

## Targeted Grazing Survey Highlights

The survey was designed to learn where targeted grazers are active, the types of land management projects they are engaged in, and problems and solutions they encountered in their targeted grazing business. One purpose of the survey is to document the size and value of this industry to help targeted grazing service providers market their service and provide people considering a career in targeted grazing information on the potential of the business. Targeted grazing is helping people understand that livestock grazing can be a positive activity.

Currently 70 people working in 24 states and two Canadian provinces have completed the survey. About half of the respondents have been providing targeted grazing services for more than 5 years and 10% had over 20 years of experience. The respondents use sheep, goats and cattle in their business, with goats followed by sheep as the most common type of livestock in targeted grazing. Targeted grazing is used to manage a variety of vegetation problems with the most common being control of invasive or encroaching species (80% of respondents). Other important applications of targeted grazing include open space conservation, wildlife habitat improvement, fuels management, and solar grazing.

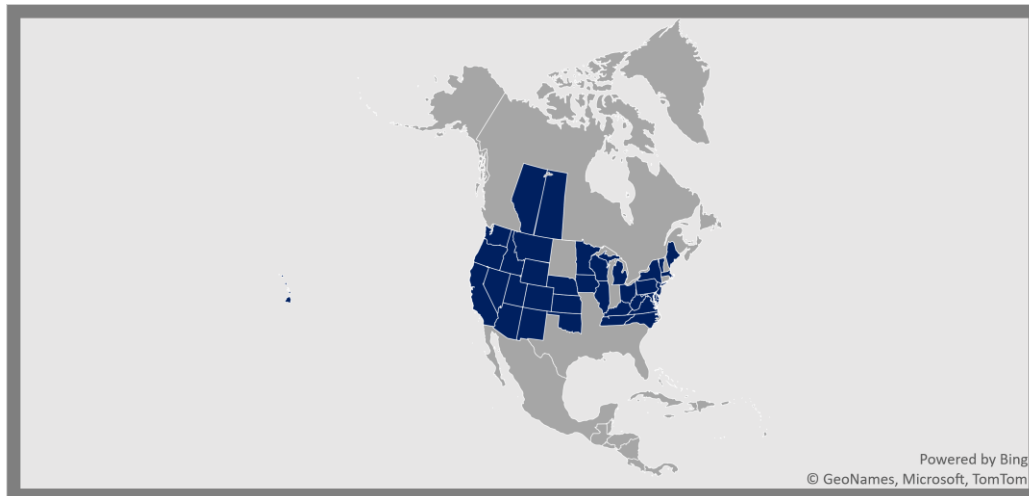


Figure 1. States and provinces where respondents to the ASI targeted grazing survey have projects.

Targeted grazing is a growing industry as indicated by the fact that 35% of respondents have been in the business 5 years or less and 65% of respondents said their business has grown since they started. Most targeted grazers are small part-time operations involving less than 100 animals and 72% are on projects less than 6 months a year. The price charged for targeted grazing depends on many factors and respondents provided a wide range of prices they charged. However, across all respondents the lowest average price per acre was \$700 and the highest was \$1,430.

Only about half of the respondents had performance criteria for their jobs. The most common monitoring method was before and after photos, followed by grazing to a percent of biomass removed, and residual biomass or stubble height. About half of the respondents have contracts on all or most of their jobs and the other half only occasionally have contracts or only when the customer requires one. Of the respondents that have been in business more than 5 years, 75% are aware of targeted grazing projects that were done poorly and hurt the reputation of the industry. This result demonstrates the importance of providing information on best management practices for targeted grazing.