

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 Jonathan Cobb

Jonathan Cobb is a fourth-generation steward of his family's land in the Blackland Prairie of Texas. After earning his business degree and spending several years away from the farm, he and his wife, Kaylyn, decided to continue the farming tradition. Five years later, Jonathan nearly left the farm because he didn't see a future in the commodity row-crop model. Thankfully before leaving, they were exposed to regenerative agriculture and learned there was hope to both regenerate their land and to enhance profitability.

Jonathan and his family have converted the once-row-cropped farm to fully pasture-based by employing diverse cover crops and adaptive forage and grazing management to improve the health of their soil. They graze sheep and cattle, using a combination of perennial and annual forage crops as the native perennial pastures are establishing.

Jonathan also serves as a director for Holistic Management International and The Grassfed Exchange.

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.

Helping others grow healthy soil, food and profits

"If you want to make small changes, change the way you do things. If you want to make major changes, change the way you see things." These words stuck with me from the beginning of our regenerative journey. Don Campbell was right: Seeing the world we interact with differently, gave us the freedom to make major changes.

Making major changes is not easy and having lived through the many social, family, financial, and emotional challenges I experienced during my regenerative ag journey gives me a passion and perspective to help others deal with the same.

Over the past nine years I've been blessed to learn from many of the world's leading practitioners and scientists. This has enriched my life and has resulted in the abundance our land now provides. This profound quote from Wendell Berry greatly influences my perspective and decision-making: "We have the world to live in on the condition that we will take good care of it. And to take good care of it, we have to know it. And to know it, and to be willing to take care of it, we have to love it."

It is my hope to be able, along with the UA team, to help you gain focus and success with your new vision.



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.