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**Media Release - For Immediate Release**

**Land to Market Australia – First-ever Ecological Outcome Verification certificate awarded in Australia**

Land to Market Australia is proud to announce the award of the first-ever Ecological Outcome Verification certificate in Australia to Mulloon Creek Natural Farms.

“Our 2019 monitoring report for Mulloon Creek Natural Farms (MCNF) has just been released, and I am pleased to announce, through this first-ever EOV report, that the health of their farmland is trending positive”, said Land to Market Australia Executive chair Tony Hill.

Mulloon Creek Natural Farms has a leading national profile for regenerative agriculture and is owned by the not-for-profit Mulloon Institute, that was established by the late Tony Coote AM. The Mulloon Institute was selected by the United Nations Sustainable Development Solutions Network (SDSN) as one of five model case study projects globally.

Carolyn Hall, CEO of the Mulloon Institute, said: “Ecological Outcome Verification has become a vital part of our farming operation, as we work with various farm management approaches, because it gives us a robust measure of whether we are achieving our goals of improving ecological health. It gives the businesses and consumers confidence, through this independent verification approach, that they are supporting healthy agricultural production”.

Land to Market Australia believes the verification of ecological health is particularly relevant when farmers face dry times, to ensure the resilience of their farmland when rains fall.

“The Mulloon Institute is an enthusiastic supporter of the Land to Market Australia project, because it links our farming, national awareness and training activities with the opportunity for businesses and consumers to choose to spend their money in a way that builds ecological health”, said Gary Nairn AO, chairman of the Mulloon Institute Board.

Land to Market Australia has been recognised by Landcare NSW and NSW Local Land Services through their award as Grand Champion for the Australian Government Innovation in Agriculture Land Management Award for 2019.

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