

Restoring soil, profits, farms and futures

Understanding Ag's team of world-class consultants help our clients successfully implement practices that restore soil health and ecosystem function, which reduces dependency on expensive inputs and leads to sustained profitability.



Meet Consultant Kent Solberg

Living in an agricultural community in the 1970's and watching the rising conflict between conservation interests and the agricultural community, Kent often wondered if we could grow food and protect natural resources on the same acre. He had a strong interest in agriculture early in life, but not growing up on a farm, and due to a lack of "beginning farmer" programs that are available today, Kent pursued bachelor's and master's degrees, studying biology, ecology and natural resource management.

In the 1980's he was involved in the early adoption of conservation grazing on public lands and managed a 2,000 acre farming operation. After 15 years of working for natural resource agencies, Kent left to pursue a farming career that has spanned 26 years. Additionally, he ran an agricultural fence design and installation business for 10 years. Kent has an award-winning, grass-based dairy farm in west-central Minnesota. He has worked as a college-level instructor and consultant in regenerative agriculture for over 10 years, specializing in adaptive-grazing management and integrating livestock into cropping systems.

Our mission

Understanding Ag is a regenerative agricultural consulting company that provides the support and confidence to help our clients reduce input costs, generate actual profits and ensure family farming futures. We accomplish this by educating and mentoring farmers, ranchers, landowners, businesses, and communities in the principles and practices needed to restore, repair, rebuild, regenerate their farming and ranching ecosystems.

Who we are

Understanding Ag's consultants are real farmers and ranchers who combine decades of experience to help our clients successfully implement regenerative agricultural and ecological principles that replace the input-intensive, agricultural model to enable sustained profitable farming and ranching operations. Understanding Ag, LLC also offers consulting and planning services for multi-enterprise systems, businesses, organizations and communities.

Your partner in regenerative agriculture

No one knows your farm better than you. In my consulting/partnership approach, I strive to develop an understanding about your operation and the land base you work with—and meet you where you are in your regenerative agricultural journey. I'll bring experience from my own farm, a solid understanding of regenerative principles and the creative ideas I've gathered from working with hundreds of other operations to our working partnership.

Together with your knowledge, experience and goals, I will help you develop a suite of options that make sense for you and your operation. Nature provides the template for successfully applying regenerative agricultural principles. I'll show you how to make that template work profitably for you.



Contact us today

Begin your journey to greater profitability by visiting **understandingag.com**, by calling (256) 996-3142, or by e-mailing kathy@understandingag.com.

Your first 30-minute phone consultation is free and without obligation.