

AgCareers & Grounded in Ag



AG ONBOARDING ACADEMY

Learning farming and agriculture can be daunting for those of us who didn't grow up around production agriculture. The way science, business, weather, and crop production all come together with the culture is complex, so building foundational knowledge through a systematic approach can really help someone develop awareness and insight that is helpful on the job.

To gain your footing in ag, you need to understand farmers and production agriculture more broadly. With Grounded in Ag, each course builds on the one before.

- Our Ag 101 and Sustainability courses plant foundational knowledge of farmers, the business of agriculture, and the environment. Those courses cross crops and livestock because so often these fields intersect.
- Once you have the necessary foundation, there are optional courses that focus in on crops and/or livestock. Learning more about the day-to-day production practices and challenges faced by farmers.

Communications with the is easy – contact agcareers@agcareers.com with further questions or purchase the program through AgCareers.com's [shopping cart](#). Once the program is purchased, details will arrive in your inbox from contact@groundedinag.com so be sure that email is added to your safe list.

Foundational Courses \$485 per participant



Ag 101



Sustainability &
Regenerative Ag

Optional Courses \$100 each



Focus on
Crops



Focus on
Livestock

Ag 101 Course



The Ag 101 Course provides multiple sources across the US to provide you with the basic building blocks you need to understand agriculture, but more than that, we give you the context you need to put that information to work right away. The video modules in this course (~4.5 hours running time) are designed to help you get to know farmers and the industry as a whole.



Getting to Know Farmers Module

- We have a robust conversation with eight farmers from different geographies, who work with a range of livestock and/or grow a diversity of crops.
- Data from the USDA informs each lesson, and we talk through the different perspectives and experiences on the way farmers set up their businesses, the changes they see happening in the industry, and their communities.
- The differences and similarities among crops surface as we talk demographics, communities, and more.

The Business of Agriculture Module

- On location interviews with farmers and experts dominate this set of lessons.
- We focus on the industry and business as it works in the real world, with topics including cash flow, mental health, equipment, and farming organizations.



From top left: Helle Ruddenklau OR, Quentin Connelly NE, Eric Wolfer OH, Becky McCray OK, Tyler Muzzi MS, Ashley Kennedy MI, Mac Marshall MO, Dave Walton IA, Milton Stokes CT, Brian Scott IN, Natasha Nicholes, IL and Janice Person MO

Sustainability & Regenerative Ag Course



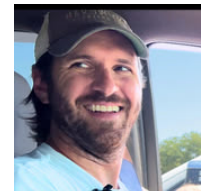
The topic of sustainability is one that gets discussed in all areas of society now, but perhaps no industry is more discussed and, potentially misunderstood, than agriculture. Within the industry, sustainability Agriculture is often discussed, but that discussion may not be as clear to people more broadly.



With the complexity of the topic and the diversity of approaches in different regions and environments, this course takes the format of a round table discussion, facilitated by Janice Person. The conversation is propelled by a diverse panel of experts that includes farmers, consultants, and industry professionals, each offering a unique perspective on the importance of sustainable practices in agriculture. We touch on various aspects of sustainability, from soil management to water conservation, and how these are essential for the future of agriculture.

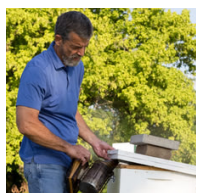
Panelists weigh in on the topics where they have experience forming lessons in each of the following:

- Agriculture and Water
- It's Soil, Not Just Dirt
- The Role of Ag with Climate Change and Carbon
- Animals, Pollinators, and Wildlife
- People Need to Thrive as Well
- On Farm Visits with Farmers in Kansas, California, and Louisiana



Our panelists include (from top left):

- Don Cameron is the General Manager Vice President of Terranova Ranch in central California growing a range of vegetables and nuts.
- Marshall Hardwick is a co-partner at Mead Marion J. Hardwick, a family farm in northeast Louisiana.
- Debbie Lyons-Blythe operates the Blythe Family Farms, an Angus cattle operation in the Flint Hills of Kansas.
- Trey Cooke is the Executive Director of the Rural Investment to Protect Our Environment, and has over 25 years of experience in nonprofit conservation, particularly in water conservation in agriculture.
- Nick Goeser is a principal and co-owner of Carbon A List, a consultancy specializing in sustainable agricultural practices, climate impact, and soil programming.
- Jerry Hayes has been in the beekeeping industry since a young age, currently serving as the editor of Bee Culture magazine.



Focus on Crops Course



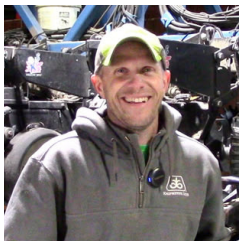
The Focus on Crops course provides content on crop production and the challenges that get in the way. We enlist subject matter experts to weigh in as we walk through the two hours of lessons on a range of topics on video and with accompanying downloadables and vetted links.



GROWING CROPS

We visit farms and get perspectives on some of the big decisions and day-to-day on the farm. Ag touches our lives in the food we eat, the feed for livestock and pets, fiber to make our clothes, and fuel to put in our vehicles. But what do farmers need to think through? Get their insight with lessons including insight on:

- What are the basic crop needs farmers need to provide? There are a lot of crops that farmers can plant, how do they choose what's right for them?
- Seasons take on a whole other meaning in crop production. How does that work?
- Similarly, what are the factors involved in selecting seed?
- Equipment and technology are a big part of farming, we take a look at some of it.
- Crop sciences offer a lot of expertise, quite a few disciplines are involved.
- The role of field trials in developing a better understanding of potential in the field.



Jon Hemme
Sweet Springs, MO



Natasha Nichols
Chicago, IL



Janice Person
St. Louis, MO



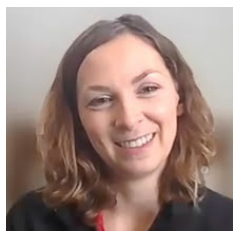
Brian Scott
Monticello, IN



Bob Walker
Somerville, TN

CROPS UNDER ATTACK

Growing crops is the first big piece but combatting the various challenges crops face is often a focal point in agriculture. For this module, extension specialists provide information about the major pest issues faced and the actions taken to control them. Lessons provide in-depth info on weeds, plant diseases and pathogens, and insects.



Meaghan Anderson
Ames, IA



Dr. Carl Bradley
Princeton, KY



Dr. Whitney Crow
Starkville, MS

Focus on Livestock Course



Building on the foundational courses of Ag 101 and Sustainability & Regenerative Ag, the Focus on Livestock course zooms in on animal agriculture. This course has two primary components – farmers' day-to-day activities and some of the larger decisions in livestock care and handling. Video lessons led by subject matter experts are augmented with downloadables and vetted links



RAISING LIVESTOCK

Farmers walk us through some of the thoughtful and deliberate decisions they make when it comes to their livestock including:

- Why do some farmers **raise livestock outside** while others raise animals in barns? Growing broiler chickens and raising beef, Kentucky farmer Daniel Hayden talks through the ways these decisions are made on farms.
- **Feed and nutrition** are critical components of raising livestock. Kansas cattle and sheep farmer Glenn Brunkow provides lessons on feed considerations and on managing hay and pastures.
- **Chores** are a way of life on the farm and young Indiana farmer Joseph Feutz talks with us about the day to day chores as well as some of the proactive pieces of livestock management.
- **Genetics** are a major component of producing the meat products Americans want. Kansas rancher Debbie Lyons-Blythe discusses the importance of genetics and how farmers and ranchers seek the best genes to produce meat for their market.

ANIMAL CARE

The day-to-day on farms and ranches discussed in the previous module are all done within the overall practices of good animal care. What are the major considerations?

- **Animal handling** is a topic that Dr. Temple Grandin is renowned for and she discusses her work in developing best practices on farms and ranches.
- **Animal health** involves veterinarians like Dr. Marybeth Feutz working alongside farmers and ranchers. She talks with us about that partnership and what stays on the radar for farmers and vets.



Daniel Hayden
Knottsville, KY



Glenn Brunkow
Wamego, KS



Joseph Feutz
Princeton, IN



Debbie Lyons-Blythe
White City, KS



Dr. Temple Grandin
Fort Collins, CO



Dr. Marybeth Feutz, DVM
Princeton, IN