

Mission Critical Earth: Announcing CABI as Collaborator on “Regenerative Agriculture” TV Series.



CABI
CAPITAL MEDIA GROUP INC.

SUSTAINABLE DEVELOPMENT GOALS

Summer 2023

Regenerative Agriculture

The Planet is in our Hands!

MISSIONCRITICALTV.COM

Capital Media Group Inc is calling on industry stakeholders to participate as expert interviews, solution providers, shoot locations, and supporters for this important international educational documentary TV series.

// Policies must prioritize regenerative agriculture and the restoration of degraded land. Subsidies must be redirected from traditional to sustainable and regenerative agriculture. - UNEP //

DISTRIBUTION: Voice of America, UN WEB TV, 326 Million Weekly Viewers, 100+ TV Channels, and 40 Million Students. CONTACT: dsamulack@cmghd.com

Lake Worth, Florida Apr 28, 2023 ([Issuewire.com](https://www.issuewire.com)) - Capital Media Group's international documentary-style SDG television series "Mission Critical Earth" is focusing production efforts this summer on Regenerative Agriculture. Each thirty-minute program is developed in collaboration with a team of scientists, policy, and industry experts.

Capital Media Group's strategic partnerships lead for the initiative, Donald Samulack, points out "The bedrock foundation of the UN Sustainable Development Goal (SDG) mission is to encourage immediate action and communication surrounding the critical issues that threaten the existence and wellbeing of the Earth's ecosystems and inhabitants. The Mission Critical Earth series will devote three episodes to Regenerative Agriculture. This is a huge contribution toward helping publicly showcase both the corporate 'boots-on-the-ground' leadership and innovative projects which are underway and to building global awareness of the UN SDG mission across all age groups, geographies, and cultures."

The Mission Critical Earth series will address UN SDGs through an evidence-based lens (<https://sdgs.un.org/goals>). This series will deliver real-world SDG solutions to engage industry stakeholders while activating international consumers, educators, investors, and policymakers. The Regenerative Agriculture series will showcase innovative projects around food security, soil health, crop yield, vertical farming, inter-cropping, watershed and biodiversity issues, efficiency to markets, and other important sustainable farming practices.

Wayne Coles, CABI's Senior Public Relations Manager, adds "As an inter-governmental, not-for-profit

organization that improves people's lives worldwide by providing information and applying scientific expertise to solve problems in agriculture and the environment and CABI is delighted to be involved with Capital Media Group Inc. We are pleased to have the opportunity to create greater awareness of how we are working with our 49 Member Countries to tackle some of the world's greatest challenges including hunger, poverty, climate change, biodiversity loss, and gender inequality."

Capital Media Group is honored to be working with CABI along with our other program collaborators which include:

United Nations SDG Joint Fund
Inter-American Institute for Cooperation on Agriculture (IICA)
The Council for Agricultural Science and Technology
Practical Farmers of Iowa
The Acheson Group

About CABI

CABI is an international, inter-governmental, not-for-profit organization that improves people's lives worldwide by providing information and applying scientific expertise to solve problems in agriculture and the environment. Our approach involves putting information, skills, and tools into people's hands. CABI's 49 Member Countries guide and influence our work which is delivered by scientific staff based in our global network of centers. Visit [CABI.org](https://www.cabi.org/) for more information about CABI activities.

<https://www.cabi.org/>

About Capital Media Group Inc

Capital Media Group Inc (CMG) is a television and animation production company specializing in the production of educational content. CMG's sustainable development program, "Mission Critical Earth", is a globally broadcasted documentary-style TV series focused on demonstrating real-world successful SDG solutions and technology applications that positively contribute to the UN's Sustainable Development Goals. www.missioncriticaltv.com

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