

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 Morgan E. Hartman

A generation removed from the diversified dairy farm his dad grew up on in Big Flats, NY and the crop farm where his mom grew up in Batavia, IL, Morgan took a winding route to end up with a degree in Plant Science from Cornell University at the age of 32. Along the way he spent nearly five years in the US Army, studied writing, and worked in various construction jobs.

Flashing forward several years, Morgan founded Black Queen Angus Farm, a 100-percent, grass-fed, registered Angus operation. In 2014 he received the Grassfed Exchange Conference's Innovative Grassfed Producer Award in Columbia, MO for his development of a regional-branded grassfed beef program, his land stewardship through adaptive grazing and his development of the Winter Greenup Grazing Conference. In 2017, Morgan co-hosted the Grassfed Exchange in Albany, NY. He has had numerous articles published in *Country Folks*, *OnPasture.com*, *Stockman Grassfarmer*, and *Graze* publications.

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

I came to farming by accident while running my landscape design/build business. In that business I rapidly realized the difficulty of imposing my plant selections on a place without fully recognizing the very site-specific micro climate and soil conditions. By allowing the site to begin dictating the design I was ultimately far more successful as a contractor and my landscapes have withstood the test of time.

When I left contracting to farm full-time, I was raising cattle conventionally, but it was very expensive. As soon as I reached out to some of the pioneers with the regenerative mindset, I was able to see the same lesson in farming I had learned in my other business. I let the farm dictate which cattle or plants work and I follow their lead. In doing so, my cost of production went down and quality of product went up.

Whether on my own farm or in working with other farmers/ranchers, I always start each day with the same process soldiers use when going on recon: Stop, Look, Listen, Smell. I become acclimated to the environment I'm in by listening to my client and observing the context in which they operate. From there we can work as a team with nature to make a more profitable operation.



Contact us today

Begin your journey to greater profitability by visiting **[understandingag.com](https://www.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.