

MAD!

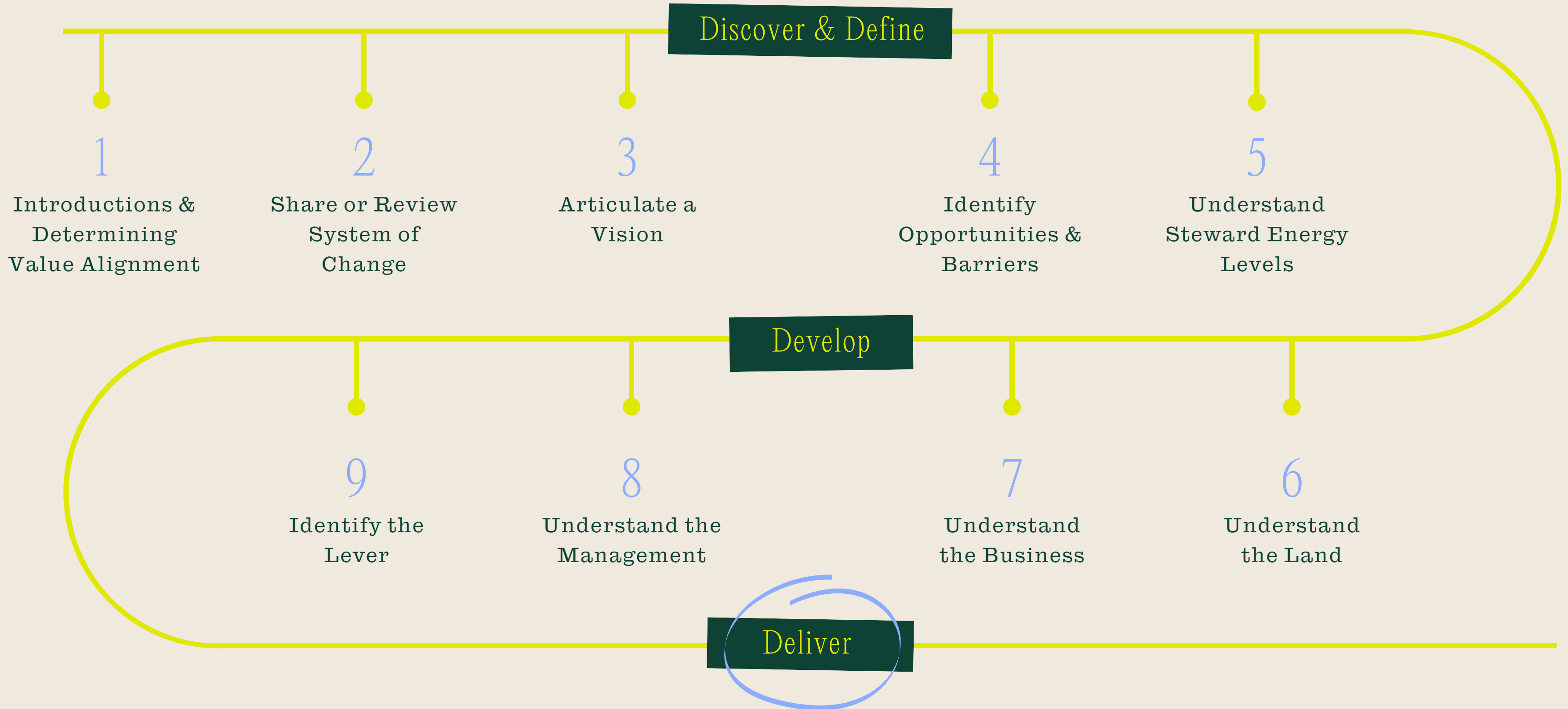


LEARNINGS FROM THE FIELD

Organic Row Crop and Rangeland Operation

Regenerative Stewardship Curriculum: Deliver

REGENERATIVE STEWARD COURSE PLAN



Overview

OPERATION

Organic row crops and rangeland.

HOW WE ENGAGED

On-site farm visits, round table discussions, and Zoom calls.

TOOLS USED

Framework of Change
Resource Assessment
Context and Vision

Crop Rotation
Strategy Session

Energy Level Framework



Lessons Learned

PERSONALIZED COMMUNICATION

It takes time to understand the depth of service, skill sets, and level of commitment that stewards have invested in their land and business. Creating the space to establish this understanding is critical for learning how to help stewards in the management of their natural resources.

In this case study, the steward was the primary operator. He had trouble writing down his vision for the land, but when asked about his context in conversation, he was able to verbalize it beautifully. The lesson learned here is that some people need different forms of communication to express their thoughts. It can be empowering for them to hear you reflect back what they have said on paper or in conversation. Recording conversations, having a designated notetaker, or having a conversation facilitator can all be helpful practices in these scenarios.



MAD!

Lessons Learned

CLARIFY AND PRIORITIZE WORK

This steward was a young, visionary, and energetic farmer, but he was also extremely busy throughout the year. He is the primary carrier of an organic crop business, a cow-calf operation, a beef operation, and a custom grazing operation.

This steward's five-year goal was "to grow between 5-10 cash crops, raise 2-4 species of livestock, raise cattle on a mob-style grazing plan, have live windbreaks on the farm, integrate solar into the farm, and make the farm more efficient by changing equipment and practices."

This vision was amazing, but the steward needed clarity on how to allocate his time and prioritize his work so that he could achieve this vision. So, we used our Strategy Session tool to help create a list that distilled his desired outcomes and our recommended practices down to one table.

MAD!



Lessons Learned

SIMPLE PRESENTATIONS OF DATA

Charts and tables take a lot of time to create and to interpret. Are these complex organizations of data helpful to producers? Or do they prefer straight talk?

In this scenario, we delivered a 21-page report to the farmer, filled with information we gathered from our time together. But the farmer was left not knowing what to do next with all of this information. We learned then that our high level suggestions could have been made simply by sharing the list on the right.

It may take an outsider 21 pages to grasp the complexity, but the human who is living in it may just need one or two sentences about adjustments that could be made for a more regenerative lifestyle for the steward and the resources under their management.



MAD!



The End

Continue exploring field examples from the third phase of our **Regenerative Stewardship Curriculum**, Deliver, [here](#).