

**WHAT IF THE GREATEST
THREAT TO HUMANITY
COULD BE SOLVED BY THE
SIMPLEST OF SOLUTIONS?**

AND WHAT IF IT WAS THE PEOPLE OF THE WORLD THAT DID IT?

We, the people.

Your employees.

Your members.

Your customers.

Your followers.



HAPPY MOTHER'S DAY

WE CAN DO THIS!



TWO HALVES. ONE FUTURE.



**REDUCING
EMISSIONS**



**DRAWING DOWN
OUR OLD EMISSIONS**

The Solution is **DRAWDOWN** - drawing down the legacy carbon we've already emitted which will continue to cause climate change for another 1,000 years if we don't get rid of it.

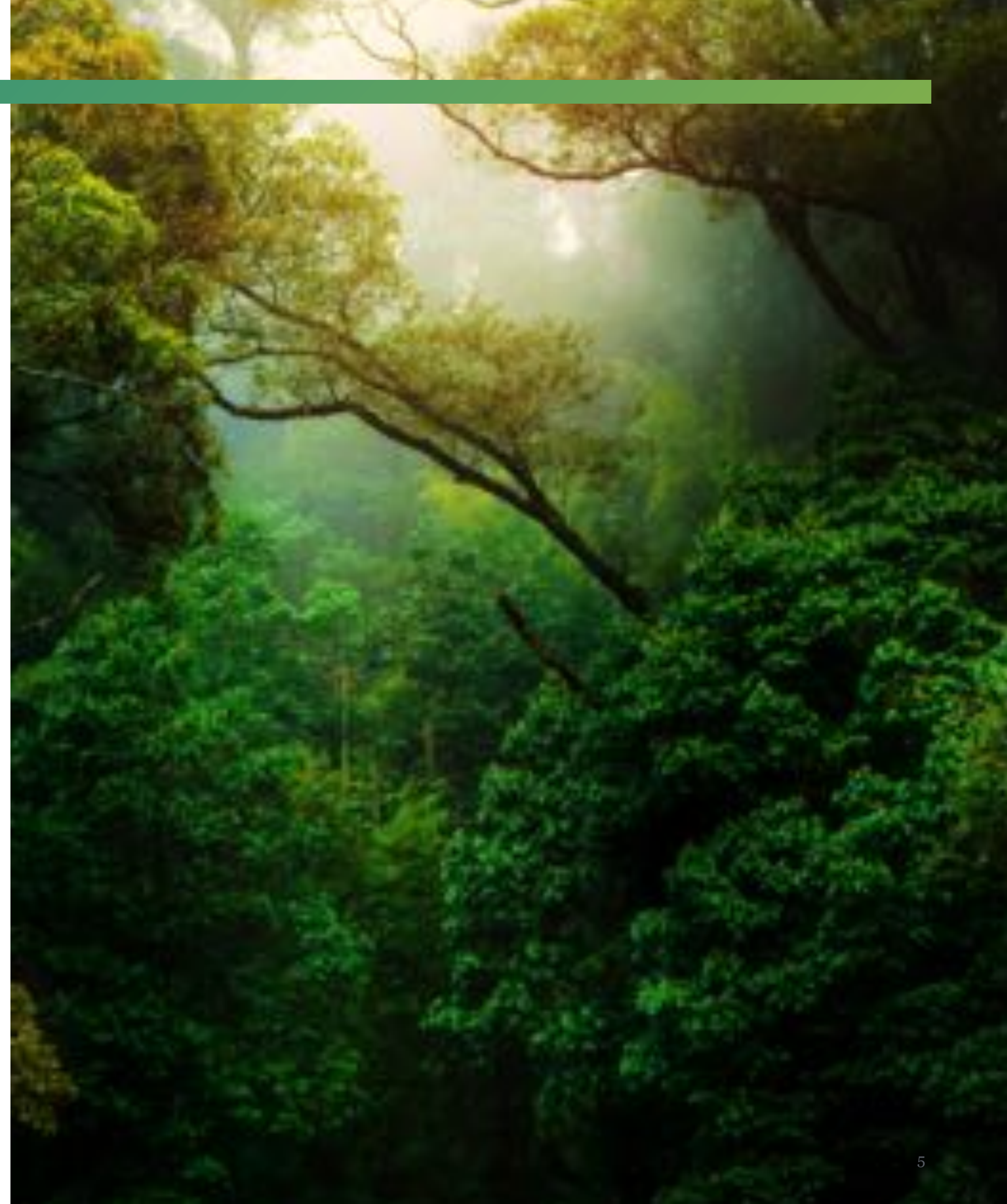
It's the critical *other half* of solving climate change.

THE GOOD NEWS IS THAT IT'S PRETTY EASY TO START DRAWING DOWN THOSE EMISSIONS.

We can do it by restoring soil - the same soil that we've been destroying for decades through industrial agriculture. We can regenerate the soil and grow healthier food, use less water and feed our communities.

And we can do it with the best partner in the world.

NATURE.





We 've already begun to make soil healthy again, bringing down tons of carbon.

Together, we can bring down millions, *maybe billions* of tons.

Simply by getting a *ton of us* to adopt a square meter of degraded soil for just \$5.

This Mother's Day, help us grow a world of hope.

Adopt-a-Meter is launching a global campaign to support female farmers around the world.

Funds from adoptions will help them in their efforts to restore their soil.

**ADOPT
A-METER**



Over one billion women globally are working to grow our food.

So, in honor of Mother Earth, we're raising money for three very special agricultural projects.

All restoring soil.

All led by women.



American Farmland Trust Initiative ~ Women for the Land

43% of U.S. farmland—*nearly 388 million acres*—is now farmed or co-farmed by women.

But even though women are deeply committed to healthy farmland, farm families and farm communities, and are increasingly the primary decision-makers on farms, they're still underrepresented in getting support from government and other programs. **AFT's *Women for the Land*** initiative was created to fill that gap.

Their peer-to-peer learning circles provide women farmers and landowners a space to build their confidence, knowledge, and networks to access more financial aid and technical assistance to support farm viability and climate resilience.

And it's about more than gender, recognizing that women have intersecting identities related to their race, ethnicity, sexual orientation and more. Women for the Land works to confront inequality through intentional peer-learning, research, and policy advocacy.



Navdanya

Women understand that the seeds of the future must be nurtured in the present. Navdanya literally means “nine seeds” (for biodiversity) but also the “new gift”—a gift of life, heritage and continuity that Navdanya has offered through more than 3 decades of service to the Earth and humanity.

Navdanya describes themselves as an Earth-centric, Women-centric and Farmer-led movement for the protection of biological and cultural diversity.

Under the leadership of Dr. Vandana Shiva, they are preserving, sharing and breeding seeds of nutritious, climate resilient food in more than 150 communities across 22 states in India. All their food is grown without chemicals, with a goal of regeneration of soil, water and biodiversity.

In an age of biological and ecological destruction, seed savers like Navdanya are preserving the future for all of us.



Co-op Las Amazonas + Coopecuna

We've chosen 2 remarkable women's co-ops in Costa Rica for our Mother's Day fiesta.

Co-op Las Amazonas is a group of women between ages 19 and 62, who are working with Kindred Foods CR and the women farmers of Longo Mai to develop a program to capture carbon, improve biodiversity, and generate both income and food security.

In the past Las Amazonas have been part of a program funded by the United Nations (UNDP) that allowed them to build greenhouses for the reproduction of native species/medicinal plants. With government and local support they started Madremonite Natural Cosmetics to create infrastructure to process all these plants in the most sustainable way.

Coopecuna was founded 2013 by Guisselle Monge Mora and women leaders from her community on the Caribbean side of Costa Rica. They dreamt of a more healthy and sustainable way to farm. They formed a cooperative to focus on medicinal plant production, ecotourism, and teaching people the importance of organic farming.

With small steps at first, Guisselle and her neighbors grew Coopecuna's operation. Their hard work has borne fruit; Coopecuna is a leader in Latin America with their innovative regenerative farming techniques that produce superplants for Thrive Natural Care, as well as Cocoa, Origanum, and other crops for customers from around the world. Guiselle and her Cooperative's vision of healthier soil, improved ecosystem function, and greater livelihoods is a model for cooperatives everywhere.



PLEASE JOIN OUR GROWING LIST OF GREAT PARTNERS FOR THIS MOTHER'S DAY INITIATIVE.



AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL



RÉGÉNÉRATION
CANADA



Madremonite
Cosmética Natural



Contact us to talk about how your organization can contribute and participate in
building the movement to draw down carbon to reverse climate change.

We can do this!!!

One meter.

One acre.

One farm.

One ranch.

One person at a time.



Adopt-A-Meter has already funded projects that are restoring millions of meters, and will draw tons of legacy carbon back down from the atmosphere.

TO JOIN THE MOVEMENT, CONTACT

Pam Tarr

ptarr@thecarbonunderground.org

310.612.7754

Randi Fiat

rfiat@thecarbonunderground.org

312.342.2345

WEBSITES

[The Carbon Underground](#)

[Adopt-A-Meter](#)

