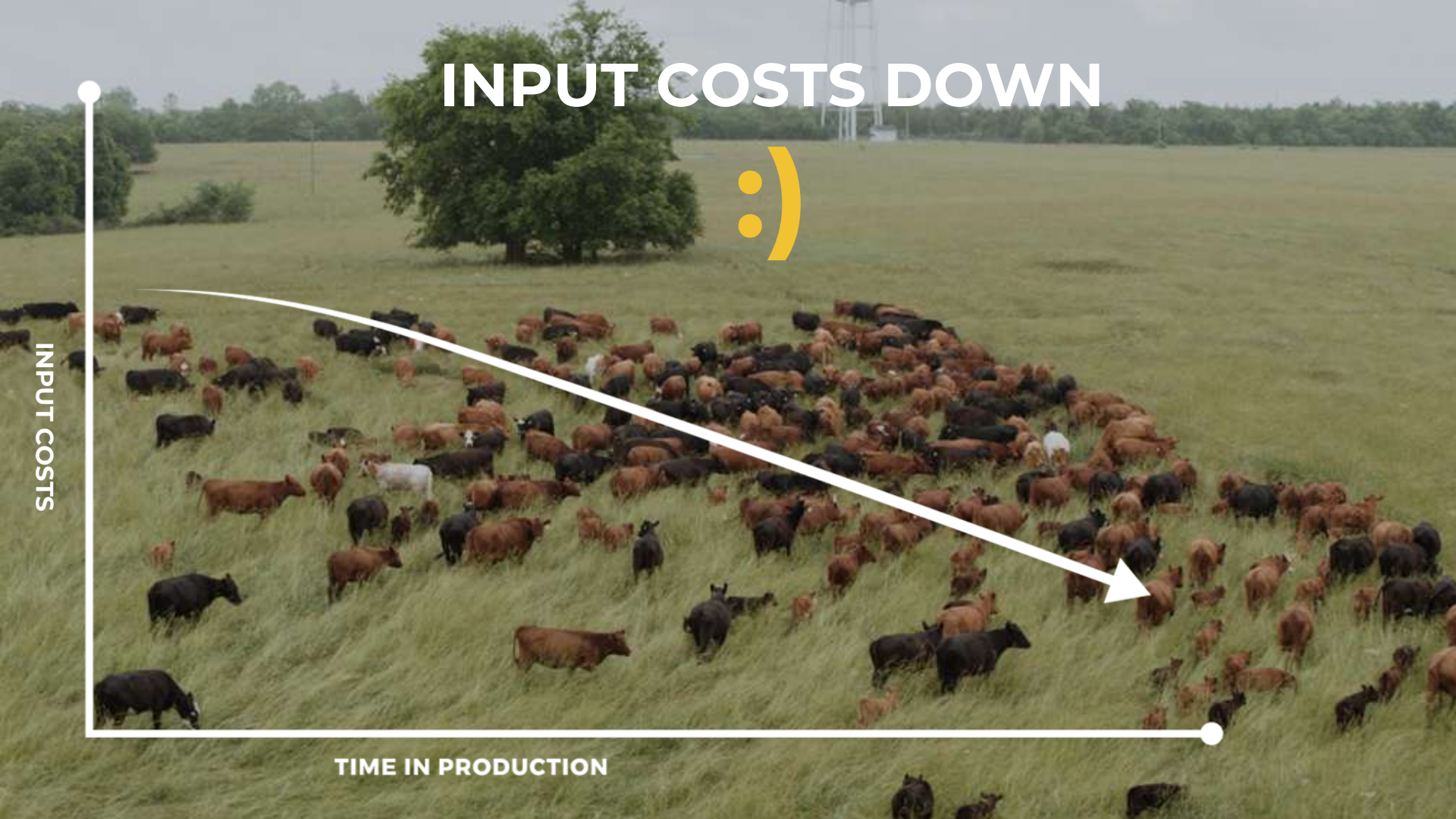


# INPUT COSTS DOWN



INPUT COSTS

TIME IN PRODUCTION





*"In our second year, we saved over \$200k by reducing input costs such as seed, pesticides, herbicides, fungicides, and fertilizer as well as reducing labor, and fuel costs. We had also reduced Glyphosate consumption by 80% and were glyphosate free by year three."*

*- Adam Grady Hickory Nut Gap Farm*

***WHAT IS YOUR OFFER  
TO FARMERS?***

***What if, instead of selling  
farmers compost you were selling  
farmers Regenerative Agriculture,  
the movement, the community,  
and a future of “Freedom  
Farming”?***

*Discuss*



***“Compost isn’t a substitution or a “better alternative” it’s an opportunity for a regenerative future. One with more prosperity year on year.”***

***-Finian Makepeace***

A **REGENERATIVE** SECRET



A world map with a green and brown color scheme. Four red circles are drawn around specific regions: the western United States, the Sahel region in Africa, the Amazon basin in South America, and Australia. A large red oval encircles the entire map.

# *DESERTIFICATION*

$\frac{1}{3}$  of farmable land lost in **40 years**



KISS  
-the-  
GROUND



**OLD VIEW**

KISS  
- the -  
GROUND

**KEPT GOING**





KISS  
- the -  
GROUND

AND...GOING





4

tons/acre/year



4

Tons/acres/year



4

Tons/acre/year





4

Tons/acres/year

Most flooding, across the globe, is due to water not infiltrating  
#thinkregeneratively



4

Tons/acres/year

4



*“Erosion washed away the soils,  
**undermining the carrying  
capacity** of this land for human  
population”*

INPUT COSTS

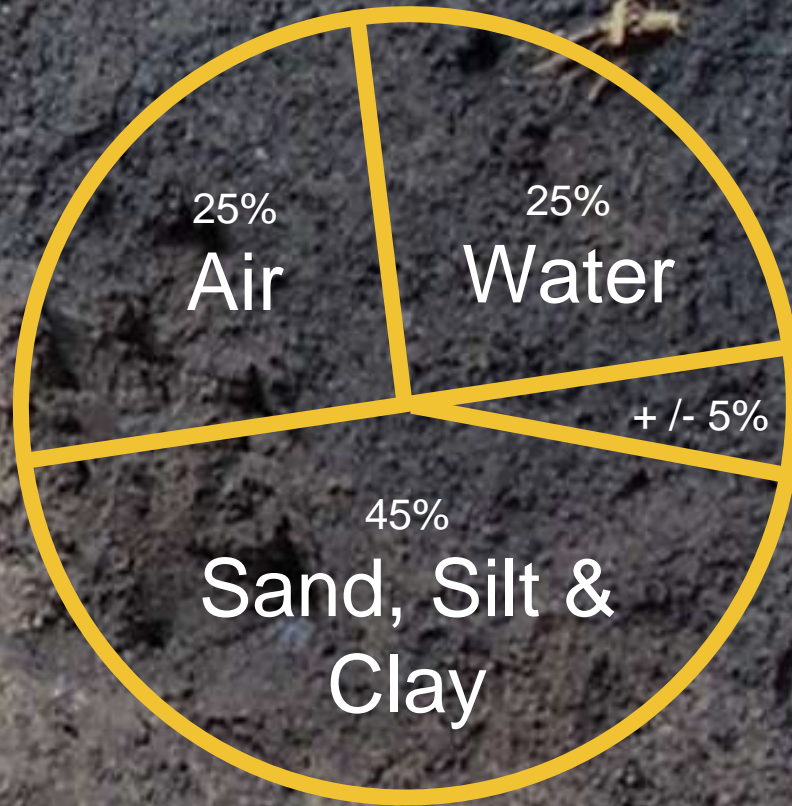
TIME IN PRODUCTION

A close-up photograph of dark, rich soil. The soil has a crumbly, granular texture with some small cracks and a few thin, light-colored roots or plant fibers visible. The lighting is somewhat uneven, with a slightly brighter area in the upper right.

**WHAT IS SOIL?**



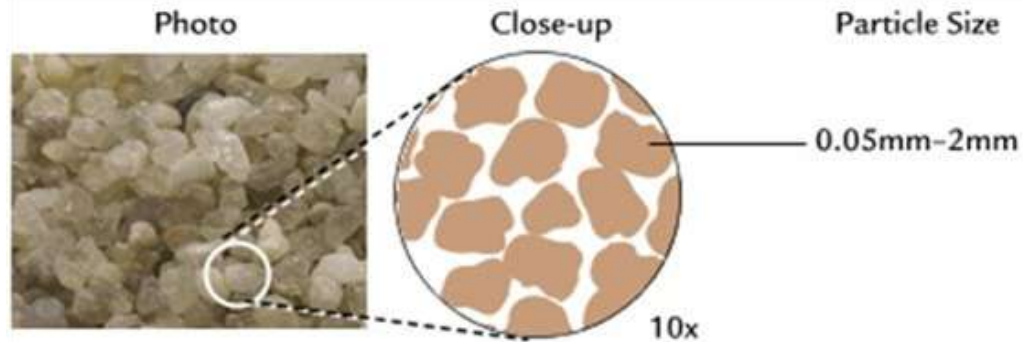
# SOIL



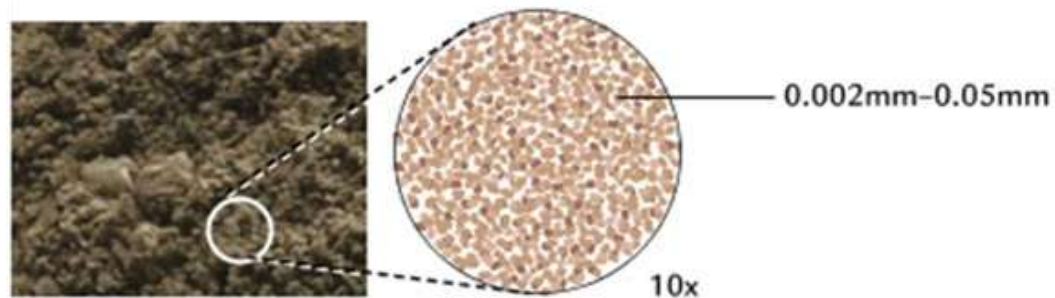
Soil Organic  
Matter



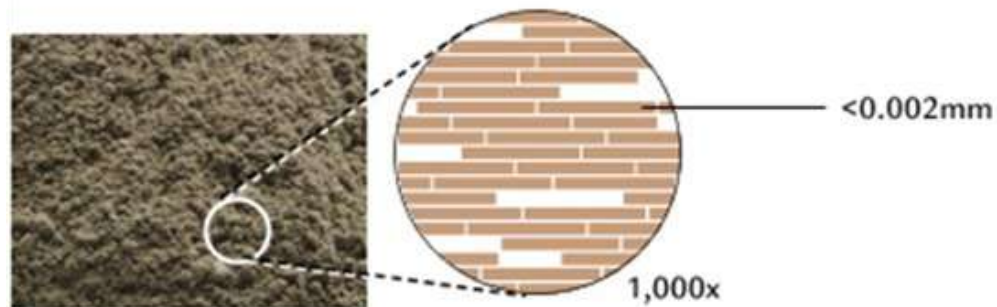
# SAND



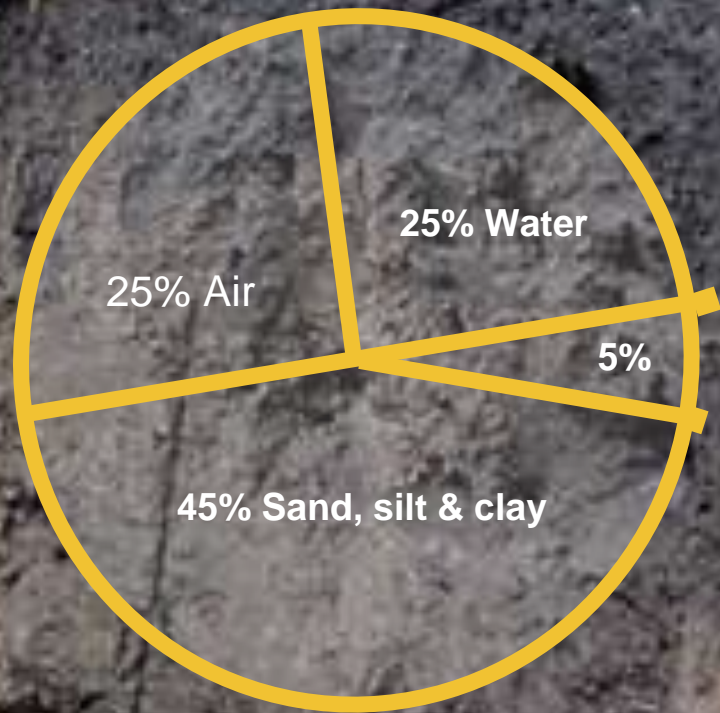
# SILT



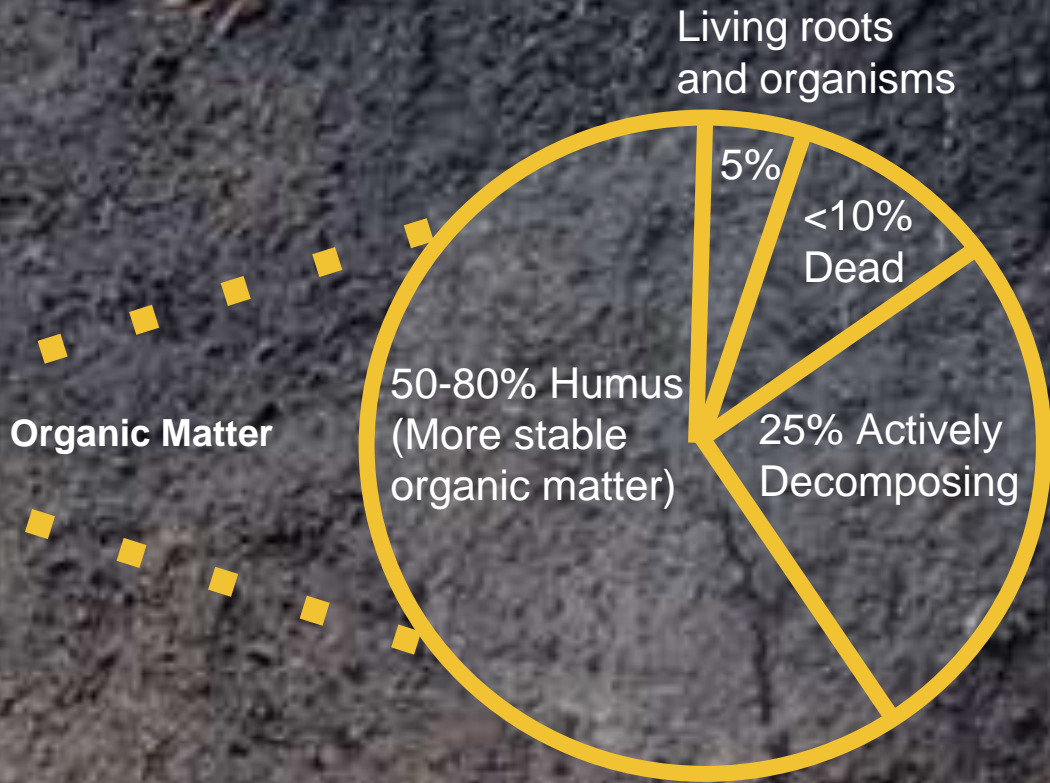
# CLAY



# SOIL



# SOIL ORGANIC MATTER

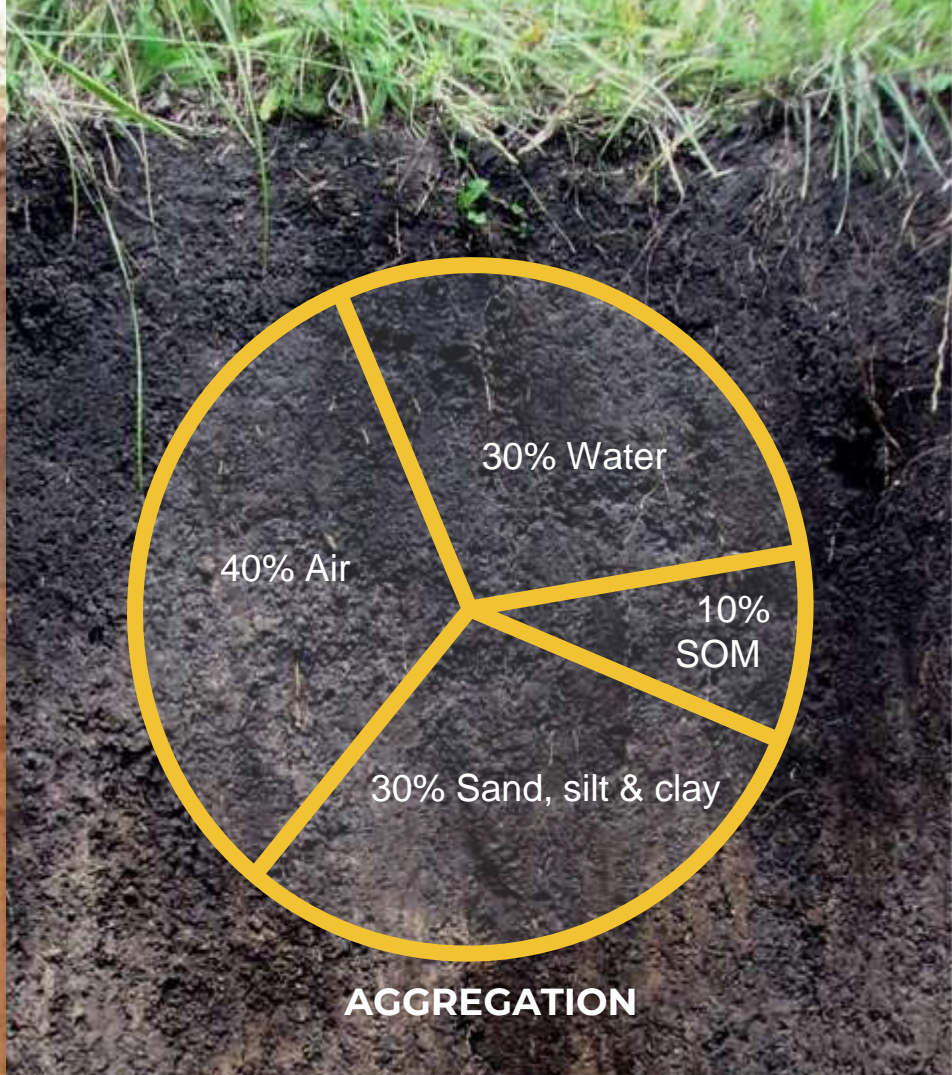
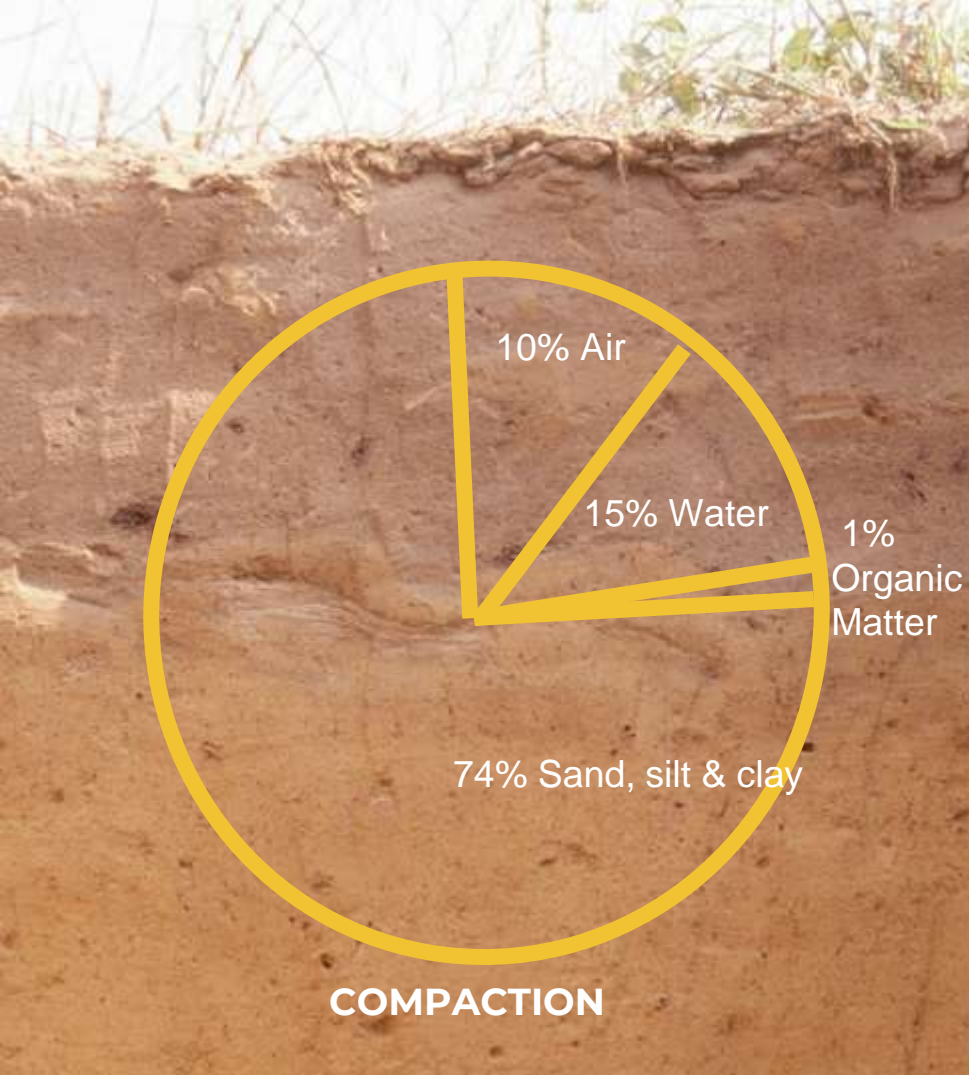






**What happens if  
SOM CHANGES?**





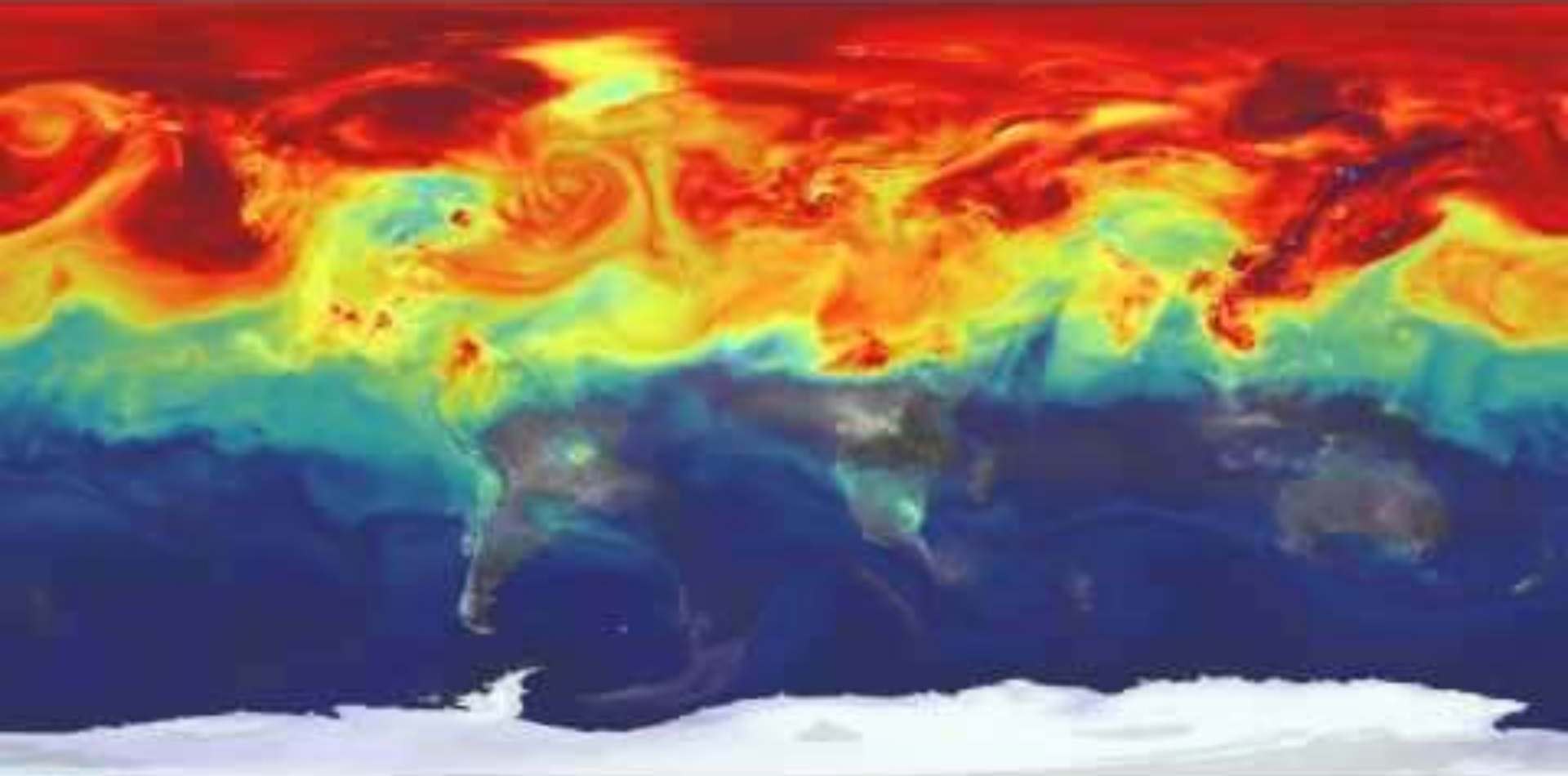
A photograph of Ray Archuleta, a man with white hair and a goatee, wearing a red and white plaid shirt. He is standing at a podium with a microphone, gesturing with his right hand as if speaking. The background is dark with some greenish light on the right side.

***“We didn’t really know how the  
soil worked”***

**- Ray Archuleta**

**Former NRCS Field Agent  
Co-Founder The Soil Health Academy**





2006 / 05 / 09

Global Modeling and Assimilation Office

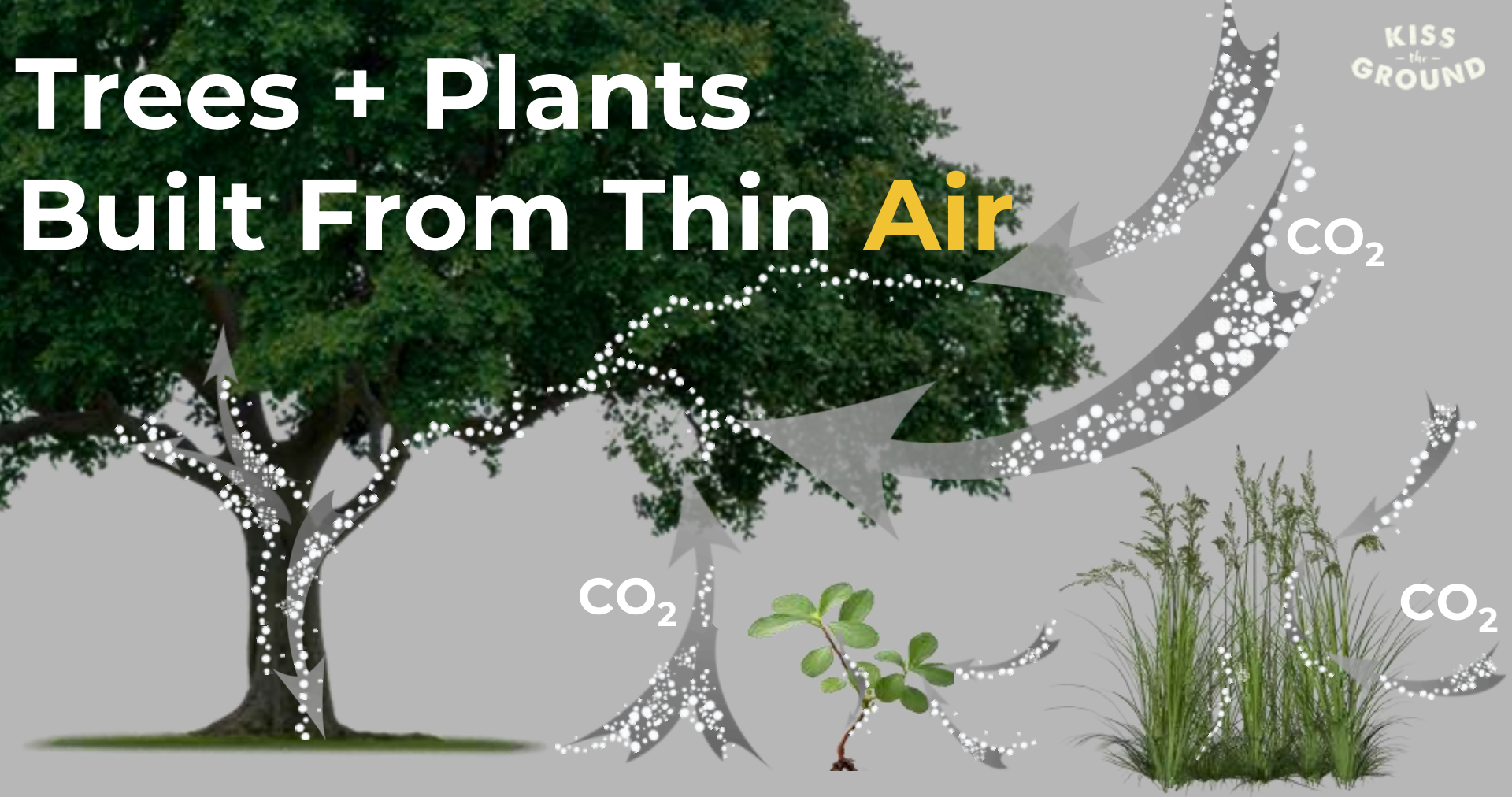
Carbon Dioxide Column Abundance [10<sup>18</sup> molecules cm<sup>-2</sup>]



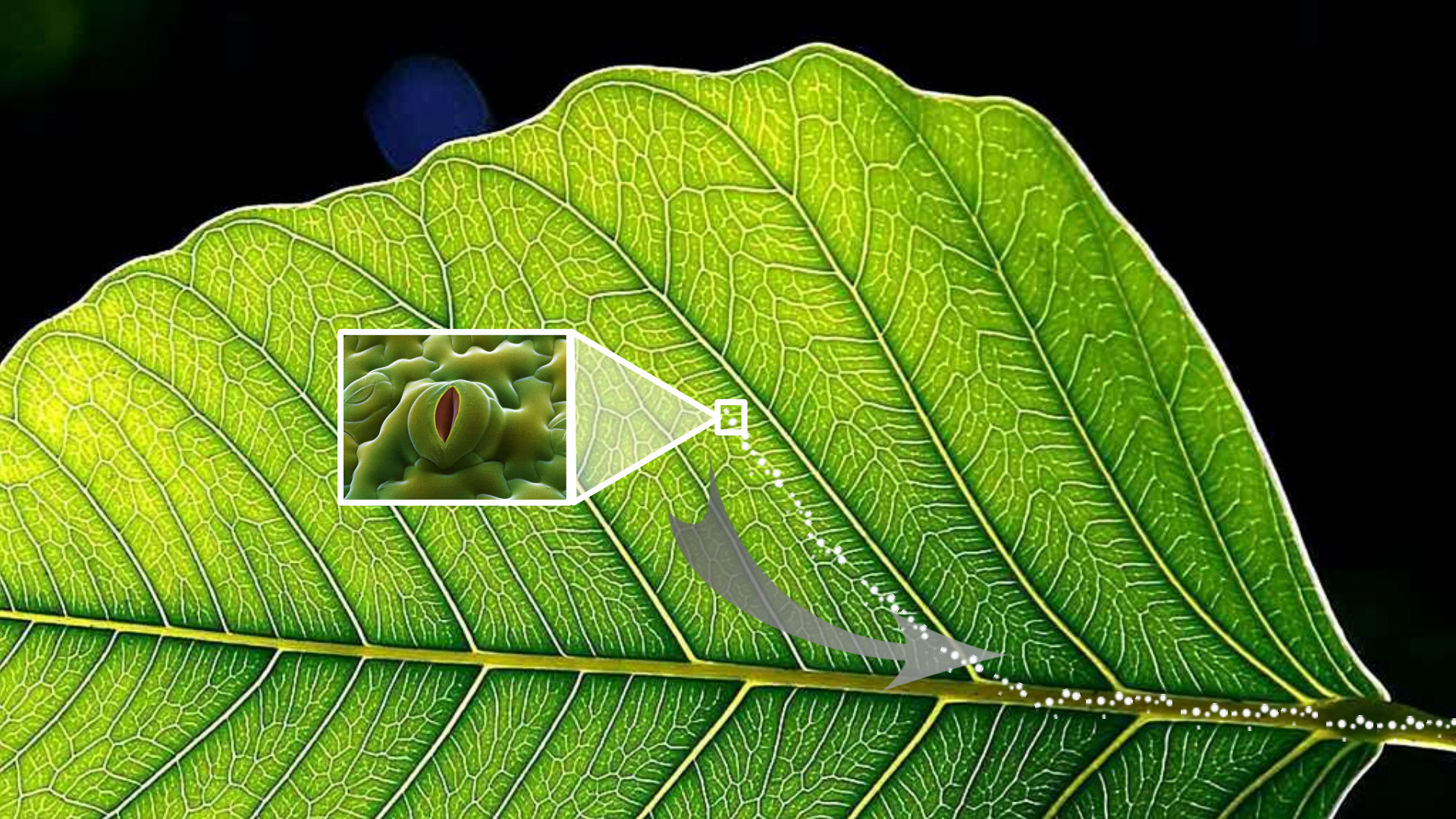
Carbon Dioxide Column Concentration [ppmv]



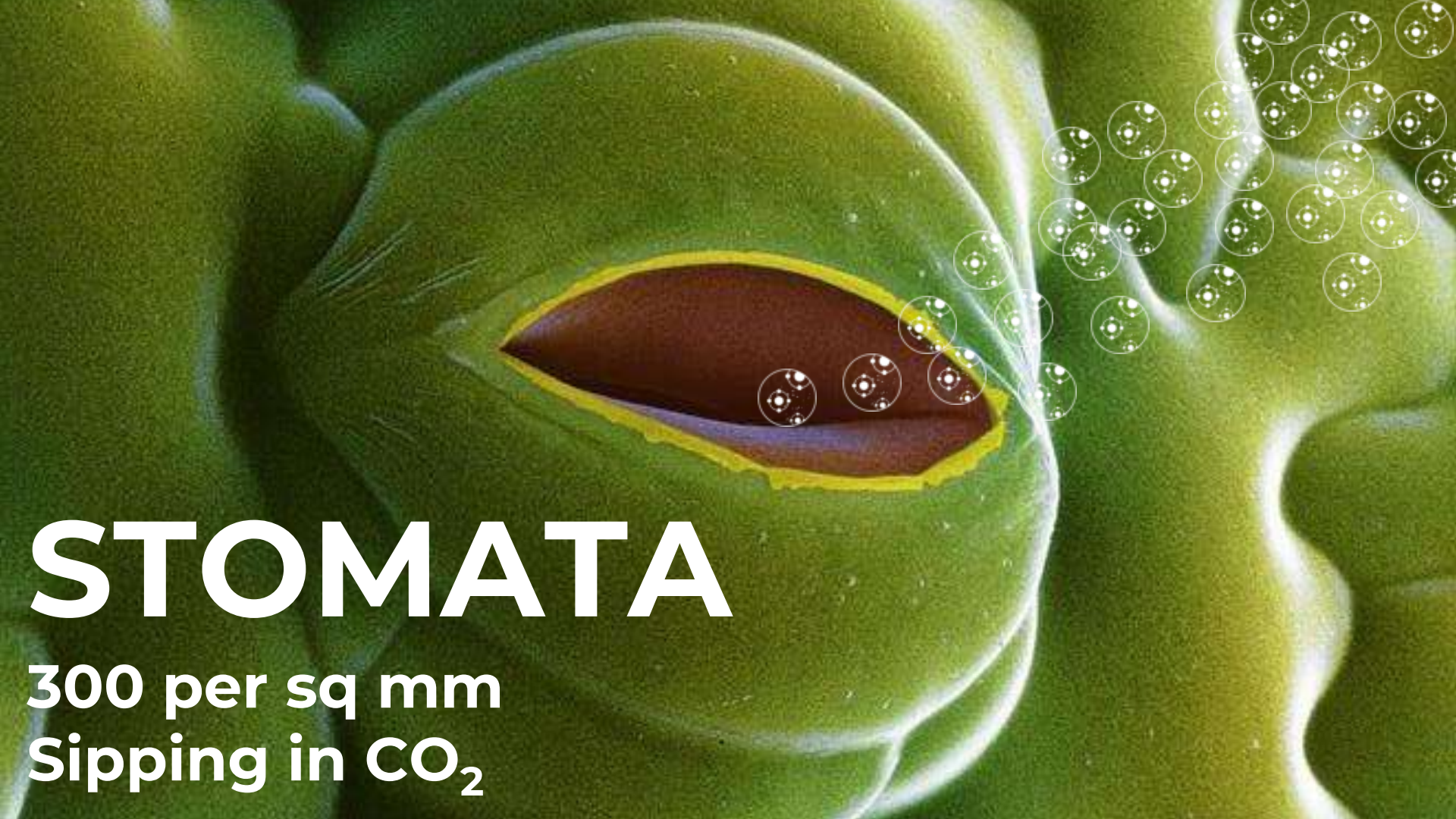
# Trees + Plants Built From Thin Air











# STOMATA

300 per sq mm  
Sipping in CO<sub>2</sub>



A close-up photograph of a green frog's face. The frog has large, white, cartoonish eyes with black pupils. Its mouth is wide open, showing a dark red interior. Numerous small, clear bubbles are clustered around the frog's mouth, particularly on the right side, suggesting it is breathing or exhaling. The background is a soft, out-of-focus green.

**CO<sub>2</sub>**  
**MONSTER**

**WHERE DOES  
SOIL COME FROM?**



30-40%  
Sugars  
Shared



# Soil built from Thin Air







**Liquid Carbon Sugar for  
Minerals & Water**

**Carbon  
Glued  
Aggregate  
Super Sponge**





# MOST FARMING

# DESTROYS

# the soil building system



# **THE BREAD AND FLOUR DEMO**



**REGENERATIVE  
AGRICULTURE  
REBUILDS IT**

But how do I know if it's  
Regenerative?

Land & Soil are  
Regenerating











**Growing back  
Functioning  
Soil!**



# 5 PRINCIPLES

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**Least  
Disturbance**



**Living  
Root**



**Soil  
Armor**



**Animal  
Integration**

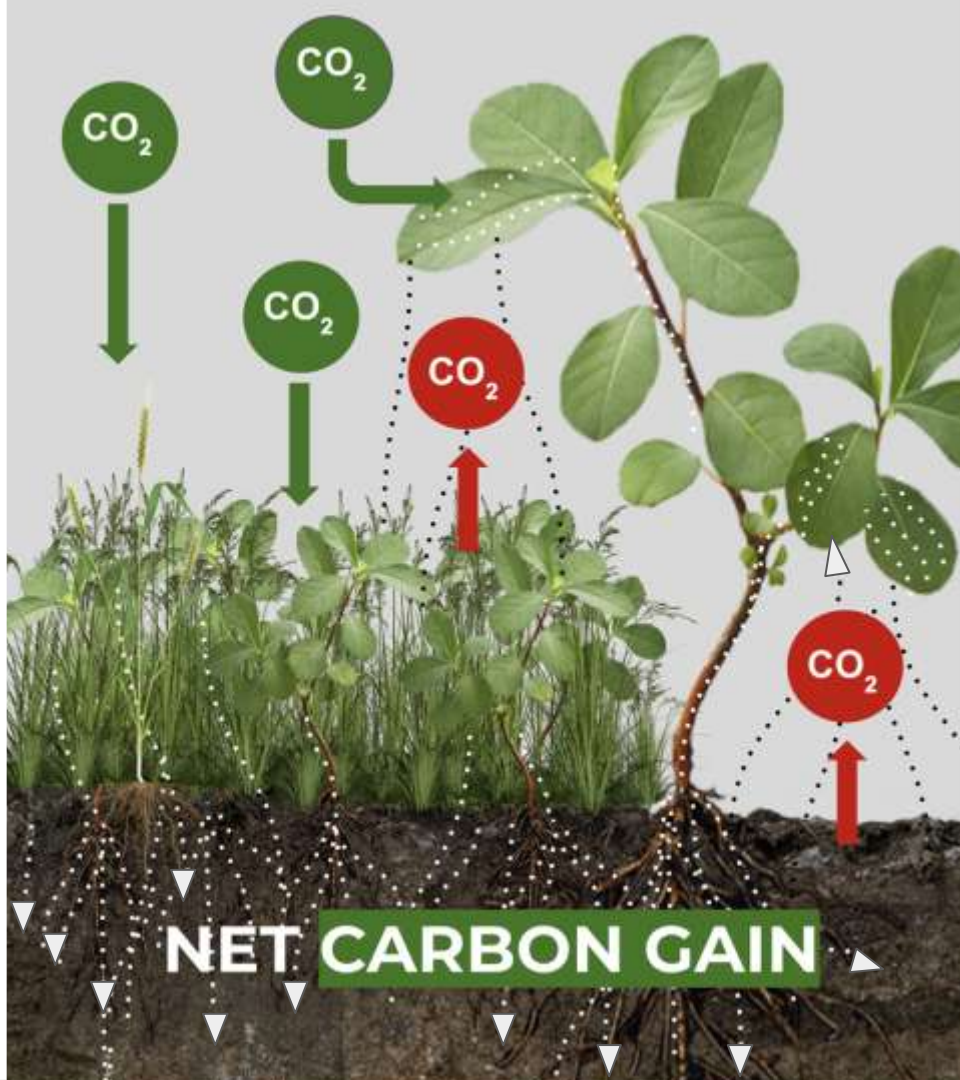
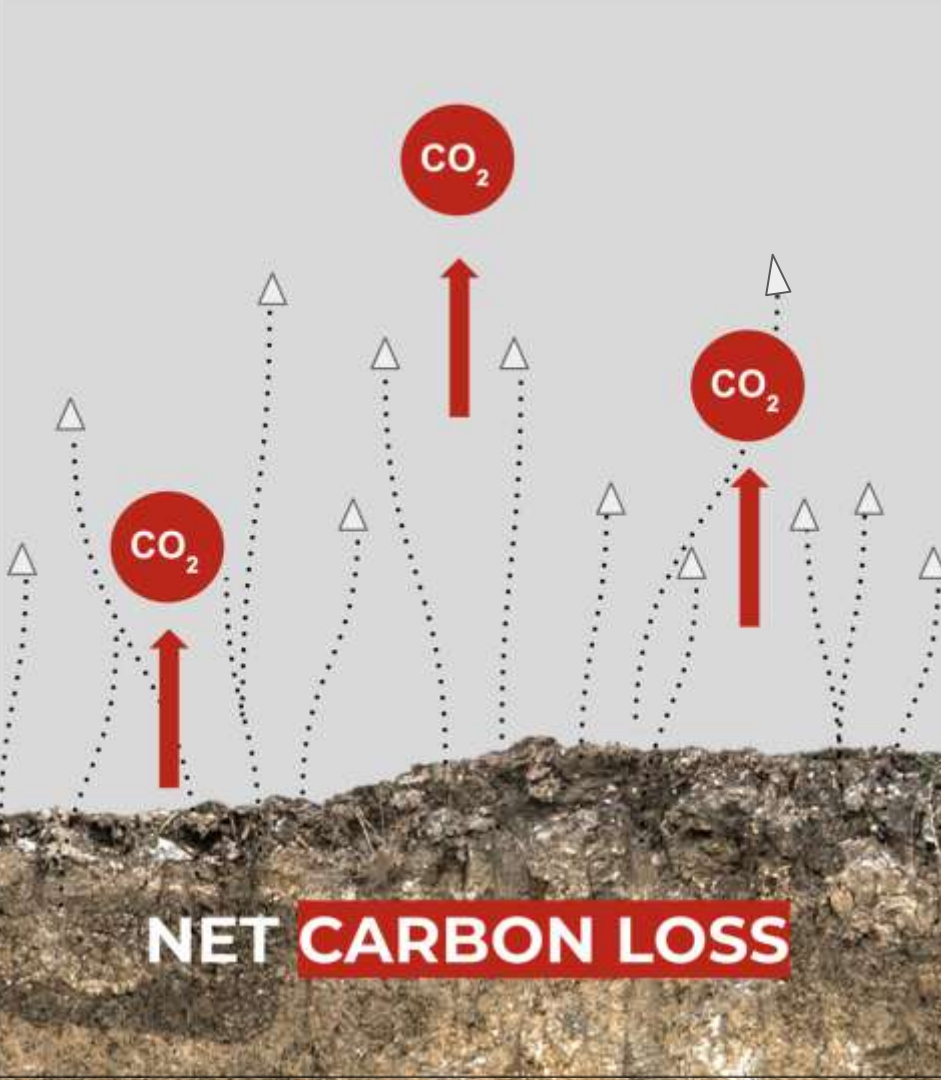


**Increased  
Biodiversity**



what's this soil trying to tell me?

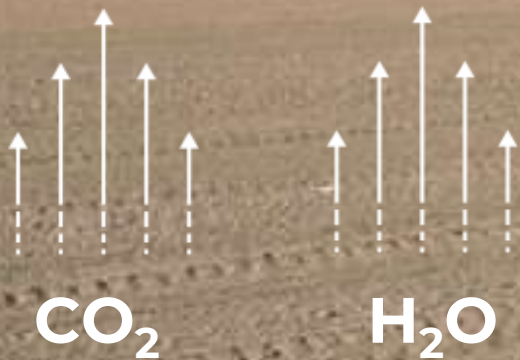




**DENORMALIZE  
CONVENTIONAL  
AGRICULTURE**



Degenerative\*



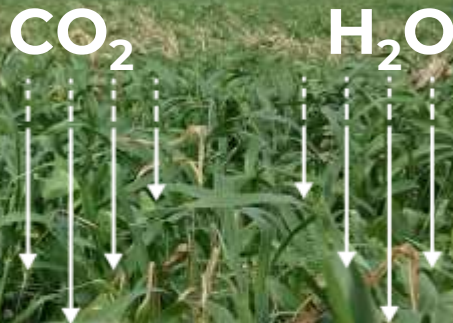
# Bare Soil



Regenerative\*



KISS  
- the -  
GROUND



# Cover Crops





Degenerative\*



CO<sub>2</sub>

H<sub>2</sub>O

TILL

 Living root

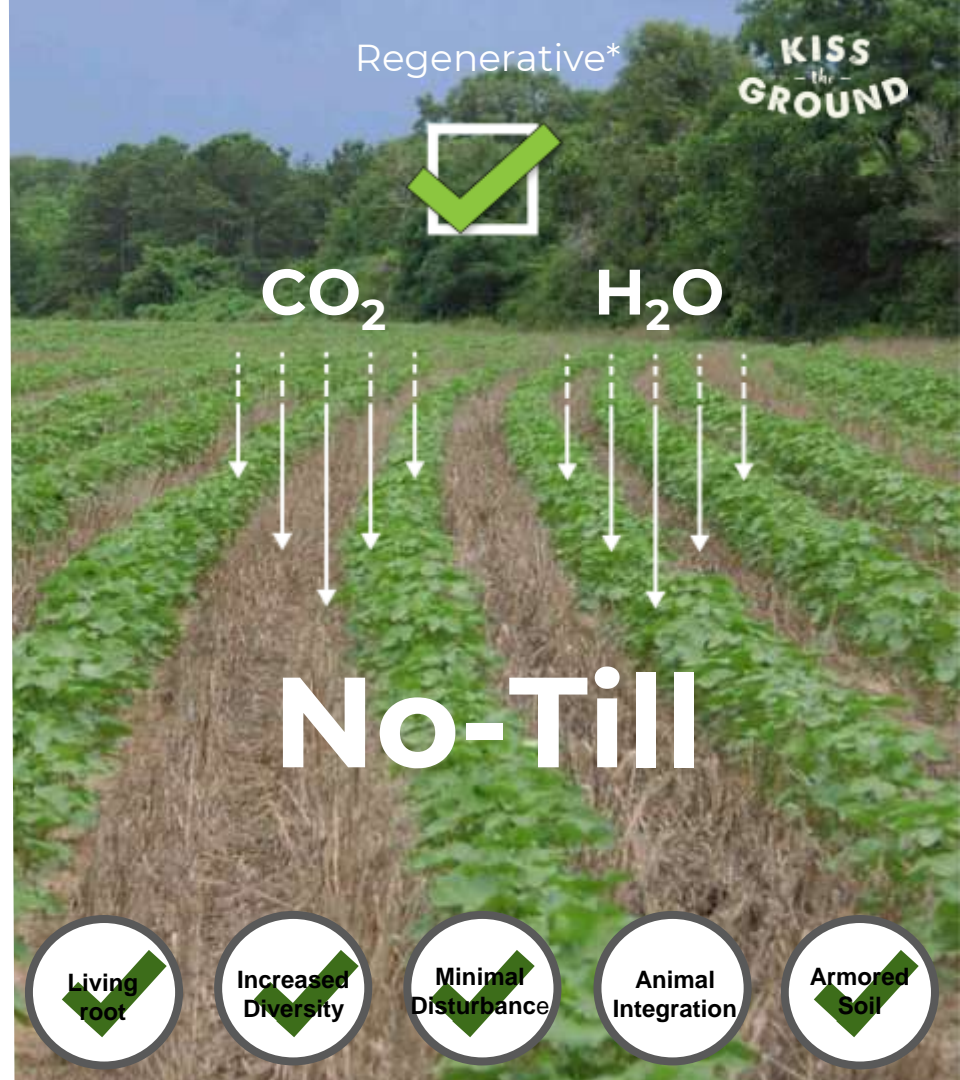
 Increased Diversity

 Minimal Disturbance

 Animal Integration

 Armored Soil

Regenerative\*



CO<sub>2</sub>

H<sub>2</sub>O

No-Till

 Living root

 Increased Diversity

 Minimal Disturbance

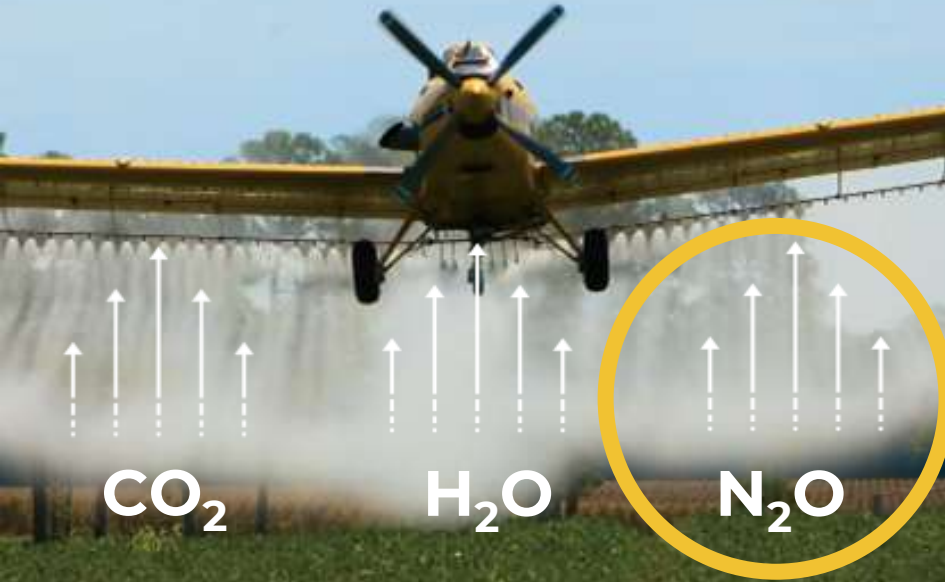
 Animal Integration

 Armored Soil

KISS  
-The-  
GROUND

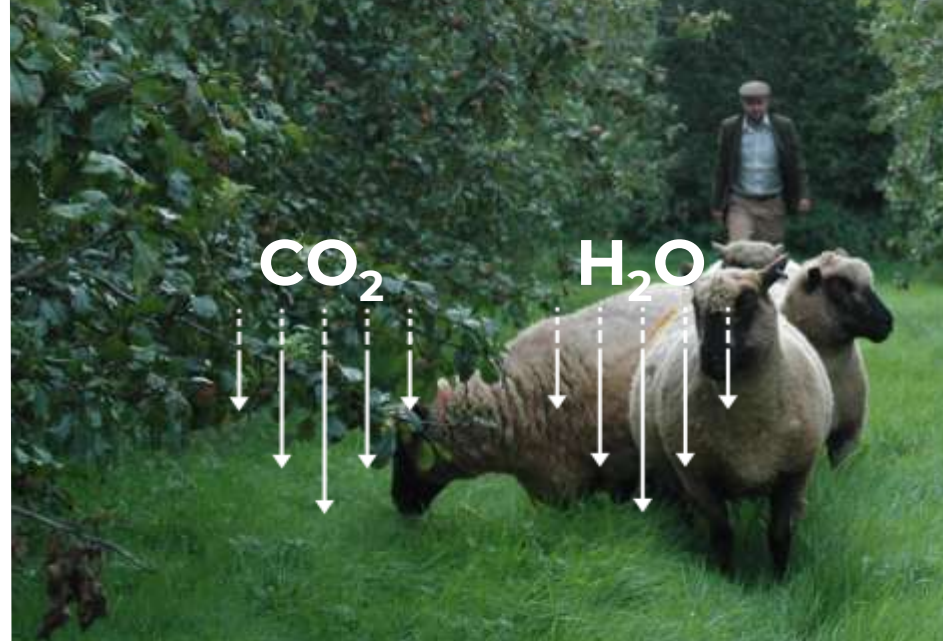


# Chemicals



# No Chemicals

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-the-  
GROUND







Degenerative\*



CAFO



Regenerative\*

KISS  
- the -  
GROUND



PLANNED  
GRAZING



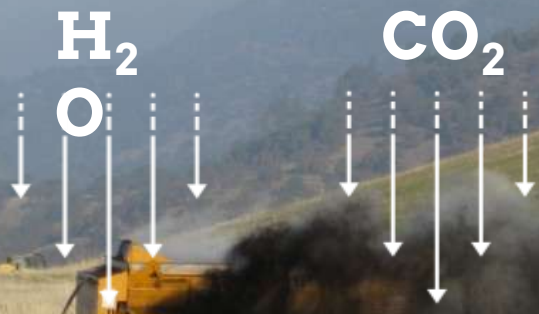
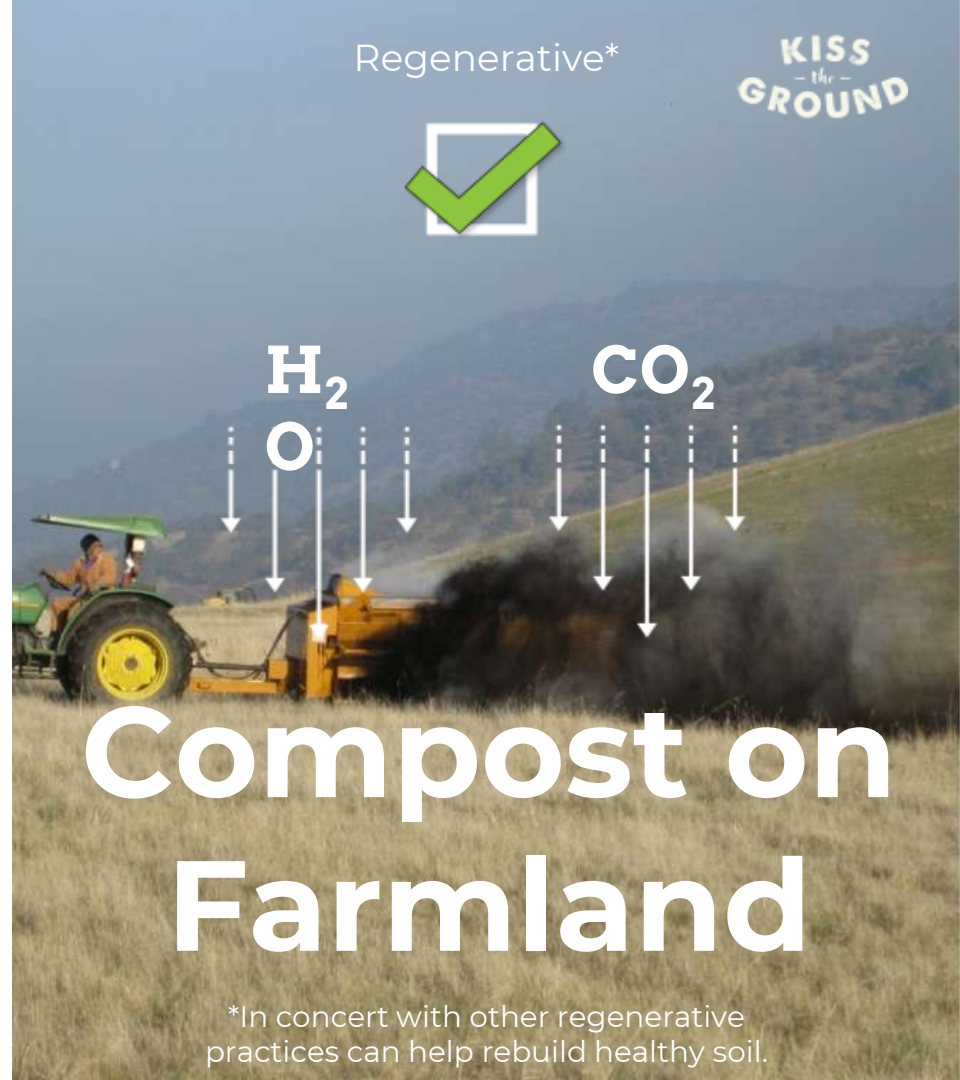
Degenerative



# Organics in Landfills

Regenerative\*

KISS  
-the-  
GROUND



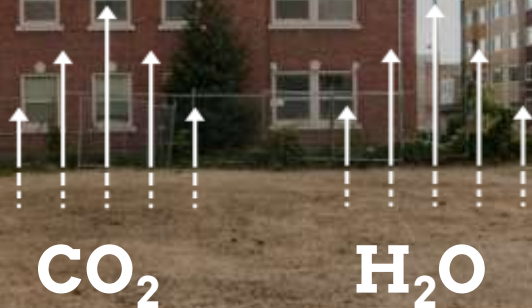
# Compost on Farmland

\*In concert with other regenerative practices can help rebuild healthy soil.





Degenerative



Vacant Lot

Regenerative\*



Regenerative  
City Garden

KISS  
- the  
GROUND



a regenerative Climate Victory Garden:





***The big difference between conventional and regenerative agriculture is whether or not you are treating all soil as a living organism that constantly needs to be fed carbon via living plant roots.***  
***- Finian Makepeace***



**SOIL HEALTH**

**=**

**WATER CYCLE HEALTH**

TRANSPIRATION



EVAPORATION



← RUNOFF

COMPACTION

NET WATER GAIN


NET WATER LOSS



# Camarillo

Sunny

67°

A man with short brown hair, wearing a light blue button-down shirt, is speaking and gesturing with his hands in a desert landscape. The background shows a clear blue sky, a flat, arid ground, and distant mountains. The text is overlaid on the center of the image.

**THE BARE SOIL WAS 79.2 DEGREES  
HOTTER THAN THE PLANT**



LEAF TEMP  
59.7



PAPER TEMP

89.6



BARE SOIL TEMP

138.2





THE **SMALL WATER CYCLE IS**  
**MASSIVE**

**40%**

of rain should derive from  
regional evaporation,  
condensation, & rain



# HEAT ISLAND



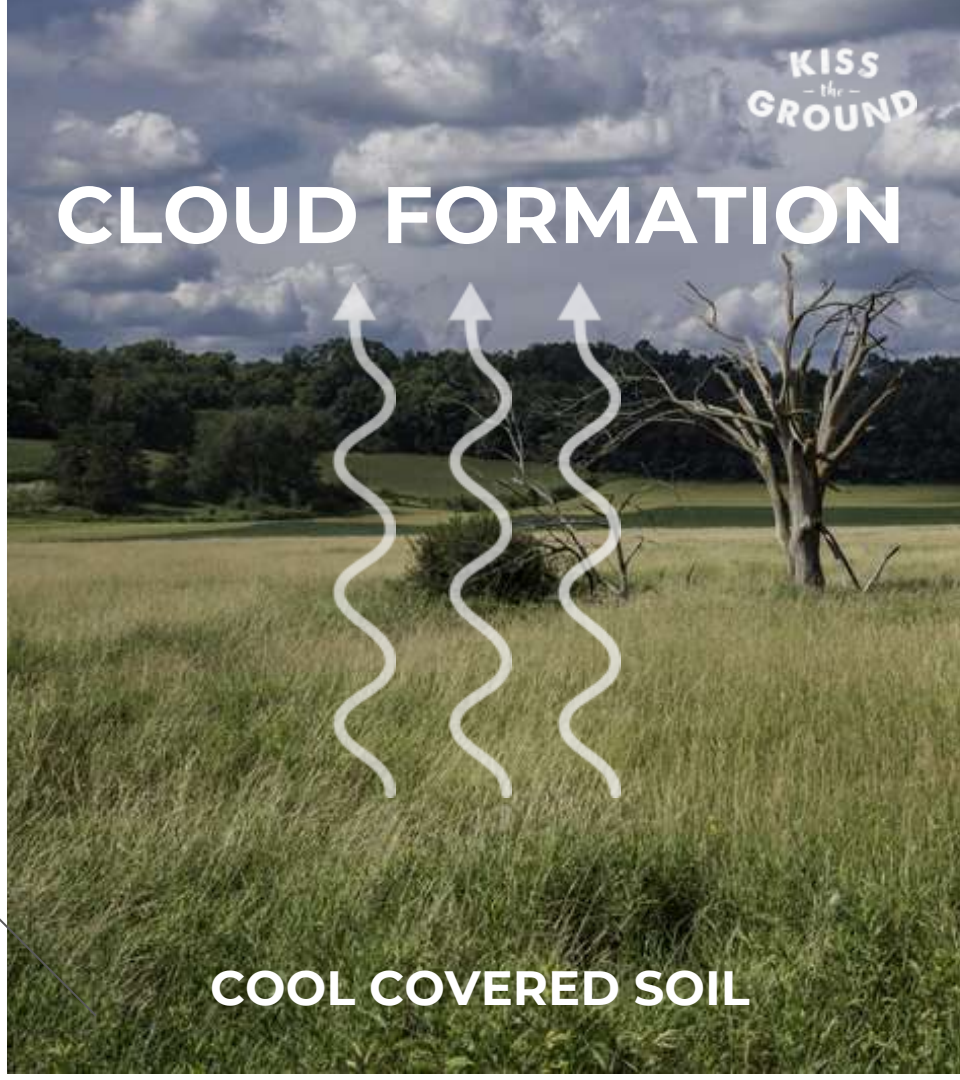
HOT BARE SOIL

# CLOUD FORMATION



COOL COVERED SOIL

KISS  
-the-  
GROUND



Healthy Soil

Dust



#thinkregeneratively

KISS  
-the-  
GROUND



**WHAT IF WE DID MORE  
TRIALS WITH FARMERS?**

**5,000 Farmers Trained**  
**25,000 Leaders Trained**  
**By 2025**

**TOGETHER,**  
**WE CAN DO THIS!**