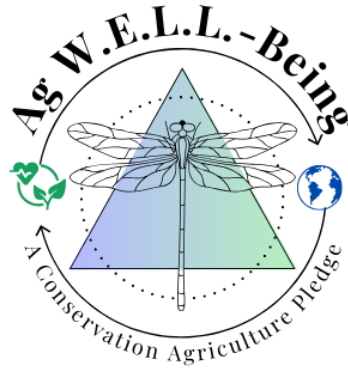


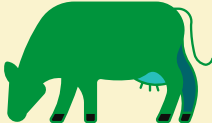



WHAT IT MEANS TO TAKE THE

# AG W.E.L.L. - BEING *pledge*



**We believe that farming is more than just a profession, it's a philosophy. We practice regenerative farming to create a sustainable environment that supports the overall well-being of both the community and the planet. Our farm is a sanctuary where you can spend time with nature and animals, learn about the basics of farming, and connect with the earth. We strive to implement climate-smart agriculture practices in all our endeavors to contribute to a better world by protecting waterways, increasing carbon sequestration, rotational grazing and protecting soil health.**

Water	Environment	Livestock	Land
			

# About Us



At M.A.D. (Making A Dream) Krew Worldwide, Inc., a 501(c)3 organization, we believe that getting back to the basics of life is key to living a fulfilling, healthy existence. Our regenerative farming practices focus on improving soil health, enhancing biodiversity, and sequestering carbon. It is a holistic approach that supports healthy people and environments by producing nutrient-dense food while also reducing the negative impact of agriculture on the environment.

## Who we are

Founded in 2022, our farm developed a community-focused agricultural organization dedicated to supporting historically underserved producers. Our mission is to provide the resources and support necessary for producers to break down barriers and achieve their goals. We believe that a thriving agricultural system is vital to the health and well-being of our communities.

Our farmers share their vision of living a more sustainable life through agricultural practices. We found healing in nature and know that others can, too. As historically underserved producers ourselves, we want to share our dream with others, so they too can become producers of their own reality and find immense fulfillment when their vision comes into fruition. We believe in living in balance with nature, and we're committed to reducing our carbon footprint one day at a time.

We not only allow our community to partake in our endeavors through agritourism, we also extend our services as a resource to other new and beginning farmers to gain knowledge about our practices and experiences of farming, ranching and forestry. No matter what the reason, you can be a part of a M.A.D. Krew of individuals that take life by the horns and discover the intricate balance of loving nature and appreciating nature loving you back.

We hold market share in three continents but capitalize on different strengths per region.

## What we do

Share your goals as a charitable organization, our programs are geared toward creating a bright future in agriculture. By creating an awareness of social, environmental and economic stewardship for present and future farmers and ranchers.

Farm	Teach	Support
		

# Agricultural Management

Conservative agricultural management is a farming method that emphasizes the preservation and protection of natural resources. It involves reducing the use of synthetic fertilizers and pesticides, minimizing soil erosion, and promoting crop rotation. Farmers who practice conservative agricultural management are passionate about sustainable agriculture and the long-term health of their land.

By implementing conservative agricultural management practices, farmers can reduce their environmental impact and improve the health of their soil. This method can also lead to increased crop yields and profitability in the long run. Additionally, conservative agricultural management is an important way to address the global issue of climate change, as it helps to reduce greenhouse gas emissions and promote carbon sequestration in the soil.

In order to be successful at conservative agricultural management, farmers must be knowledgeable about the principles and practices involved. They must be willing to invest time and resources into learning and implementing these methods. However, the benefits of conservative agricultural management can be immense, not only for the farmer but for the environment and future generations as well. So, it's crucial for farmers who care about sustainability and the health of their land to be passionate about conservative agricultural management.

## Why We Want to Recognize You

Passionate farmers serve as role models for future generations. They embody the values of hard work, dedication, and perseverance, and show that it is possible to make a living doing something you love.

While conscious of their social responsibility and environmental impact. As such, it is important that we recognize and celebrate these individuals, and encourage others to follow in their footsteps.

Being a W.E.L.L.-Being producer not only benefits the individual farmer or producer, but also contributes to the betterment of the entire agricultural industry. Here are some reasons why taking the pledge is a step in the right direction:

- By committing to the W.E.L.L.-Being pledge, producers are putting their best foot forward in terms of sustainability, animal welfare, and environmental stewardship. This not only increases the marketability of their products, but also sets them apart as leaders in their field.
- Consumers are becoming increasingly conscious of how their food is produced, and are actively seeking out products that align with their values. By being a W.E.L.L.-Being producer, farmers and producers can tap into this growing market demand and attract a loyal customer base.
- The W.E.L.L.-Being pledge is not just a set of guidelines, but a comprehensive program that provides ongoing support, resources, and training to help producers meet and exceed their sustainability goals. This can lead to improved economic performance and long-term success.
- By participating in the W.E.L.L.-Being program, producers are joining a community of like-minded individuals who share a commitment to sustainable and ethical agriculture. This sense of camaraderie and shared purpose can be a powerful motivator and source of inspiration for producers as they navigate the challenges of modern farming.
- Ultimately, being a W.E.L.L.-Being producer is about more than just marketing or economic performance - it's about taking responsibility for the impact that agriculture has on our planet and our communities. By prioritizing sustainability, animal welfare, and environmental stewardship, producers can help build a more resilient and equitable food system for all.

## What It Means to Take the Pledge

Producers who demonstrate a commitment to sustainable practices should be able to appeal to customers by showcasing their efforts to promote conservation.

### Sustainability

Sustainable agriculture is a method of farming that focuses on meeting the needs of the present without compromising the ability of future generations to meet their own needs. This type of farming aims to provide food and other agricultural products while also protecting the environment, conserving natural resources, and supporting local communities.

One of the most important benefits of sustainable agriculture is that it helps to protect the environment. This is achieved through practices such as crop rotation, natural pest control, and reduced use of harmful chemicals. By reducing the amount of chemicals and fertilizers used in farming,

sustainable agriculture helps to prevent soil erosion and water pollution, while also preserving biodiversity and protecting important habitats.

Another important benefit of sustainable agriculture is that it helps to support local communities. Sustainable agriculture often involves smaller, family-owned farms that rely on local markets and economies. By supporting these farms, consumers can help to promote sustainable agriculture practices, while also providing economic benefits to local communities.

Finally, sustainable agriculture is important because it helps to ensure food security for future generations. By using sustainable farming practices, farmers can help to maintain soil fertility and preserve natural resources, ensuring that there will be enough food to meet the needs of future generations.

Overall, sustainable agriculture is an important practice that helps to protect the environment, support local communities, and ensure food security for future generations. By promoting sustainable agriculture practices, we can help to create a more sustainable and resilient food system that benefits everyone.

## **Sustainability Focus**

Sustainable agriculture involves the use of farming techniques that are environmentally friendly, socially responsible, and economically viable. Measuring and monitoring the environmental impact of sustainable agriculture is essential.

Our outlined sustainability focus on key farming approaches that are environmentally friendly, socially responsible, and economically viable. By tracking changes in soil quality, water quality, and biodiversity, farmers can improve their sustainable farming practices and demonstrate the benefits of sustainable agriculture to consumers, policymakers, and other stakeholders.

## Water



Farmers play an essential role in protecting community water sources. One way they can do this is by reducing the use of NPK fertilizers. These fertilizers contain nitrogen, phosphorus, and potassium, which are essential nutrients for plant growth. However, when they are overused, they can cause significant harm to the environment.

Excessive use of NPK fertilizers can lead to the leaching of excess nutrients into nearby water sources. This can cause a process called eutrophication, where an overabundance of nutrients leads to the growth of harmful algae and bacteria, which can reduce water quality and harm aquatic life. This can also result in elevated levels of nitrogen in the community water supply. Nitrogen contamination in water can cause a variety of health problems, including methemoglobinemia, also known as blue baby syndrome, which can be fatal in infants.

Reducing the use of NPK fertilizers can help mitigate these effects. Farmers can consider alternative fertilizers, such as manure or compost, which release nutrients gradually and in a form that is more easily absorbed by plants. They can also use precision agriculture techniques to apply fertilizers only where they are needed, reducing the overall amount used.

Protecting community water sources is essential for maintaining the health and well-being of both people and the environment. By reducing the use of NPK fertilizers, farmers can play a crucial role in this effort.

## Environment



Carbon sequeencing is a process that involves capturing carbon dioxide from the atmosphere and storing it in the soil to help reduce the amount of greenhouse gases in the atmosphere. Farmers play a crucial role in this process as they can implement practices that promote carbon sequeencing, thus contributing to climate change mitigation efforts.

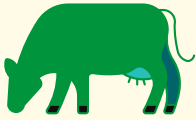
One of the ways farmers can practice carbon sequeencing is through the adoption of conservation agriculture practices such as reduced tillage, cover cropping, and crop rotation. These practices help to increase soil organic matter, which in turn enhances soil fertility and water-holding capacity while also reducing soil erosion.

Another way farmers can practice carbon sequeencing is through the implementation of agroforestry systems, which involve growing trees and crops together. Trees absorb carbon dioxide from the atmosphere and store it in their biomass, while the crops provide additional benefits such as food and income.

Carbon sequeencing is vital to our environment as it helps to mitigate the impacts of climate change by reducing the concentrations of greenhouse

gases in the atmosphere. It also has additional benefits such as improving soil health, enhancing biodiversity, and increasing resilience to extreme weather events. By practicing carbon sequencing, farmers can contribute to a more sustainable future for all.

## Livestock



Regenerative farming is a practice that aims to restore soil health, promote biodiversity, and enhance ecosystem services. Livestock that graze on pasture play a crucial role in this farming system. Grazing animals, such as cows, sheep, and goats, break up and aerate the soil as they walk, trample, and defecate. This helps to increase soil fertility, promote water infiltration, and reduce erosion.

Moreover, grazing animals are an essential part of the nutrient cycle in the regenerative farming system. They eat grasses and other plants, which they convert into manure and urine. This organic matter, in turn, enriches the soil with nutrients such as nitrogen, phosphorus, and potassium, which are essential for plant growth. The grazing animals also help to distribute the nutrients across the pasture, promoting a more even distribution of fertility.

Finally, grazing livestock help to promote biodiversity by maintaining a diverse mix of plants and animals within the pasture. This is because they preferentially graze on certain plants, which allows other species to thrive. This helps to create a more resilient ecosystem that can better withstand environmental stresses, such as drought or disease.

In conclusion, grazing livestock are essential to regenerative farming because they help to improve soil health, promote nutrient cycling, and enhance biodiversity. By incorporating grazing animals into the farming system, farmers can create a more sustainable and resilient agricultural system that benefits both the environment and the community.

## Land



Maintaining soil health and preventing erosion are essential for the long-term sustainability of our planet. Soil is a vital resource for food production and supports the growth of plants, which provide oxygen and remove carbon dioxide from the atmosphere. Erosion can have a detrimental impact on soil health, leading to a loss of soil fertility, reduced crop yields, and increased vulnerability to drought and flooding. Here are some of the benefits of maintaining soil health and preventing erosion:

**Increased crop yields:** Healthy soil provides the nutrients that plants need to grow, resulting in increased crop yields. By maintaining soil health, farmers can reduce the need for fertilizers and pesticides, which can be costly and harmful to the environment.

**Improved water quality:** Soil acts as a natural filter, removing pollutants from water as it percolates through the soil. By preventing erosion, soil is

less likely to be carried into rivers and streams, reducing the risk of water pollution.

**Enhanced biodiversity:** Soil is home to a vast array of microorganisms, many of which are essential for the growth of plants. Maintaining soil health can help to preserve biodiversity by providing a habitat for these microorganisms and other species that rely on healthy soil.

**Climate change mitigation:** Soil is a significant carbon sink, storing large amounts of carbon in the form of organic matter. By maintaining soil health, we can help to mitigate the effects of climate change by sequestering more carbon in the soil.

In summary, maintaining soil health and preventing erosion are essential for the long-term sustainability of our planet. By doing so, we can increase crop yields, improve water quality, enhance biodiversity, and mitigate the effects of climate change.

## Showcase Your Pledge

Once you take the pledge, Let your community know. Your commitment is honorable. We support you and are proud you took the initiative to create a standard your customers and future generations will appreciate.

Click the links and order items!

[Recognition Certificate](#)

[Ag W.E.L.L.-Being Decals](#)

[Ag W.E.L.L- Being Signage](#)

## Contact

For feedback, partnerships, or further information, please feel free to contact us at [grow@madkrew.org](mailto:grow@madkrew.org).





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**Website: [www.madkrew.org](http://www.madkrew.org)**

**The magic of our cause comes alive through the generosity of those who believe in our quest, such as yourself.**

**If you would like to donate,**



**SCAN CODE**

We are a nonprofit, tax exempt charitable organization under Section 501(c)(3) of the Internal Revenue Code and a registered Non-Profit Organization in Virginia. Donations are tax deductible as allowed by law.

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