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WHITE BUFFALO
LAND TRUST

Establishing Regenerative Agriculture on California's Central Coast for Local, Regional, and Global Impact

White Buffalo Land Trust Announces Campaign to Create a Center for Regenerative Agriculture on the 1,000 acre Jalama Canyon Ranch.

Santa Barbara, Calif. (March 1, 2020) - Santa Barbara's [White Buffalo Land Trust](https://www.whitebuffalolandtrust.org/), is taking the next concrete step in proving their vision to align agriculture, conservation, and human development for long term ecosystem, economic, and community health, with the acquisition of Jalama Canyon Ranch and the creation of a Center for Regenerative Agriculture.

Jalama Canyon Ranch will model regenerative agriculture at scale in a financially viable way; serving as a center for education and training, scientific research, and removing the barriers to rapid and broad adoption of regenerative agriculture locally, regionally and globally.

Why does this matter? We are facing major environmental and public health crises. The climate crisis continues to heat up and Santa Barbara County is warming at double the rate of the continental US. According to the Critical Ecosystem Partnership Fund, Santa Barbara County is in 1 of 35 global biodiversity hotspots, yet our biodiversity is rapidly declining and at risk. Typical land management continues to use chemicals, erodes topsoil, and causes carbon to be

released into the atmosphere. All of this negatively impacts our ecosystems, food system, and community health.

These global imperatives have local solutions. Transitioning to regenerative agriculture addresses the planet's climate, biodiversity, and food security challenges by focusing on the growth of healthy soils, the restoration of water cycles, carbon sequestration, the remediation of toxins in our food system, and the increased nutrition and resiliency of plant and animal production. Santa Barbara has a long history of ecological stewardship and White Buffalo Land Trust is continuing that tradition with Jalama Canyon Ranch; elevating the Central Coast to a position of leadership within the regenerative agriculture movement nationally and globally.

Jalama Canyon Ranch is a landscape like no other. It encompasses 1,000 acres just 8 miles from the Point of Conception, shares over 1 mile of boundary with the 24,000 acre Jack and Laura Dangermond Preserve, and sits at the epicenter of some of the largest contiguous ranches in Santa Barbara County.

White Buffalo Land Trust has attracted leading science and conservation partners who are contributing research, educational, technical, and business support to expand and broaden the success of Jalama Canyon Ranch. These include:

- Land Trust For Santa Barbara County
- Community Environmental Council
- The Nature Conservancy
- Point Blue Conservation Science
- Chico State University and the Center for Regenerative Agriculture and Resilient Systems
- Savory Institute
- The Cachuma Resource Conservation District
- And many more...

Our Capital Campaign Includes 2 Phases:

- **Phase 1** is to raise \$6,000,000 by December 2020. This will purchase the land, ensure its perpetual protection, and establish a maintenance fund.

As of March 1, 2020, we have raised \$2,700,000 thanks to a collaborative effort including private donors, foundations, The Nature Conservancy, and the Land Trust for Santa Barbara County.

- **Phase 2** is to raise \$4,000,000 by December 2021. This will allow for built infrastructure development and implementation of the education, training, and science programs.

Join us and be a part of this transformative project that leads to a healthier food system, draws carbon from the atmosphere, increases biodiversity, strengthens communities, and improves farmer and rancher livelihoods. Visit: campaignforjalama.org.

About White Buffalo Land Trust: Founded in honor of the spirit and vision of Lyndsey McMorrow, the Santa Barbara based 501(c)3 non-profit organization practices, develops, and promotes systems of regenerative agriculture for local, regional, and global impact. The Trust serves as a leader in Regenerative Agriculture in the Santa Barbara region and a connected hub in the growing global movement. The White Buffalo Land Trust team of active land stewards, researchers, educators, and innovators are committed to aligning agriculture, conservation, and human development for long term ecosystem, economic, and community health.

Campaign for Jalama | White Buffalo Land Trust