

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 Jeremy Sweeten

Jeremy Sweeten and his family farm in the Eastern Upper Peninsula of Michigan. A predominant part of their operation is regeneratively grazing cattle on 400 acres of native and improved pasture. Jeremy and his wife Michelle, both first generation farmers, manage their herd of cow/calf pairs year-round. During the summer they retain the weaned calves as stockers and sell them in the fall to be grass-finished. Another part of the operation is 800-1,000 acres of Timothy hay with some of it being produced for the horse market and the lower quality hay used to supply the beef herd with winter feed. The farm is a great place for the Sweeten's to raise their four children and teach them that food doesn't come from a grocery store. There are also mules, donkeys, horses and border collies scattered around the farm. There is never a dull moment.

In 2000, Jeremy obtained dual Bachelor of Science degrees in agricultural systems management and agronomy and in 2003, he earned a Master of Science degree from Purdue University in agronomy, specifically forage crop management. For the past 10 years, Jeremy also worked off the farm for CISCO Seeds as a forage agronomist.

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.

Meet Jeremy Sweeten

His passion is helping farmers and ranchers solve problems through his practical experience and education. Regenerative agriculture has become an important part of his life.

Your partner in regenerative agriculture

I enjoy hunting whitetails and turkeys in northern Michigan and mule deer, elk and antelope in the western states. There is usually some type of hay equipment or old tractor in my shop getting repaired or refurbished. I have 11 years of fire service, currently serve on the Rudyard Volunteer Fire Department and have committed my life to following and serving Christ.

Farming in the UP has many challenges, but I've seen, firsthand, how regenerative farming practices have improved the soils, livestock and profitability for my family. Working for Understanding Ag is a great stride in my lifelong learning process and I look forward to working with my fellow farmers to help them achieve their farming and family goals through the application of time-tested, soil health-building regenerative farming principles and practices.



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.