

Continuous Living Cover Case Study:

THE SOCIAL AND ENVIRONMENTAL IMPACT OF PERENNIAL FORAGE AND GRAZING IN THE UPPER MIDWEST

This impact value map shows the estimated annualized cost per acre for pasture and grazing system establishment and the projected benefits per acre per year from adopting Perennial Forage and Grazing strategies, in comparison to conventional practices.¹

Projected Social Return on Investment

\$1 → \$3.38

For every \$1 dollar invested in establishing a perennial grazing system there is a projected \$3.38 in social and environmental value generated through net income gains, water quality, wildlife habitat, air quality and climate risk.

A 50% increase or decrease in both costs and benefits leads to an SROI range of \$1.13 - \$10.14.

Cost Scenario: 20 acre pasture establishment and production with costs for grass and legumes, depreciated over the 20 year expected lifespan of fencing and water system, and based on a partial enterprise budget. While figures here are amortized, establishment costs are an upfront investment.

Average Cost
per Acre per Year of
Pasture Establishment
and Grazing System
\$148

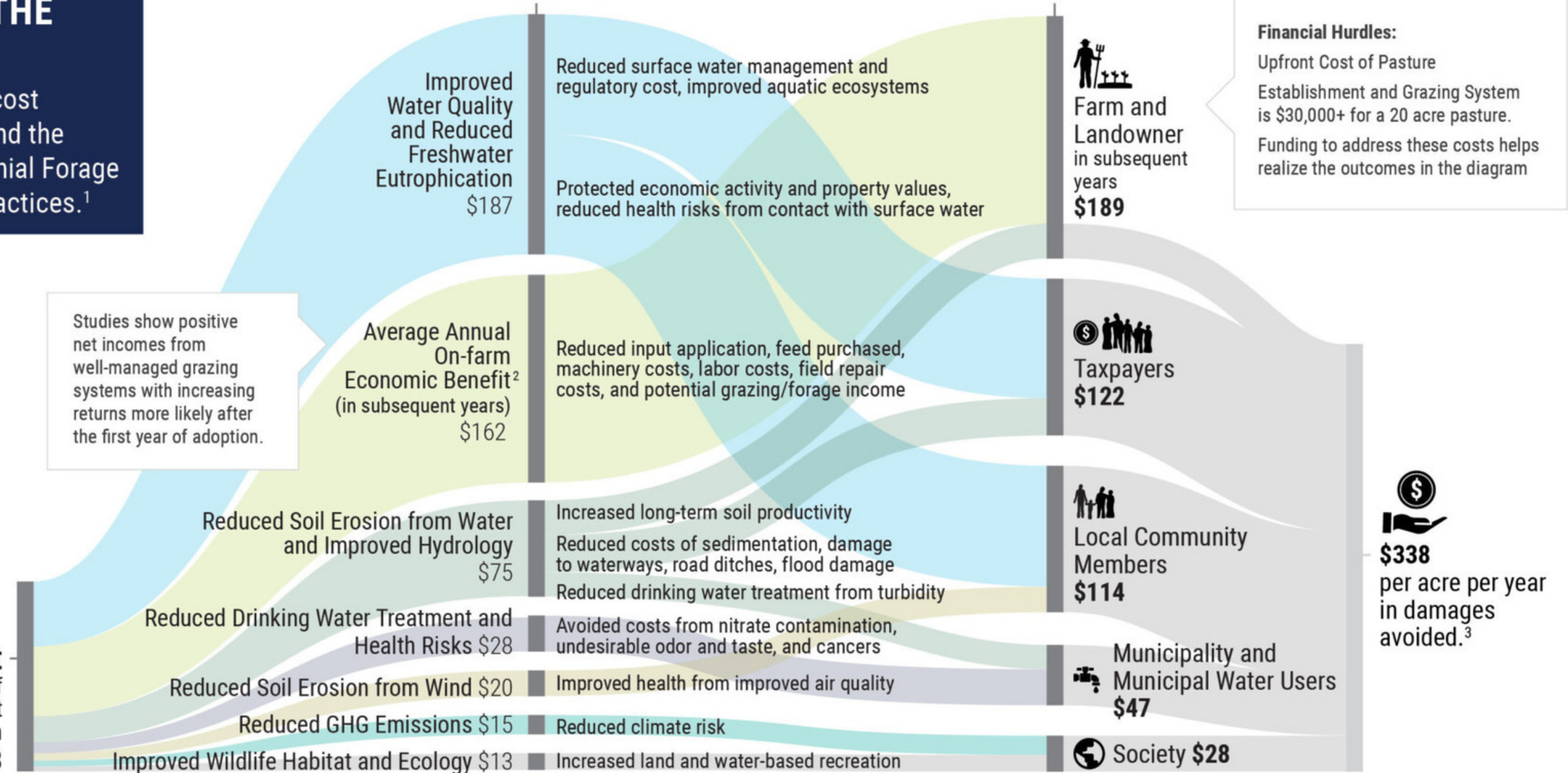
Studies show positive net incomes from well-managed grazing systems with increasing returns more likely after the first year of adoption.

Average Annual On-farm Economic Benefit²
(in subsequent years)
\$162

Estimated Return on Investment per acre per year: **\$500**

Outcomes | Impacts

Who Benefits?



¹ Estimation is a modeled projection of value realized from Perennial Forage and Grazing practices in comparison to annual crops with cows on site, tilling, and no rotation or cover crops. Additional benefits per acre will vary over time, by location within the Upper Midwest, and as data availability changes.

² This analysis utilizes a partial enterprise budget approach and assumes land costs are constant between production systems.

³ \$27 benefit from reduced soil erosion is also a Farm benefit