

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 John Hornbostel

Born and raised in southern Wisconsin, John Hornbostel has had a life-long appreciation for the farms that were a ubiquitous part of the state's landscape. His interest in farming took an international path while he was a foreign exchange student, living for a year on a dairy operation in southern Victoria, Australia.

A graduate of the University of Wisconsin, majoring in agricultural economics and journalism. John worked at a John Deere dealership, as well as a farm hand on a dairy farm near Madison during his college summers.

After completing his MBA in international business, his interests and career took him on a 20-plus-year journey in global manufacturing and business development including a four-year assignment in Japan, where he traveled extensively to metropolitan and rural regions of southeast Asia.

About 10 years ago, John partnered with a friend in Indiana to develop a free-range, organic/non-GMO egg company. His responsibilities included running organic feed mill and grain elevator facilities, shell egg processing, and packing operations and managing live-team operations for free-range farms throughout the Midwest. His role also included participation as the company representative in a variety of industry

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.

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organizations including the Organic Trade Association.

More recently, John took the lead in helping the company develop and launch a regenerative agriculture program with a select group of contract egg growers. Research for this project including attending a Soil Health Academy school, where he was introduced to the team at Understanding Ag, LLC.

Your partner in regenerative agriculture

In addition to my career as a consultant, my interest in the principles of regenerative agriculture extend to my own Christmas tree farm in Michigan. My wife and I are developing this property using regenerative agriculture practices, with a specific goal of minimizing the use of synthetics that are so prevalent in the Christmas tree industry today.

My appreciation for the “challenge of change” in farming comes from working with farmers who made decisions to move from conventional to non-GMO, to make the transition to organic, and to invest in farms that support free range-pastures for poultry. These are not easy decisions to make, especially if your neighbors remain skeptical of your efforts.

I’ve been fortunate to have had the opportunity to visit farms in various stages of transition. Seeing firsthand how the soil, livestock and crops respond to regenerative agriculture practices is incredible. I am also excited about how these efforts translate to improvements in the nutritional value of the food we eat. Helping with this transformation within our food chain is what I look forward to in every conversation with farmers, as well as end consumers.



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.