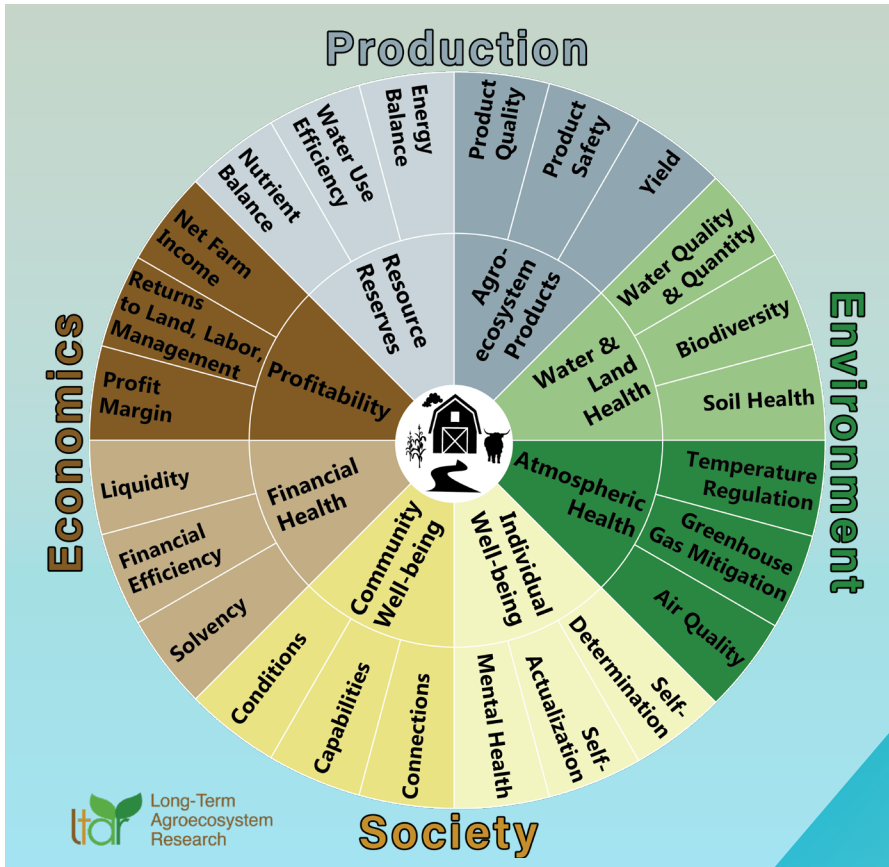


AgPICKS

AGRICULTURAL PERFORMANCE INDICATOR CONTEXT & KNOWLEDGE SYSTEM

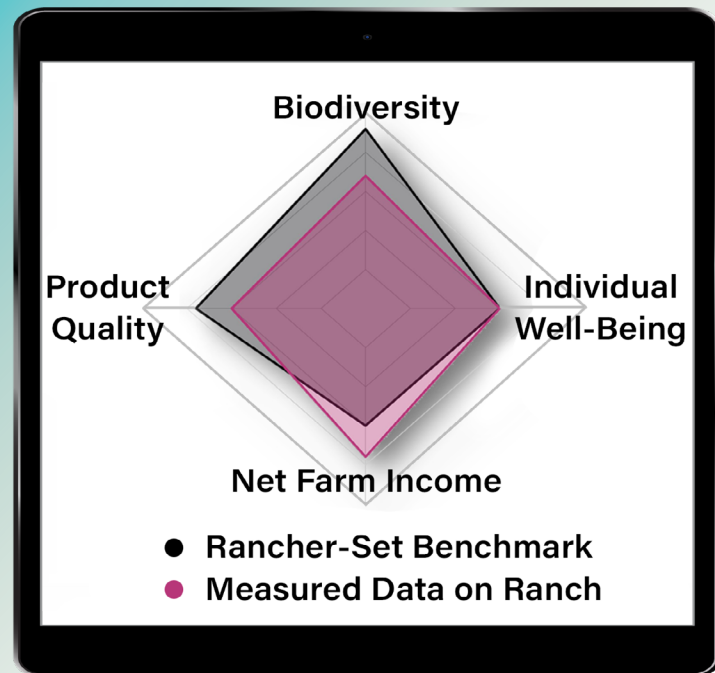


TELL THE STORY OF YOUR RANCH STEWARDSHIP WITH PERFORMANCE INDICATORS

Ranching is expected to produce a steady supply of food and fiber while ensuring environmental quality and well-being into the future. Ranchers test a diversity of management strategies to achieve these goals, but without a common way to identify or communicate which strategies are working best. AgPICKS fills this need.

AgPICKS users are guided to set benchmarks of desired condition for any of 24 indicators in 4 domains. They then enter data from their own ranches to track performance against their own benchmarks. Illustrations of regional context and easy data entry options are central to the experience.

With data entered by the user, AgPICKS provides illustrations of the ranch's performance in relation to benchmarks set by the user and by users in similar conditions, so that tradeoffs can be visualized and understood - all anonymously.



5 RANCHES AND COUNTING

As of 2024, five ranchers across the US Southwest are using AgPICKS to document their goals with respect to 10 performance indicators. They're tracking their own ranch data against their benchmarks to evaluate the performance of their management.



AGPICKS CAN EVALUATE ANY RANCH MANAGEMENT APPROACH

Current users are evaluating the performance of heritage cattle, adaptive value chains, precision ranching technologies, and agrivoltaics. AgPICKS is designed to accommodate any management strategy into the future.

POTENTIAL USERS INCLUDE



Producers in supply chains with corporate sustainability targets

Producers seeking to share on-farm knowledge

Researchers in ag research networks

Producers seeking to understand tradeoffs & how they compare to others

Conservation & ag consultants: MRV, BLM, NRCS, NGO, RCD

FOR MORE INFORMATION, PLEASE CONTACT

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