



THE GRASS IS GREENER BEEF + FORAGE PROGRAM

With market-leading incentive payments for cover crops, forage plantings, and range plantings, The Grass is Greener Program rewards producers for the environmental benefits of grazing cattle and sustainable forage production.

PRODUCER BENEFITS

- **Technical Assistance:** Our SustainAg Advisory Team provides customized guidance to improve operational resiliency through sustainable management.
- **Practice Incentive Payments:**
 - Cover Crop Establishment: \$50/acre
 - Forage Planting: \$75/acre
 - Range Planting: \$100/acre
- **Cattle Premiums:** Additional premiums may be available for qualifying and verified feeder calves purchased through the project.

ELIGIBILITY

The Grass is Greener Program is enrolling cattle producers in South Dakota and surrounding states.

Participating producers will enroll their grazing and feed production acres into the program to be monitored. Producers can pick one of three different types of regenerative seedings, with cost share available for up to 200 acres per year provided by the program. Cost share is not available for seedings that are already receiving cost share from another USDA source (EQIP, CSP, and others) or incentives from carbon programs.

PROGRAM REQUIREMENTS

AgSpire's SustainAg Advisory Team will provide individualized technical assistance to select and implement practices. Our team will then verify and measure outcomes in order to distribute incentive payments. Producer requirements include:

- Implement a prescribed grazing management plan that includes 6 months of grazing for the cow-calf portion of the operation.
- Implement at least one recommended cover crop, forage, and/or range planting. Perennial plantings must be maintained for a period of 5 years.
- Allow GPS mapping of the operation to verify environmental outcomes.
- Allow monitoring and measurement during participation period, including soil sampling up to twice per year.

DATA PRIVACY

No individual data will be shared outside of the project. AgSpire will own aggregated data to protect privacy.