


A photograph of a winter landscape. In the foreground, there is a field of tall, dry grasses covered in a layer of snow. A wooden fence with three horizontal rails runs across the middle ground. In the background, there are several trees, some of which are also covered in snow. The sky is a pale, overcast grey.

GRAZING WITH PURPOSE

Joshua Dukart

Bismarck, ND



**Do you believe you can be
100% Efficient,
but 0% Effective?**

**Wanting to leave the land better
than when they found it...**

Is this happening??





“If you want to make small changes,
change how you do things.”

“If you want to make **BIG** changes,
change how you see things.”

- Don Campbell



Starting with the **BIG PICTURE**



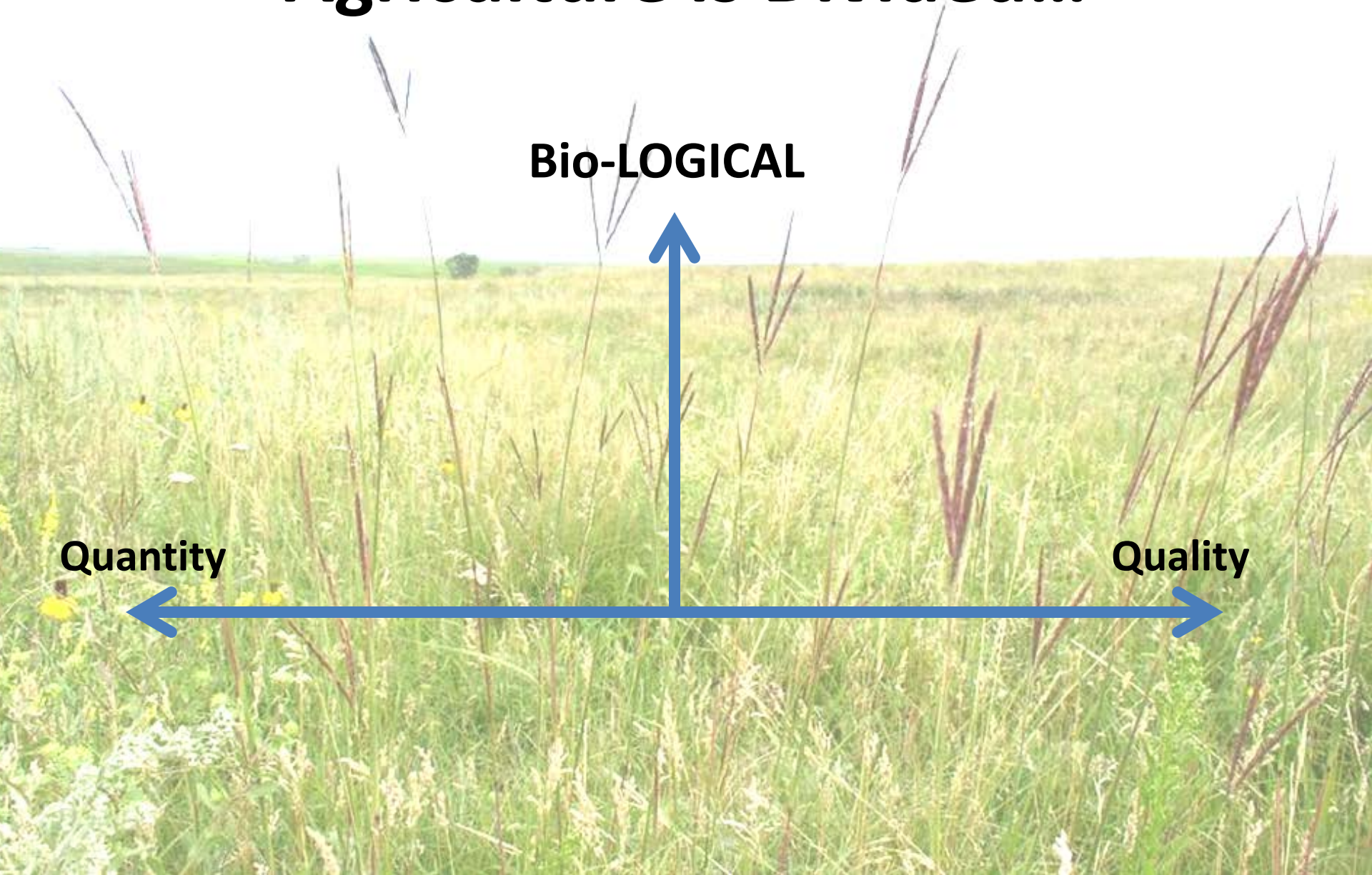
Where the model
is more important than the details

Agriculture is Divided...

Bio-LOGICAL

Quantity

Quality



Nature Functions in Wholes

A large herd of bison is grazing in a lush green field. In the background, there is a calm blue lake and rolling green hills under a clear sky. The scene is peaceful and natural.

Balance + Complexity = Resiliency

**“Nature is more complex than
we can understand”**

Managing for Chaos in Nature

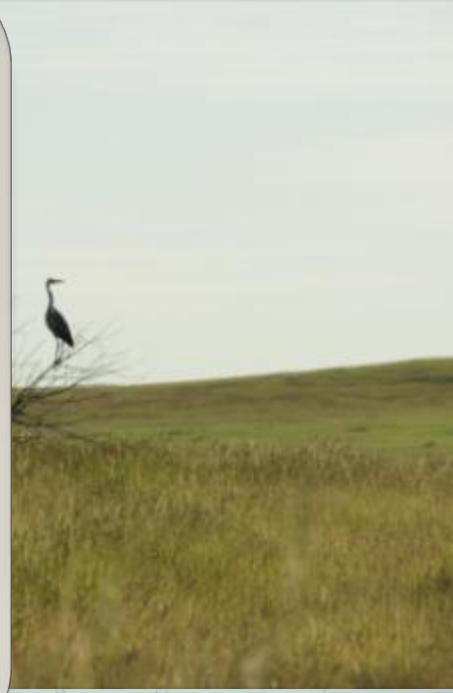
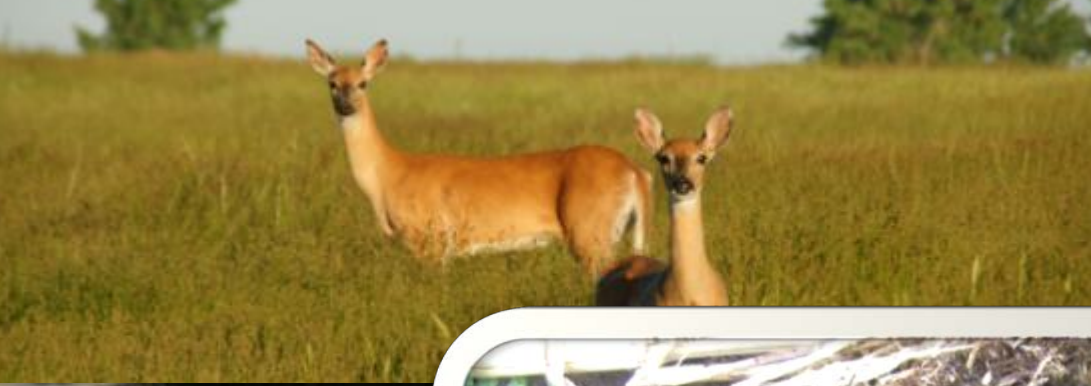
- We can change:
 - **Timing** (season of use change)
 - **Frequency** (recovery periods)
 - **Intensity** (how many plants severely grazed)



Psychology of the Land

A close-up photograph of dark, rich soil, likely a loam or silt loam, showing a crumbly texture. The soil is surrounded by green grass blades and dry, yellowish-brown straw stalks, suggesting a natural or agricultural setting. The lighting is bright, highlighting the textures of the soil and the surrounding vegetation.

Psychology of the Land





What is your definition of

a farmer?

a rancher?

of wealth?

The Lead Horse is Not Financial



The Wizard of Id



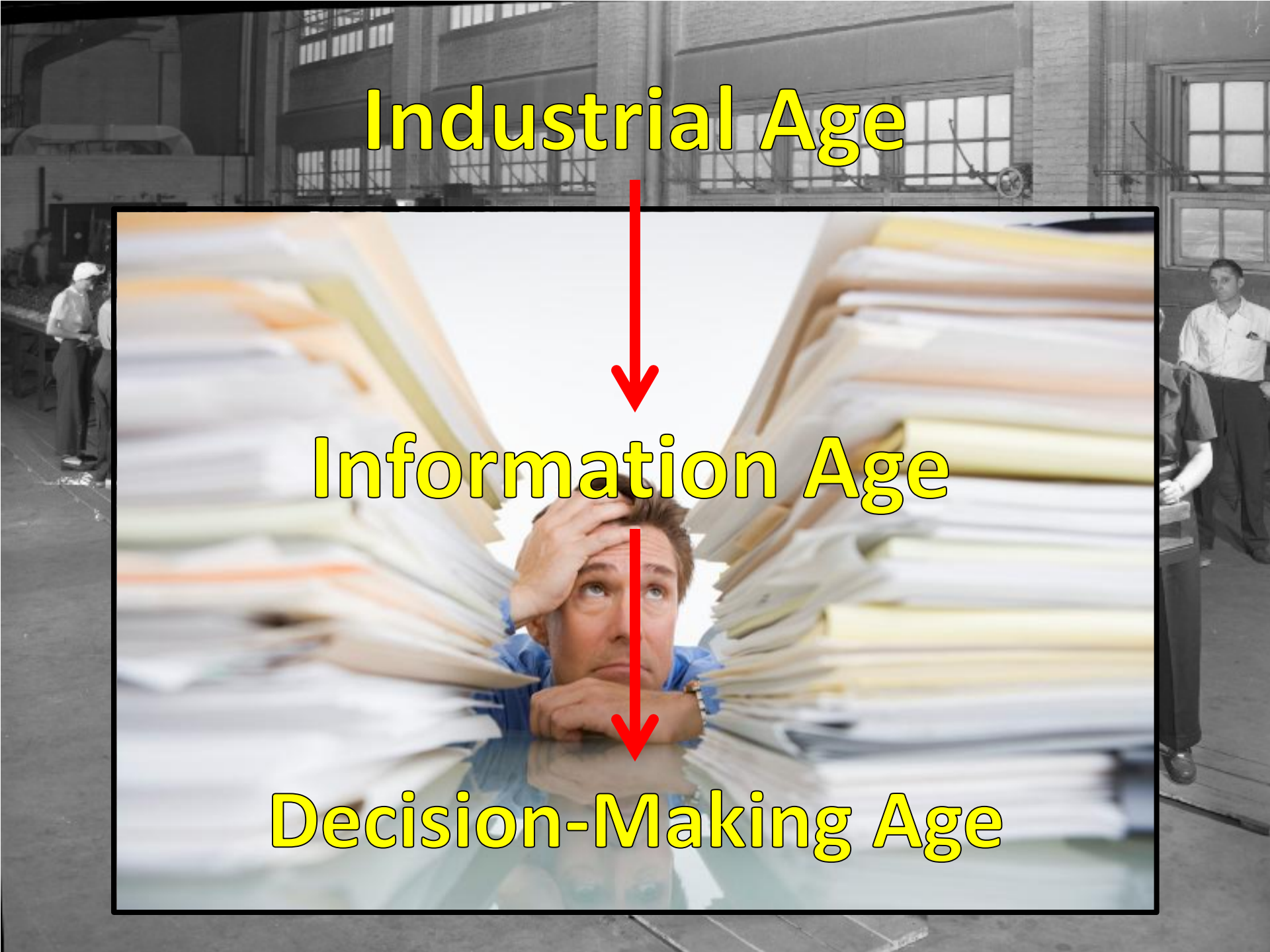
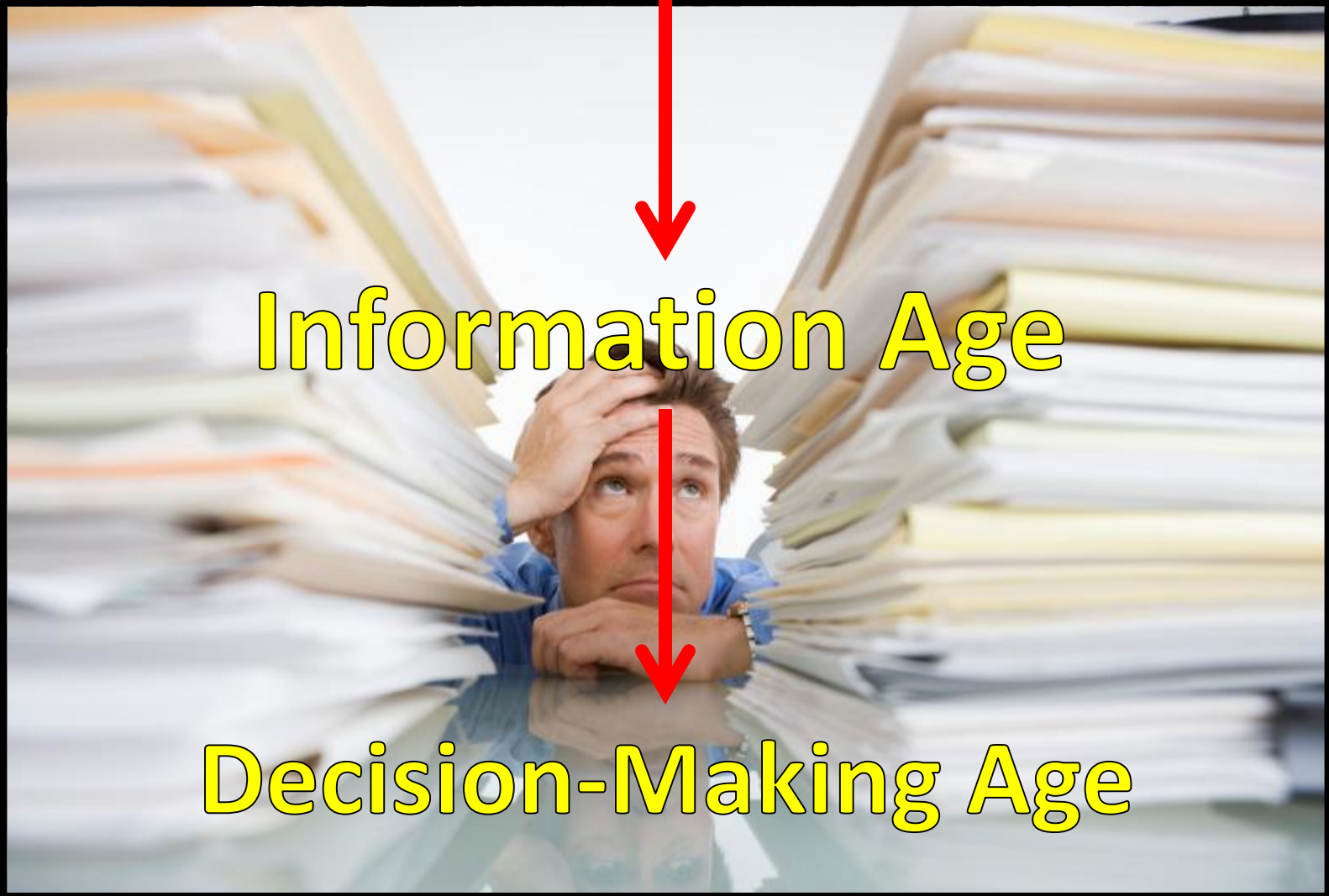
Industrial Age



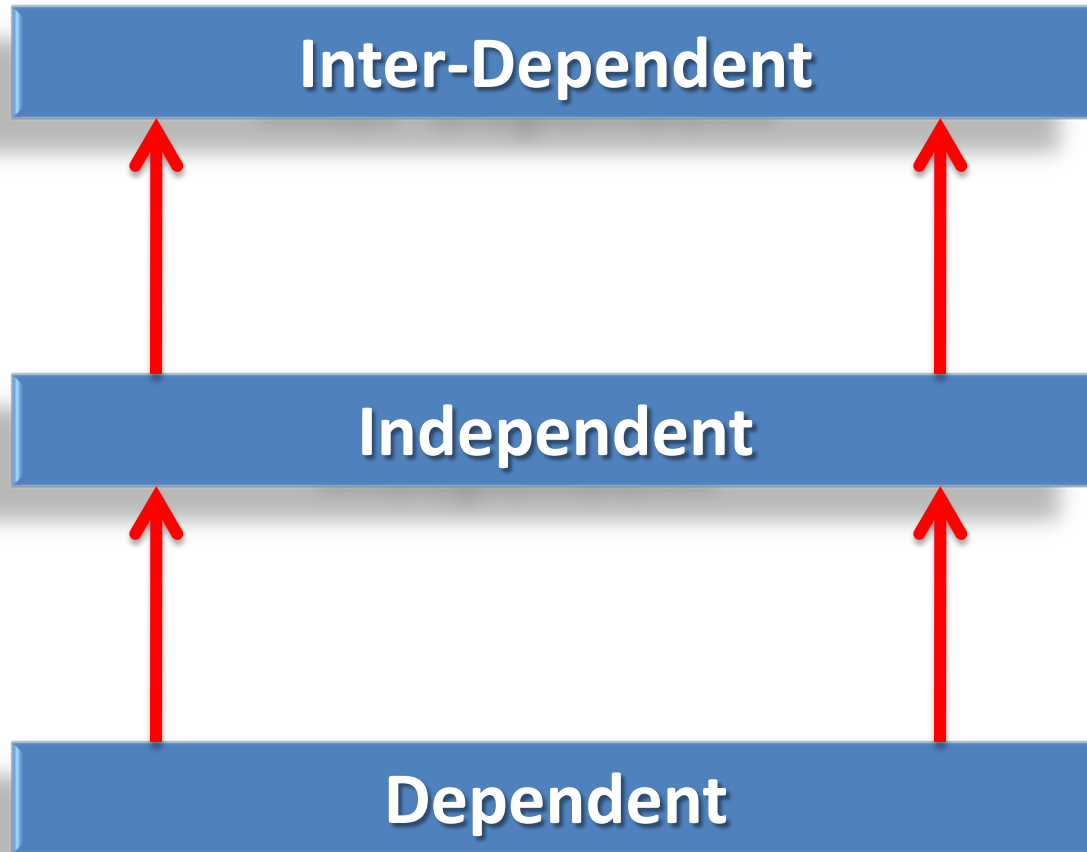
Information Age



Decision-Making Age



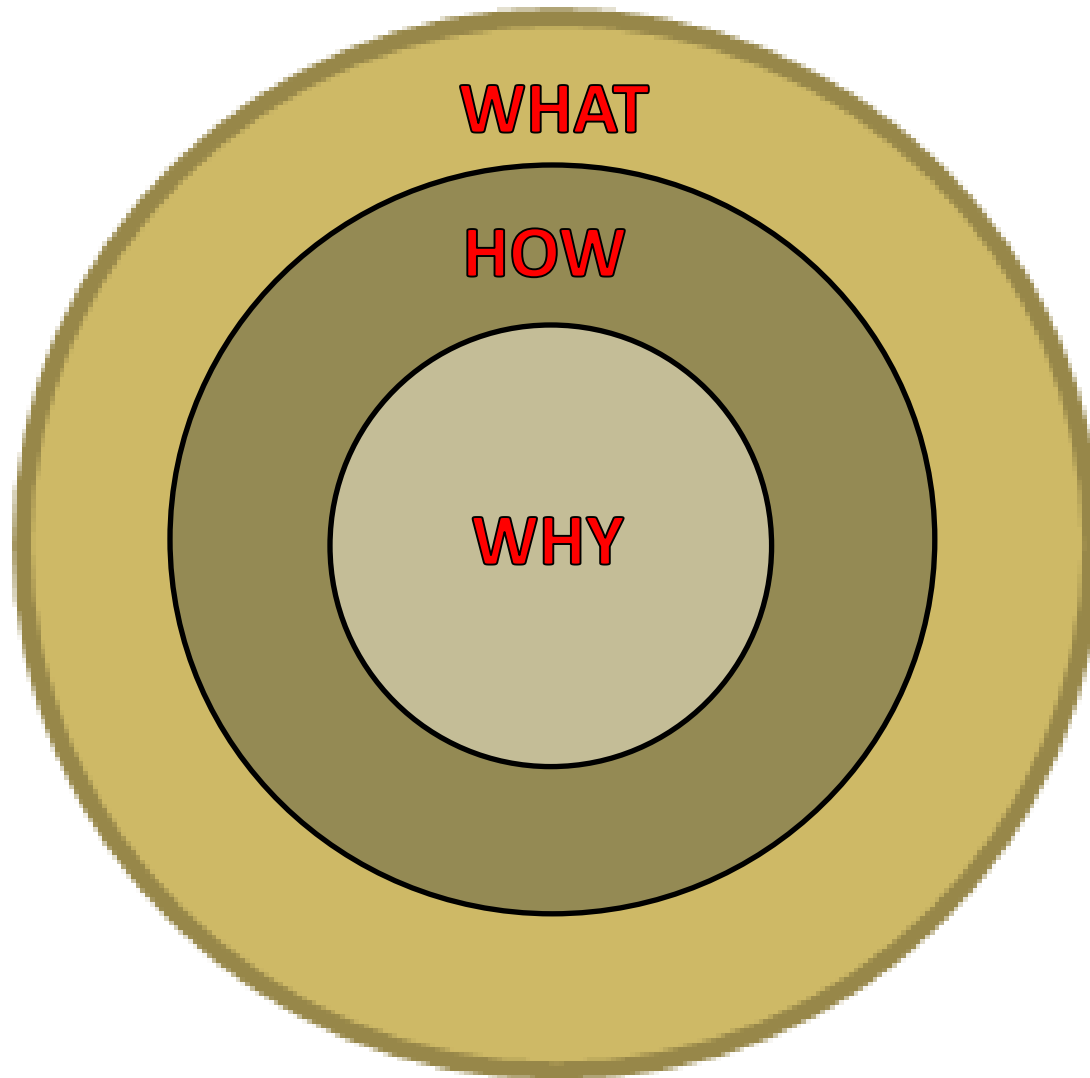
Decision-Making



The 7 Habits of Highly Effective People
Stephen R. Covey, 1989

Golden Circle

Simon Sinek



Interest in Soil Health

December 2, 2010



Collaboration vs. Competition



What if...

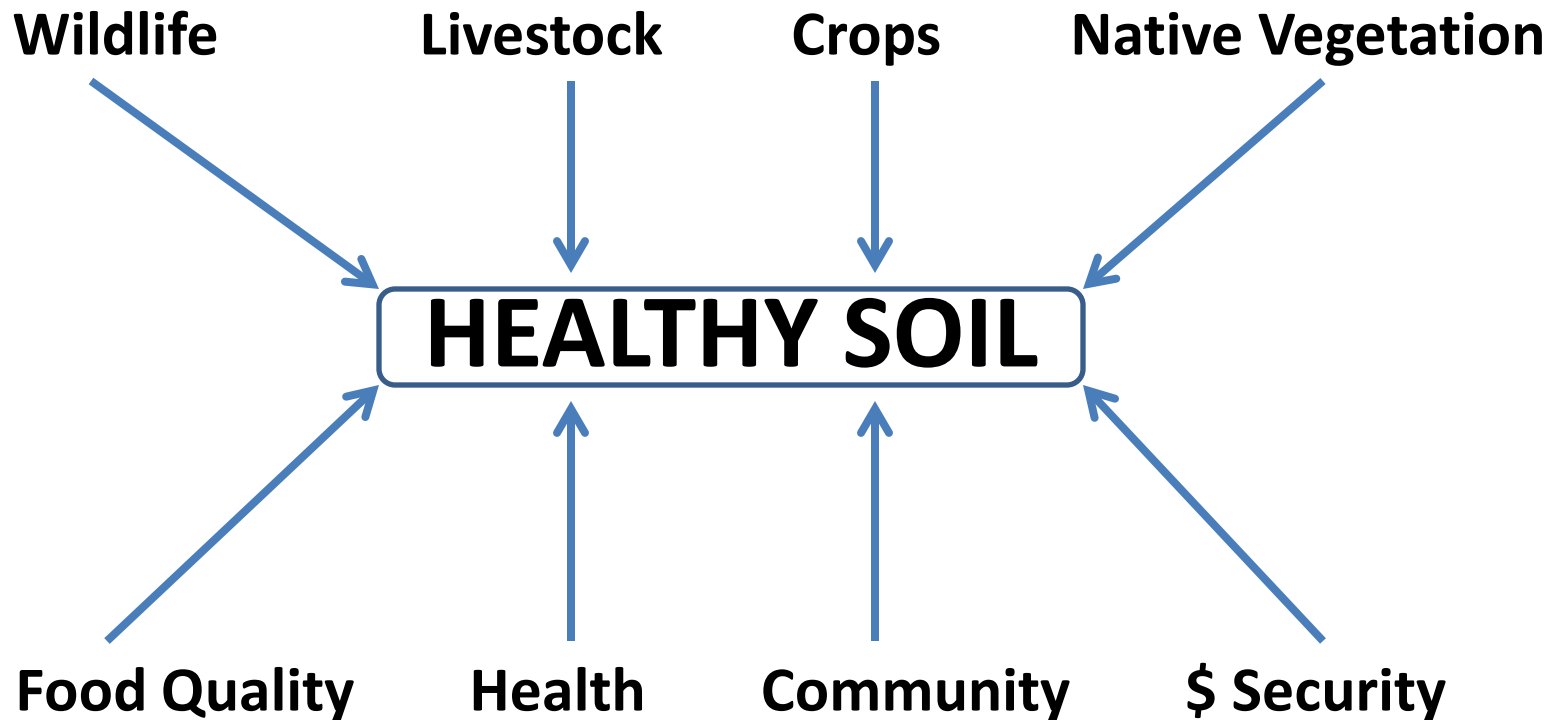
- ...agricultural operations made decisions based on a wholistic context balancing people, land, and money?
- ...land owners & managers combined land bases and management to bring more opportunity to the whole community?
- ...we allowed beneficial relationships to flourish at all levels?
- ...trusted nature to do most of the work according to her rules?
- ...what if all products came with a story of purpose and integrity?
- ...what if we all thought beyond our own borders?

A winter landscape with snow-covered trees in the foreground and a distant, snow-covered hill in the background. The sky is overcast and grey.

Agriculture IS an effective biological process for producing a high quality food...

Agriculture IS NOT an efficient industrial process for producing a high quantity commodity...

Common Denominator



“Telling our story”





Triple Bottom Line



Tying It All Together



“Change almost never fails because it’s too early. It almost always fails because it’s too late. By the time you realize that your corner of the world is ready for an innovation, it’s almost certainly too late. It’s definitely not too early. There may be a small price to pay for being too early, but there is a huge penalty for being too late.”

- Seth Godin

A large flock of sheep is shown, with one black sheep standing out in the middle. The sheep are packed closely together, and the black sheep is the only one of its color in the group.

*“The last of the old way
is always easier
than the first of the new”*

Soil Health Equation

$$1 + 1 = 11$$