



# Quivira Corporate Membership

**Does your business support rural communities, regenerative agriculture, or climate change mitigation?**

**Show your support by becoming a corporate member of Quivira Coalition!**

Working lands constitute some of our best opportunities for maintaining healthy watersheds, fostering biodiversity, and sequestering carbon. Ranchers grazing livestock on rangeland and pastures manage and impact nearly 800 million acres of working lands in the U.S., 42 percent of all U.S. lands, excluding Alaska. The ranchers and farmers who tend working lands will have an enormous impact on the resilience of our environment, rural economies, and climate.

These opportunities are complicated by the fact that fewer and fewer young people are able to enter or remain in agriculture. According to the 2022 U.S. Agricultural Census, the average age of American ranchers and farmers is over 58. This puts the potential for impact of large swaths of western landscapes into the hands of a rapidly aging population. Additionally, despite a wealth of production knowledge, the valuable lived experiences of BIPOC individuals has been absent from this space – the most recent census found that 97 percent of agricultural operation owners in this country are white.

*For more information,  
contact:  
development@  
quiviracoalition.org  
505.820.2544*



These challenges and opportunities of this are the motivations for the work of Quivira Coalition. Through education, innovation, and collaboration, Quivira works in coalition with ranchers, farmers, government agencies, Tribal entities, and land stewards to foster resilience on working lands. Based in Santa Fe, our operations take place on working lands across the Intermountain West. We envision a world where agriculture provides for the health of rural economies and communities, fosters social equity, and regenerates climate, land, water, and ecosystems. In pursuit of that mission, Quivira operates three major initiatives: a regenerative ranching apprenticeship program, a soil health research and technical support program, and an education and outreach program.

*By joining as a corporate member, you empower the critical work of land stewardship in the communities you love. Your support demonstrates a commitment to healthy food systems, ecosystems, and rural economies.*

Additionally because we are a coalition, Quivira aims to support the work and mission of our corporate partners as well; we actively connect our corporate members to potential partners and customers, amplifying your work and brand within our network of nearly 10,000 land stewards across the Western United States.



This booklet describes the reach of our media outlets and how corporate membership can connect you to our audience. If you have any questions or want to discuss custom memberships, please feel free to contact us!

## Corporate Membership Benefit Summary

BENEFITS	Loam (\$20,000+)	Clay (\$10,000+)	Silt (\$7,500+)	Sand (\$5,000+)	Cobble (\$2,500+)	Bedrock (\$1,000+)
Logo and URL on our website						
Complimentary REGENERATE Conference tickets	8	6	6	3	2	1
Advertisements on Down to Earth or Regeneration Rising podcasts	Year Round	Year Round	15	10	5	2
Announcement of your membership on Quivira's social media	Special post	Special post	Group post	Group post	Group post	Group post
Recognition in newsletters	Every letter	Once annually	Once annually	Once annually	Once annually	Once annually
Logo on YouTube videos of Down to Earth episodes						
Recognition in <i>Resilience Publication</i>	1/2 page ad	1/2 page ad				
Free presentation regarding agriculture and soil health at your request						

= included with your membership



# Description of Benefits

**Website acknowledgement:** Quivira's website is our central information hub. Land stewards visit the website to see what educational workshops are coming up, to look for jobs in the regenerative agriculture space, and to find ways to get involved with Quivira and its partners. As a corporate member of Quivira, you would be one of those partners. We would be happy to host your logo and a link to your website on ours, which had approximately 120,000 pageviews by 44,000 users in 2023.



**Complimentary REGENERATE tickets:** Want to connect with our audience in person? Your membership benefits include free tickets to our REGENERATE Conference, which we host in partnership with American Grassfed Association and Holistic Management International. REGENERATE is the premiere gathering for producers and entities concerned with regenerative agriculture in the American West. The event is attended by over 700 thought leaders in this space, 40 percent of which identify primarily as producers. The remaining 60 percent is a mix of government and Tribal entities, conservation organizations, agricultural businesses, academic researchers, and the interested general public. Come engage with this network and make significant connections in person!



Starting at the Silt Level membership, we will also include an advertisement in our conference program for your company, connecting your brand and demonstrating your support for this crucial gathering of regenerative movers and shakers.

**Podcast advertisements:** Quivira has two podcasts, and your support guarantees a number of advertising spots on these shows.

Down to Earth is a podcast about hope. As climate change collides with our industrial food system, we focus on people who are developing practical, innovative solutions; we've featured guests from the FSA Administrator to food company executives to the producers who grow our food and fiber. Produced in partnership with Radio Cafe in Santa Fe, the show reaches nearly 1800 listeners per episode and broadcasts every other week.



Additionally, many of the Down to Earth episodes are hosted on YouTube as videos. If you support us with \$5,000 or more, your logo will be featured in the videos, which reach our more than 1800 subscribers.

The Regeneration Rising podcast is geared specifically to new agrarians, as it discusses the trials, tribulations, and joys of starting an agricultural enterprise. This podcast has a dedicated, targeted audience of young people in the regenerative agriculture world. Your support earns you advertising spots on this show as well.



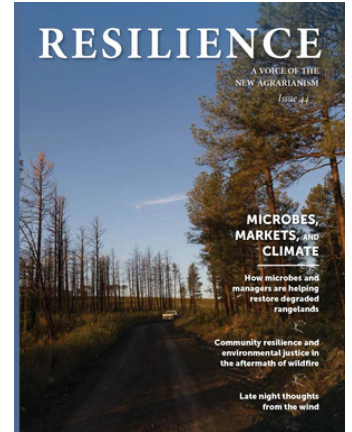


**E-newsletters:** Quivira's community consistently looks to our newsletters for updates about our work and the world of regenerative agriculture. Emailed twice per month, our newsletter reaches an audience of over 6,000 readers, and your support earns your organization recognition in it! Sign up for our enews [here](#).

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**Resilience:** Every year, we publish a literary magazine where the art, economics, and science of regenerative land stewardship come together and readers can explore the intersections of this work in meaningful ways. Reaching nearly 3,800 readers annually, *Resilience* is one of our most highly-requested annual publications. Starting at the Clay level membership, we will include a half-page advertisement for your company in this annual magazine.

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**Social media celebration:** Quivira partners also look to our social media platforms for announcements regarding our work, regenerative agriculture, and upcoming opportunities to engage with our community. As a corporate member, we will acknowledge your support, celebrating your partnership on our socials within a month of your support arriving.



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**Regenerative agriculture presentations:** Want your team to learn more about soil health and regenerative agriculture? Support us with a Loam level membership, and we will be happy to provide your team with free presentations regarding these topics. As we know every company is different, we would be happy to plan with your team about the kind of presentation that would be useful and engaging for yours.

While corporate membership comes with benefits for your company, the real benefit of your support is that you empower young people looking to lead in our regenerative future; you help develop and implement soil health strategies that mitigate climate change, combat drought, enrich rural communities, and grow healthy food and fiber for this country; and you become a part of a community of practice that joyfully works to give back to the land we all call home.

Thank you for being a part of this coalition!

**Ready to get involved?**

**Contact**

**development@  
quiviracoalition.org**

**505.820.2544**