

The First Regenerative Recovery Beverage Rooted in Soil, Science, and Soul



L I O N B E R R Y

Restorative Refresher

L I O N B E R R Y

Regenerative Recovery Beverage

- LionBerry is the first regenerative recovery drink rooted in soil, science, and soul. From ground to bottle!
- Formulated with elderberry, elderflower, lion's mane, tart cherry, and local honey – sourced primarily from Kansas
- No synthetics. No shortcuts. It supports gut health, cognitive clarity, and post-exercise recovery using whole plant compounds
- It is proof-of-concept for regional value chains built on functional farming





Elderberry as Gateway Crop



- American elderberry (*Sambucus canadensis*) is native, resilient, and high in health-promoting compounds
- It can grow in marginal soils, acts as a hedgerow crop, and builds biodiversity

Current U.S. market depends on imported European dried elderberry powder (*Sambucus nigra*)

- Planting native elderberry drives on-ramps into regenerative farming

KEEB – Kansas Eastern Elderberry Branch

- KEEB is a collective of farmers and growers meeting monthly in Eastern Kansas
- They are aligned with Missouri researchers and the International Elderberry Symposium
- Mission: Educate public, support new plantings, and build a local juice hub
- Vision: Anchor a regenerative supply chain through native elderberry



ACRE & AgriCluster Model

- Adapted from Pennsylvania's Alliance for Creative Rural Economies
- Renamed: AgriCluster Resilience and Expansion (ACRE)
- Nicknamed: Trust Falls for Farmers
- Builds capital-ready rural clusters
- Strengthens local food systems



NORTH AMERICAN
**FOOD SYSTEMS
NETWORK**

www.foodsystemsnetwork.org



Strategic Goals

- Highlight elderberry as a regenerative supply chain solution
 - Show LionBerry as the anchor product linking soil to sports recovery
 - Introduce ACRE & KEEB as scalable, bipartisan economic development strategies
 - Ask: Support replication of ACRE in Miami County using existing USDA priorities
 - Big return, low lift
- 

Bipartisan Soil Health Policy Opportunity

- Rep. Sharice Davids can co-sponsor or introduce the House companion to the Streamlining Conservation Practice Standards Act (S. 1729), introduced by Sen. Marshall (R-KS) and Sen. Ernst (R-IA)
- The bill requires USDA to review and update conservation practice standards every five years, with transparency and local input
- This allows native perennial crops like elderberry to be approved faster for NRCS support
- Davids can add an amendment naming “*elderberry and native perennial fruit plantings*” as eligible for expedited approval
- This is not a new program or new red tape. It simply clears the lane for regenerative farming to be recognized and supported faster
- It’s an easy lift that aligns with both USDA goals and Kansas-led innovation





Visual & Branding Elements

- Brand: Purple-forward aesthetic with language rooted in authenticity
- Phrases: “Soil, Science, and Soul,” “Ground to Bottle,” “Rooted with care”
- Images include LionBerry bottles emerging from soil
- Contact: www.lionberry.us – your call will pass through

