



Your leading data management partner for livestock supply chain & sustainability programs

Make your livestock sustainability programs more rigorous, more traceable, and more impactful with accurate ranch data collected in the world's most-connected software.

Corporations who trust AgriWebb to power the data management for their sustainability programs:



The Problem

Without accurate, high-quality data, rigorous sustainability program reporting is impossible.

Improving livestock supply chain sustainability requires a combination of interventions that better the efficiency of meat, leather, and wool production. However, ranch-level data has historically been collected manually, making it painful and not scalable. Without accurate data, tracking progress and measuring the impact of these changes is impossible.



AgriWebb captures the holistic ranch-level data needed to report on a wide range of sustainability interventions, enabling you to quantify your GHG emissions and report on water, biodiversity and financial resilience. See the menu of livestock, feed, grazing, cropping and business data that can be collected within our software.

The Solution

AgriWebb ensures on-ranch data collection and sustainability program reporting is secure, accurate, and easy.

Our livestock management software solves a major pain point at the ranch level: data collection. As the data management partner for sustainability programs, AgriWebb enables ranchers to record and use their data, while also equipping companies to track program progress, measure impact and scale through our technical integrations with Measurement, Monitoring, Reporting and Verification (MMRV) platforms.

Livestock Data

Livestock Characteristics

- ☐ Species, Breed, Age, Sex, Date of Birth, Tag
- ☐ Dated Weights (lbs/kg)

Historical Livestock Records

- ☐ Purchase Date & Source/Location
- ☐ Livestock On & Off Dates
- ☐ Sale Weight
- ☐ Sale Date
- ☐ Death Records

Grazing and Feed Data

Stocking Rate

- ☐ Pasture/Paddock Grazing Intensity (AU/Acre)
- ☐ Days Grazed by Livestock
- ☐ Dry Matter Intake

Feed

- ☐ Amount
- ☐ Type & Digestibility
- ☐ Feed Additives: Type & Amount
- ☐ Feed Consumption Rate

Farming Data

Tillage

- ☐ Practice Type
- ☐ Date of Tillage
- ☐ Identification of Fields Tilled

Fertilizer

- ☐ Type
- ☐ Application Rate
- ☐ Total Quantity Applied

Cropping

- ☐ Crop Type
- ☐ Plant Date
- ☐ Harvest Acreage
- ☐ Yield

Pasture Data

- ☐ Pasture/Field Boundaries & Area
- ☐ Pasture vs. Cropping Area

Empowering producers, partners and programs

Improving livestock supply chain resilience isn't just about collecting ranch data, it's about helping ranchers use it to drive meaningful change. Our software ensures every rancher and partner in your sustainability program is equipped with the tools and data needed to **improve ranch management**, **track evidence of practice changes**, and **quantify GHG impact** at scale.

Empowering ranchers to collect and use their data

Ranchers love using AgriWebb because it streamlines the collection of **secure, detailed real-time** digital records and enables them to use that data across all aspects of their livestock operations, including for accurate sustainability and carbon calculations. More importantly, our software uses that data to uncover insights that boost the productivity and efficiency of their livestock, grazing and business management.

Secure, transparent data permissioning, always.

At AgriWebb, ranchers own their data and are empowered to use and share it as they see fit. Our state-of-the-art API ensures ranchers can securely share subsets of their data with trusted advisors, lenders, or sustainability programs.



Meet a rancher using AgriWebb to drive greater on-ranch resiliency and profitability

John Bucholz, a Wyoming cattle rancher operating at an elevation of 7,200 feet, has used AgriWebb for several years to improve how he manages his herd. Shifting from pen and paper records to livestock management software uncovered insights that drove a change in his business strategy.

By tracking his livestock, grazing and operational data in AgriWebb, John was able to make decisions that led to:

- Better calf survival rates;
- increased weaning weights by 75 lbs;
- 20 lb reductions in average mature cow weight;
- and reduction in feed costs (76%) and harvest costs (62%), leading to greater cash flow.



"AgriWebb lets me record, manage and maintain the data I need to uncover and identify opportunities within our operation and action impactful changes more quickly."

John Bucholz



Enabling advisors to provide technical guidance

We think technical assistance providers should spend more time advising, and less time collecting data. With permissioned access, technical advisors can view a rancher's current data in AgriWebb and recommend impactful practice changes tailored to their operation. As practices are implemented, our software ensures advisors and ranchers can track and analyze their effects on an operation's productivity and efficiency.



"We believe that strong ranch records are one of the key tools that enable ranchers to implement effective grazing management. AgriWebb provides accessible, accurate data that enhances our ability to deliver science-based guidance and empowers land managers to make more informed, sustainable decisions for their operations."

Ashley McDonald, Executive Director, National Grazing Lands Coalition

Securely linking ranch data to sustainability programs through MMRV integrations

AgriWebb is not an MMRV service, but we know the importance of ranch data in accurately quantifying GHG emissions and soil carbon. We'll work with you to ensure you can connect quality, ranch data with the right tools to easily track and meet your carbon quantification, water, biodiversity, and financial resilience.



Stress free audits! AgriWebb prepares you for 3rd party validation and verification of your sustainability projects by ensuring that the required ranch data is captured in an easily auditable way.

Meeting data requirements across the value chain

GRAZING
OPERATIONS

PROJECT
DEVELOPERS,
ADVISORS,
MMRV

PACKERS
PROCESSORS

RETAILERS



AgriWebb Complete Animal Lifecycle Data Platform

Required Data Fields
Producer Insights

Secure APIs
Advisor Access

Supply Chain Tools
SBTi Reporting

Trusted Products
SBTi Reporting

Make a bigger impact on your livestock supply chain

- ☐ Empower ranchers to achieve continued improvement through the adoption of sustainability interventions
- ☐ Improve supply chain transparency, all the way down to the ranch level
- ☐ Empower improved sustainability program reporting, including rigorous Monitoring, Measurement, Reporting, and Verification (MMRV) via API integrations.
- ☐ Make it easier to collect and take action on data needed for carbon calculator inputs



"AgriWebb's platform empowers ranchers to track management practices and economics, and connect seamlessly to platforms that measure, monitor, report and validate scope 3 emissions reductions. AgriWebb's industry leading software and collaborative approach make them an attractive partner for us as we pursue projects with ranchers."

Gail Tavill, Chief Sustainability Officer, OSI Group LLC

Improve your supply chain transparency

AgriWebb Connect is the first supply chain software solution for grazing operations driven by real-time animal data to enable multi-ranch management.

- Easily **track and manage individual animal records**, from conception to carcass
- Access comprehensive views of **end-to-end supply chain activity in real-time**
- **Connect with ranchers directly** via AgriWebb Connect

How does it work?

Through AgriWebb's API and partner integrations, you can securely share animal, pasture and crop data with science-based groups for greenhouse gas analysis, including for Science-Based Targets Initiative (SBTi) reporting.

AgriWebb Connect is trusted by:



"A year ago we never would have had this level of visibility....It's amazing to see how far we've come from to where we are today."

Richard Phelps, Group Agriculture Director, ABP UK (Europe's largest meat processor)



Meet our Sustainability, Partnerships and Research Team



John Fargher
Co-Founder,
Chief Strategy Officer



Nicole Buckley Biggs
PhD, Vice President,
Sustainability



Campbell Mauchan
Vice President,
Partnerships



Kenny Sabir
PhD, Vice President,
Research &
Development



Mattea Fleischner
Director of
Sustainability,
Enterprise

How we work together

AgriWebb is more than just livestock management software, we offer a range of services to ensure your program's success. We're ready to discuss how we, along with select partners, can help you launch and scale rigorous, science- and data-backed programs. Email us at sustainability@agriwebb.com, and a member of our team will be in touch.

What have we accomplished

There's a reason we are the most trusted data management partner for the world's leading sustainability and supply chain resilience programs. Here is the current impact we're making with our partners – you can learn more from two examples of our collaborations on the next page.

700 Ranchers

enrolled in sustainability
programs using AgriWebb

152,000 Cows

in sustainability programs
on AgriWebb in 2025

430,000 Acres

in sustainability programs
on AgriWebb in 2025

400,000 Tonnes

Carbon reductions by 2030
based on current projects



Ranching for the Future, a McDonald's and OSI Group program

The Ranching for the Future program focuses on enabling ranchers in the Northern Great Plains and Upper Midwest to improve their productivity through better herd management, diet changes and feed supplements, and nutrient management.

How does the program work?

- Baselines for participating ranches are established using historical data collected in AgriWebb and then shared via API with the MMRV provider.
- Technical advisors from AgSpire work directly with participants to identify, implement and maintain interventions with the greatest impact opportunity.
- Ranchers record intervention-specific data in AgriWebb, and permission data to the MMRV partner on an annual basis, to enable outcomes-based payments.

States of focus: Minnesota, Montana, North Dakota, South Dakota



Legacy Landscapes, a Nestlé Purina Petcare program

The Legacy Landscapes Program supports ranchers across Texas, Nebraska and Kansas with improved recordkeeping and the implementation of grazing land improvements that benefit both their operation and the environment.

How does the program work?

- Baselines are calculated by Regrow Ag using historical data collected in AgriWebb.
- Technical advisors from the National Grazing Lands Coalition work with ranchers to determine most impactful livestock and grazing practices.
- New practices are implemented and tracked using AgriWebb's Grazing Planner and suite of livestock production records.
- Collected data is permissioned by ranchers to be securely shared with Regrow for outcome calculations.

States of focus: Texas, Nebraska, Kansas



Join our growing network of sustainability partners

Carbon Footprints & MMRV



Technical Assistance



Universities



Let's Collaborate!

Ready to discuss how AgriWebb can support your cattle or sheep supply chain sustainability program? Send a note to sustainability@agriwebb.com and our team will get in touch asap. We look forward to hearing from you!



agriwebb.com/sustainability/sustainability-for-enterprises