



We are committed to regenerate the Grasslands of South America

**Currently 623.000 hectares under
Regenerative Management**

We are proud
to be part of



**LAND to
MARKET™**



THE WORLD'S FIRST VERIFIED REGENERATIVE SOURCING SOLUTION





EOV **A NEW STANDARD FOR LAND HEALTH**

We upgraded our GRASS Standard, in collaboration with leading scientists and researchers around the world, to develop the Ecological Outcome Verification Standard (EOV). This is an empirical and scalable soil and landscape assessment methodology that tracks outcomes in soil health, biodiversity, and ecosystem function.



SUSTAINABILITY IS A BRIDGE. **REGENERATION** IS THE DESTINATION.

Degenerating

Soil is degrading, biodiversity is decreasing, water is evaporating

Sustainable

The land is in a steady, static state

Regenerating

Soil is restored, biodiversity grows, water and carbon are absorbed





We supply



Responsible
Wool Standard

Our flock improvement program is strongly
based on **Animal Welfare** parameters



Our Farmer Network

25 Certified Studs
180 Commercial Flocks

All our team works on a consistent flock improvement program based on animal welfare and merino genetics.



Working for the **Best Wool**

Every season our wool is softer, longer, with better textile characteristics.

Getting back to the **Merino** that **nature designed**

We breed for plain bodied, fertile resilient sheep, that are fitted to all conditions and produce high quality wool.

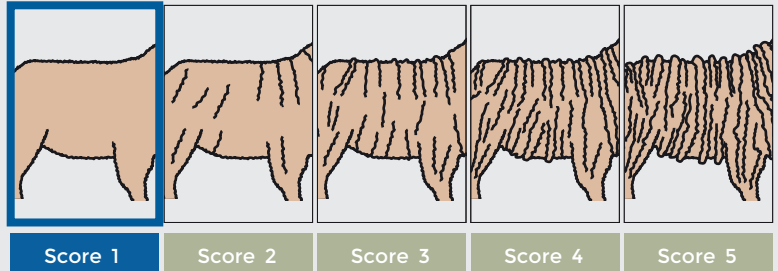




Visual Sheep Scores

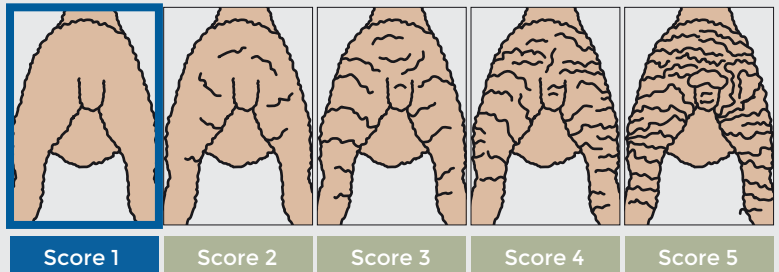
Sheep that rank Score 1 according to Australian Merino Standards.

Body Wrinkle



Sheep are more fertile, have better mothering ability, lambs have higher survival rate, are more resilient, and easier to shear.

Breech Wrinkle





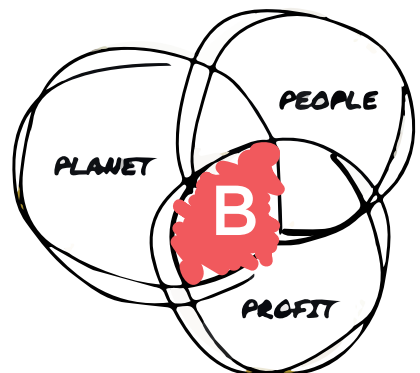
PEOPLE **USING**
BUSINESS
..... AS A
FORCE **FOR** GOOD



We are a Certified B Corporation

Source from us and B part of the change

Certified B Corporations are a new kind of business that balances purpose and profit. They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment. This is a community of leaders, driving a global movement of people using business as a force for good





Land Regeneration
+ Animal Welfare

Regenerative Wool

Ovis 21

en.ovis21.com

