

EOV 2025

**REGENERATE LAND
WITH CONFIDENCE**

**THE SCIENCE
BEHIND EOV**

MEET THE TEAM

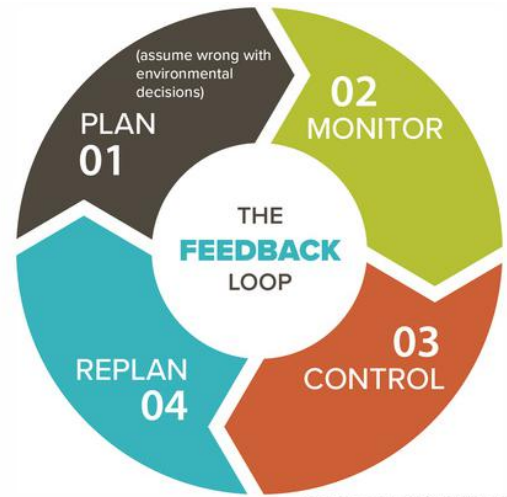
**PRICING &
FUNDING**



REGENERATE LAND WITH CONFIDENCE

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.

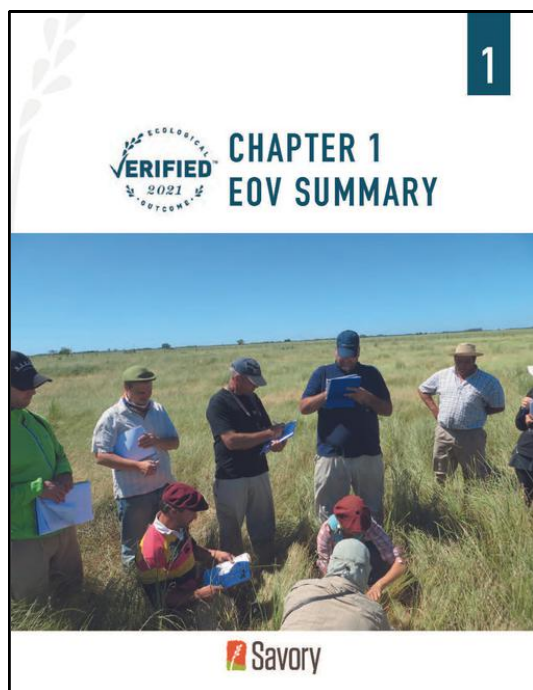


THE SCIENCE BEHIND EOVS



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](#).

DATA AT YOUR FINGERTIPS

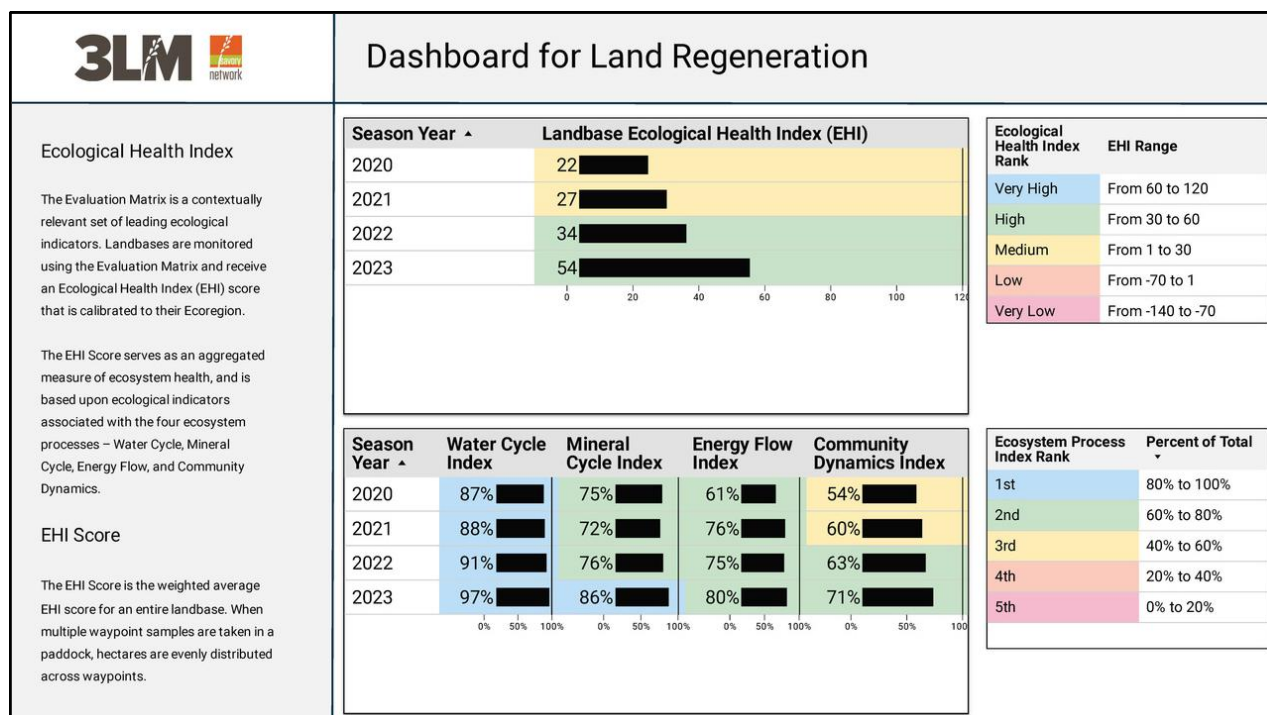
Your EOV report will provide you with all the data that you need to be fully confident that you are successfully regenerating land.

Download a sample EOV report:

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

[SAMPLE REPORT](#)

As well as showing Ecological Health Index trends over time, your report will provide a detailed picture of the health of your land. Use the QR Code to download an example report.



“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

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.

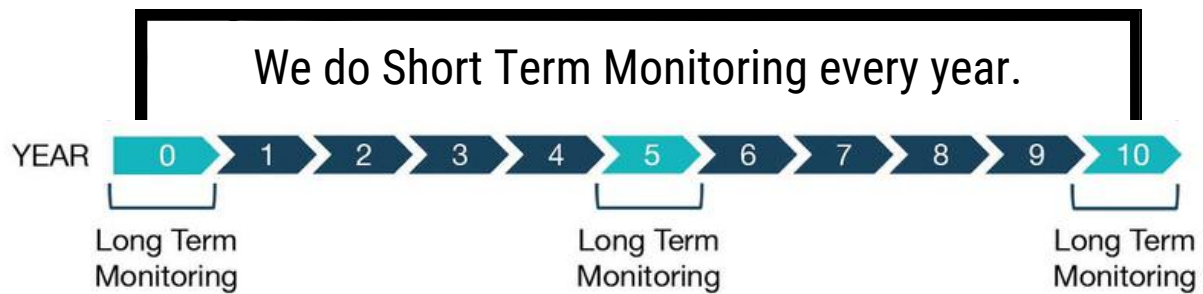
100+ brands of meat, wool, dairy and milk participate in Land to Market.



Fernhill Farm sell their wool and meat under the Land to Market label.



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 carbon monitoring

NEXT STEPS



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

FUNDING FOR EOVS

Some customers have been partially or completely funded for EOVS. 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

Payment Terms

We offer two options:

- Pay full amount up front and receive a 4% discount.
- Pay 50% up front and 50% by the survey date.

MEET THE EOV TEAM



TOM MOULSDALE

EOV MONITOR, ECOLOGIST

2025 will be Tom's fifth EOV season. He has nine 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 Mouldsdale



CHRISTOPHER COOKE

HUB VERIFIER, BART INVENTOR

Christopher has innovated all the technology we use for doing EOV. 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.

EOV 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



DARREN SMITH

EOV MONITOR, ACCREDITED PROFESSIONAL

This is Darren's second season as an EOV Monitor. As a Savory Institute Accredited Professional, he is well-versed in reading the language of the land which is vital to help farmers, as it provides a science-based, practical framework to assess and monitor the health of their land's ecosystems to inform management decisions ensuring long-term agricultural viability.



SAM GUY

EOV MONITOR, ADMINISTRATIVE COORDINATOR

This is Sam's second year as an EOV Monitor. Being fully-trained in Holistic Management, with practical on-farm and education experience Sam makes an ideal farmer mentor.

EOV PRICING 2025

Description	1 Strata	2 Strata	3 Strata
EOV Baseline Year 0, 5, etc. Pricing includes acquisition and processing of digital maps, stratum design, ecological monitoring, reporting, debriefing and mentoring, materials, soil carbon monitoring, water infiltration testing, travel.	12 STM sites 12 Soil samples 1 LTM site £4,590 exc VAT £5,508 inc VAT	12 STM sites 12 Soil samples 2 LTM sites £4,950 exc VAT £5,950 inc VAT	12 STM sites 12 Soil samples 3 LTM sites £5,310 exc VAT £6,372 inc VAT
EOV Years 1, 2, 3, 4 Pricing includes preparation, ecological monitoring, reporting, debriefing and mentoring, materials, travel.	12 STM sites £1,300 exc VAT £1,560 inc VAT		
Extra Short Term Monitoring Sites 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 site £35 exc VAT £42 inc VAT		
EOV Light 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">• It is a good way to try EOV before doing a full EOV Baseline.• You can do a full EOV Baseline the following year and get verified without waiting another year.• You may continue with EOV Light if you do not require verification. 12 STM sites £1,675 exc VAT £2,010 inc VAT			



**NEW
FOUNDATION
FARMS**

3LM is an activity of
New Foundation Farms Ltd.

PLEASE REQUEST A QUOTE

Pricing valid through
30th of September 2025.

Email: info@3LM.network
Call Us +44 113 467 5164