One brand.
Five voices.
Nine concepts.

The brand book for anyone investing in a regen asset class.
Same Fresh Earth — five doorways into the same explanation.

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FRESH EARTH · THE BRAND BOOK

9 × 5 · NINE CONCEPTS · FIVE VOICES

One brand. Five voices. Nine concepts.

Fresh Earth heals Australian farms and turns the audited outcome into something anyone can hold a piece of. From A$500. This is the brand book — same story, told five ways for five rooms.

START HERE · IN PLAIN ENGLISH · 5 MIN READ

Read Fresh Earth in five minutes →

One scrolling page. Top to bottom. Nine concepts, plain-spoken — what we are, what we do, how anyone joins. Mum-and-dad clear.

/ATLAS-NINE/WALK/ →

WHAT IS FRESH EARTH · IN PLAIN ENGLISH

WHAT WE ARE	The rails underneath a regenerated farm — measurable, audited, investable.
WHAT WE DO	Heal Australian farms with audited methods, then turn the audited outcome into something anyone can hold a piece of.
HOW TO JOIN	Buy a unit of FELT — the Fresh Earth Land Token. From A$500. As the land heals, the treasury compounds.

THE DEEPER WALK · ONE PATH THROUGH THE NINE

Want to go deeper? Nine pages, the right voice for each.

One concept per page, in the voice that lands it cleanest for that room. The five-minute walk above is the front door; this is the long corridor behind it.

01 **The Problem** · Why we are here. READ →
VOICE · PLAINSPOKEN-DEMOCRATIC · 40S

02 **The Infrastructure** · Not a farm — the rails underneath one. READ →
VOICE · CALM-INFRASTRUCTURE · 40S

03 **The Land** · Land as a living, investable asset. READ →
VOICE · EDITORIAL-NARRATIVE · 45S

04 **Change of Practice** · How a farm changes, end to end. READ →
VOICE · CALM-INFRASTRUCTURE · 40S

05 **Verification** · We don't just verify impact — we engineer it. READ →
VOICE · AUDIT-CLEAN · 35S

06 **The Token** · A piece of the healing land. READ →
VOICE · PLAINSPOKEN-DEMOCRATIC · 35S

07 **The Treasury** · As the land heals, the treasury compounds. READ →
VOICE · AUDIT-CLEAN · 35S

08 **The Movement** · The power of the many. READ →
VOICE · MOVEMENT-BOMBAST · 30S

09 **The Future** · One infrastructure. Every industry. FINISH →
VOICE · MOVEMENT-BOMBAST · 30S

THE FIVE VOICES

One brand spec; five registers. The voice changes for the room. The brand does not.

GOLD · DARK
Calm-infrastructure
Apple Marcom · Stripe · Deutsche Bank

BROWN · CREAM
Movement-bombast
Patagonia · Whole Earth · Hope poster

GREEN · DARK
Audit-clean
Bloomberg · Stripe Atlas · KPMG

BROWN · CREAM
Editorial-narrative
New Yorker · Monocle · Granta

GOLD · CREAM
Plainspoken-democratic
First Dog · ABC News · Big Issue

THE NINE × THE FIVE · 45 SURFACES

Pick any cell. Each is the same concept told in a different voice — calm, movement, audit, editorial, plainspoken.

01 **The Problem** CALM MOVE AUDIT EDIT PLAIN
cheap food hid the bill

02 **The Infrastructure**

the rails underneath the farm

CALM MOVE AUDIT EDIT PLAIN

---

03 **The Land**

living, investable asset

CALM MOVE AUDIT EDIT PLAIN

---

04 **Change of Practice**

designed, supplied, operated, verified, monetised

CALM MOVE AUDIT EDIT PLAIN

---

05 **Verification**

we don't just verify impact — we engineer it

CALM MOVE AUDIT EDIT PLAIN

---

06 **The Token**

a piece of the healing land

CALM MOVE AUDIT EDIT PLAIN

---

07 **The Treasury**

as the land heals, the treasury compounds

CALM MOVE AUDIT EDIT PLAIN

---

08 **The Movement**

the power of the many

CALM MOVE AUDIT EDIT PLAIN

---

09 **The Future**

one infrastructure · every industry

CALM MOVE AUDIT EDIT PLAIN

. . .

From concern to conviction. As the land heals, the treasury compounds.

BRAND · /ATLAS/BRIEF/

DOWNLOAD PDF · BRAND BOOK ↓

INTERNAL · NOT FOR EXTERNAL DISTRIBUTION

FRESH EARTH · IN PLAIN ENGLISH · FIVE MINUTES

Fresh Earth, in five minutes.

What we are. What we do. How anyone joins. Read top to bottom.

5 MIN READ · 9 CONCEPTS · KITCHEN-TABLE ENGLISH

A small thank-you to the reader: this page does not ask you to know anything before you start. By the time you reach the bottom, you will know what Fresh Earth is, how it works, and how to take a first step.

01 · PROBLEM

The Problem

“Cheap food hid the bill. We’ve been paying it.”

For years we got food for less than it cost to grow. The land made up the difference. Now the land is asking for it back. That's the bill.

Food got cheaper. Soil got tireder. Water got harder to find. The price didn't change. The cost did.

Skinnier grass. Harder ground. Dams that fall faster than they fill. Birds you used to hear. Insects you used to swat.

Farm with the land and it heals. Heal it and it produces more. Produce more and you can pay for the work.

> The bill is on the paddock. We're finally reading it.

I · PLAIN · COUNT BY ICON

How big is the bill, really?

One icon, one in ten. Filled icons are what is already true.

DIAGRAM · 01 · THE PROBLEM

Cheap food hid the bill. We're paying it properly now.

↓ NEXT

So someone had to build a way to pay it back. Not a campaign. Not a charity. A piece of working road.

The Infrastructure

“It’s not a farm. It’s the road that lets every farm get better.”

Fresh Earth makes a few small things possible at every farm: a plan, a check, a price, a buyer. Together those four things change how the country gets paid.

Cover crop. Rotation. Rest period. Species mix. The plan fits your country, not someone else’s.

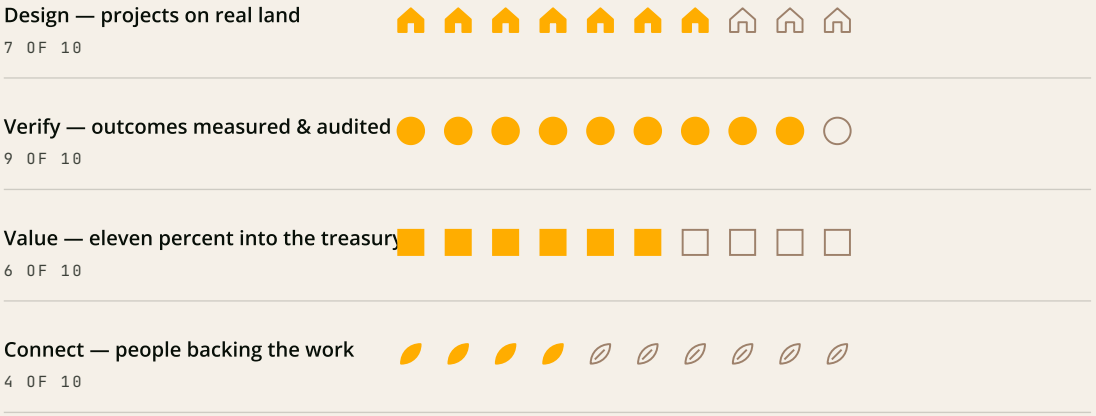
Soil tests. Drone passes. Boots on the ground. The same check, every year, written down so the buyer can read it.

Carbon. Biodiversity. Food. Water. Yield. Five things the paddock makes. Each one priced. Each one bought.

> Plan, check, price, buyer. Four small things. One road.

II · PLAIN · DESIGN · VERIFY · VALUE · CONNECT

Four jobs the system does, in plain English



Filled icons = how much of each job is built today. Each one earns the next.

DIAGRAM · 02 · THE INFRASTRUCTURE

Not a farm. The road every farm uses.

↓ NEXT

A road is no good without country to run on. The next chapter is the country itself — five real farms with real names.

03 · LAND

The Land

"Real farms. With names. You can point to them."

Five farms. NSW. 5,879 hectares all up. Hillview Park — that's the first one. The rest are right behind it. Real country, with real people.

Three names you can find on a map. Five titles, one state. Country with weather, neighbours, dams and gates.

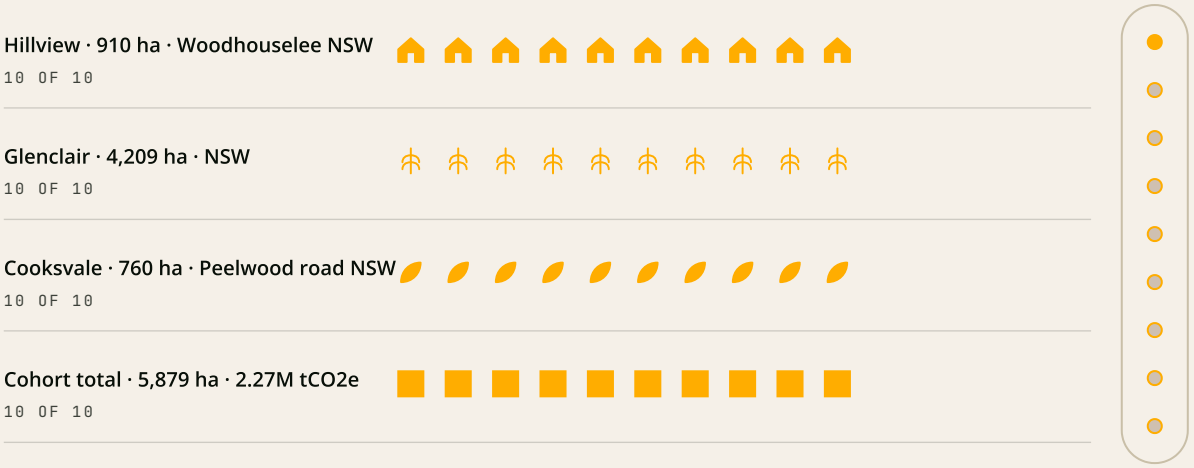
Hillview is run by a fourth-generation farmer. He won Farmer of the Year in 2013. He's the one who signs the audit each March.

Big enough to prove the system. Small enough to know each paddock. The right size for a first chapter.

> Real farms. With names. You can point to them.

III · PLAIN · ONE PICTOGRAPH PER FARM

Five farms in the first cohort



Real titles. Real names. The list is short — and the country is real.

DIAGRAM · 03 · THE LAND

Five farms. Real names. Now we change how they're farmed.

↓ NEXT

Five farms. Real names. Real fences.
Now we change how they are farmed.

04 · CHANGE OF PRACTICE

Change of Practice

"Better farming, written down so anyone can do it."

A change of practice is a fancy way to say: try a better way of farming this paddock. We write the plan. We help do the work. We measure if it worked. Then we share what worked.

Cover crop. Rotation. Rest period. Species mix. The plan fits the paddock and the weather, not a slide deck.

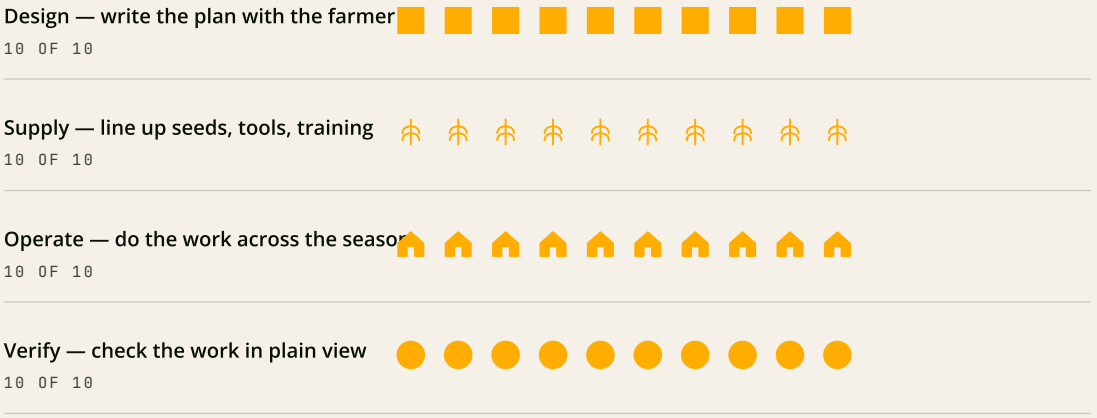
Suppliers and operators help where it's needed. The custodian still runs the country. Nothing is taken away.

Soil tests. Drone passes. An outside auditor signs the result. The result is on the chain so it can't be quietly walked back.

> Better farming. Written down. Open.

IV · PLAIN · NOTEBOOK · SEED · BOOT · CLIPBOARD · COIN

A Change of Practice in five plain steps



One picture per step. A protocol the next farmer doesn't have to learn from scratch.

DIAGRAM · 04 · CHANGE OF PRACTICE

Plan. Do. Check. Share. That's the change.

↓ NEXT

A better plan only counts if someone independent says it worked. That part is the verification.

Verification

“A soil core. A clipboard. A pair of boots in the paddock every March.”

The way you know the work is real is that someone you didn’t pay walks the country with a corer, a clipboard and the protocol, and signs their name to what they find. Hillview gets that walk every March. The clipboard goes on the chain. The boot prints stay in the paddock.

They take soil cores at the same coordinates as last year. They photograph the dam. They check the rotation matches what was written down.

A core is a column of soil the width of a thumb and the depth of a forearm. You can hold one in your hand. It tells you what is happening underground without anyone’s opinion.

The core, the clipboard, the photos and the auditor’s signature all land in the same place. On a chain so it can’t be quietly changed later.

> Trust is a thing you can hold. A core. A clipboard. A boot in the paddock.

V · PLAIN · CORE · DRONE · SATELLITE · BOOT · CLIPBOARD · LOCK

Six pieces of evidence behind one verified outcome

One outcome. Six pieces of evidence. None can be quietly edited later.

DIAGRAM · 05 · VERIFICATION

A soil core in March. A signature that isn't ours. A record anyone can read.

↓ NEXT

When the record holds, you can put a price on a square metre of country. That price is the token.

06 · TOKEN

The Token

Think of it like a community-owned farm. You buy one square metre. Around 910,000 other people each own a square metre too. The farm is real. The audit is real. Every March a real person walks the paddock and signs.

FELT is not a coin. It's a receipt for a real square metre of a real audited Australian farm — a beneficial interest on a real title.

Hillview Park, Woodhouselee NSW. 910 hectares. Audited each March by Pangolin Associates. Your square metre is one of nine hundred and ten thousand.

“A square metre of country. Five hundred bucks. From your phone.”

> **What you own: a beneficial interest in one square metre of a named title, audited each March, redeemable per the deed.**

Think of it like a community-owned farm. You buy one square metre. Around 910,000 other people each own a square metre too. The farm is real. The audit is real. Every March a real person walks the paddock and signs. FELT is not a coin — it’s a receipt for a real square metre of a real audited Australian farm — a beneficial interest on a real title. One token equals one square metre. From five hundred dollars. From a phone.

Hillview Park, Woodhouselee NSW. 910 hectares. Project ID: FE-2026-HV-001. The title is registered on the New South Wales cadastre. The deed names what you own: a beneficial interest in one surveyed square metre of that registered title.

Each March, Pangolin Associates walks the paddock and signs the audit. Southern Cross University runs the science. The Clean Energy Regulator gates the carbon. The signed page is filed on the Guardian register on Hedera, queryable per token.

You don’t need a broker. You don’t need a fund manager. You need a phone and a credit card.

> Small on purpose. Real on purpose. Audited on purpose.

VI · PLAIN · ONE TOKEN · ONE SQUARE · ONE PLACE

A hundred square metres. Yours might be one of them.

One token = one square metre. From A$500. Of regenerated, audited Australian farmland.

DIAGRAM · 06 · THE TOKEN

A square metre. A title. A deed. A phone.

↓ NEXT

A square metre is small on its own. What makes it work as an engine is where the money goes first — the treasury.

07 · TREASURY

The Treasury

"We pay the soil first."

Before anyone gets paid, the treasury takes 11%. That money goes back into more land, more work, more healing. We're building a kitty that doesn't empty.

Every project, every year, eleven percent comes off the top and goes to the treasury.

Most companies pay shareholders first and the planet last. We swapped the order.

It's not a slogan. It's a rule. Eleven percent. Every project. Forever.

> We pay the soil first.

VII · PLAIN · TAP · JAR · NEW PADDOCK

A jar that fills itself · 11% of every project

We pay the soil first. The jar fills the next paddock. The next paddock pays the jar.

DIAGRAM · 07 · THE TREASURY

Eleven percent. Off the top. Forever.

↓ NEXT

A treasury that pays the soil first only matters if the cap table is wide. Lots of small owners, holding deeds. That is the movement.

08 · MOVEMENT

The Movement

"The power of the many. With deeds."

Lots of people have wanted to help the land for a long time. Until now there was nowhere to put that wanting except a donation. Now there's a deed. That changes things.

Donations help. They don't compound. The dollar leaves and doesn't come back.

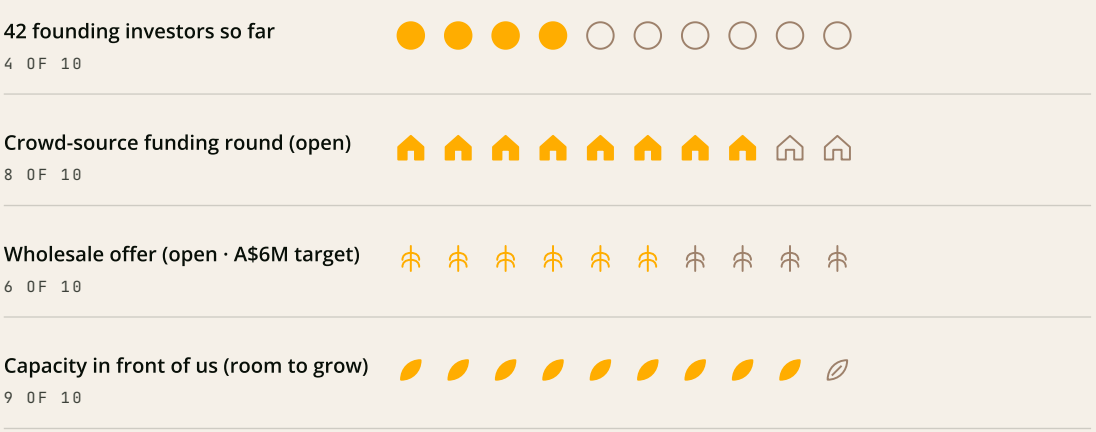
A small ticket from a lot of people becomes a real-sized cheque. A real-sized cheque buys a real paddock.

KYC, payment, deed, audit — all the work that used to take a broker and a fortnight, now takes ten minutes.

> A square metre is small. A million square metres isn't.

VIII · PLAIN · ONE FIGURE · ONE STAKE · ONE PIECE

The power of the many · ten rows of ten



One pictograph per stake. Filled = signed. The room is large; the table is widening.

DIAGRAM · 08 · THE MOVEMENT

The power of the many. Now with deeds attached.

↓ NEXT

Once a movement holds country, you can ask the next question: what else can these rails carry? That is the future.

09 · FUTURE

The Future

“Buy a square metre at Hillview today. Your kid walks the same paddock at twenty and the grass is taller.”

Five hundred bucks. One square metre. A real coordinate at Hillview Park you can drive to. The kid you bought it for will be old enough to walk it themselves before the second attestation comes through. By the time they’re paying their own rent, Pejar will have its first cycle done. The future is your deed, twenty years older.

It fits in a phone. It points at a coordinate on 910 hectares of country in the Southern Tablelands. The custodian is a fourth-generation farmer who signs the audit each March.

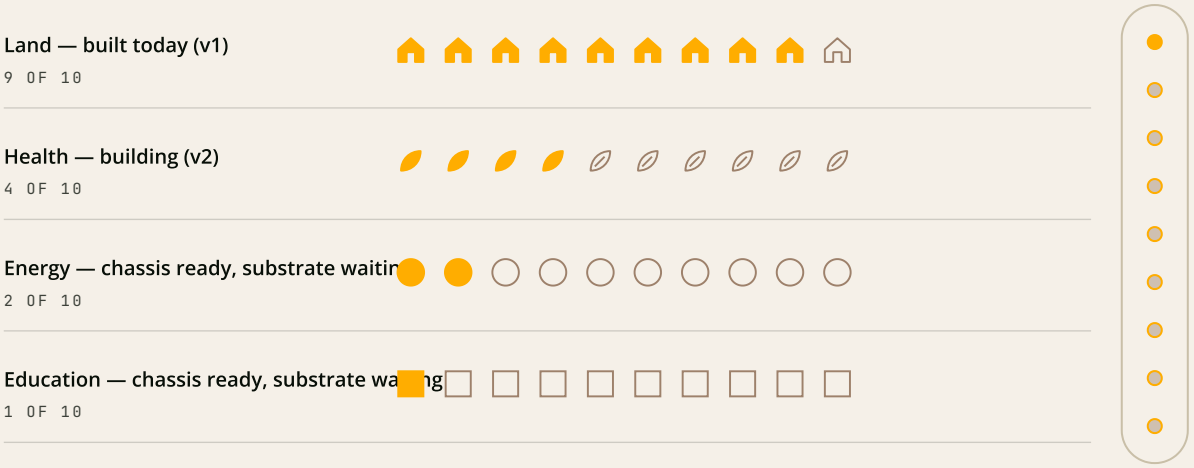
Twenty years of rotational grazing, cover-crop seasons, soil cores every March. By 2046 Hillview has run six cycles. Pejar has run four. Glenclair has run six.

A river runs through Pejar. Same five farms. Same custodians. Same auditors envisaged. Different cargo: water quality instead of soil carbon.

> Your kid walks the same paddock at twenty and the grass is taller.

IX · PLAIN · LAND · HEALTH · ENERGY · EDUCATION

One chassis. Four substrates. Built once.



Same chassis. New substrate. Every industry that has to prove an outcome.

DIAGRAM · 09 · THE FUTURE

A$500 today. A square metre at Hillview. A greener paddock when your kid is grown.

HOW TO ACT · THREE FIRST STEPS

You have read it. Here is how to be in it.

STEP 01

Start with $500

Hold a square metre of healing Australian country. From your

SEE THE TITLE, THE AUDIT, AND THE DEED →

phone. As the land heals, the treasury compounds.

STEP 02

Walk the audit trail

SEE AN ACTUAL SIGNED AUDIT →

Every plan, every measurement, every audit — on one record. The same record an investor, a farmer and an eater all read.

STEP 03

Invite a friend

READ THE MOVEMENT →

A square metre is small. A million square metres is not. The power of the many. With deeds attached.

. . .

From concern to conviction. Problem to profit.

FRESH EARTH · CONCEPT I · 01

VOICE · CALM-INFRASTRUCTURE

The Problem

“The bill came due. We didn’t see it on the receipt.”

A degrading planet has been pricing itself into our food, our weather, our water. Quietly. For decades. The cost was always real. Only the invoice was missing.

01 · THE HIDDEN LINE

For a century we paid for cheap food with a credit card no one was looking at.

Soil. Water. Biodiversity. Climate. The receipts were always there — they just weren't printed where the buyer could see them.

Every bumper season was an advance against the next one. The price held; the cost compounded somewhere off-ledger.

02 · THE MATURITY

The bill is being presented. By the soil. By the weather. By the dam.

A degraded paddock does what every neglected asset does: it stops yielding the way it used to. The recovery becomes the cost.

The same arithmetic now governs water, biodiversity and climate. The unbooked liability is becoming the booked one.

> The cost was always real. Only the invoice was missing.

03 · THE SHIFT

We are not paying more. We are starting to pay properly.

The market is finally pricing what was always real. That is not a tax on food. It is a correction in the books.

Fresh Earth is the infrastructure that makes the correction measurable, investable, and scalable.

DIAGRAM · BAUHAUS / STRIPE PRESS SYSTEMIC

I · CALM · STACK OF LIABILITIES

01	Soil	FAO/IPCC · 90% degraded · 2050
02	Ecosystems	IPBES · 70% under threat · 2050
03	Water	UN-Water · 5B people short · 2050
04	Biodiversity	WWF LPI · −69% mean · present

FOUR PLANETARY LIABILITIES · ONE UNBOOKED BILL

Hairline timeline 1950–2025, seven small triangles dropping below the line — soil, water, biodiversity, climate, yield, fish stocks, freshwater. No fill. No colour bar. The fall is the message.

The bill came due. We built one that could hold it.

← PREVIOUS · 09
THE FUTURE

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THE NINE

NEXT · 02
THE INFRASTRUCTURE

FRESH EARTH · CONCEPT I · 01

VOICE · MOVEMENT-BOMBAST

The Problem

“Cheap food hid the bill. The planet has been paying it.”

Every cheap kilo of food took something the paddock couldn't replace. Every bumper season borrowed from the next one. The land kept the receipts. We just stopped reading them.

01 · THE WOUND

Centralisation broke the planet — its food, its carbon, its land.

Capital and soil went their separate ways. Cheques helped. Cheques did not heal an acre.

A hundred years measuring what extracts. We never had a number for what gives back.

02 · THE LINE

43% of soil organic carbon. Gone.

Forty-three percent of Australia's soil organic carbon is gone since the wheat-sheep belt was first surveyed.

That is the wound, in one number. It does not need a metaphor. It needs a turn.

> The land kept the receipts.

03 · THE TURN

The land is ready to start paying us back. We just have to stop borrowing.

When you farm with the land instead of against it, the recovery is real. Hooves move. Water sinks. The grass comes back.

Fresh Earth makes that recovery the asset. Written down so anyone can join.

DIAGRAM · SAUL BASS / PENTAGRAM POSTER

Cheap food hid the bill.

Saul-Bass-poster slab — a single bold "−43%" filling two-thirds of the canvas in Comfortaa display, hand-pulled hairline rule beneath, "AUSTRALIAN SOIL CARBON · 1950–2025" in mono caps along the foot.

Donating helps. Owning compounds.

← PREVIOUS · 09
THE FUTURE

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THE NINE

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THE INFRASTRUCTURE

FRESH EARTH · CONCEPT I · 01

VOICE · AUDIT-CLEAN

The Problem

"Externalities are a balance-sheet item we forgot to post."

90% of soils degraded by 2050. 70% of ecosystems under threat. 5B people facing water scarcity. These are not headlines. They are unbooked liabilities maturing on a fixed schedule.

01 · UNBOOKED LIABILITIES

Soil, water and biodiversity are off-balance-sheet items the system has been carrying without provisioning.

A liability that nobody posts is still a liability. The market has been long the planet's capital account by exclusion, not by allocation.

The repricing is not a discontinuity. It is the gap between actual cost and accounting cost, closing in real time.

02 · THE SCHEDULE

Three liabilities. Defined timeline. Audit-grade citations.

90% of global soils on a degradation curve maturing by 2050 (FAO/IPCC). 70% of ecosystems past stable thresholds (IPBES). 5B people facing water scarcity within the same window (UN-Water).

These are not forecasts. They are the present value of decisions already taken. The market is now learning to price them.

> Unbooked liabilities maturing on a fixed schedule.

03 · THE INSTRUMENT

Regenerative practice is the only mechanism that shortens the maturity and reduces the magnitude.

Verifiable, repeatable interventions on real land — measured at every stage — convert unbooked liabilities into booked, audited outcomes.

Fresh Earth is the infrastructure that lets capital meet that mechanism on terms the market can underwrite.

DIAGRAM · STRIPE PRESS · HAIRLINE DATA TABLE

LIABILITY	MAGNITUDE	SOURCE	MATURITY
Soil degradation	**90%**	*FAO/IPCC*	2050
Ecosystem threat	**70%**	*IPBES*	2050
Water scarcity	**5B people**	*UN-Water*	2050
Biodiversity loss	**−69% mean**	*WWF LPI*	present

Sources: FAO/IPCC; IPBES; UN-Water; WWF LPI.

Hairline 4-row data table — Liability · Magnitude · Source · Maturity — Open Sans 9pt, one green data-bar per row, footnote citations 7pt grey.

The accounting was never going to hold. The repricing has begun.

FRESH EARTH · CONCEPT I · 01 VOICE · EDITORIAL-NARRATIVE

The Problem

“A hundred years measuring what extracts.”

For one hundred years we have measured what extracts. The bushel, the hectare, the tonne, the dollar. We have never had a number for what gives back. The wound is mathematical before it is ecological.

01 · THE DISPATCH

Beneath the dust of nine-hundred-and-ten hectares in the Southern Tablelands of New South Wales, a quiet currency is gathering interest.

The currency is soil. Its rate of return is verified annually by an independent registrar. Its custodian is a fourth-generation grazier.

The asset class has not yet been named in any public market. This dispatch begins the naming.

02 · THE WOUND

The wound is mathematical before it is ecological. It is invisible to a balance sheet that cannot see it.

The Australian Bureau of Statistics records soil-organic-carbon stocks at index −43 against a 1950 baseline of 100. The wound is fifty years long, and counting.

We measured what extracts because that is the unit a buyer pays for. We did not measure what gives back because no buyer was paying for it. Until 2024.

> For the first time, regeneration is measurable to the dollar.

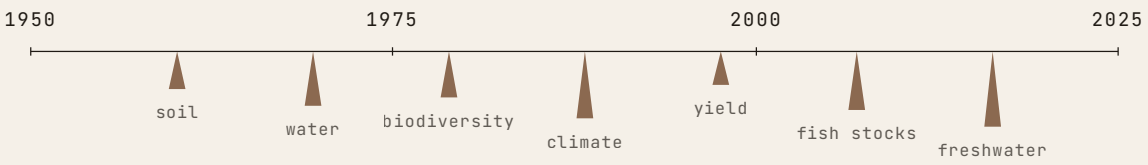
03 · THE TURN

Two methods came online and the arithmetic changed.

In January 2024 the federal soil-carbon method became a price. The Nature Repair Market followed. The Clean Energy Regulator became the registrar.

For the first time, regeneration is measurable to the dollar — and the dollar is auditable, registered, and signed. The dispatch that follows is what happens next.

DIAGRAM · VIGNELLI / TUFTE EDITORIAL



Seven indicators · one descent · 1950 → 2025

Editorial small-multiples — three pale rectangles labelled 1950 · 1985 · 2025, each carrying a hairline bar that recedes left to right, with margin captions "100 / −22 / −43" set in Open Sans italic.

The wound was always mathematical. So is the turn.

← PREVIOUS · 09
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NEXT · 02
THE INFRASTRUCTURE

FRESH EARTH · CONCEPT I · 01 VOICE · PLAINSPOKEN-DEMOCRATIC

The Problem

“Cheap food hid the bill. We’ve been paying it.”

CALM-INFRASTRUCTURE MOVEMENT-BOMBAST AUDIT-CLEAN EDITORIAL-NARRATIVE

PLAINSPOKEN-DEMOCRATIC

For years we got food for less than it cost to grow. The land made up the difference. Now the land is asking for it back. That's the bill.

01 · WHAT HAPPENED

For a long time, the land paid for the price tag.

Food got cheaper. Soil got tireder. Water got harder to find. The price didn't change. The cost did.

Most of us didn't see it. It wasn't on the receipt. It was on the paddock.

02 · HOW WE KNOW

You can see it on any fence-line that hasn't had a rest in twenty years.

Skinnier grass. Harder ground. Dams that fall faster than they fill. Birds you used to hear. Insects you used to swat.

It's not a story. It's the country saying the same thing over and over.

> The bill is on the paddock. We're finally reading it.

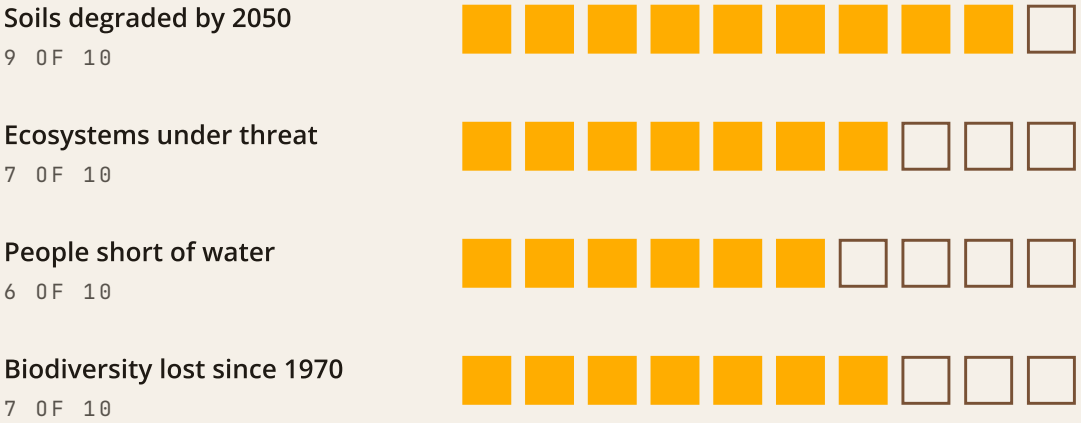
03 · WHAT NOW

The land can pay us back. We just have to stop borrowing from it.

Farm with the land and it heals. Heal it and it produces more. Produce more and you can pay for the work.

Fresh Earth turns that recovery into something anyone can join. From a phone. From five hundred bucks.

DIAGRAM · NEURATH / ISOTYPE CIVIC



One icon = one in ten. The filled icons are what is true today.

Neurath-style civic icons — twelve grain-sheaves in a row, each thinner than the last; below them a single dollar tick rising; brown ink on cream paper.

Cheap food hid the bill. We're paying it properly now.

← PREVIOUS · 09
THE FUTURE

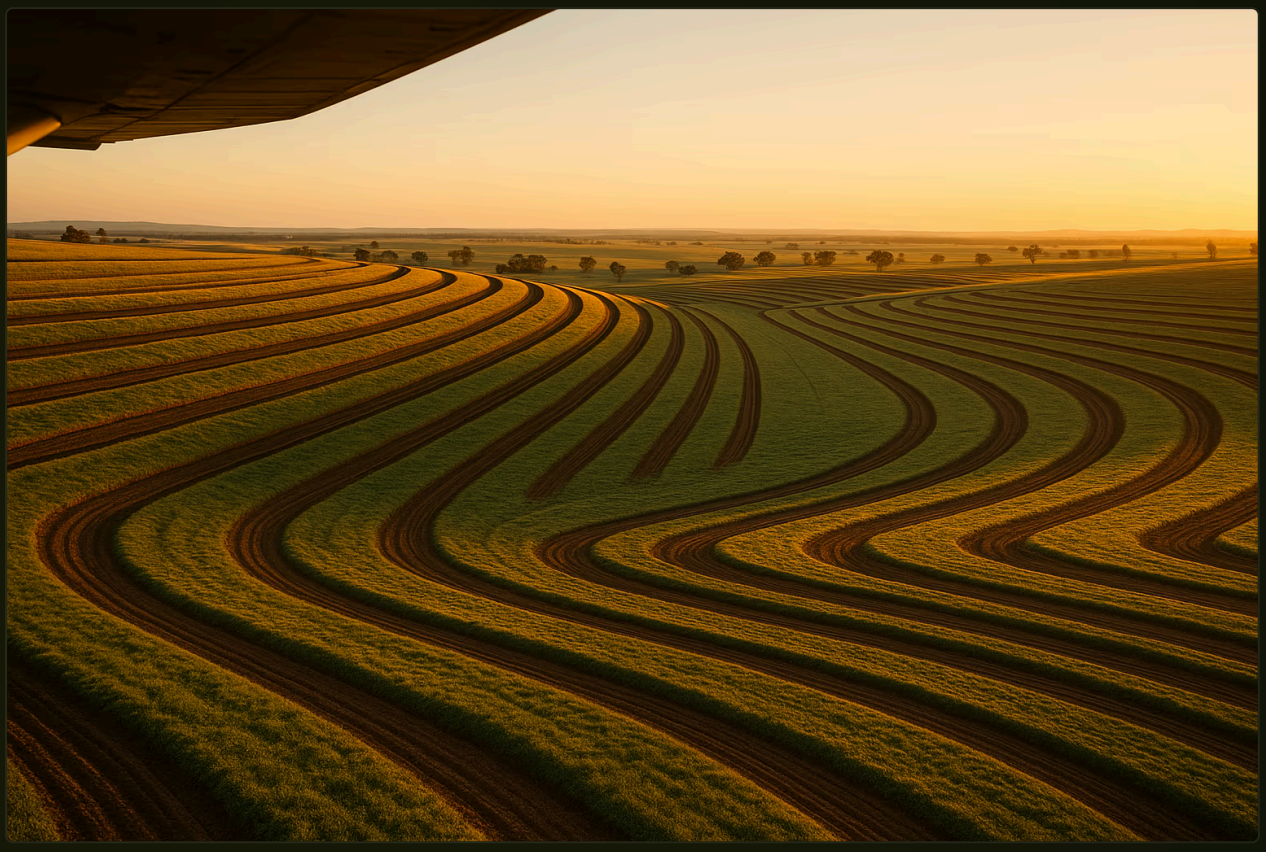
· INDEX ·
THE NINE

NEXT · 02
THE INFRASTRUCTURE

FRESH EARTH · CONCEPT II · 02 VOICE · CALM-INFRASTRUCTURE

The Infrastructure

"Fresh Earth is not a farm. It's the rails underneath one."



Design the practice. Verify the outcome. Price the impact. Connect the capital. One stack. Built once. Run anywhere there's land worth restoring.

01 · THE FOUR PRIMITIVES

Design · Verify · Value · Connect.

Each primitive is a self-contained service. Together they convert real-world practice into an audited, priceable, tradeable outcome.

The same chassis runs land today. It will run adjacent verticals tomorrow without re-platforming.

02 · BUILT ONCE

The work is a stack, not a project.

A regenerative project on its own is a piece of work. A stack that lets the next project start from where this one finished is infrastructure.

The library compounds. The cost per added farm falls. The time-to-verified-outcome shortens.

> One stack. Built once. Run anywhere there's land worth restoring.

03 · RUN ANYWHERE

The chassis does not depend on the geography. The geography does not depend on the chassis.

NSW today. Vic and QLD next. The United States after that. The substrate is the same; only the soil profile and the registrar differ.

Fresh Earth is the rails. The farms are the trains.

DIAGRAM · BAUHAUS / STRIPE PRESS SYSTEMIC

DESIGN	CoP scoping · agronomy · baseline	01
VERIFY	soil · drone · satellite · auditor	02
VALUE	method-priced outcome	03
CONNECT	capital ↔ country	04

Four primitives · one chassis · every product is a composition.

Bauhaus-Stripe-Press systemic — four stacked rectangles labelled Design / Verify / Value / Connect, separated by 1pt rules; gold accent strip down the left margin only.

Not a farm. The rails underneath one.

FRESH EARTH · CONCEPT II · 02 VOICE · MOVEMENT-BOMBAST

The Infrastructure

"The missing road between people who care and the land that needs them."

For decades, the will was there and the way wasn't. Capital couldn't find country. Country couldn't find capital. Fresh Earth is the road in both directions.

01 · THE GAP

Care travelled at the speed of a donation. Money travelled at the speed of a market.

They never met on the same road. So they never moved at the same speed.

The land waited. The will piled up. The work that needed doing waited too.

02 · THE ROAD

A system that lets care travel as fast as money. In both directions.

Plans become projects. Projects become outcomes. Outcomes become priced, audited and ownable.

Money flows in. Verified work flows out. The road carries both.

> A system that lets care travel as fast as money.

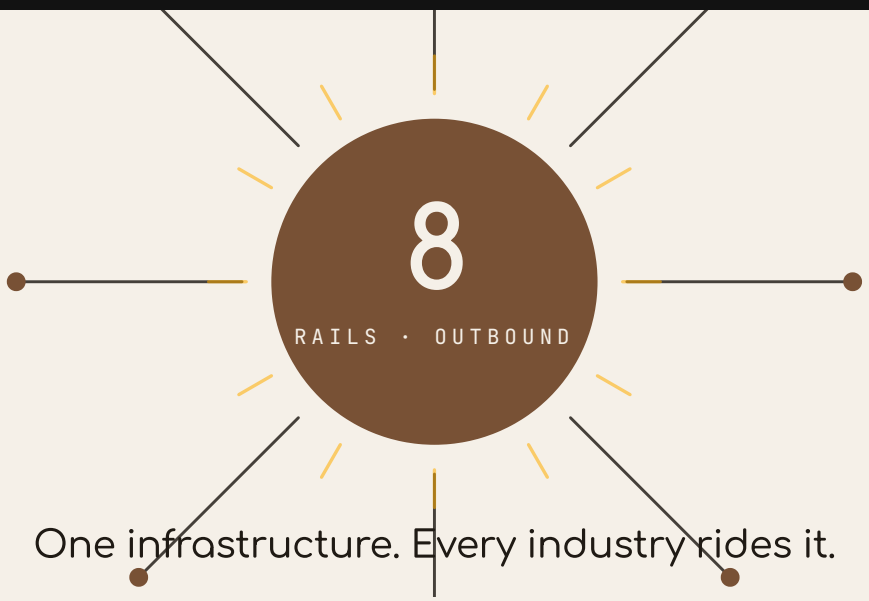
03 · THE DRUMBEAT

Build the road once. Walk it for a hundred years.

This is not a campaign. It is infrastructure. It does not get torn up between elections.

The next generation inherits the road, and the country it leads to.

DIAGRAM · SAUL BASS / PENTAGRAM POSTER



One infrastructure. Every industry rides it.

Saul-Bass-poster — a single bold curved arrow joining two filled blocks (CARE · CAPITAL), with hand-cut hairline rule and a Comfortaa caption "ONE ROAD · BOTH WAYS" in mono caps.

Care had nowhere to go. Now it has rails.

← PREVIOUS · 01
THE PROBLEM

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THE NINE

NEXT · 03
THE LAND

FRESH EARTH · CONCEPT II · 02

VOICE · AUDIT-CLEAN

The Infrastructure

"Four primitives — Design, Verify, Value, Connect — compose every product we'll ever ship."

Fresh Earth is an infrastructure layer, not a vertical. Each primitive is independently composable; together they convert real-world practice into auditable, priceable, tradeable outcomes.

01 · COMPOSABILITY

Each primitive carries an interface; the interfaces are the product.

Design specifies the intervention. Verify produces the attestation. Value prices the outcome. Connect routes the capital.

Any product the company ships is a composition of these four. Nothing else is in the canon.

02 · SUBSTRATE

Land is v1. The substrate is the same beneath every subsequent vertical.

The same primitives can be re-pointed at any market where outcome verification is the binding constraint.

Concept 9 names the long arc. The thesis here is the chassis.

> Four primitives. Every product is a composition of them.

03 · AUDIT GATE

Every primitive has a gate. No gate, no ship.

CMF v1 governs the operating tolerances of each primitive. Each Change of Practice passes through every gate before settlement.

The chassis is not a brand claim. It is a contract.

DIAGRAM · STRIPE PRESS · HAIRLINE DATA TABLE

01 · DESIGN	02 · VERIFY	03 · VALUE	04 · CONNECT
in soil profile	in instruments	in attestation	in priced line
tx CoP scope	tx auditor co-sign	tx method price	tx settlement
out signed plan	out attestation	out priced line	out capital ↔ farm

Every product Fresh Earth ships is a composition of these four. Nothing else is in the canon.

Stripe-Press editorial · four labelled boxes in a horizontal row joined by hairline arrows; below each box a 3-line spec sheet — input · transform · output. One green underline on the active primitive.

Not a vertical. A substrate.

← PREVIOUS · 01
THE PROBLEM

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THE LAND

FRESH EARTH · CONCEPT II · 02 VOICE · EDITORIAL-NARRATIVE

The Infrastructure

“On the rails underneath the farm.”

Fresh Earth Universe is a regenerative agricultural treasury. It owns the freehold and the leasehold. It funds the practice change. It books the verified outcome. It pays the investor. The architecture has three components — measurable, profitable, owned.

01 · THE ARCHITECTURE

Three components: land · protocol · ledger.

Land — freehold and leasehold, under contract, on cadastral title. Protocol — federally-approved methods, signed by the registrar. Ledger — hash-chained, independently audited, written once.

Three words that, until two years ago, were impossible to use together about the surface of the earth: measurable, profitable, owned.

02 · THE FOUR PRIMITIVES

Beneath the architecture: Design, Verify, Value, Connect.

Each primitive is a working department of a small company that has chosen to ship infrastructure rather than verticals.

The departments do not compete for headcount. They compose; the company ships their composition.

> Land · protocol · ledger — three components, walked for a long time.

03 · THE DISCIPLINE

Built once. Walked for a long time.

The company is not in a hurry. The land does not reward hurry. The audit does not reward hurry. The ledger does not reward hurry.

It rewards repetition. Every farm that runs through the rails leaves the rails better calibrated for the next one.

DIAGRAM · VIGNELLI / TUFTE EDITORIAL

LAND	PROTOCOL	LEDGER
freehold	*CER method*	*hash-chained*
leasehold	*NRM Act*	*auditor co-sign*
cadastral	*CMF v1*	*written once*

DESIGN	VERIFY	VALUE	CONNECT

Three components · four primitives · one operating ledger.

Tufte-grade hairline schematic — three columns labelled Land / Protocol / Ledger; under each, four small rectangles for the primitives Design / Verify / Value / Connect; one green underline on the active row.

Not a farm. The architecture under one.

not found: /atlas-nine/infrastructure/plain/index.html

not found: /atlas-nine/land/calm/index.html

not found: /atlas-nine/land/movement/index.html

FRESH EARTH · CONCEPT III · 03

VOICE · AUDIT-CLEAN

The Land

"5 farms · 5,879 ha NSW · 2.27M tCO2e modelled (25-yr)."

Hillview Park (910 ha) · Glenclair Aggregation (4,209 ha) · Cooksvale Aggregation (760 ha). Each title held. Each project registered with the Clean Energy Regulator. The portfolio is the proof of concept, not the marketing of one.

01 · PORTFOLIO

5 farms · 5,879 ha · NSW · cadastral title held.

Hillview Park 910 ha · Glenclair Aggregation 4,209 ha · Cooksvale Aggregation 760 ha. Project type: Soil Carbon (CER ERF method).

Stage 5 audit underway at Hillview. Stage 1–3 active at the remaining four. Independent registrar of record: Clean Energy Regulator.

02 · MODELLED OUTCOME

2.27M tCO2e across the 25-year horizon.

The figure is the sum of registered project area multiplied by approved methodology factors. Each line is auditable in the CER record.

NPV at the portfolio level — A$22.4M post-audit at Hillview alone, indicative under CMF v1 §6.

> The portfolio is the proof of concept, not the marketing of one.

03 · DISCLOSURE

Forward-looking — indicative. Wholesale only. Read the IM.

Forward-looking statements are subject to assumptions disclosed in the Information Memorandum and depend on factors outside Fresh Earth's control (RG 170).

Wholesale and professional investors only as defined in s708(8)/(11) of the Corporations Act 2001 (Cth). Capital is at risk. Past performance is not indicative of future results.

DIAGRAM · STRIPE PRESS · HAIRLINE DATA TABLE

PROPERTY	HECTARES	TCO_2E (25Y)	PROJECT TYPE	STATUS
Hillview Park	910	0.42M	Soil Carbon · ERF	*Stage 5*
Glenclair Aggregation	4,209	1.62M	Soil Carbon · ERF	*Stage 1–3*
Cooksvale Aggregation	760	0.23M	Soil Carbon · ERF	*Stage 1–3*
Portfolio total	**5,879**	**2.27M**	**Soil Carbon**	**5 farms**

Source: Clean Energy Regulator · Eurofins · CMF v1 §6. Indicative · forward-looking · RG 170.

Stripe-Press 5-row spec table — Property · Hectares · Carbon (tCO2e/25y) · Project Type · Status — hairline rules, Open Sans 9pt, totals row in semibold, single 1pt gold rule under the totals.

5 farms held. The next line of the ledger is the practice that produces the delta.

FRESH EARTH · CONCEPT III · 03 VOICE · EDITORIAL-NARRATIVE

The Land

"Hillview Park is the worked example."

Lachlan Graham is the fourth-generation custodian of Hillview Park, Australian Farmer of the Year 2013, and a Tier-2 partner in the federal Zero Net Emissions Agriculture CRC. Under contract since March, the property is in Stage 5 of the soil-carbon audit cycle — first attestation indicative 2026–2027.

01 · THE COUNTRY

Nine hundred and ten hectares of NSW Southern Tablelands. Freehold and leasehold. Held. In cycle.

The ridgeline runs north-east, then west toward the river. The native grasses are returning where the rotational grazing has rested them. The dams hold longer than they did five years ago.

The property is not a metaphor. It is the worked example, in the precise sense the trade uses that phrase. The numbers behind the photographs are the numbers in the operating ledger.

02 · THE CUSTODIAN

Lachlan Graham · fourth-generation farmer · Australian Farmer of the Year 2013.

A Tier-2 partner in the federal Zero Net Emissions Agriculture Cooperative Research Centre. He runs the practice change at Hillview and reviews the audit each March.

He is the named human in the dispatch — the one whose signature the registrar countersigns.

> Hillview Park · 910 hectares · held, registered, in Stage 5 of the audit cycle.

03 · THE PORTFOLIO

Hillview is one of five. The next four sit on the same legal architecture.

Glenclair Aggregation: 4,209 hectares. Cooksvale Aggregation: 760 hectares. Each one carries a custodian, a registered project, and a place in the same

operating ledger.

The portfolio is the proof of concept. Hillview is its first chapter.

DIAGRAM · VIGNELLI / TUFTE EDITORIAL

HILLVIEW PARK

910 ha · NSW Southern Tablelands · Stage 5 audit · in cycle · indicative window 2026–2027

Custodian: Lachlan Graham · Australian Farmer of the Year 2013 · Tier-2 ZNE-Ag CRC

31°02′S · 151°10′E

The worked example. The first chapter of a five-farm dispatch.

Vignelli editorial typography card — name HILLVIEW PARK in Comfortaa display, beneath it 8pt Open Sans italic "910 ha · NSW Southern Tablelands · Stage 5 audit · in cycle", a single gold hairline rule and a small contour fragment to the right.

The worked example is named, fenced, dated and in cycle.

FRESH EARTH · CONCEPT III · 03 VOICE · PLAINSPOKEN-DEMOCRATIC

The Land

“Real farms. With names. You can point to them.”

CALM-INFRASTRUCTURE MOVEMENT-BOMBAST AUDIT-CLEAN EDITORIAL-NARRATIVE

PLAINSPOKEN-DEMOCRATIC

Five farms. NSW. 5,879 hectares all up. Hillview Park — that's the first one. The rest are right behind it. Real country, with real people.

01 · WHERE

Hillview Park. Glenclair. Cooksvale.

Three names you can find on a map. Five titles, one state. Country with weather, neighbours, dams and gates.

You can drive to them. You can walk them. They're not a brochure.

02 · WHO

The people running them have been on the country for generations.

Hillview is run by a fourth-generation farmer. He won Farmer of the Year in 2013. He's the one who signs the audit each March.

These are not fund managers. They're custodians. They live there.

> Real farms. With names. You can point to them.

03 · HOW BIG

5,879 hectares. That's about 22 square miles.

Big enough to prove the system. Small enough to know each paddock. The right size for a first chapter.

The next chapters are under contract. The decade after that is the work.

DIAGRAM · NEURATH / ISOTYPE CIVIC

Five farms. NSW. 5,879 hectares. Real names, real country.

Neurath-style civic icons — five small hand-drawn farm pictographs (woolshed · dam · ridge · fence · gate) labelled Hillview · Glenclair · Cooksvale; brown ink on cream.

Five farms. Real names. Now we change how they're farmed.

← PREVIOUS · 02
THE INFRASTRUCTURE

· INDEX ·
THE NINE

NEXT · 04
CHANGE OF PRACTICE

FRESH EARTH · CONCEPT IV · 04 VOICE · CALM-INFRASTRUCTURE

Change of Practice

"Designed by experts. Verified by outsiders. Paid for by the work."

CALM-INFRASTRUCTURE MOVEMENT-BOMBAST AUDIT-CLEAN EDITORIAL-NARRATIVE

PLAINSPOKEN-DEMOCRATIC

A Change of Practice is a designed intervention — the rotation, the cover crop, the rest period, the species mix — chosen by experts, executed by operators, measured at every step. The outcome isn't hoped for. It's specified.

01 · DESIGNED

The intervention is engineered before the soil moves.

A scientist, an agronomist and the custodian sit down with the soil profile, the weather, the carbon baseline and the budget.

The output is a CoP — a documented intervention with input, transform, output, tolerance, sample cadence, verification method.

02 · EXECUTED

Designed by experts. Provided by suppliers. Validated by operators.

Vetted vendors fulfil the inputs. Named operators run the practice. Every step is logged against the design.

Drift from the design is flagged at the gate, not at the audit.

> Designed. Provided. Validated. Verified. Monetised.

03 · VERIFIED · MONETISED

Verified on-chain. Monetised for investors.

The Guardian policy on Hedera carries the attestation. The auditor co-signs. The outcome enters the ledger as a priceable line.

The CoP is the unit. Everything that compounds, compounds from this primitive.

DIAGRAM · BAUHAUS / STRIPE PRESS SYSTEMIC

Designed · Provided · Validated · Verified · Monetised.

Bauhaus-Stripe-Press systemic — five sequential boxes labelled Design / Supply / Operate / Verify / Monetise, each carrying one verb in Comfortaa Bold and a one-clause caption; one 1pt gold rule threads them.

Specified, then witnessed. The auditor takes it from here.

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THE LAND

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VERIFICATION

FRESH EARTH · CONCEPT IV · 04 VOICE · MOVEMENT-BOMBAST

Change of Practice

“This is the protocol. Designed. Provided. Validated. Verified. Monetised. Five verbs. One sequence. Every farm.”

For a hundred years the knowledge lived in heads. Hard-won seasons. Hands that died with their owners. Now it is a protocol. Open. Signed. Repeatable. Five farms is the proof. Two thousand by 2030 is the work. The decade is the work.

01 · THE DOCTRINE

Designed. Provided. Validated. Verified. Monetised.

Five verbs. One sequence. The same five for every farm in the library. The same five for every country.

When the sequence holds, the outcome holds. When it doesn’t, the gate stops it.

02 · THE WORK

Better farming, written down so anyone can do it.

For a hundred years the knowledge lived in heads. We’re writing it into a protocol with the custodians, not over them.

The next farmer doesn’t have to learn it from scratch. The next country doesn’t either.

> Better farming. Written down. So anyone can do it.

03 · THE DRUMBEAT

A library of blueprints. Open. Signed. Repeatable.

Hope helped us care. It did not heal an acre. The blueprint is doing both.

This is the work, dignified, signed, dated, and shareable.

DIAGRAM · SAUL BASS / PENTAGRAM POSTER

WRITTEN DOWN

Better farming, written down so anyone can do it.

Saul-Bass-poster — five bold blocks (DESIGN · SUPPLY · OPERATE · VERIFY · MONETISE) in alternating gold and brown, separated by hand-cut hairlines, with "WRITTEN DOWN" set across the foot in Comfortaa caps.

Better farming. Written down. Open.

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VERIFICATION

FRESH EARTH · CONCEPT IV · 04

VOICE · AUDIT-CLEAN

Change of Practice

"Every Change of Practice is a documented, audited intervention with a measurable delta."

A CoP is the unit of work: scoped by experts, supplied by vetted vendors, executed by named operators, measured against a baseline. Inputs, outputs, tolerances, and verification cadence are all specified before capital deploys.

01 · SPEC

Baseline · Intervention · Tolerance · Sample cadence · Verification method · Outcome metric.

Six fields define a CoP. Six values must be present before the CoP can pass the design gate.

Field is locked at the start of the season. Drift is logged. Out-of-tolerance is flagged before audit.

02 · WORKED EXAMPLE

Hillview soil-carbon CoP · ERF method · 12-mo + 36-mo verification.

Baseline: 2024 soil core lattice. Intervention: rotational grazing × diverse-species pasture. Tolerance: ±0.10% SOC at 30cm.

Sample cadence: 12-mo and 36-mo cores; drone NDVI quarterly. Verification: external soil-carbon auditor co-sign; CER attestation. Outcome metric: tCO2e/ha/yr.

> CoP is the unit. Capital settles against the line, not the brochure.

03 · AUDIT

CER · Eurofins · Nature Repair · attached to the line, not the brochure.

Each CoP attestation is signed by an external auditor. The auditor's engagement letter and method version are in the on-chain record.

Capital deploys against signed CoPs only. No CoP, no settlement.

DIAGRAM · STRIPE PRESS · HAIRLINE DATA TABLE

COP FIELD	HILLVIEW VALUE
Baseline	2024 soil-core lattice · 30 cm depth
Intervention	rotational grazing · diverse-species pasture
Tolerance	±0.10% SOC at 30 cm
Sample cadence	12-mo + 36-mo cores · NDVI quarterly
Verification method	Eurofins lab · CER co-sign · ERF method
Outcome metric	tCO_2e/ha/yr

One CoP. Six fields. Locked at season open. Drift logged. Out-of-tolerance flagged before audit.

Stripe-Press editorial · two-column spec sheet — left column Baseline / Intervention / Tolerance / Sample cadence / Verification method / Outcome metric; right column actual values for one Hillview CoP; hairline rules, 9pt Open Sans.

Specified. Signed. Settled.

FRESH EARTH · CONCEPT IV · 04 VOICE · EDITORIAL-NARRATIVE

Change of Practice

"A practice change becomes a measured outcome.
A measured outcome becomes a verified blueprint."

A practice change becomes a measured outcome. A measured outcome becomes a verified blueprint. A verified blueprint becomes a public document — read by the next farm, the next region, the next country.

01 · THE COP

A Change of Practice is the dispatch's atomic unit.

It is scoped, signed, dated. It carries a baseline, an intervention, a tolerance, a sample cadence and an outcome metric. It survives the season and enters the record.

The dispatch is the sum of CoPs. The library is the sum of dispatches.

02 · THE LIBRARY

We open-source what works. The reader becomes the builder.

A blueprint, once verified, is published. Another farm reads it. Another farm runs it. Another auditor signs it. The library compounds.

After Wendell Berry: the commons is what we own together; ownership is impossible alone.

> The library compounds. The cost curve falls. The work hands forward.

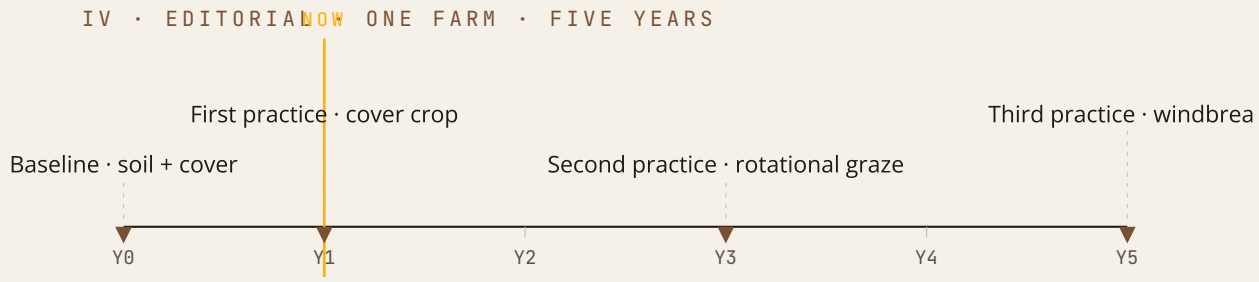
03 · THE COST-CURVE

Every blueprint makes the next blueprint cheaper, faster, more credible.

The first CoP at Hillview took twelve months to design and audit. The second took eight. The library trims the schedule and the budget without trimming the rigour.

This is what infrastructure does to a working profession. It does not replace the work. It hands the work forward.

DIAGRAM · VIGNELLI / TUFTE EDITORIAL



One farm · five years · three practices · each one signed before the next begins.

Vignelli editorial — three rectangles labelled Practice / Blueprint / Library, joined by a hairline arrow that doubles back into the first rectangle to mark the loop; gold accent on the arrow; small italic margin note "After Wendell Berry · 1977".

A practice. A blueprint. A public document. A library.

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VERIFICATION

FRESH EARTH · CONCEPT IV · 04 VOICE · PLAINSPOKEN-DEMOCRATIC

Change of Practice

“Better farming, written down so anyone can do it.”

CALM-INFRASTRUCTURE MOVEMENT-BOMBAST AUDIT-CLEAN EDITORIAL-NARRATIVE

PLAINSPOKEN-DEMOCRATIC

A change of practice is a fancy way to say: try a better way of farming this paddock. We write the plan. We help do the work. We measure if it worked. Then we share what worked.

Designed by people who know your country.

Cover crop. Rotation. Rest period. Species mix. The plan fits the paddock and the weather, not a slide deck.

You don’t have to invent it. The plan is built from the work other farms already did.

02 · THE WORK

Done by you. Backed by the right kit and people.

Suppliers and operators help where it’s needed. The custodian still runs the country. Nothing is taken away.

Every step is logged so the work is on the record, not on faith.

> Better farming. Written down. Open.

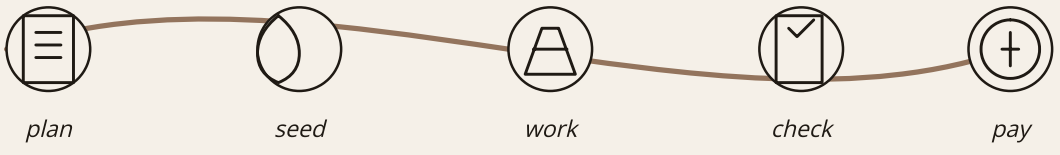
03 · THE CHECK

Measured. Signed. Shared.

Soil tests. Drone passes. An outside auditor signs the result. The result is on the chain so it can’t be quietly walked back.

If it worked, it gets added to the library. The next farmer doesn’t start from scratch.

DIAGRAM · NEURATH / ISOTYPE CIVIC



Plan · seed · work · check · pay. Better farming, written down so anyone can do it.

Neurath-style civic icons — a planning notebook, a seed bag, a boot, a clipboard, a coin connected by a soft brown brushstroke; Open Sans italic captions in lower case.

Plan. Do. Check. Share. That's the change.

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VERIFICATION

FRESH EARTH · CONCEPT V · 05

VOICE · CALM-INFRASTRUCTURE

Verification

“On-chain. On-soil. Same record.”

CALM-INFRASTRUCTURE MOVEMENT-BOMBAST AUDIT-CLEAN EDITORIAL-NARRATIVE

PLAINSPOKEN-DEMOCRATIC

Every measurement, every audit, every photograph — recorded once and carried forward on Guardian's on-chain policy ledger. The land speaks. The chain remembers. Nothing gets quietly revised later.

01 · ONE RECORD

The same line that the soil produced is the line that capital settles against.

No transcription. No second draft. The field measurement, the auditor co-sign, the on-chain attestation share a single hash.

If the line moves, the record moves with it. The history is intact.

02 · STRUCTURAL, NOT EDITORIAL

Verification is a structural property, not a policy claim.

Guardian's policy engine on Hedera enforces the verification graph. Field measurements flow in; signed attestations flow out.

There is no place in the workflow for a marketing claim. The claim is the record.

> On-chain. On-soil. Same record.

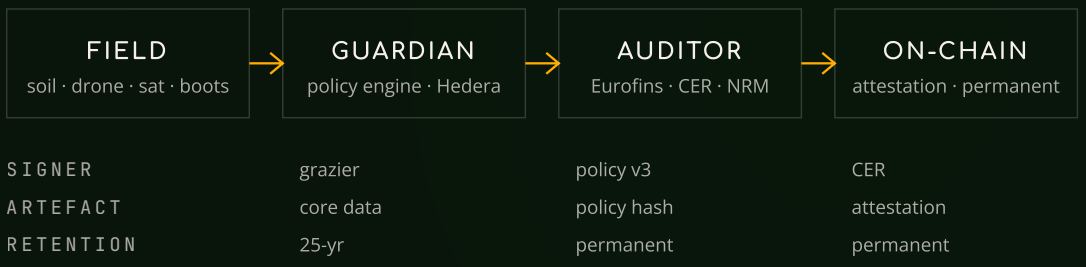
03 · DECISION-GRADE

Queryable. Immutable. Decision-grade for a capital allocator.

The attestation is queryable by token, by farm, by CoP, by date. The retention is permanent. The signers are named.

Capital underwrites against the record. The record is the product.

DIAGRAM · BAUHAUS / STRIPE PRESS SYSTEMIC



One record. Field-to-chain. Same line. Same hash.

Bauhaus-Stripe-Press systemic — flow boxes Field measurement → Guardian policy → Auditor co-sign → On-chain attestation; under each node a small spec block listing artefact, signer, retention; mono captions for hashes.

The land speaks. The chain remembers.

← PREVIOUS · 04
CHANGE OF PRACTICE

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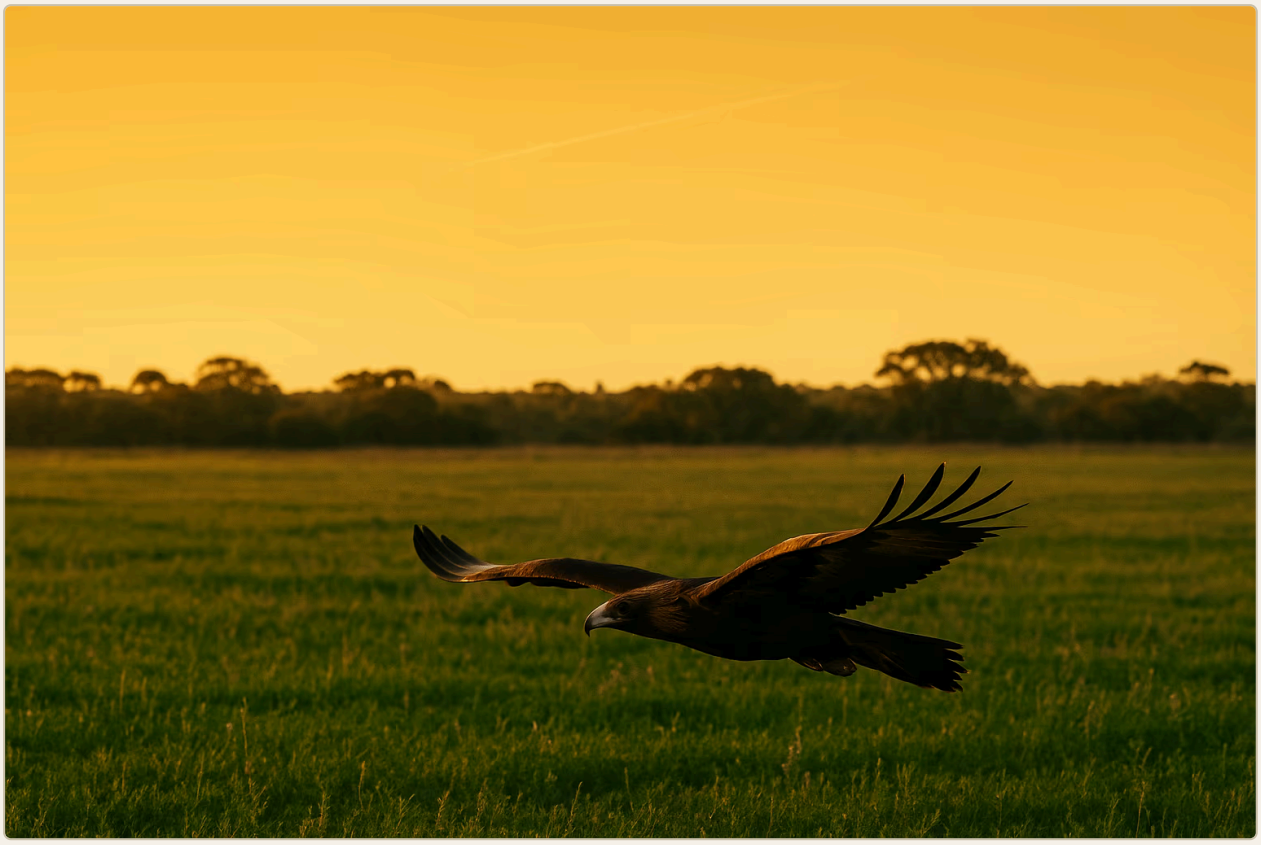
NEXT · 06
THE TOKEN

FRESH EARTH · CONCEPT V · 05

VOICE · MOVEMENT-BOMBAST

Verification

“The land tells the truth. We just stopped editing it.”



CALM-INFRASTRUCTURE MOVEMENT-BOMBAST AUDIT-CLEAN EDITORIAL-NARRATIVE

PLAINSPOKEN-DEMOCRATIC

Soil cores. Drone passes. Satellite imagery. Auditor visits. All the evidence the country has been producing for years — finally pinned down so it can't be quietly walked back. The proof was never the problem. The honesty was.

01 · THE EVIDENCE

Six instruments. One country. One signature.

Soil core. Drone. Satellite. Boots-on-ground. Clipboard. Padlock. Six instruments, six signatures, one record.

Each one is what it is — no spin, no slogan. The country has always told the truth. We just printed it.

02 · THE HONESTY

Pin the record once. Carry it forever.

The hash is the deal. The attestation is the deal. The auditor's name is the deal.

Nothing gets quietly walked back. Nothing gets quietly upgraded. The record stands.

> The proof was never the problem. The honesty was.

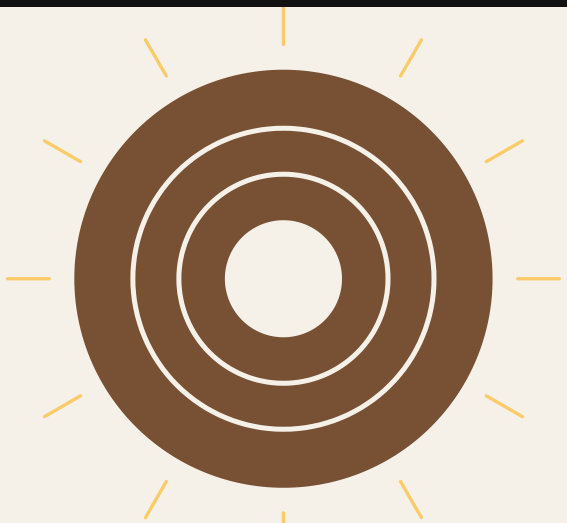
03 · THE DRUMBEAT

We don't just verify impact. We engineer it.

The proof was never the problem. The honesty was. The record makes both the same artefact.

When the chain remembers, the work compounds.

DIAGRAM · SAUL BASS / PENTAGRAM POSTER



Evidence. Audited. Filed.

Saul-Bass-poster — six hand-cut icons (core · drone · satellite · boot · clipboard · padlock) arranged in a circle, brown ink and gold accents, with "WITNESSED" set across the foot in Comfortaa caps.

On-chain. On-soil. Same record.

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FRESH EARTH · CONCEPT V · 05

VOICE · AUDIT-CLEAN

Verification

"Every claim is backed by a Guardian on-chain policy and an external auditor signature."

Verification is structural, not editorial. Field measurements flow into Guardian’s policy engine on Hedera; an external auditor co-signs each verified outcome; the resulting attestation is queryable, immutable, and decision-grade for capital allocators.

01 · STACK

Field measurement → Guardian policy → Auditor co-sign → On-chain attestation.

Layer 1: instrument-grade field data. Layer 2: Guardian policy engine on Hedera (Hashgraph). Layer 3: external auditor co-signature. Layer 4: immutable attestation.

No layer can override another. Each layer carries a signer, an artefact, and a retention.

02 · COUNTERPARTIES · THE NAMED SIGNERS

Pangolin Associates · Southern Cross University · Clean Energy Regulator · Guardian on Hedera.

Project ID FE-2026-HV-001 (Hillview Park, Woodhouselee NSW · 910 ha) carries co-sign engagements with Pangolin Associates (third-party auditor) and Southern Cross University (scientific verification). The Clean Energy Regulator is the federal gate for the soil-carbon method (CER ERF). Lab analysis: Eurofins. Biodiversity rail: Nature Repair Market Act 2023. Trust-tag taxonomy: CMF v1 §5.

Audit cadence is annual, walked each March. The signed attestation, the auditor name, the method version and the retention period are part of the Guardian record on Hedera — queryable per token, per CoP, per farm, per date.

Each counterparty is independent of Fresh Earth. Engagement letters and method versions are part of the on-chain record.

> Verification is structural, not editorial.

03 · DISCLOSURE

Attestations are decision-grade. Forward-looking statements are not.

Verified outcomes are attestations of historical fact, signed by independent counterparties.

Forward-looking statements are subject to assumptions disclosed in the IM. Capital is at risk; past performance is not indicative of future results (RG 170).

DIAGRAM · STRIPE PRESS · HAIRLINE DATA TABLE

LAYER	SIGNER	ARTEFACT	RETENTION
L1 · Field	custodian	core / drone / NDVI	*25-yr*
L2 · Guardian	policy engine	policy hash · Hedera	*permanent*
L3 · Auditor	Eurofins / CER	co-signature	*permanent*
L4 · On-chain	Hedera consensus	attestation	*permanent*

No layer overrides another. Verification is structural, not editorial.

Stripe-Press hairline flow diagram — Field measurement → Guardian policy → Auditor co-sign → On-chain attestation; under each node a 3-line spec block (artefact / signer / retention); mono captions for hashes.

Decision-grade. Queryable. Immutable.

FRESH EARTH · CONCEPT V · 05

VOICE · EDITORIAL-NARRATIVE

Verification

“The differentiator is the trust.”

Investors fund. Farmers plan. Eaters trace. Three jobs, one ledger. Hash-chained, independently audited, written once. The differentiator is the trust.

01 · THREE VOICES

The investor wants the audit. The farmer wants the plan. The eater wants the trace.

Each voice has been heard separately for a long time. Each voice has been served by a different system, in a different language, on a different timescale.

A single ledger lets the three voices read the same line. The line is the work. The work is the truth.

02 · ONE LEDGER

Hash-chained. Independently audited. Written once.

Every attestation carries a hash that links it to its predecessor. Independent auditors co-sign. The chain itself is queryable from any of the three sides.

The ledger is the artefact that the dispatch keeps coming back to. It is not a feature. It is the spine.

> Three jobs. One ledger. The differentiator is the trust.

03 · THE TRUST

The differentiator is the trust.

Trust is what survives when the marketing falls away. The ledger is the architecture that lets trust survive.

The land tells the truth. The chain remembers. The dispatch is what happens when both speak in public.

DIAGRAM · VIGNELLI / TUFTE EDITORIAL

Three voices. One line. The differentiator is the trust.

Vignelli editorial — three labelled columns Investor / Farmer / Eater above a single horizontal hairline rule labelled Ledger; small italic margin notes "hash-chained · independently audited · written once".

The chain remembers. The dispatch records. The reader trusts.

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FRESH EARTH · CONCEPT V · 05 VOICE · PLAINSPOKEN-DEMOCRATIC

Verification

"A soil core. A clipboard. A pair of boots in the paddock every March."

CALM-INFRASTRUCTURE MOVEMENT-BOMBAST AUDIT-CLEAN EDITORIAL-NARRATIVE

PLAINSPOKEN-DEMOCRATIC

The way you know the work is real is that someone you didn’t pay walks the country with a corer, a clipboard and the protocol, and signs their name to what they find. Hillview gets that walk every March. The clipboard goes on the chain. The boot prints stay in the paddock.

Every March, an outside auditor walks Hillview Park with the protocol in hand.

They take soil cores at the same coordinates as last year. They photograph the dam. They check the rotation matches what was written down.

They are not us. They are paid to disagree if the numbers disagree. Their signature is the only one that counts at this gate.

02 · THE KIT

Soil corer. Clipboard. Drone. Camera with a date stamp.

A core is a column of soil the width of a thumb and the depth of a forearm. You can hold one in your hand. It tells you what is happening underground without anyone's opinion.

The clipboard carries the protocol — the same one that was written for that paddock. The walk either matches it or it doesn't.

> Trust is a thing you can hold. A core. A clipboard. A boot in the paddock.

03 · THE RECORD

What the boots see, the ledger keeps. Same record for everyone.

The core, the clipboard, the photos and the auditor's signature all land in the same place. On a chain so it can't be quietly changed later.

When the receipt, the audit and the paddock say the same thing, the work is real. That's how the farmer plans. That's how the investor underwrites. That's how you know.

DIAGRAM · NEURATH / ISOTYPE CIVIC

INVESTOR

FARMER

EATER

ONE LEDGER · THREE DOORS

Trust isn't a feeling. It's a record you can read.

Neurath-style civic icons — three small object pictographs (soil corer · clipboard · boot) arranged in a row above a single hand-drawn ledger panel; brown ink on cream, single gold underline beneath the ledger.

A soil core in March. A signature that isn't ours. A record anyone can read.

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FRESH EARTH · CONCEPT VI · 06

VOICE · CALM-INFRASTRUCTURE

The Token

“One token. One square metre. One real place.”

FELT is not a token in the cryptocurrency sense. It is a beneficial interest in a registered Australian cadastral title — issued, audited, redeemable per the deed. It maps to a defined square metre of audited, regenerating Australian farmland. From A$500, anyone with a phone owns a piece of the country and a share of what it produces.

01 · MAPPING

Each FELT names a surveyed square metre on a registered Australian title.

No abstraction. No basket. A token is a square metre. A square metre is a coordinate. A coordinate is a record.

The mapping is held in the cadastral register and mirrored on a per-token audit trail.

02 · THE INTEREST

A beneficial interest on a registered title. A retail-friendly doorway.

In retail terms: you sign in on a phone, the same way you would open a savings account. The professional-grade record-keeping sits underneath; the doorway sits in front.

A folded paper title in a registered Australian register, named to a surveyed square metre. The retail experience is calm. The underlying record is the same one the institutional audit reads.

> One token. One square metre. One real place.

03 · ACCESS

From A$500. From a phone. From anywhere there is a connection.

A$500 minimum. 1 m^2 unit size. The asset behind it is titled, audited, registered.

A registered cadastral allocation, in the name of a normal person. Now structurally possible.

DIAGRAM · BAUHAUS / STRIPE PRESS SYSTEMIC

Each FELT carries a deterministic mapping to a surveyed square metre on a Fresh Earth title.

Bauhaus-Stripe-Press systemic · 10×10 grid of 1 m² squares, one square highlighted gold, hairline arrow linking it to a tiny figure-8 token icon; one mono-numerals caption "1 token · 1 m²".

Calm and decisive. A square metre at a time.

FRESH EARTH · CONCEPT VI · 06 VOICE · MOVEMENT-BOMBAST

The Token

"Fresh Earth Land Token (FELT) — a piece of the healing land."

Not a coin. Not a contract. A piece of country, owned by you, audited every March, on titles you can drive to. A square metre of country, in your pocket. From A$500. From your phone. From anywhere you happen to live. Decentralised farm ownership, finally with a deed attached.

01 · YOURS

A piece of country, in your name, on a registered title.

It is not a share certificate. It is country you can drive to, walk on, point at on a map.

A square metre of healing land. Yours.

02 · OPEN

From A$500. From your phone.

For the first time, decentralised farm ownership is not an idea. It is a unit, on rails, on the chain.

The library is open. The deed is real. The work compounds.

> A square metre of country. Held by you.

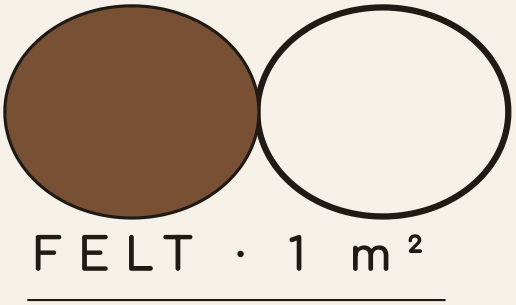
03 · THE POINT

A piece of the healing land. Held by you.

Decentralised farm ownership — the kind that has a deed.

One token. One square metre. One real place.

DIAGRAM · SAUL BASS / PENTAGRAM POSTER



A piece of the healing land. Held by you.

Saul-Bass-poster — a single bold figure-8 lockup, half-filled gold, the words "FELT · 1 m²" set in Comfortaa display along the bottom; hand-cut hairline at the foot.

A square metre. A deed. The power of the many.

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FRESH EARTH · CONCEPT VI · 06

VOICE · AUDIT-CLEAN

The Token

"FELT · 1 token = 1 m² · A$500 minimum · beneficial interest in a registered, audited Australian title."

FELT is not a cryptocurrency. Each FELT is a beneficial interest in a surveyed square metre of a registered Australian cadastral title held by Fresh Earth, with a deterministic on-chain mapping and a proportional share in verified project revenue redeemable per the deed. Settlement is on Hedera; custody is retail-friendly; the audit trail is per-token; the audit cadence is annual (March).

01 · DISCLOSURE

Land Tokens are NOT being issued in the current raise.

The current raise is equity in Fresh Earth Universe Pty Ltd. Wholesale and professional investors only (s708(8)/(11), Corporations Act 2001 (Cth)).

FELT issuance follows on the operating roadmap; settlement and custody architecture is being staged for the retail audience. Read the IM.

02 · SPEC

Issuer · Underlying · Unit · Min · Settlement · Custody · Revenue · Audit cadence.

Issuer: Fresh Earth Universe Pty Ltd. Instrument: beneficial interest in a registered Australian cadastral title. Underlying: surveyed square metre. Unit: 1 m^2. Min ticket: A$500.

Settlement: Hedera. Custody: retail-friendly. Revenue share: proportional to verified project income, redeemable per the deed. Audit cadence: 12-mo + 36-mo, per CMF v1 §6.

> 1 token = 1 m^2. The smallest priceable unit of healing land.

03 · PROVENANCE

Per-token audit trail. Per-token attestation.

Each token resolves to a specific square metre of a specific paddock on a specific farm under a specific CoP.

Outcome attestations are co-signed by external auditors and recorded on-chain.

DIAGRAM · STRIPE PRESS · HAIRLINE DATA TABLE

FELT FIELD	VALUE
Issuer	Fresh Earth Universe Pty Ltd
Underlying	surveyed square metre · Fresh Earth title
Unit size	1 m^2
Min ticket	A$500
Settlement	Hedera
Custody	retail-friendly
Revenue share	proportional · verified project income
Audit cadence	12-mo + 36-mo · CMF v1 §6

Wholesale equity raise current. FELT issuance follows on operating roadmap. Read the IM.

Stripe-Press hairline spec sheet — Issuer · Underlying · Unit size · Min ticket · Settlement · Custody · Revenue share · Audit cadence — Open Sans 9pt, single gold underline on the Underlying row.

Titled. Audited. Per-token. On-chain.

FRESH EARTH · CONCEPT VI · 06 VOICE · EDITORIAL-NARRATIVE

The Token

"A square metre of country, made instrument."

Begin with the deed. Not a coin, not a contract — a folded paper title, lodged on the New South Wales cadastre, naming a paddock you can stand on. The token is the receipt. The Fresh Earth Land Token is, at its smallest, a brass surveyor's tag. It is also a deterministic mapping to a surveyed square metre on a cadastral title, a per-token audit trail, and a proportional share in verified project revenue. The brass tag is the metaphor; the chain is the instrument.

01 · THE INSTRUMENT

One token resolves to one square metre, on one paddock, on one farm.

There is no basket. There is no abstraction. The instrument is the country and the country is the instrument.

Settlement is on Hedera. The minimum ticket is A$500. The audience is retail. The architecture is institutional.

02 · THE MAPPING

The same square metre, every time. No basket. No reshuffle.

A folded paper title on the table; a registered allocation on the cadastre; an auditor's signature at the foot of the page — all three name the same square metre, and they keep naming it.

The dispatch is the page. The token is the unit on the page.

> The brass tag is the metaphor; the chain is the instrument.

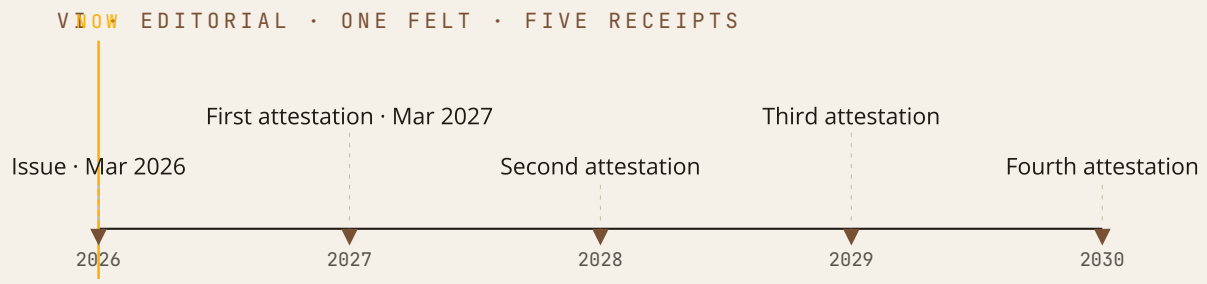
03 · THE ARCHITECTURE

Decentralised farm ownership, finally with a deed attached.

For most of agricultural history, ownership of land has been a wholesale activity. The instrument changes the floor.

A square metre is the smallest priceable unit of healing land. The dispatch goes on from there.

DIAGRAM · VIGNELLI / TUFTE EDITORIAL



A FELT is a deed plus an annual receipt · audited every year · for as long as the land heals.

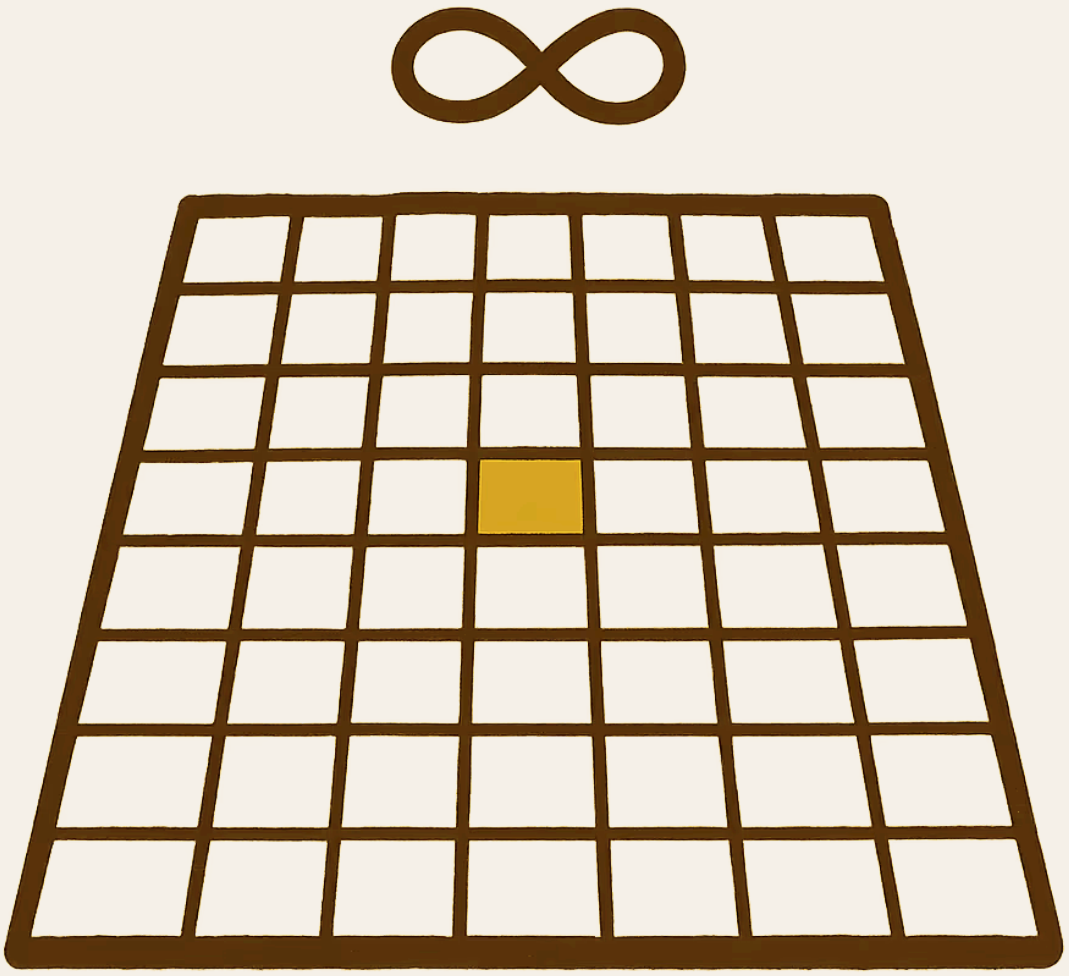
Vignelli editorial — a 5×5 grid of 1 m² squares with one highlighted gold, beside a small Comfortaa-set legend "FELT · 1 m² · A$500 · Hedera"; single hairline rule.

A square metre of country, made instrument.

FRESH EARTH · CONCEPT VI · 06 VOICE · PLAINSPOKEN-DEMOCRATIC

The Token

"A square metre of country. Five hundred bucks. From your phone."



CALM-INFRASTRUCTURE MOVEMENT-BOMBAST AUDIT-CLEAN EDITORIAL-NARRATIVE

PLAINSPOKEN-DEMOCRATIC

Think of it like a community-owned farm. You buy one square metre. Around 910,000 other people each own a square metre too. The farm is real. The audit is real. Every March a real person walks the paddock and signs. FELT is not a coin — it's a receipt for a real square metre of a real audited Australian farm — a beneficial interest on a real title. One token equals one square metre. From five hundred dollars. From a phone.

01 · THE TITLE

A real farm. A real title. A real deed.

Hillview Park, Woodhouselee NSW. 910 hectares. Project ID: FE-2026-HV-001. The title is registered on the New South Wales cadastre. The deed names what you own: a beneficial interest in one surveyed square metre of that registered title.

Not a coin. Not a share. Not a fund. A beneficial interest in a registered cadastral title, redeemable per the deed.

The country is real. The title is real. The deed is real. So is the dirt.

02 · THE AUDIT

Every March. A real person. A signed page.

Each March, Pangolin Associates walks the paddock and signs the audit. Southern Cross University runs the science. The Clean Energy Regulator gates the carbon. The signed page is filed on the Guardian register on Hedera, queryable per token.

Your square metre is one of nine hundred and ten thousand. The audit covers all of them. The signature carries a name and a date.

> Small on purpose. Real on purpose. Audited on purpose.

03 · HOW YOU BUY

Five hundred dollars. From your phone.

You don’t need a broker. You don’t need a fund manager. You need a phone and a credit card.

The smallest unit is one square metre. The smallest cheque is A$500. The deed sits behind every metre. When the paddock makes carbon, biodiversity, food, water and yield — your square metre takes its share.

DIAGRAM · NEURATH / ISOTYPE CIVIC

A square metre of country. With your name beside it.

Neurath-style civic icons — a hand-drawn paddock outline with a small gold flag planted in one corner, the flag carrying the figure-8 lockup; cream paper, brown ink.

A square metre. A title. A deed. A phone.

FRESH EARTH · CONCEPT VII · 07 VOICE · CALM-INFRASTRUCTURE

The Treasury

"As the land heals, the treasury compounds."

CALM-INFRASTRUCTURE MOVEMENT-BOMBAST AUDIT-CLEAN EDITORIAL-NARRATIVE

PLAINSPOKEN-DEMOCRATIC

Of every project's value, 11% is the Project Development Fee — and it goes to the treasury first, before anything else compounds. Non-dilutive. Floating. Capped. The engine builds itself.

01 · THE 11%

Eleven percent. Off the top. Treasury-first.

The PDF is structural, not editorial. It is allocated to the treasury before any holder distribution.

The cap floats with portfolio scale. The inflow is non-dilutive. The engine compounds without diluting the holder.

02 · THE COMPOUNDING

Treasury-first. Holder-second. Engine-permanent.

A treasury that takes its share before the distribution is a treasury that survives a soft year.

Survival across years is what compounding requires. The arithmetic does not need adjectives.

> Treasury-first. Holder-second. Engine-permanent.

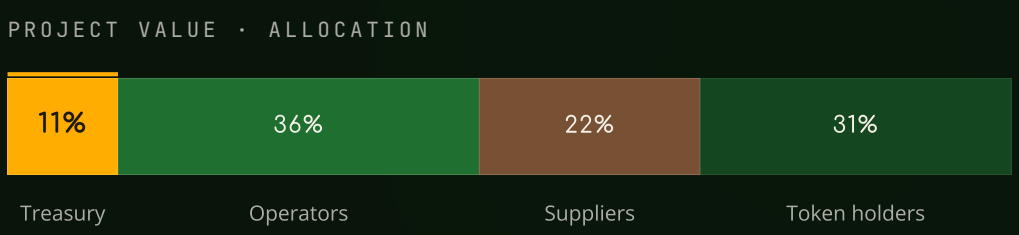
03 · THE ENGINE

Rules-based. Permanent. Non-dilutive.

The engine does not depend on a quarterly decision. It does not depend on a market window.

It depends on the Change of Practice making its tolerance and the auditor signing the outcome.

DIAGRAM · BAUHAUS / STRIPE PRESS SYSTEMIC



11% · off the top · treasury-first · non-dilutive · floating cap.

Bauhaus-Stripe-Press systemic — horizontal value-stack bar split into segments (Treasury 11% · Operators · Suppliers · Token holders), the 11% segment in solid gold, the rest in restrained green tones; one mono-numerals caption.

As the land heals, the treasury compounds.

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FRESH EARTH · CONCEPT VII · 07

VOICE · MOVEMENT-BOMBAST

The Treasury

"We pay the soil first."

CALM-INFRASTRUCTURE MOVEMENT-BOMBAST AUDIT-CLEAN EDITORIAL-NARRATIVE

PLAINSPOKEN-DEMOCRATIC

Before profits, before dividends, before anything else — the treasury takes its eleven percent, and that money goes back into more land, more projects, more people on country. Growing the kitty for the long haul, not the next quarter.

01 · THE DOCTRINE

Treasury first. Soil first. Generation first.

Eleven percent of every project, off the top, into the treasury. Non-dilutive. Floating. Capped.

Not a fee. A discipline. The reason the engine survives the third drought.

02 · THE DRUMBEAT

We pay the soil first.

The soil paid for our cheap food for a hundred years. We are paying it back, on the same line, every project.

That is what 11% means. It is not a marketing claim. It is the order of operations.

> We pay the soil first.

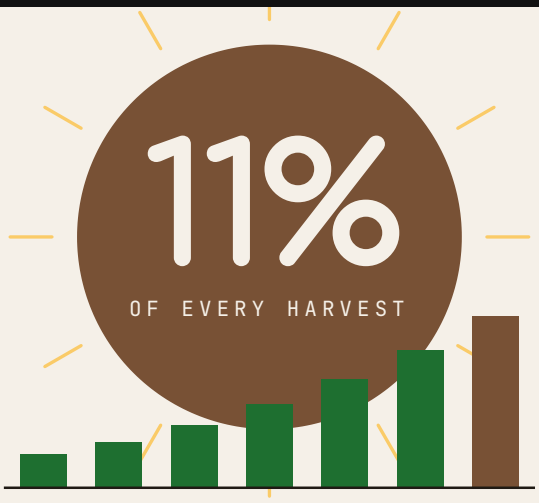
03 · THE HORIZON

Growing the kitty for the long haul, not the next quarter.

The treasury is the patient capital the land has needed for a century.

Built once. Walked for a hundred years. The compounding is the country.

DIAGRAM · SAUL BASS / PENTAGRAM POSTER



11% of every harvest, paid to the soil first.

Saul-Bass-poster — a hand-drawn jar half-full of seed-icons, a tap above it labelled "11%", a pipe below leading to three small paddock icons sprouting fresh growth; brown ink, gold accents.

Treasury first. Soil first. Generation first.

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VOICE · AUDIT-CLEAN

The Treasury

"11% PDF · floating · capped · non-dilutive · treasury-first."

In plain mechanics: 11% of every settled project flows to the treasury before any holder is paid. That is the Project Development Fee. The cap floats with portfolio scale, the inflow is non-dilutive, and the engine compounds rules-based across the operating cycle — without diluting the per-token claim on underlying land.

01 · MECHANIC

PDF = 11% of project value · allocated treasury-first.

Allocation happens at settlement of each verified outcome. The 11% is taken before any holder distribution.

Floating cap, parameterised against portfolio AUM. Non-dilutive — does not affect the per-token claim on underlying land.

02 · COMPOUNDING

Treasury balance compounds across the operating cycle.

Year 1: treasury balance ≈ 11% of cohort verified value. Year 4: balance ≈ 11% × Σ(cohort verified value) × cohort growth factor.

Reinvestment is rules-based. No discretionary distribution clears against treasury balance until the cap re-floats.

> 11% PDF · treasury-first · floating-cap · non-dilutive.

03 · DISCLOSURE

Indicative · forward-looking · RG 170.

Forward-looking statements are subject to assumptions disclosed in the IM and depend on factors outside Fresh Earth's control (RG 170).

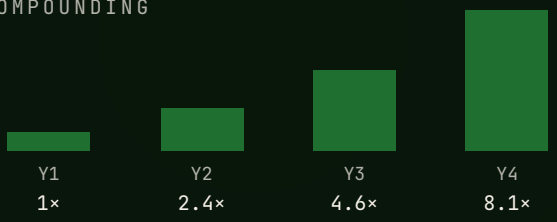
Wholesale only. Capital is at risk. Past performance is not indicative of future results. Read the IM and the Subscription Agreement.

DIAGRAM · STRIPE PRESS · HAIRLINE DATA TABLE

ALLOCATION

Treasury · floating · capped · non-dilutive.

COMPOUNDING



Treasury balance · indicative · 4 fiscal years.

Forward-looking · indicative · RG 170. Wholesale only.

Stripe-Press editorial · two-panel · left panel stacked-bar value distribution with the 11% PDF block in gold; right panel small-multiples line chart showing treasury balance compounding across 4 fiscal years; hairline rules.

Rules-based. Permanent. Compounding.

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FRESH EARTH · CONCEPT VII · 07 VOICE · EDITORIAL-NARRATIVE

The Treasury

“Cost is a fraction of value created.”

Hillview Park is the worked example. The figures below are the indicative post-attestation operating case, drawn from the project plan for the year ending March, on a freehold and leasehold footprint of 910 hectares. Land appreciation excluded; the gap is the modelled annual return on the practice change alone, contingent on the issued attestation.

01 · THE LEDGER

Cost A$565,000. Indicative outcome A$1.84M. Co-benefits A$469,000.

These are the indicative figures from the project plan for the year ending March — Hillview Park's 910 hectares, post-attestation operating case.

Land appreciation is excluded from the gap. The gap is the modelled annual return on the practice change alone, contingent on the issued attestation.

02 · THE HORIZON

Indicative NPV at ten years, post-attestation · A$22.4M.

The horizon figure is what the dispatch keeps coming back to. It is the indicative ten-year case for one farm, one method, one cycle of audits — extrapolated cleanly through the project plan.

The treasury takes its 11% before any holder distribution. The remainder runs the company and pays the long-term holder. Forward-looking; subject to the issued attestation and disclosures in the IM.

> Indicative NPV at ten years, post-attestation · A$22.4M.

03 · THE DISCIPLINE

We pay the soil first. The arithmetic follows.

A treasury that does not draw down is a promise kept to the next generation: what the land earns, the land keeps, and what it keeps becomes the inheritance.

The dispatch returns to this sentence at every audit cycle. It is the spine.

DIAGRAM · VIGNELLI / TUFTE EDITORIAL

HILLVIEW · YEAR ENDING MARCH · POST-AUDIT

Cost	*Verified*	*Co-benefits*	*Net @ 10y*
A$565,000	A$1,840,000	A$469,000	A$22,400,0(

Cost is a fraction of value created. Treasury takes 11% before any holder distribution.

Vignelli editorial · single horizontal hairline ledger row "Cost · Indicative · Co-benefits · Net" with figures set in tabular Open Sans 12pt, single gold rule under the totals row, "indicative · post-attestation" set in 8pt italic to the right.

Cost is a fraction of the value modelled to be created.

FRESH EARTH · CONCEPT VII · 07 VOICE · PLAINSPOKEN-DEMOCRATIC

The Treasury

“We pay the soil first.”

CALM-INFRASTRUCTURE MOVEMENT-BOMBAST AUDIT-CLEAN EDITORIAL-NARRATIVE

PLAINSPOKEN-DEMOCRATIC

Before anyone gets paid, the treasury takes 11%. That money goes back into more land, more work, more healing. We’re building a kitty that doesn’t empty.

01 · HOW IT WORKS

Eleven percent. Off the top. Goes to the soil.

Every project, every year, eleven percent comes off the top and goes to the treasury.

It’s spent on more farms, more practice changes, more audits. Not bonuses. Not buy-backs.

02 · WHY IT MATTERS

A kitty that grows is a kitty that survives a tough year.

Most companies pay shareholders first and the planet last. We swapped the order.

When the soil gets paid first, the work keeps going when the headlines don’t.

> We pay the soil first.

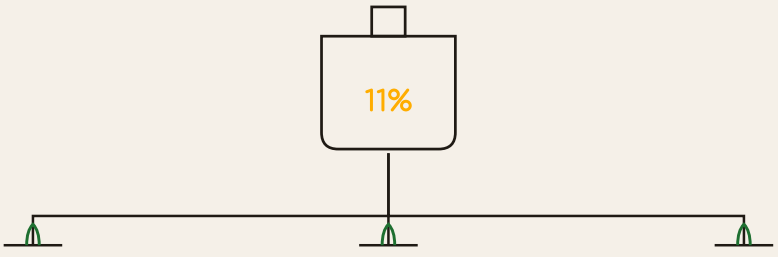
03 · WHAT THAT MEANS

The land heals. The treasury grows. Both compound.

It’s not a slogan. It’s a rule. Eleven percent. Every project. Forever.

Built once. Walked for a hundred years.

DIAGRAM · NEURATH / ISOTYPE CIVIC



Eleven percent off the top. Goes to the soil. Forever.

Neurath-style civic icons — a hand-drawn jar at top labelled “11%”, a tap pouring into three small paddock icons each sprouting fresh growth; brown ink on cream, gold accent on the tap.

Eleven percent. Off the top. Forever.

FRESH EARTH · CONCEPT VIII · 08 VOICE · CALM-INFRASTRUCTURE

The Movement

"Decentralised farm ownership. Now structurally possible."

The power of the many is what happens when anyone with a phone can own a piece of real country. It is not a campaign. It is a register. And it is growing one square metre at a time.

01 · CAP TABLE

Distributed by design.

The cap table is intentionally wide. Minimum ticket A$500. Mobile-first onboarding. KYC/AML at retail standard. Audit and on-chain attestation at institutional standard.

Breadth is a feature. The infrastructure does not flinch at the small ticket.

02 · REGISTER

A register, not a campaign.

Each holder is a recorded entry against a square metre. The register grows by deposits, not by impressions.

It is what survives when the marketing falls away.

> A register, not a campaign.

03 · PERMANENCE

Built once. Walked for a hundred years.

A movement that depends on a quarterly cycle is a campaign. A movement that depends on a register is infrastructure.

The power of the many is the register, growing.

DIAGRAM · BAUHAUS / STRIPE PRESS SYSTEMIC

VIII · CALM · STACK FOR THE MANY

01 Ticket	A$500 · retail-first · mobile KYC
02 Onboarding	parity with institutional · same Hedera rail
03 Rights	cadastral title · 1 m² · proportional yield
04 Reporting	quarterly · CMF v1 §6 · written once

ONE REGISTER · IDENTICAL RIGOUR · TWO ONBOARDING PATHS

Bauhaus-Stripe-Press systemic — a single dot-density block of 100×100 small gold dots, one highlighted, with a mono caption "1 register · n holders · 1 m²".

Decentralised farm ownership. Now structurally possible.

← PREVIOUS · 07
THE TREASURY

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FRESH EARTH · CONCEPT VIII · 08 VOICE · MOVEMENT-BOMBAST

The Movement

"Fresh Earth unlocks the power of the many."

Generations of people who care about the land have had nowhere to put their care that wasn't a donation jar or a slogan. This is the first time the wanting has had a deed attached. We've been waiting for this.

01 · THE WANTING

We've been waiting for this.

For a hundred years the wanting has been there and the way hasn't. Every donation, every march, every petition was a placeholder.

A piece of paddock with your name beside it is the first instrument that fits the wanting.

02 · THE MANY

from concern to conviction, problem to profit

The many have always been the engine. The instrument was the missing part.

Now the engine has the instrument. The instrument has the deed. The deed has the country.

> We've been waiting for this.

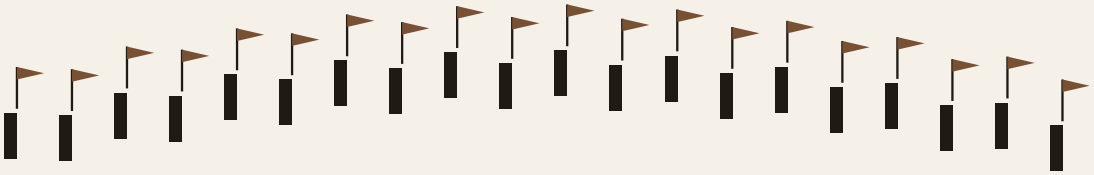
03 · THE DRUMBEAT

The power of the many. Now with title deeds.

Decentralised farm ownership is not an idea. It is a register, growing.

One square metre at a time. Held by you. Healed by us.

DIAGRAM · SAUL BASS / PENTAGRAM POSTER



WE HAVE BEEN WAITING

The power of the many. Now with title deeds.

Saul-Bass-poster — twenty hand-drawn deed pictographs in a loose half-arc on cream, each carrying a tiny figure-8 lemniscate stamp in solid gold, “WE HAVE BEEN WAITING” set in Comfortaa caps along the foot.

The power of the many. Now with title deeds.

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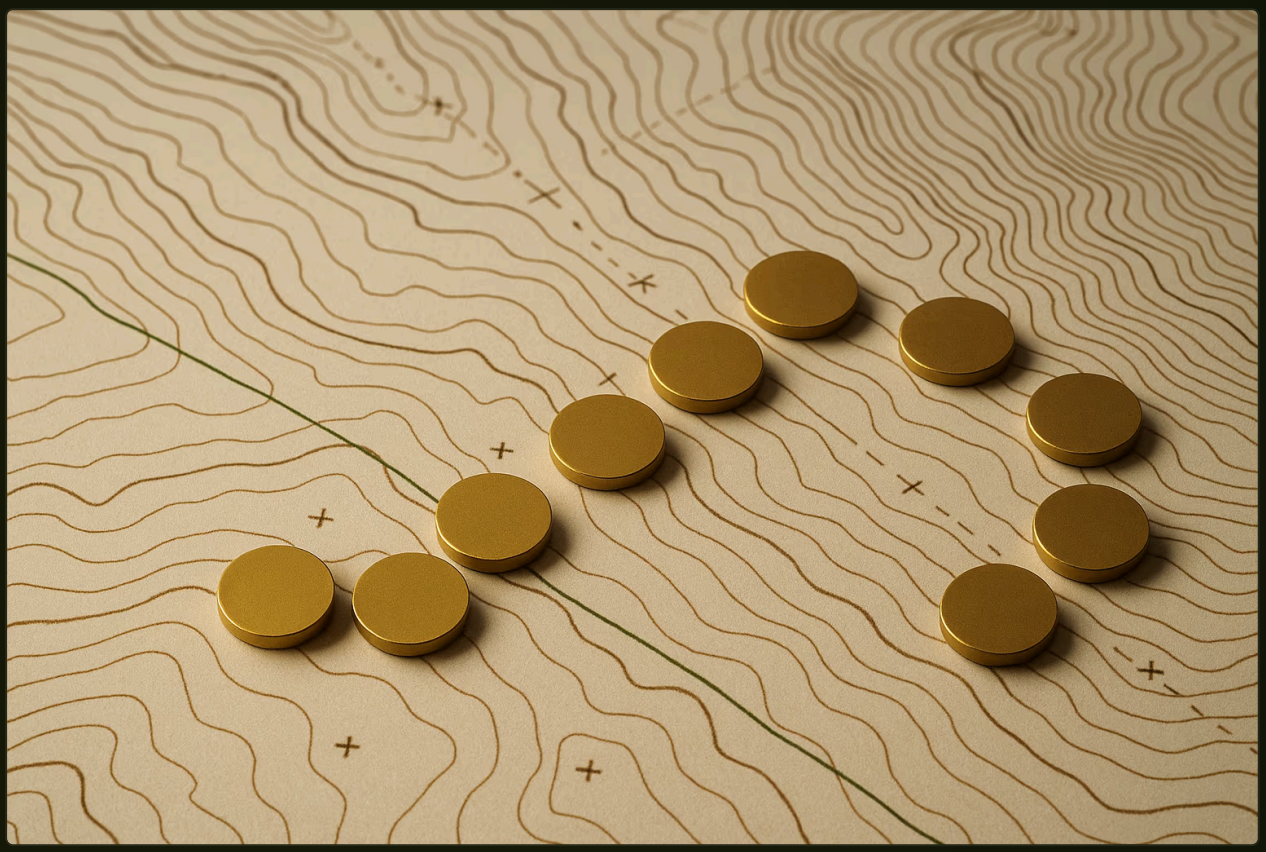
FRESH EARTH · CONCEPT VIII · 08

VOICE · AUDIT-CLEAN

The Movement

"Distributed cap table · retail-grade access · institutional-grade audit."



The cap table is intentionally wide. Minimum ticket A$500, mobile-first onboarding, KYC/AML at retail standard, with the same audit and on-chain attestation regime that an institutional allocator would expect.

01 · ALLOCATOR PARITY

Retail allocator and institutional allocator read the same audit.

Identical fields, identical rigour, two onboarding paths. Settlement, custody and reporting cadence are common across both.

Breadth at the bottom does not dilute rigour at the top.

02 · COMPLIANCE

KYC/AML retail-standard · s708-conformant institutional path.

Retail FELT issuance follows on operating roadmap; the current raise is wholesale equity in Fresh Earth Universe Pty Ltd.

Wholesale and professional investors only as defined in s708(8)/(11) of the Corporations Act 2001 (Cth). Capital is at risk; past performance is not indicative of future results (RG 170).

> Identical fields. Identical rigour. Two doors.

03 · DISCLOSURE

Read the IM and the Subscription Agreement before deciding.

Forward-looking statements are subject to assumptions disclosed in the Information Memorandum and depend on factors outside Fresh Earth's control.

Land Tokens are NOT being issued in the current raise — the instrument is equity in Fresh Earth Universe Pty Ltd.

DIAGRAM · STRIPE PRESS · HAIRLINE DATA TABLE

	RETAIL	INSTITUTIONAL
Minimum ticket	A$500	A$250,000+ (s708)
Onboarding	mobile-first KYC/AML	Subscription Agreement
Verification	identical	identical
Settlement	Hedera	Hedera
Reporting cadence	quarterly	quarterly

Identical fields. Identical rigour. Two onboarding paths. Capital is at risk · RG 170.

Stripe-Press editorial · two-column comparison table — Retail allocator · Institutional allocator — across rows: minimum ticket / onboarding / verification / settlement / reporting cadence; hairline rules.

Distributed cap table. Audit at the same standard.

FRESH EARTH · CONCEPT VIII · 08 VOICE · EDITORIAL-NARRATIVE

The Movement

"A piece of country, held in your name, in a town that just got its first regenerative neighbour."

The deed is the small thing. The bigger thing is what changes around it. A schoolteacher in Crookwell who owns a square metre of Hillview now drives past the property differently. The publican knows. The neighbour at Pejar, watching the next mob through the next gate, knows. The accounting is patient. The movement is the patience, made visible.

01 · THE DEED

A piece of country, held in your name, on titles that have custodians who know yours.

A FELT is a small instrument with a long shadow. The square metre is real; the change is felt at the scale of a town. Hillview Park is one property in the Southern Tablelands, and the families nearby now have a regenerative neighbour they did not have five years ago.

Ownership at this scale stops being a transaction and starts being a relationship to a piece of country. The deed sits in a phone. The country sits where it has always sat.

02 · THE NEIGHBOUR

The first regenerative property in the district changes what the next gate looks like.

A second mob through a second gate is no longer an experiment. It is the way the neighbour is doing it now. The next farm watches. The local agronomist calls. The publican mentions it. The shire learns the word “rotational” without it being a slogan.

This is what the dispatch means by “the power of the many” — it is also the power of the few who go first, in country that knows them.

> The deed is small. What changes around it is not.

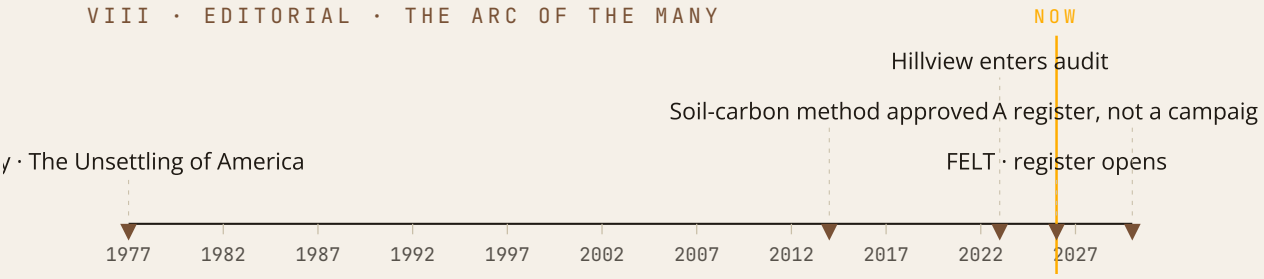
03 · THE FELT THING

Treasury earned the arithmetic. Movement earns the feeling that goes with it.

You drive a road you have never owned and you own a square metre of it. You read a season report and the season is yours. The accounting is slow on purpose; the feeling is what the slow accounting was always for.

A movement is not a slogan. It is what changes in a small town when one farm goes first and the next ten farms can see it.

DIAGRAM · VIGNELLI / TUFTE EDITORIAL



After Wendell Berry · 1977 · the commons is what we own together — now with deeds.

Vignelli editorial — a small map fragment of the NSW Southern Tablelands with one gold dot at Hillview, faint hairline rings radiating to surrounding properties; small italic margin note "Hillview Park · 910 ha · in cycle".

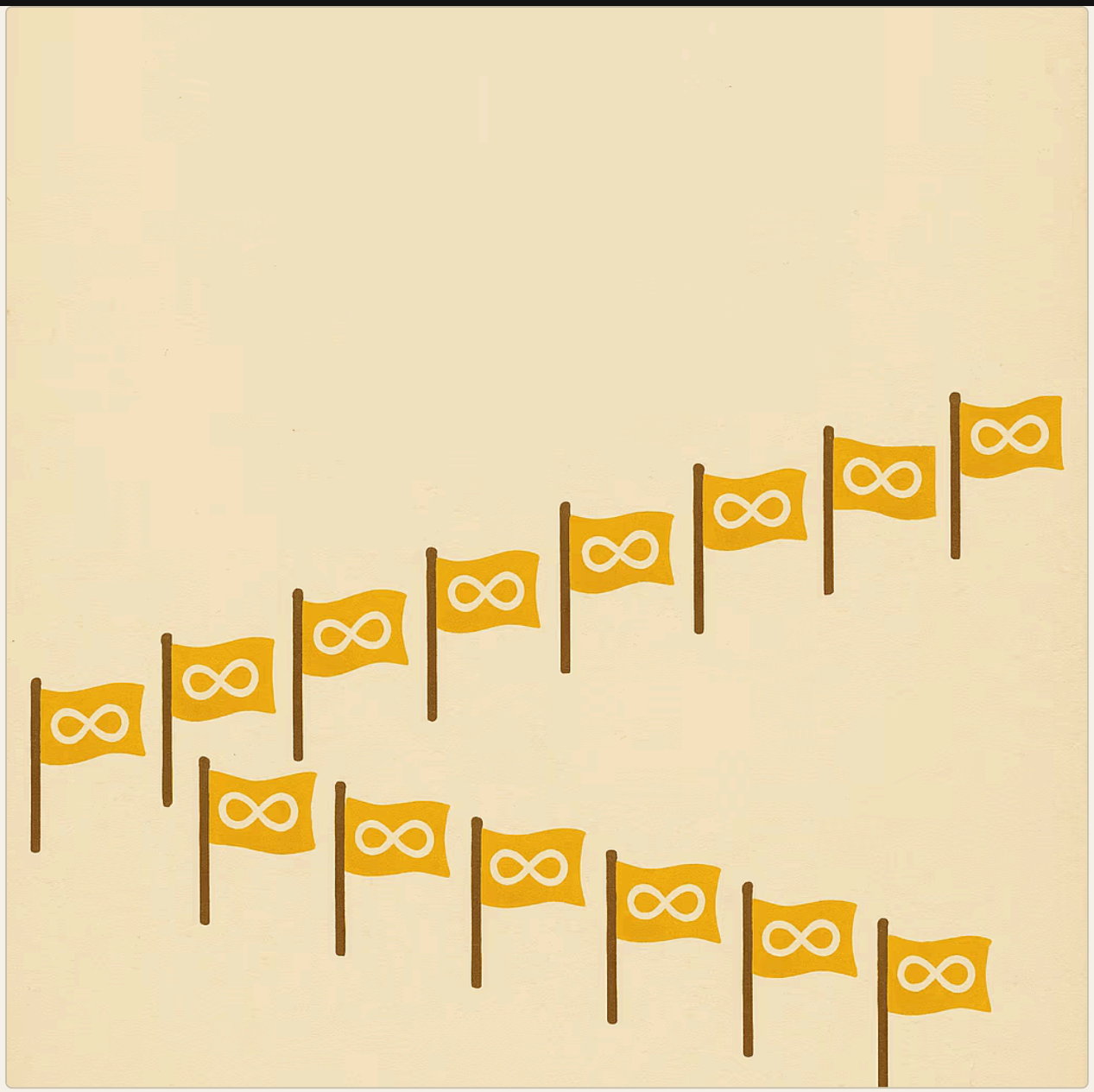
One property held. One district that knows. The next gate, watching.

FRESH EARTH · CONCEPT VIII · 08

VOICE · PLAINSPOKEN-DEMOCRATIC

The Movement

“The power of the many. With deeds.”



CALM-INFRASTRUCTURE MOVEMENT-BOMBAST AUDIT-CLEAN EDITORIAL-NARRATIVE

PLAINSPOKEN-DEMOCRATIC

Lots of people have wanted to help the land for a long time. Until now there was nowhere to put that wanting except a donation. Now there's a deed. That changes things.

01 · WHAT CHANGED

Wanting always needed somewhere to land.

Donations help. They don’t compound. The dollar leaves and doesn’t come back.

Owning a square metre of healing land is different. The dollar stays in the country. So does the work.

02 · HOW IT ADDS UP

A square metre is small. A million square metres isn’t.

A small ticket from a lot of people becomes a real-sized cheque. A real-sized cheque buys a real paddock.

That’s the power of the many. With deeds attached.

> A square metre is small. A million square metres isn’t.

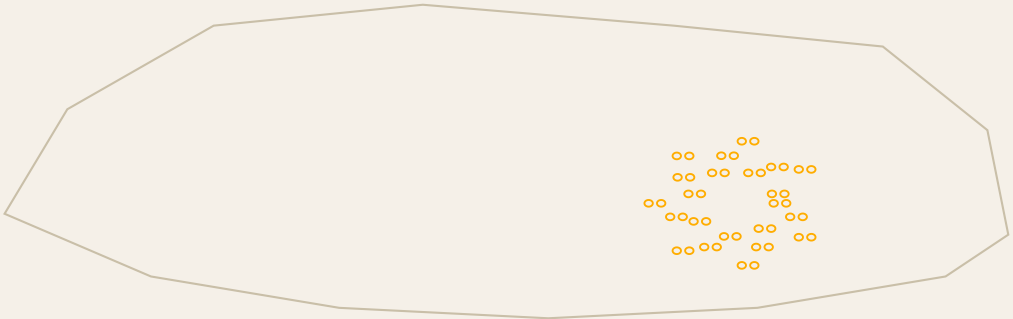
03 · WHY NOW

For the first time, this fits in a phone.

KYC, payment, deed, audit — all the work that used to take a broker and a fortnight, now takes ten minutes.

You don’t need permission. You need a phone and five hundred bucks.

DIAGRAM · NEURATH / ISOTYPE CIVIC



A square metre is small. A million square metres isn’t. The power of the many · with deeds.

Neurath-style civic icons — a single Australia outline, with twenty small figure-8 marks dotted across NSW and feathering outward; cream paper, brown ink, gold marks.

The power of the many. Now with deeds attached.

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FRESH EARTH · CONCEPT IX · 09 VOICE · CALM-INFRASTRUCTURE

The Future

"Hillview Park · 910 ha · in cycle. Glenclair · 4,209 ha · in cycle. Cooksvale · 760 ha · in cycle. Pejar catchment · scoped. Same chassis."

The inventory is real. Five titles, 5,879 hectares of NSW, held and audited under the same instrument. Pejar catchment is the next line on the ledger — same operators, same auditors envisaged, water quality instead of soil carbon. The future is what is already on the books, walked one cycle at a time.

01 · ON THE BOOKS

The forward inventory is the present inventory plus one outcome class.

Hillview Park · 910 ha · soil-carbon CoP · in-cycle 2024–2026, indicative attestation window 2026–2027. Glenclair Aggregation · 4,209 ha · Stage 1–3. Cooksvale Aggregation · 760 ha · Stage 1–3. Each title held. Each project registered.

Pejar catchment is the planned v2 — same five titles, water-quality method file under the Nature Repair Market. Same chassis, new outcome line.

02 · THE HANDOVER

Soil today. Water next. The same four primitives carry both.

Design, verify, value, connect — these four jobs do not change when the outcome class changes. Soil carbon and catchment quality are different methods on the same substrate.

Land is v1, in cycle and being audited. Water is the planned v2, on the same rails, expected to cost a fraction of v1 because the chassis is paid for.

> 5,879 ha in cycle. Pejar catchment scoped. Same chassis.

03 · THE HORIZON

Built once. Run anywhere there is land worth restoring.

When the chassis is real, the next vertical is a method file, not a re-platforming.

Soil first because soil was the hardest. Everything else is a method instance against the same substrate — the substrate you already hold.

DIAGRAM · BAUHAUS / STRIPE PRESS SYSTEMIC

Land v1 · in cycle · indicative attestation 2026–2027. Subsequent verticals planned on the same chassis.

Bauhaus-Stripe-Press systemic — a single horizontal bar labelled "Fresh Earth Infrastructure" with five vertical pillars rising from it (Land · Water · Carbon · Biodiversity · Yield), one (Land) filled gold to mark the active vertical.

Five titles held. The next line of the ledger is already named.

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FRESH EARTH · CONCEPT IX · 09

VOICE · MOVEMENT-BOMBAST

The Future

"Hillview. Glenclair. Cooksvale. Three more by Christmas. A thousand farms by 2030."

Five farms in NSW. 5,879 hectares. Real names. Real custodians. The first three are in cycle now. The next thousand are the work. After soil, biodiversity. After biodiversity, water. After water, the catchment, the country, the coast. The decade is the work. The decade has begun.

01 · THE NAMED FIRST

Hillview Park. Glenclair Aggregation. Cooksvale Aggregation. The first three on the wall.

910 hectares at Hillview. 4,209 at Glenclair. 760 at Cooksvale. Three properties. Three custodians. One chassis.

Every name on the wall is a paddock you can drive to. Every paddock you can drive to is a square metre someone holds.

02 · THE DRUMBEAT

A thousand farms by 2030. Then water. Then catchment. Then country.

Five was the proof. A thousand is the protocol. The chassis is built once. Every farm after that is a method file.

Soil is paying for the rails. Biodiversity is planned to ride them. Water is planned to ride them. Every restoration the world has to prove can ride them.

> A thousand farms by 2030. The first three are on the wall.

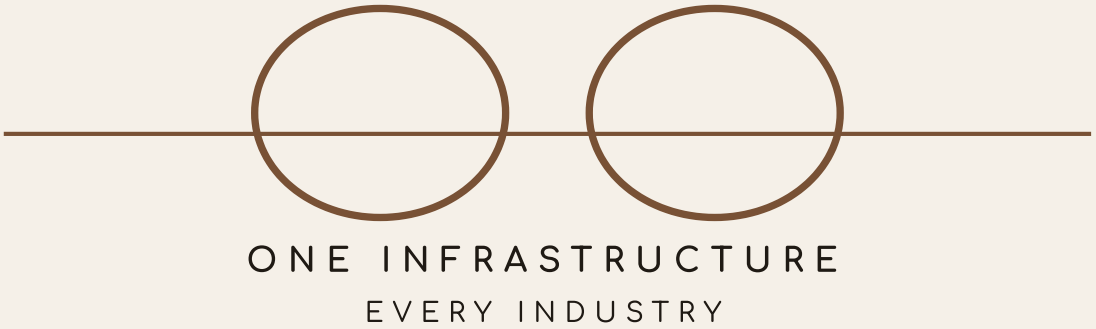
03 · THE INHERITANCE

The decade is the work. The next decade is the inheritance.

A square metre held today is a paddock walked tomorrow. A paddock walked tomorrow is a country inherited the decade after.

Land first because land was hardest. The rest follows. The rest is named.

DIAGRAM · SAUL BASS / PENTAGRAM POSTER



Saul-Bass-poster — a hand-cut figure-8 with a long horizon line crossing through it, "ONE INFRASTRUCTURE · EVERY INDUSTRY" set in Comfortaa caps along the foot; gold and brown.

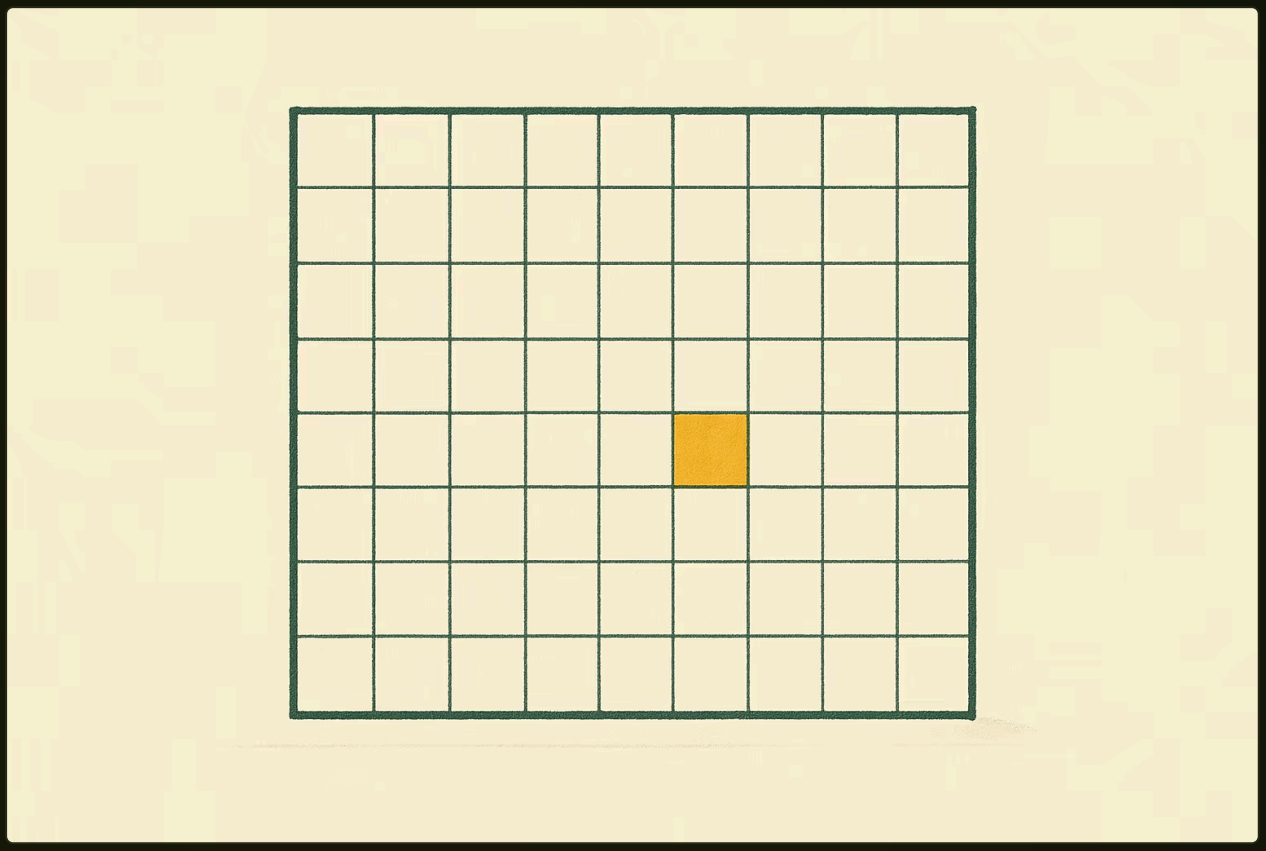
Hillview held. Glenclair held. Cooksvale held. The next thousand, the work.

FRESH EARTH · CONCEPT IX · 09

VOICE · AUDIT-CLEAN

The Future

"Next ledger entry: March 2027 · Hillview Park · 36-mo soil-core lattice · Pangolin co-sign · attestation expected. The line is already drawn."



The Hillview soil-carbon CoP is in its first 36-month CER ERF cycle (2024 baseline → indicative 36-mo verification window 2026–2027) with co-sign engagements lodged with Pangolin Associates and Southern Cross University. The Pejar catchment water-quality CoP is the planned vertical 2 — scoped on the same custodian roster, indicative method instance under the Nature Repair Market. The roadmap reads: if carbon, then biodiversity; if biodiversity, then catchment. Forward-looking; subject to method approvals and the disclosures in the IM.

01 · WORKED EXAMPLE · IN-CYCLE

Hillview soil carbon · 36-mo cycle in progress · indicative completion 2026–2027.

Baseline 2024 soil core lattice · intervention rotational grazing × diverse-species pasture · tolerance ±0.10% SOC at 30 cm. External co-sign engagements: Pangolin Associates + Southern Cross University. CER attestation: in-cycle, not yet issued.

Outcome metric: tCO2e/ha/yr. Audit cadence: 12-mo and 36-mo cores; drone NDVI quarterly. Settlement against the line is contingent on the issued attestation.

02 · ROADMAP · PLANNED

If carbon, then biodiversity. If biodiversity, then catchment.

Vertical 2 (biodiversity uplift · Nature Repair Market · planned): same custodians, same auditors envisaged, new outcome class. The project plan calls for vertical 2 scoping in the cycle following Hillview attestation; capital cost expected to be a fraction of vertical 1 because the chassis is paid for.

Vertical 3 (catchment quality · Pejar · indicative target 2027): same five titles, new method file, same Design / Verify / Value / Connect rails. Subject to method approval and capital availability.

> March 2027 · Hillview · 36-mo cores · attestation expected. The next line is already drawn.

03 · DISCLOSURE

Forward-looking · indicative · RG 170.

Forward-looking statements about subsequent verticals are subject to assumptions disclosed in the IM and are not commitments.

Wholesale only. Capital is at risk. Past performance is not indicative of future results.

DIAGRAM · STRIPE PRESS · HAIRLINE DATA TABLE

	LAND	WATER	CARBON	BIODIVERSITY	YIELD
Design	■				
Verify	■				
Value	■				

Land v1 · in cycle · indicative window 2026–2027. Subsequent verticals planned · indicative · RG 170.

Stripe-Press editorial · roadmap small-multiples grid — five columns (Land / Water / Carbon / Biodiversity / Yield) × three rows (Design / Verify / Value); solid cells = in-cycle, hairline cells = planned/indicative; one gold underline marking the live cohort.

One chassis. One attestation pending.
The next ledger entry has a date.

FRESH EARTH · CONCEPT IX · 09 VOICE · EDITORIAL-NARRATIVE

The Future

"A daughter inherits the deed her parents bought in 2026. The country it points at is greener than the day it was registered."

The square metre that costs A$500 in 2026 is the same square metre in 2046, the same coordinate at Hillview Park, on the same Southern Tablelands ridge. The instrument does not change. The country, if the work holds, does. A deed is a slow letter to the next holder. The future is what the letter says when it is opened.

01 · THE DEED IN 2026

A square metre at Hillview Park · 910 hectares · NSW Southern Tablelands · A$500.

The first holders bought into a property in cycle — soil-carbon CoP, 36-month lattice, attestation window 2026–2027. The receipt was dated. The coordinate was specific. The custodian was named.

Nothing about the instrument was abstract. The whole point of an instrument is that it can be opened twenty years later and still mean what it said.

02 · THE DEED IN 2046

Same coordinate. Different country. The ridge is greener. The dam holds longer. The third generation walks the same fence.

Pejar catchment is in its fourth cycle. Glenclair is in its sixth. The protocol library is the standard reading of every agronomy student in the country. The dispatch is no longer a dispatch; it is the way the next farm is run.

The daughter who inherits the deed reads the original receipt and walks to the coordinate. The square metre is still there. So is the country it points at.

> A deed is a slow letter to the next holder. The country is what it says.

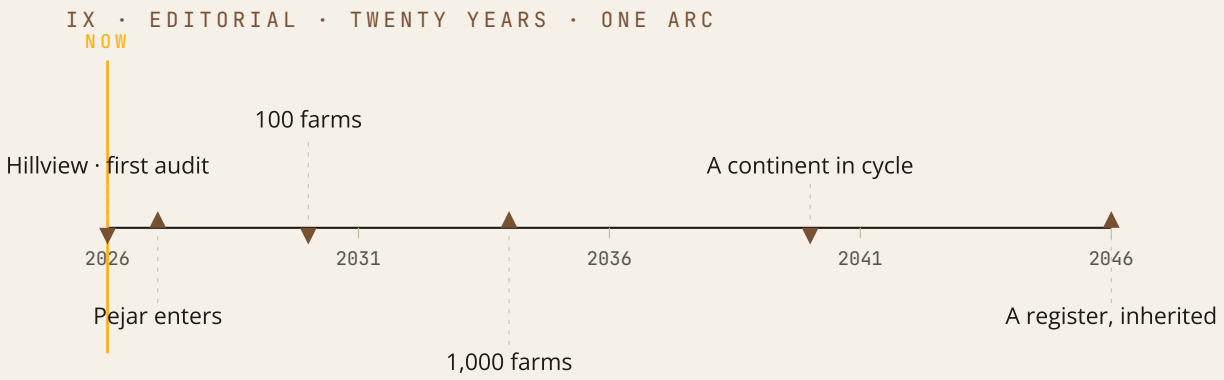
03 · THE PATIENT ARC

The decade is the work. The decade after that is what the work was for.

Most instruments forget what they were for. A regenerative deed cannot — the country it points at is the answer to the question the deed asks. Either the country is healing or the deed is not what it said.

This is the patience the dispatch keeps coming back to. Inheritance is the only honest test. The future is whoever opens the letter.

DIAGRAM · VIGNELLI / TUFTE EDITORIAL



Twenty years of consequence · not a destination, an inheritance — the register that outlives us.

Vignelli editorial — five small rectangles in a row labelled Land / Water / Carbon / Biodiversity / Yield, one (Land) outlined gold and shaded; under the row, a single hairline labelled "Design · Verify · Value · Connect"; small italic margin "v1 · in cycle · indicative window 2026–2027".

A square metre held in 2026. A country walked in 2046. The same coordinate, both times.

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THE PROBLEM

FRESH EARTH · CONCEPT IX · 09 VOICE · PLAINSPOKEN-DEMOCRATIC

The Future

“Buy a square metre at Hillview today. Your kid walks the same paddock at twenty and the grass is taller.”

CALM-INFRASTRUCTURE MOVEMENT-BOMBAST AUDIT-CLEAN EDITORIAL-NARRATIVE

PLAINSPOKEN-DEMOCRATIC

Five hundred bucks. One square metre. A real coordinate at Hillview Park you can drive to. The kid you bought it for will be old enough to walk it themselves before the second attestation comes through. By the time they're paying their own rent, Pejar will have its first cycle done. The future is your deed, twenty years older.

01 · THE DEED IN YOUR HAND

A$500. One square metre. Hillview Park. NSW. Now.

It fits in a phone. It points at a coordinate on 910 hectares of country in the Southern Tablelands. The custodian is a fourth-generation farmer who signs the audit each March.

You can hold a receipt. You can drive to the property. You can stand on the square metre. None of that is theoretical.

02 · THE SAME DEED IN TWENTY YEARS

Same coordinate. The ridge is greener. The dam holds longer. The grass is taller.

Twenty years of rotational grazing, cover-crop seasons, soil cores every March. By 2046 Hillview has run six cycles. Pejar has run four. Glenclair has run six.

Your kid walks the same square metre and the country is greener than the day you bought it. That's the only test that matters in the end.

> Your kid walks the same paddock at twenty and the grass is taller.

03 · THEN EVERYTHING ELSE

Soil first. Water next. Then biodiversity. Then wherever the truth has to be proven.

A river runs through Pejar. Same five farms. Same custodians. Same auditors envisaged. Different cargo: water quality instead of soil carbon.

Same engine, new substrate. The square metre you bought today carries everything that comes after.

DIAGRAM · NEURATH / ISOTYPE CIVIC

IX · PLAIN · ONE LIT · FOUR TO COME

Land Water Carbon Biodiversity Yield

1 OF 5 IN CYCLE · INDICATIVE 2026–2027

One thing built right. Then everything else.

Neurath-style civic icons — a single hand-drawn figure-8 (left loop labelled LAND, right loop unlabelled) with three faint outline loops ghosted behind; cream paper, brown ink, gold and green primary loops.

A$500 today. A square metre at Hillview. A greener paddock when your kid is grown.

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