

EOV  
2024



**THE SCIENCE  
BEHIND EOV**

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**MEASURE WHAT  
MATTERS**

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**MEET THE TEAM**

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**PRICING &  
FUNDING**

# THE SCIENCE BEHIND EOVS



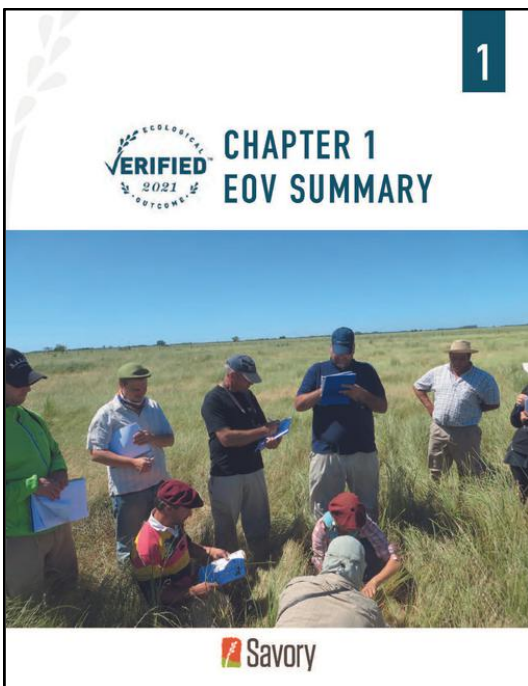
Ecological Outcome Verification (EOV) gives the land a voice of its own, through empirical outcomes, which provide the farmer with ongoing feedback from which to make better management decisions.

EOV is a scientifically-valid indicator of ecosystem process change, showing the progression from degradation to recovery to regeneration.

Download the peer-reviewed paper, [Ecological Health Index: A Short-Term Monitoring Method for Land Managers to Assess Grazing Lands Ecological Health](#).

EOV has been contextualised for the ecoregions of the UK and Ireland by [3LM](#).

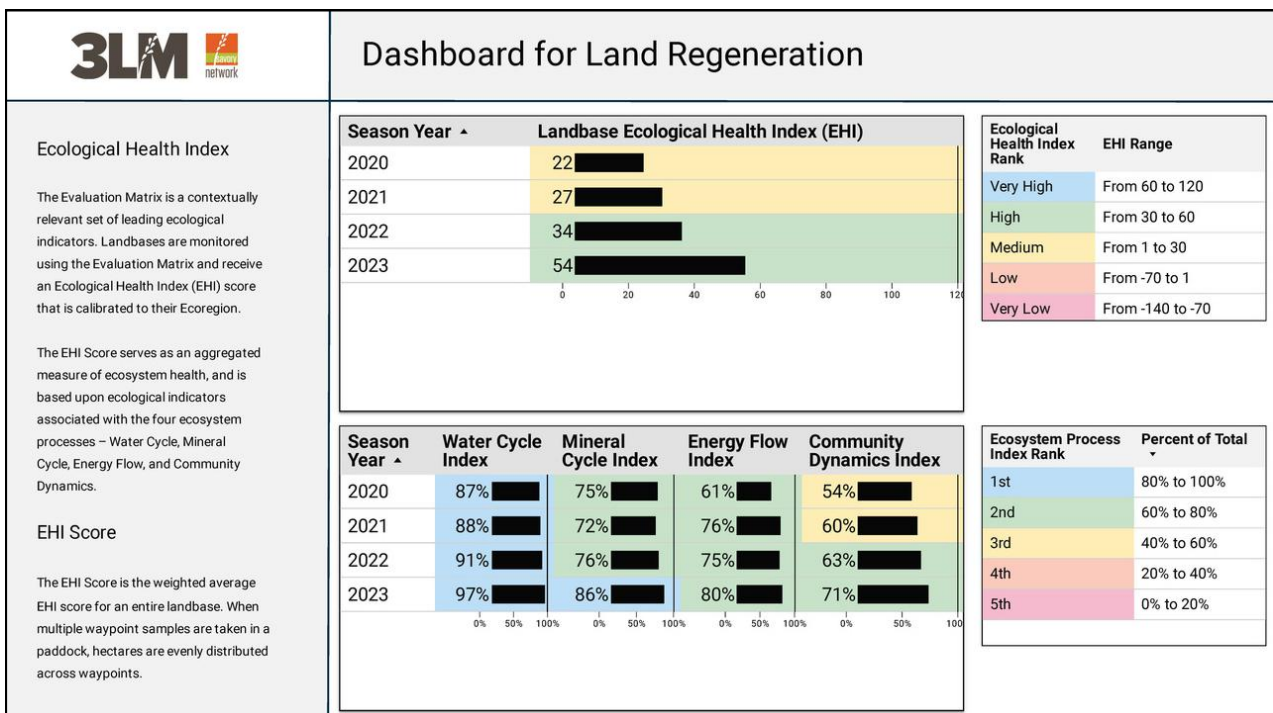
For information about the EOVS Protocol, download, [Chapter 1 EOVS Summary](#).



# MEASURE WHAT MATTERS: SOIL REGENERATION

“Ultimately, the only wealth that can sustain any community, economy, or nation is derived from the photosynthetic process - green plants growing on regenerating soil.”

-- Allan Savory



EOV delivers a holistic measure of soil health known as the “Ecological Health Index”, which measures the effectiveness of the four ecosystem processes.

# LAND TO MARKET



HD Wool buys EOV verified wool through [Woolkeepers](#).



WOOLKEEPERS®  
TRACEABLE WOOL GROWERS

Ecological Outcome Verification (EOV) is the “science inside” Savory Institute’s global [Land to Market](#) program.

Land to Market is a sourcing solution that connects conscientious buyers to EOV Verified farms.

100+ brands of meat, wool, dairy and milk participate in Land to Market.



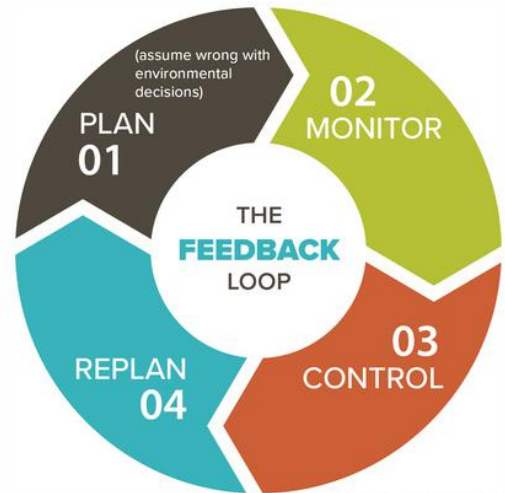
[Fernhill Farm](#) sell their wool and meat under the Land to Market label.



# BENEFITS OF EOV

## Improve Soil and Increase Production with More Profit

We provide a comprehensive report and mentoring that enables a “feedback loop” for learning.



## Tell a Genuine Good News Story of Land Regeneration

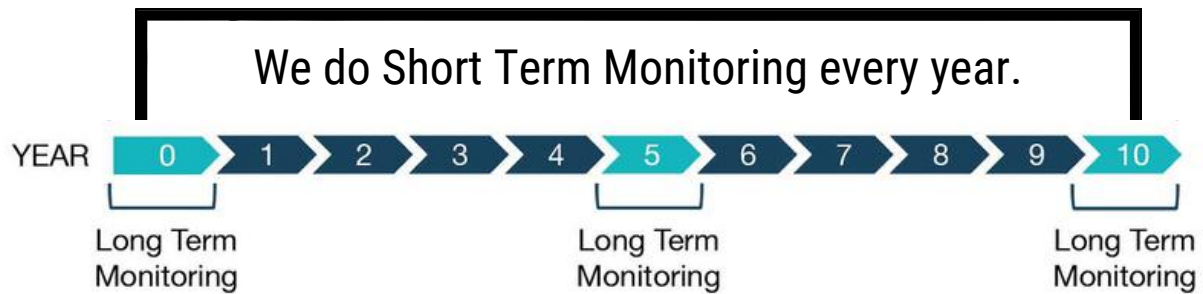
Tell customers your story of land regeneration with confidence.

## Secure Better Prices

EOV makes your farm eligible to sell meat, dairy, wool and leather under the Land to Market label. Sell direct or to Land to Market partners.



# THE EOV TIMELINE



## 1. We schedule EOV during your growing season.

We do EOV surveys during the growing season mid-May to mid-September. Ideally, we visit your farm the same week each year.

## 2. We do Short Term Monitoring every year.

The Short Term Monitoring protocol reliably tracks leading indicators of change in ecosystem process function by assessing the Ecological Health Index (EHI) score, using a representative sample of sites spread proportionally across the landbase.

## 3. We do Long Term Monitoring in your baseline year, plus every five years later.

The Long Term Monitoring protocol is carried out every five years to track lagging indicators of change such as plant biodiversity, water infiltration, and soil organic carbon.

## 4. You become verified after two years of positive trend.

EOV Quality Assurance at Savory Institute reviews your data, and gives verification after two years of positive trending data.

# WHAT DOES EOVS MEASURE?



We use the [Shannon-Wiener Index](#) to measure plant species biodiversity.



## Short Term Monitoring

- Live canopy abundance
- Microfauna
- Vigour and reproduction of plants
- Desirable/undesirable species
- Litter abundance
- Litter incorporation
- Dung decomposition
- Bare soil
- Soil capping
- Wind erosion
- Water erosion
- Forage quality and quantity

Plus we monitor forage production, grazing intensity and grazing pattern, which enables mentoring of practice.

## Long Term Monitoring

- Water infiltration rate
- Fixed transect photographic record.
- Biodiversity: plant composition / soil cover
- Ecological Health Index assessment
- Soil broad spectrum extra (BSE SOL). This package provides a full picture of the soil's overall health and therefore the potential for producing high yielding, high-quality crops. Please note: if you prefer a different test for soil carbon / soil health, please contact us.

# EOV FAQ



## Which habitats can be assessed?

EOV applies to natural and seeded grasslands, grazed orchards, silvopastoral systems, mixed livestock-cropping systems, pure cropping systems, and forest.

## What is the price?

EOV pricing is determined by the size of the landbase, the number of paddocks / fields, and the number of strata on the landbase.

Email us your SBI number, and we will give you a quotation: [info@3lm.network](mailto:info@3lm.network)



Email us at to receive a quotation. Send your SBI number to: [info@3lm.network](mailto:info@3lm.network)

## Payment Terms

We offer three options:

- Pay full amount up front and receive a 4% discount.
- Pay 50% up front and 50% by the survey date.
- Monthly direct debits using GoCardless, paid 100% by the survey date.



# MEET THE EOVS TEAM



**TOM MOULSDALE**  
**EOV MONITOR, ECOLOGIST**

2024 will be Tom's fourth EOVS season. He has eight years experience as an ecologist and botanist, and is currently studying for a degree in archaeology.

*I look forward to helping future farms and communities get back to their roots and finding resilience, security and happiness in regenerating their landscapes through Holistic Management.*

-- Tom Mouldale



**CHRISTOPHER COOKE**  
**HUB VERIFIER, BART INVENTOR**

Christopher has innovated all the technology we use for doing EOVS. We call it Bart, and it enables us, and other Savory hubs, to gather mountains of data in the field, send it up to the cloud, and produce real-time reports.

*EOVS brings visibility to nature's fundamental processes and provides a means by which land and livestock management decisions assure a new quality of life.*

-- Christopher Cooke



**JON TWIGGE**  
**BART DEVELOPER. HEAD OF Px**


Jon and his team at Px develop and operate Bart technology. We really appreciate the depth of thinking Jon puts into developing software systems that are robust and reliable, and the care he has for people and planet.



**SHEILA COOKE**  
**HUB VERIFIER, EOVS REPORTING**

Sheila keeps EOVS reports flowing, mentors farmers on their results, supports other hubs with Bart, exchanges data with EOVS QA to get farms verified, and develops the Land to Market programme.

# EOV PRICING 2024

Description	1 Strata	2 Strata	3 Strata
<b>EOV Baseline Year 0, 5, etc.</b> Pricing includes acquisition and processing of digital maps, stratum design, ecological monitoring, reporting, debriefing and mentoring, materials, soil broad spectrum extra tests (BSE SOL), water infiltration testing, travel.	12 STM sites 12 Soil samples 1 LTM site  £4,175 exc VAT £5,010 inc VAT	12 STM sites 12 Soil samples 2 LTM sites  £4,500 exc VAT £5,400 inc VAT	12 STM sites 12 Soil samples 3 LTM sites  £4,825 exc VAT £5,790 inc VAT
<b>EOV Years 1, 2, 3, 4</b> Pricing includes preparation, ecological monitoring, reporting, debriefing and mentoring, materials, travel.	12 STM sites  £1,180 exc VAT £1,416 inc VAT		
<b>Extra Short Term Monitoring Sites</b> We monitor a minimum of 50% of the landbases' fields/paddocks. If 12 STM sites are insufficient, then we need to add extra STM sites.	1 STM extra sites  £55 exc VAT £66 inc VAT		
<b>EOV Light</b> For the first time this year we are offering EOV Light, which includes only Short Term Monitoring. Why EOV Light? <ul style="list-style-type: none"> <li>• It is a good way to try EOV before doing a full EOV Baseline.</li> <li>• You can do a full EOV Baseline the following year and get verified without waiting another year.</li> <li>• You may continue with EOV Light if you do not require verification.</li> </ul>			
		12 STM sites £1,530 exc VAT £1,836 inc VAT	

## FUNDING FOR EOV

Some customers have been partially or completely funding for EOV. Here are some possibilities:

- Farming in Protected Landscapes
- Your local water company
- Your local wildlife or river trusts
- Regenerate Outcomes
- NGO's interested in biodiversity, water, carbon, soil regeneration

## PLEASE NOTE

If your landbase exceeds 1,000 ha, please contact us for a special quotation.

Pricing valid through 30th of September 2024.



Email: [info@3LM.network](mailto:info@3LM.network)

Tel: [+44 7446 780081](tel:+447446780081)