

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 Luke Jones

Luke Jones grew up in a rural community in West-central Illinois, where he resides with his wife and two children (with a third child expected in the fall of 2022). Luke has had a hand in agriculture since he was “farming the flower beds” as a child, to currently operating his own business comprised of leased land and a small family farm. With prior cattle experience, his current operation includes importing and raising Australian White Sheep and row crops.

Told that there was no way to make a living on the family farm, and that it was “easier to work with his head than his back,” Luke followed that advice and went to college, becoming a product of the “conventional agriculture pipeline.” Graduating from Western Illinois University with a degree in agriculture science, he began a career with a local ag retail company, working in sales for seven years.

Unfulfilled by chasing the sales-goal carrot, Luke returned to working on the farm with a local producer. A few years' worth of self-education via YouTube videos featuring Gabe Brown, and attending regional grazing management field days with Dr. Williams, provided Luke with the courage to apply some regenerative principles on his own, making him a believer in the power of those principles.

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 Luke Jones

Since then, has dedicated his career to improving and repairing the land for the generations to follow.

Your partner in regenerative agriculture

I have always been connected with people who think differently than others. I am forever grateful for having those connections as they always kept me grounded—and pulled me in the right direction when change was needed. From local producers, my grandparents, and even an ag instructor at college, those people have always challenged me.

I believe the best path forward for agriculture is to stop thinking of our farming operations on a year-to-year basis and start planning and building for down the road. The more you dive in, the more enjoyment you'll find as you become more connected with your operation—and you'll find out just how powerful it can be.

My goal as a consultant with Understanding Ag is to be there with my clients as they journey down the path to improving profitability and building resiliency in their operations through regenerative principles and practices. I look forward to working with you and being a partner in your successful regenerative journey.



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.