

# CHRISTINE SU

PastureMap

2016 Climate Fellow



## BIG BOLD IDEA

Improve carbon sequestration in soil, and help ranchers raise cattle on healthy grassland, by distributing digital grazing, soil, and rainfall records.

## ORGANIZATION OVERVIEW

PastureMap empowers ranchers to raise cattle on a healthy base of grasslands. They use simple, mobile records with analytics to make ranchers more productive. By digitizing records, we unlock farmer-to-farmer information sharing to help reverse climate change by regenerating grasslands and soils. If all grasslands globally were managed to their full potential, we could reverse atmospheric carbon to pre-industrial levels within 20 years.

## PERSONAL BIO

Christine Su is CEO and founder of PastureMap, a social enterprise that helps ranchers record grazing practices and unlock information about best practices to improve grasslands. She previously worked at McKinsey and KKR Capstone, where she was an operations professional building performance management systems for companies. Christine has struggled with a lifetime of food allergies and started PastureMap to help local farmers and ranchers succeed operationally. After leaving her operations career, she worked on farms in four continents and talked to 1,300 farmers and ranchers before building PastureMap. Christine has three degrees from Stanford University: an MBA, an MS in land use and agriculture, and a BA.

### Issue area

Food and Agriculture

### Organization/Fellow Location

San Francisco, United States

### Impact Location

North America

United States

### Organization Structure

For-profit

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