

## **Patagonia Provisions Kernza Beer + Film**

### **[Film name and subline]**

Unbroken Ground

Revolutions Start From the Bottom

### **Beer Name and subline**

Long Root Ale

Made with Kernza® perennial grain

### **Patagonia Provisions**

Tapping into Change

Patagonia Provisions is about finding solutions to repair the food systems that sustain us. Our new Long Root Ale represents one of the steps we're taking toward transforming agricultural practices and supporting the revolution already started by local farmers.

### **Quote**

"We are losing 30 soccer fields of soil every minute, mostly due to intensive farming." - Volkert Engelsman, IFOAM

[inside body copy]

### **The Big Picture**

Fifty percent of the topsoil on the planet has been lost in the last 150 years. In addition to erosion, soil quality is negatively affected by industrialized agriculture. Current farming methods strip the soil of carbon and nutrients—at rates faster than can be naturally replenished.

Soil stores three times as much carbon in organic matter as is contained in the atmosphere, so keeping that carbon underground—while increasing the amount of healthy soil—can help slow the pace of climate change through carbon sequestration.

### **Kernza Grain & The Land Institute**

The distinct flavor profile (and naming) of our Long Root Ale comes from a newly developed grain called Kernza. It was developed in Kansas by The Land Institute, a nonprofit, science-based research organization that aims to develop an agricultural system with the ecological stability of the prairie and a grain yield comparable to more traditional annual crops.

Kernza is a perennial that has been domesticated from intermediate wheat grass, similar to how grasses have been domesticated into grains for over 10,000 years. Ecologically, perennial grains are superior to annual grains

because they retain more nutrients and carbon, and can better utilize rainfall. Kernza thrives without tilling, which helps prevent erosion. Once the grain is harvested the roots remain in the soil and add carbon, since organic matter is about 50 percent carbon.

### **The Brewmasters**

We chose Hopworks Urban Brewery (HUB) in Portland to create our ale. Hopworks is a B Corporation and is on a mission to revolutionize the brewing industry. They also specialize in organic beer. Our Long Root Ale blends organic barley, yeast and Northwest hops with the Kernza grain to create an ale with a hop-like spiciness and a dry, crisp finish.

### **A Restoration Revolution**

Working in partnership with The Land Institute and HUB, we're joining the revolution already started by small producers, growers, ranchers and fisheries across the country that are raising awareness and changing our relationship to food sources and systems.

### **Beer can copy**

We've teamed up with Hopworks Urban Brewery in Portland to create a pale ale using organic ingredients: barley, yeast and a blend of Northwest hops. The addition of Kernza—a soil-regenerating perennial grain bred by The Land Institute—adds a slight spiciness to the dry, crisp finish. Kernza also pulls carbon out of the atmosphere and stores it in its deep roots and in the soil. You don't get carbon credits but it's a damn good beer. Cheers!

Learn more at: [longrootale.com](http://longrootale.com)

1. The film is broken evenly into 4 chapters:  
The Land Institute: Regenerative Agriculture  
Cheyenne River Ranch: Regenerative Grazing  
The Bread Lab: Diversified Crop Development  
Lummi Island Wild: Restorative Fisheries