

Growing GRASS



Description

The Growing GRASS project is a USDA-supported initiative providing a \$3,000 enrollment survey to eligible U.S. beef and bison producers. Further funding support is available for prescribed grazing or regenerative certifications, soil sampling and data collection, training and education, and improved storytelling.

The project is funded through the *USDA Advancing Markets for Producers (AMP)* initiative that replaced the legacy *Partnerships for Climate-Smart Commodities program*. Leading partners include the American Sustainable Business Network and Other Half Processing.

ROC acts as a core program partner with the goal of recruiting 1,000 beef and bison producers across the US. This involves building a national support network and expanding market access for regenerative ranchers.

Eligible producers must be using prescribed grazing, be enrolled with the USDA Farm Service Administration, not be enrolled in another USDA AMP project, and not be a CAFO operation.



Objectives

- Help U.S. beef and bison producers optimize total livestock returns through regenerative markets, improved byproduct utilization, and streamlined verification systems.
- Increase the value of beef & bison by-products particularly for hides desired by apparel and footwear companies wanting to contribute to climate repair.

Partners

- American Sustainable Business Network
- Other Half Processing
- USDA Advancing Markets for Producers (AMP) initiative