

REGENERATIVE AGRICULTURE

30min Episodes

THE HEALTH OF THE PLANET IS IN OUR HANDS!

What is Regenerative Agriculture?

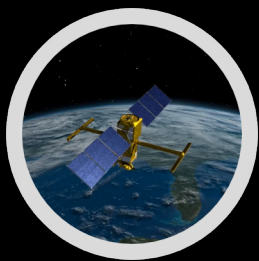
As a philosophy and approach to land management, regenerative agriculture asks us to think about how all aspects of agriculture are connected through a web, a network of entities who grow, distribute, and consume goods and services instead of a linear supply chain. It's about farming and ranching in a style that nourishes people and the earth, with specific practices varying from grower to grower and from region to region.

Regenerative agriculture is a conservation and rehabilitation approach to food and farming systems. It focuses on topsoil regeneration, increasing biodiversity, improving the water cycle, enhancing ecosystem services, supporting carbon sequestration, increasing resilience to climate change, and strengthening the health and vitality of farm soil.

Regenerative agriculture blends sustainable innovation with tradition. As the name suggests, it focuses on literal regeneration of the soil and of the planet's ecosystems.

Regenerative agriculture improves soil, delivers high productivity and high-quality food and helps fight climate change and restore lost biodiversity. Many of the key practices of regenerative agriculture inter-cropping, where multiple crops are planted together, agroforestry, and integrating livestock, for example have their roots with indigenous farmers who work with the land rather than against it.

Global Distribution



VOICE OF AMERICA

This 30 minute program will be provided to the U.S. Agency for Global Media for broadcast distribution via Voice of America's radio, TV, OTT, and app reaching a global audience of 300 million weekly viewers.



UN WEB TV

The United Nations Web TV is the organization's official streaming video platform. UN Web TV makes available news, feature videos, and other UN Official's video content as well as promotional and other videos produced by the UN system.



PROGRESSIVE FARMER

This 30 minute program will be promoted through a Progressive Farmer publication programmatic monthly campaign. This targeted distribution will reach large scale U.S. farmers across multiple devices.



70,000 U.S. SCHOOLS

As of 2020, SchoolTube has registered users in over 70,000 K-12 schools in the United States. Most schools block commercial video platforms like YouTube from the classroom due to inappropriate content but SchoolTube is a moderated platform which allows teachers to control the content that students are viewing.



100+ TV CHANNELS

Distribution to 100+ local TV channels, channel websites, and broadcast servers for program directors to license daily content in 9 of the top 10 MSOs and over 100 cable & telco TV operators delivering local programming to over 50 million households nationwide.



26,000 LIBRARIES

This program will be distributed to the world's largest network of library content services which support student, faculty and researcher success with the resources relied on by 99% of the world's top 400 universities reaching more than 40 million students and 30,000 faculty members.

Learn more about MISSION CRITICAL

Capital Media Group is reaching out to industry leaders to participate as experts, solution providers, shoot locations, and supporters for this important educational initiative.



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