

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 Chuck Schembre

Chuck Schembre lives in the high desert in Carson Valley, Nevada, with his wife and two children. His agricultural background includes managing diversified vegetable farms, fruit orchards and vineyards, and working as a soil scientist, agronomist and conservation specialist in California and Nevada. He holds a bachelor's degree in Earth and Soil Science from California Polytechnic State University, San Luis Obispo, and is a Certified Professional Soil Scientist (CPSS), and Erosion and Sediment Control Specialist (CPESC). He has extensive experience in cover crops, and currently serves on the Southwestern Cover Crop Council. Throughout Chuck's multiple positions, he served as a soil health educator, conducted many presentations, and provided on-farm technical assistance and soil health consulting.

Chuck did not grow up on a farm and found his journey into agriculture through a passion to cook and eat locally grown food. He began volunteering on small organic farms for work-trade, and while at the university, he cut his teeth in production farming at the Cal Poly Organic Farm, a 15-acre, diversified commercial vegetable farm, with a permaculture site.

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 Chuck Schembre

In 2007, he attended the Ecological Farming Conference in California, and was inspired by regenerative agricultural pioneers, igniting his soil health journey. After college, Chuck joined the AmeriCorps Watershed Stewards Project in Northern California, and continued farming at a diversified farm owned by a local tribe.

After his AmeriCorps experience, he further pursued farming, managing multiple diversified vegetable and fruit farms, focusing on agroecological practices and small livestock integration. Chuck eventually moved on to manage larger scale vineyards in California where he managed no-till cover cropping systems and organic and biological pest management practices in vineyards. He then moved on to manage a regional soil health and conservation demonstration vineyard for the Napa Resource Conservation District (RCD). While at the RCD, he helped create the North Coast Soil Health Hub and a soil health monitoring protocol. He also worked with many vineyard producers conducting soil health assessments, developing water quality farm plans, carbon farm plans, providing erosion control assistance, and water use efficiency evaluations. He then moved to Nevada and took over the direction and management of the Desert Farming Initiative, an educational, demonstration, and research farm focused on high-desert foods systems at the University of Nevada Reno, Experiment Station.

Your partner in regenerative agriculture

I love to grow as much food for my family as possible, teaching my children and the community, and pushing the limits and possibilities of small-scale food production in the high desert where I live. I continue to educate myself with the advancing information of soil health sciences, while taking a practical approach when implementing the principles of regenerative agriculture and considering the unique challenges of every farm.



As a consultant with Understanding Ag, I am passionate and confident about serving and assisting farmers—helping ensure their successful journeys in regenerating their soil, farm ecosystem and economic resiliency.

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.