

The perennial grain revolution is here



The Land Institute
www.landinstitute.org
2440 E Water Well Rd
Salina, KS 67401
kernza@landinstitute.org

Register
online to
Present
or to
Listen

Ten thousand years of annual agriculture keeps agricultural lands in a constant state of disruption and threatens the ecosphere on which we depend. We don't think it has to be this way, and the perennial grain, **Kernza®**, is helping us prove that human innovation in agriculture can take a new path.

Help guide Kernza from 1,500 acres to 1 million acres

Please register to share a 7 minute pitch of a proposed market architecture for Kernza® Perennial Grain.

What **problems** does your model **solve**?

How does your model **transform** the agricultural economy from one of extraction and domination to one of regeneration for people and plants?

What market **niche** does your model fill?

How does your model **scale up**?

How does your model create **revenue** and for whom?

How is **risk** distributed among stakeholders?

The most valuable models will emphasize **economic**, **ecological**, and **social** impacts and focus on **transparency**, **collaboration**, **diversity**, and **innovation**.

Join the Perennial Pitch Fest

Pitches will inform overall market strategy, and the most innovative ideas may be invited to collaborate on a formal venture pitch and/or Kernza® marketplace development.

Hosted Online December 16th, 2019 10am CST