

The Profit Conversation

Is your business truly regenerative?

It is time to start talking about agricultural business profitability.

Land managers have long measured their success based on production outcomes such as the top price at the cattle sale or the highest yielding, weed free crop rather than discussing openly whether they have made a profit. This production conversation keeps us stuck in a degenerative agricultural model. Many land manager's fears around regenerative agricultural practices are linked to this mindset and to concerns that they may lose production and appear less successful, even though maximising production does not necessarily mean maximising profit.

The foundations of a truly profitable, regenerative agricultural business are based on...

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Our 3 day workshop in Inverell NSW Australia last week had an engaging and enthusiastic group of participants. We love our Australian events, as Aussies love to have fun and laugh. It was a privilege to witness the shifts happening for attendees as they see the potential regenerative agriculture offers them. The future is looking bright with a number of passionate, articulate and sharp young people attending.

A big thank you to the Danthonia Community near Inverell who hosted us for a field visit (pictured above). We witnessed impressive water infiltration of one inch of rain in 5 seconds! Great to see the results created over time through their regenerative farming approach.

"An eye opening and practical course for improving our soil and grass health and profitability"
Inverell workshop participant.

We loved this feedback from Anne Coote:

"By far the most beneficial course I have ever attended, thank you Nicole and Kim!"