



Today's farmers face a wide range of business and production challenges. From soaring input costs to market and price variability to labor management, farmers face enormous stress, both in their businesses and in their personal lives.



WHO WE ARE

Understanding Ag is a regenerative agricultural consulting company that provides the support and confidence to help our clients reduce input costs, generate actual net 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, and regenerate their farming and ranching ecosystems.

We are real farmers and ranchers who combine decades of experience to help our clients successfully implement regenerative agricultural and ecological principles that replace input-intensive practices, thus leading to profitable farming and ranching operations. Understanding Ag, LLC also offers consulting and planning services for multi-enterprise systems, businesses, organizations, institutions, and communities.

Understanding Ag's Better Cropping Business Model

An increasing number of producers now realize the conventional agriculture model is no longer sustainable for their family farms and for generational succession. Fortunately, there is a better business model—one that results in increased profit margins, lower labor and input costs, healthier animals and happier farm managers all while producing nutrient dense foods. Supported by the world's leading regenerative experts, Understanding Ag's consultants work with farm families across North America and the world to lead them a journey of regeneration by helping them understand, then successfully apply, soil health principles, and adaptive grazing methods.

UNDERSTANDING AG'S SERVICES INCLUDE HELPING PRODUCERS:

- Understand and assess soil function
- Select and manage cover crops profitably
- Manage diverse cropping systems
- Improve marketing and increase product value
- Prepare for extremes and increase farm resilience
- Implement input cost-reduction strategies
- Restore soil and riparian ecosystems
- Enhance water, energy, and nutrient cycles
- Analyze soil health tests
- Integrate animals to accelerate soil health improvement

We realize that changing any business model is filled with challenges and uncertainties. Years of traditions, unique family dynamics and community influences can add additional challenges for farm and ranch families transitioning from conventional to regenerative agriculture.

At the core of Understanding Ag's successful approach are the skills and experience of our consultants as regenerative farmers—and in their ability to help their clients anticipate and respond to these influences and other production events and conditions that accompany each producer's regenerative journey.

We also realize that change isn't easy, but we know it's worth it. We see it every day in our clients' success. It's why we do what we do with passion and commitment.

6-3-4™: The foundation of your regenerative success

At Understanding Ag, the core of our teaching is centered on what we term the 6-3-4™. This systemic regenerative approach contains the basic principles and rules that facilitate the successful application and implementation of regenerative agriculture. UA developed this system over the past several years and it has been used successfully in every corner of North America and in many other countries around the globe. Specifically, the 6-3-4™ refers to the Six Principles of Soil Health, the Three Rules of Adaptive Stewardship, and the Four Ecosystem Processes.

The planned, purposeful and intentional application of the Six Principles of Soil health and the Three Rules of Adaptive Stewardship allows growers, producers, managers to optimize the Four Ecosystem Processes and take advantage of nature's free resources. No matter where you are located and no matter what your agricultural enterprises may be, success hinges on how well growers capture and utilize the resources that have been in place since the beginning of time. Simply put, the 6-3-4™ is the best and most proven way to make continuous regenerative progress.

