

# Savory Institute – Grassland Regeneration through Holistic Management in Uruguay

Cultivo

Savory

## Project Overview

This project has enrolled 200 privately held properties, which will regenerate 280,000 hectares of grasslands and their naturally fertile soils through Holistic Management, a framework that facilitates informed decision-making by farmers, balancing social, environmental, and financial considerations.

## At a glance

### Natural Capital



**8.4M** tonnes CO

Over 20 years (15% increase in carbon sequestration)  
Ave. annual issuance +153K nature-based removal VCU



**27.9M** m<sup>3</sup>/yr potential water retention impact  
(44% increase)



**0.665** (68% increase) MSA

Mean Species Abundance (MSA) is a biodiversity metric that quantifies relative abundance of original species in a specific habitat. MSA = 1 indicates an undisturbed ecosystem

### Methodology

Verra: VM0032 - Methodology for the adoption of Sustainable Grasslands through Adjustment of Fire and Grazing

Verra: Climate, Community, Biodiversity (CCB) Standards

### Key Dates

Project state date: 2025

First credit issuance: 2027

### SDGs



## Impact

### Biodiversity

Uruguay's iconic grasslands, the "pampas," support diverse native wildlife and serve as critical wintering and breeding grounds for numerous bird species. When the area is restored, we estimate that area's Mean Species Abundance (MSA) score will increase to .665, meaning an improvement of 68%.

### Climate

We estimate that the project will capture 8.4M tCO<sub>2</sub> over the course of the next 20 years, an amount equivalent to the annual footprint of roughly 525,000 Americans.

Potential for water retention will increase 44 percent, adding 27.9M cubic meters per year (m<sup>3</sup>/yr), or enough to fill 11,153 olympic swimming pools.

### People

A portion of the project's revenue will be dedicated to social initiatives, empowering local farmers and ranchers to become active participants in sustainable development, and ensuring tangible benefits for their families, communities and the environment.

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In these challenging times for humanity, markets must be a force for good, driving the transformation in management needed to protect our planet and all its inhabitants. Ecosystem service markets offer a powerful means to achieve this, but they can only thrive if they are backed by high-integrity, community-led grassroots projects. These initiatives must be holistic and outcome-driven, ensuring measurable impact, and rewarded for their contributions to the healing of our Earth and climate. This mission and design guide our project in the grasslands of Uruguay and beyond, as we carry it out in collaboration with our trusted partners”

Daniela Ibarra-Howell

Chief Executive Officer & Co-Founder, Savory Institute

## Activities on the land

### Rotational grazing

This practice imitates the historical movements of wild ruminants, giving vegetation a chance to recover and grow. The practice:

- Improves soil health and biodiversity
- Stimulates deeper root growth
- Isolates carbon from the atmosphere
- Conserves water resources
- Promotes the well-being of farmers and their communities

## Global grasslands regeneration

Grasslands cover up to 40% of the world's surface and store 30% of the world's soil organic carbon, but half of global grasslands have been degraded to the point they can no longer provide climate, ecosystem, or social benefits.

Grasslands regeneration projects improve soil health, biodiversity, and ecosystem function while creating jobs, enhancing food security, and strengthening local economies.

## Trusted Delivery



### Savory Institute [<https://savory.global>]

The Savory Institute is on a mission to regenerate the grasslands of the world and the livelihoods of their inhabitants, through Holistic Management. Savory Institute has been leading the regenerative agriculture movement by equipping farmers, ranchers, and pastoralist communities to regenerate land within culturally-relevant and ecologically-appropriate contexts.

Savory Institute's impressive effort in this space over the past 40 years have resulted in approximately 50 implementation hubs across 30 countries, 36 million hectares transformed, and 28,640 people trained on Holistic Management.



### Pampa Oriental [<https://www.pampaoriental.com>]

Pampa Oriental is a leader in regenerative livestock farming services in Uruguay, forming part of the Savory Institute Global Network which has more than 50 years of experience in the regeneration of environments. Our expert team provides training on the adoption and practice of Holistic Management, along with support, advice, and administration for various agricultural systems throughout the country.



### Cultivo [<https://cultivo.land>]

Cultivo is a public benefit corporation accelerating investment to regenerate nature at scale. Cultivo unlocks the value of natural capital by using its AI-driven science and technology platform to supercharge project origination and by mobilizing different pools of capital into land regeneration projects that remove carbon, increase biodiversity and improve water storage.

Cultivo also works in close partnership with leading NGOs and land partners to co-design, implement and monitor projects to the highest standards that are fair and equitable for local communities and land stewards.

## Project Timeline

**October 2023**  
Informative sessions  
& farmer selection

**Jan 2024 - Nov 2024**  
Holistic management  
training & planned  
grazing

**June 2024**  
Updated landowner  
agreement circulated. 50%  
executed; 100% target  
completion by November

**December 2025**  
Biannual project  
updates to  
landowners

**Q1 2025 - Q4 2026**  
Validation & verification

**December 2023**  
(FPIC secured prior to  
consultation) Landowner  
Consultation

**Jan 2024 - Mar 2025**  
Baselining Activities  
(SOC, EOY, Social &  
Biodiversity

**October 2024**  
Initial project  
registration with  
Verra

**December 2025**  
Project start date

**2027**  
First credit  
issuance

For more information and access to the project page, please contact Jim Snyder (Savory Foundation) at [jsnyder@savory.global](mailto:jsnyder@savory.global)

This information is not intended for investment purposes, and we reserve the right to modify any project information at any time

**cultivo.land**