



**Green Lands  
Blue Waters**  
[www.greenlandsbluwaters.org](http://www.greenlandsbluwaters.org)

# PROJECT SUMMARY

## KEY MESSAGE

For every \$1 spent on pasture establishment and a well-managed grazing system, there is a **projected \$3.38 social return on investment** (SROI) to farms, taxpayers, community members, and global society.

- The estimated return on investment per acre per year is \$500 (not including land costs to the farmer and assuming land is owned).
- Average annualized cost per acre per year of perennial forage and grazing (PFG) system is estimated at \$148 - assuming a 20 acre pasture, annualizing upfront investment costs over the 20 year expected lifespan of the fencing and water system.
- **Upfront investment costs and opportunity costs for the farmer are two financial hurdles that investors can help overcome** and in return foster larger environmental services as well as potentially support financial well-being on the farm.
- Beyond the large partial enterprise budget benefits attributed to the farm, taxpayers are the second largest beneficiary of the PFG system as a result of the avoided water quality damages from conventional row crops. The water quality benefits accrue through several channels including both direct and indirect cost savings - drinking water treatment costs, surface water management cost, regulatory costs, road and ditch repair, and improved aquatic ecosystems otherwise actively protected (such as through DNR efforts).
- Net GHG emission reductions are realized as a result of the full grazing system, but driven in large part by the carbon sequestration of perennial forage.

**Ecotone  
Analytics**

**Impact Analysis  
Summary**