

Targeted Grazing Handbook



AMERICAN SHEEP INDUSTRY ASSOCIATION
YOUR INDUSTRY ADVOCATE SINCE 1865

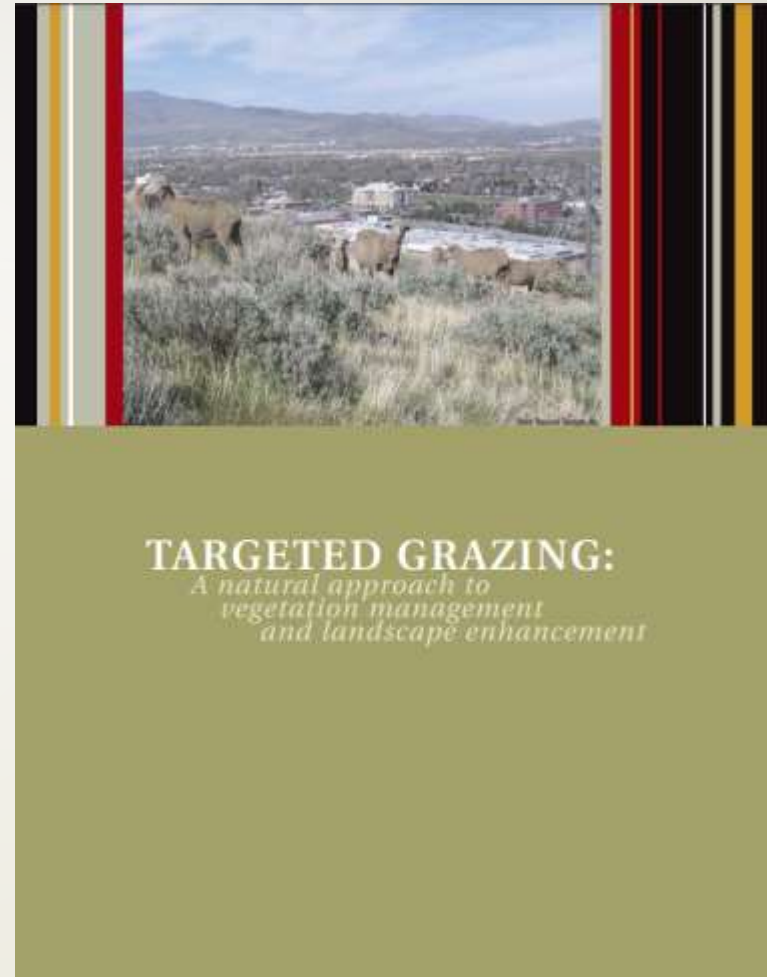


ASI TARGETED GRAZING GOAL

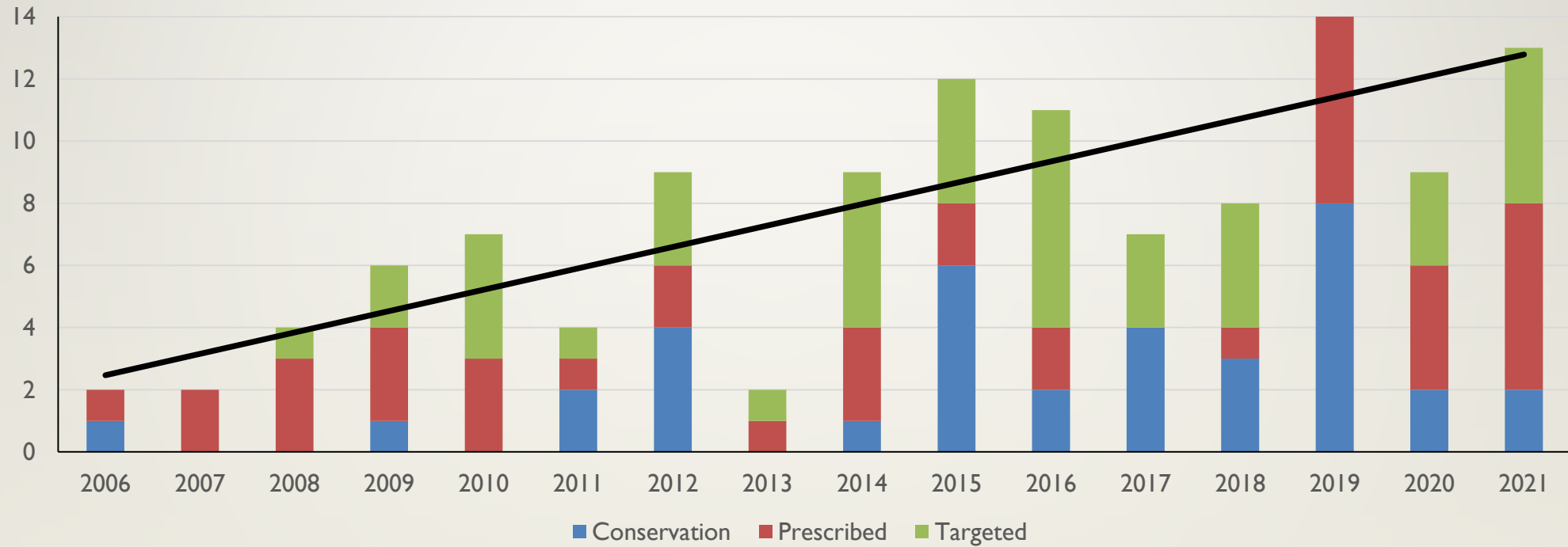
Promote the use of targeted grazing by increasing the awareness of this ecosystem management practice among land managers and improving the quality of services delivered by targeted grazing providers.

WHAT IS TARGETED GRAZING?

- Use of a specific kind of livestock at a determined season, duration, and intensity to accomplish defined vegetation or landscape goals.
- Targeted Grazing synonyms
 - Prescribed grazing
 - Conservation grazing
 - Solar grazing
 - Agrivoltaics



TARGETED GRAZING IN THE SCIENTIFIC LITERATURE



TARGETED GRAZING IN FEDERAL AGENCIES

- BLM
 - Prescribed grazing
 - Outcome based grazing authorizations
- USFS
 - Vegetation Management Livestock Use Permits
- NRCS EQIP cost-share conservation practice varies by state
 - 528 Prescribed Grazing
 - 325 Herbaceous Weed Control

FOCUS OF APPLIED MANUAL

- Follow up to the 2006 “Targeted Grazing Handbook”
- Applied and practical, hands-on, nuts-and-bolts, how to run a successful targeted grazing business
- Advice and guidance from experienced service providers
- Who’s it for:
 - Those wishing to operate a targeted grazing business
 - Those wanting to hire credible contractors

CHAPTERS

- Brief history since 2006
- Grazing prescriptions and monitoring
- Nutrition and animal health specific to targeted grazing and dealing with public perception
- Working with city, state and federal agencies and where to find these projects
- Contracts and proposals (private and agencies)
- Business plans, marketing strategies, employees, H2A
- Case studies from experienced graziers
- Plants – guidelines, new, Eastern
- Appendix - Online and other technical resources

TARGETED GRAZING SURVEY

<http://s.alchemer.com/s3/ASI-Targeted-Grazing-Survey>

ASI Targeted Grazing Survey

The American Sheep Industry Association (ASI) is writing a second volume of the Targeted Grazing Handbook that was first published in 2006. The purpose of this volume is to provide practical information to individuals considering the use of targeted grazing either in their personal operation or as a service to others. In addition, it will help all targeted grazing providers with information on the efficacy and use of targeted grazing to market the use of livestock as a scientifically proven land management option.

Please share the link to this survey with targeted graziers that were not on our mailing list. Unless you choose to provide contact information, this survey is confidential and not associated with the name of the respondent. Thank you for taking time to assist in this project by completing the survey.

1. Do you provide targeted grazing services for other landowners or land management agencies? *

Yes

No

Next

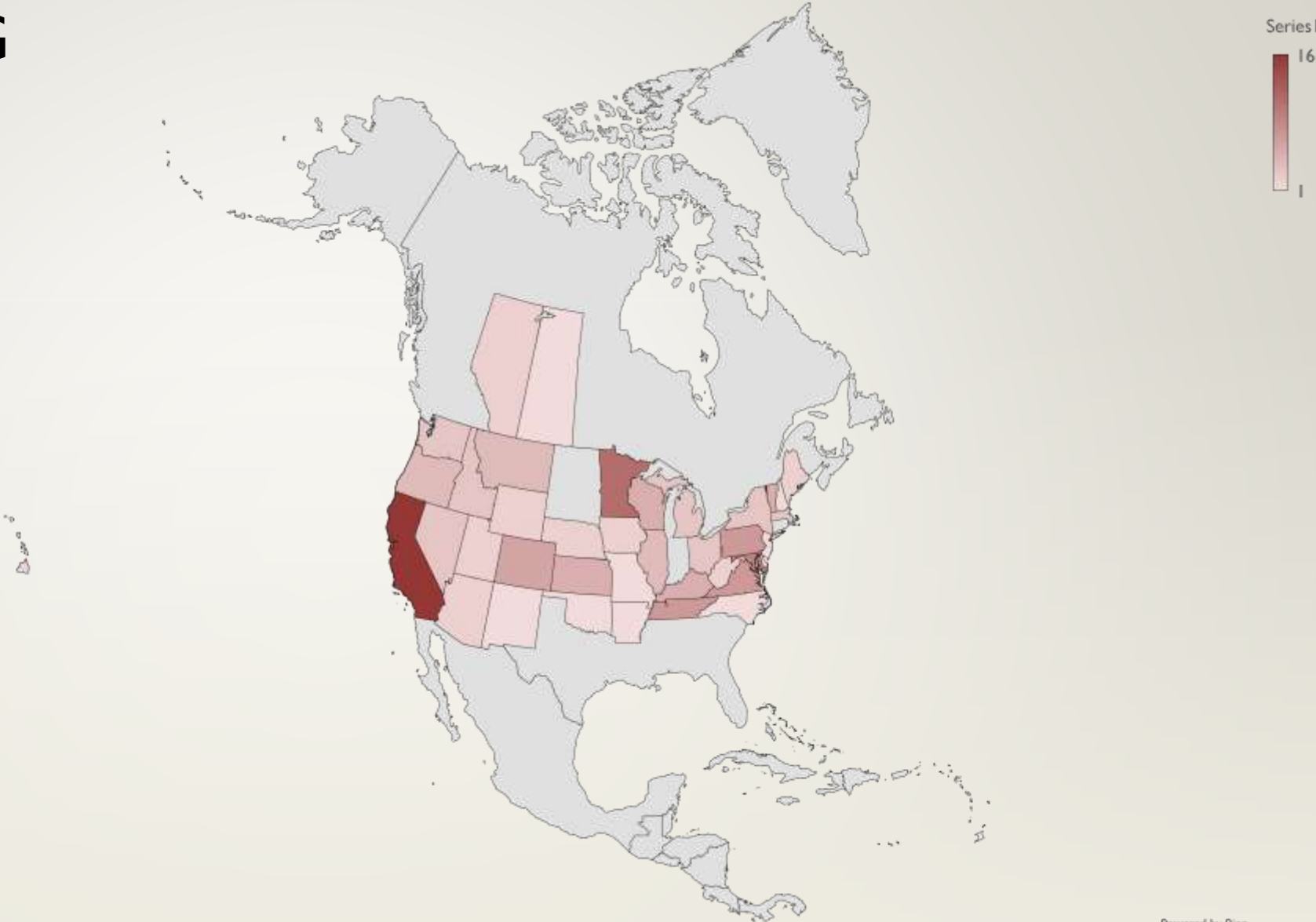
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SURVEY

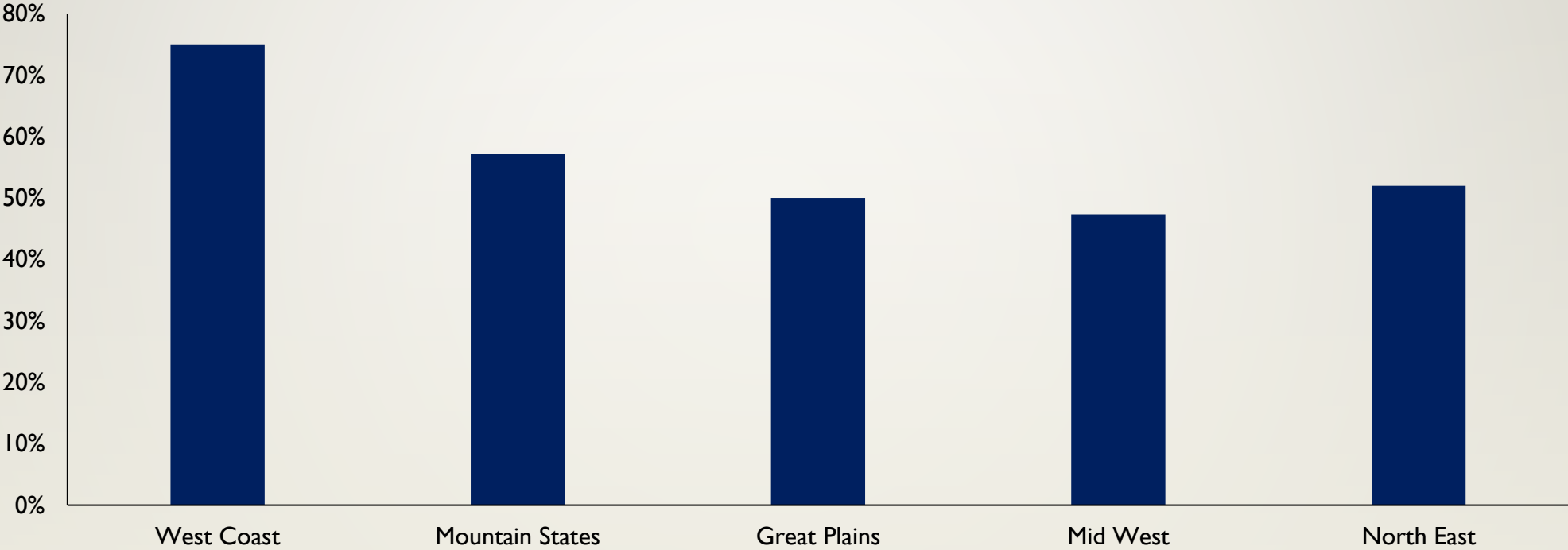
- Document practices used by targeted grazing contractors
- Scope of targeted grazing: fees, plants, types of projects
- Identify contractors for focus groups
- To date: 265 responded - 114 provided targeted grazing services
 - 100 completed surveys

TARGETED GRAZING RESPONDENTS

75% of respondents grazed in more than 1 state.

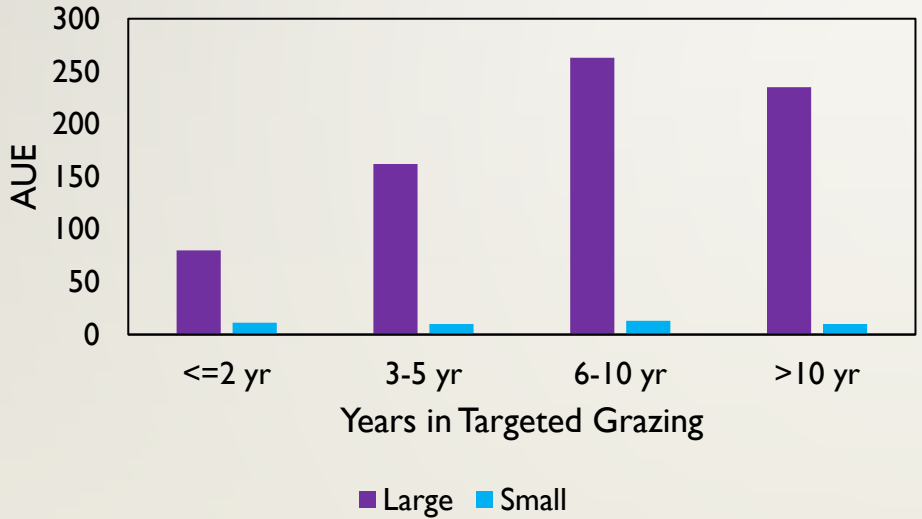


PERCENT OF CONTRACTORS THAT HAVE BEEN IN BUSINESS MORE THAN 5 YEARS

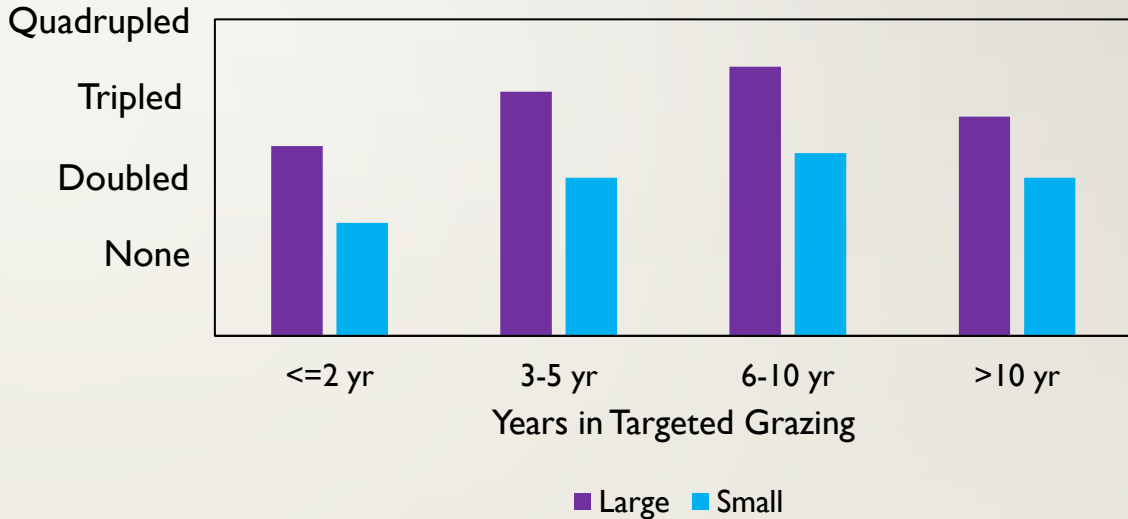


GROWTH OF TARGETED GRAZING BY SIZE AND YEARS IN BUSINESS

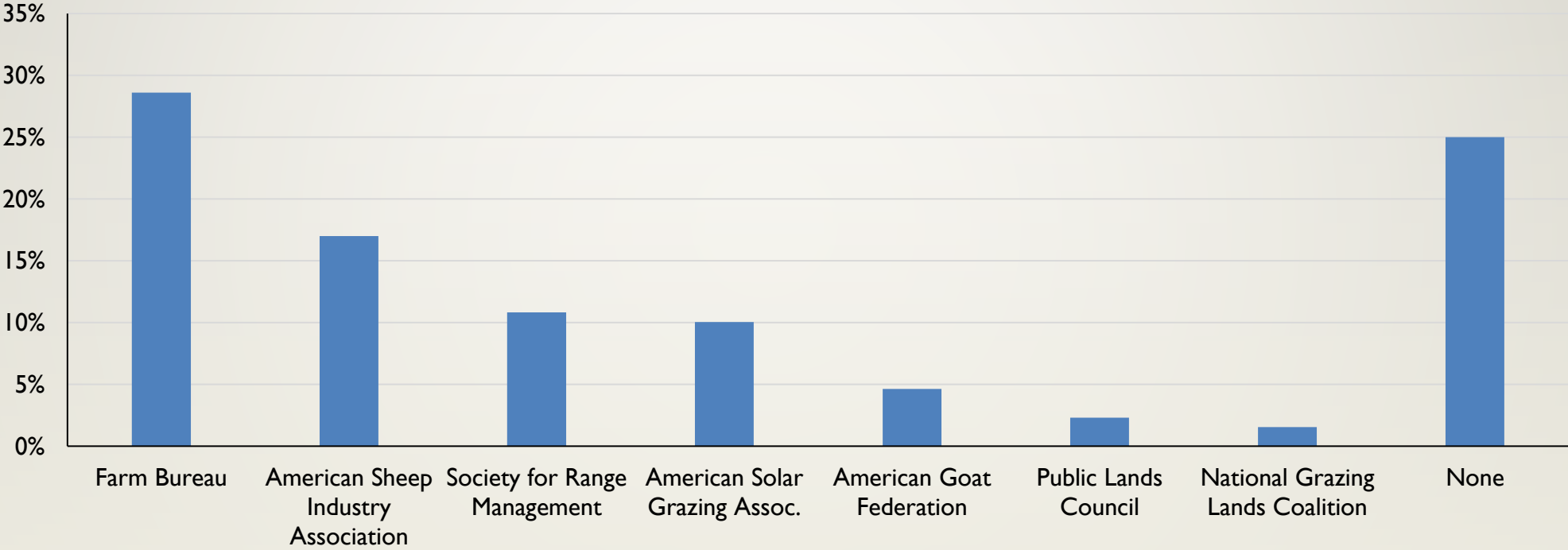
SIZE OF FLOCK



GROWTH OF BUSINESS

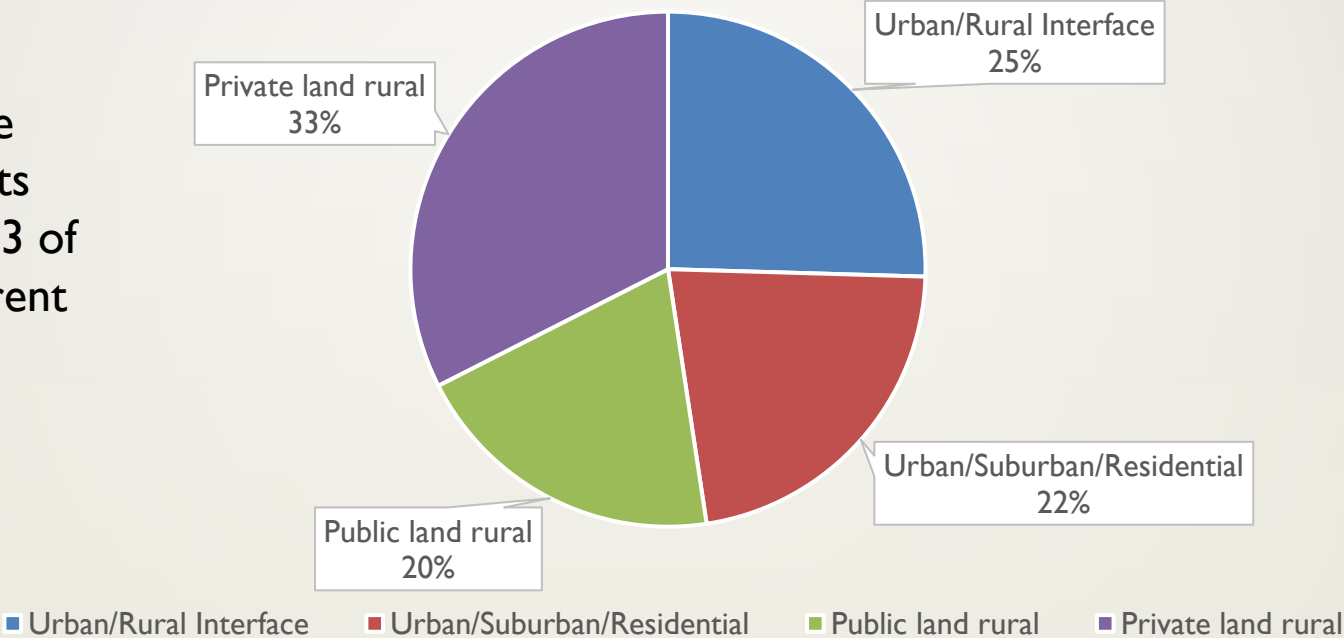


ORGANIZATION MEMBERSHIP



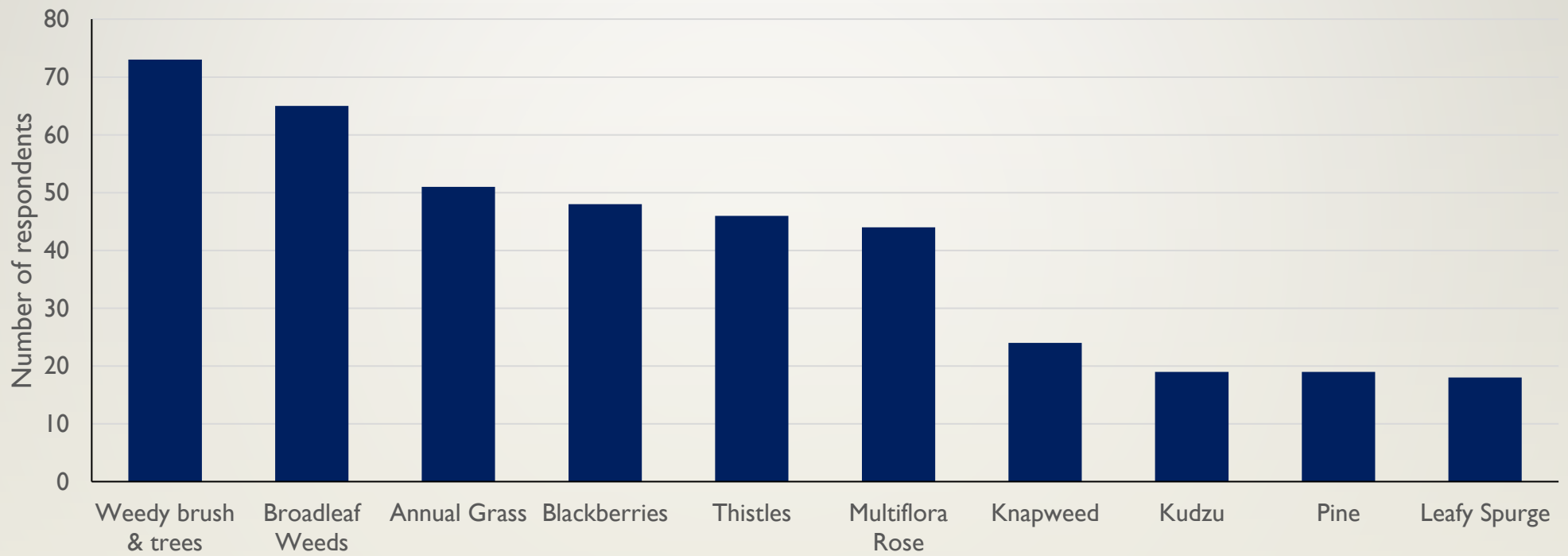
WHAT AREAS OF TARGETED GRAZING HAVE YOU WORKED IN?

On average respondents worked in 3 of the 4 different areas.

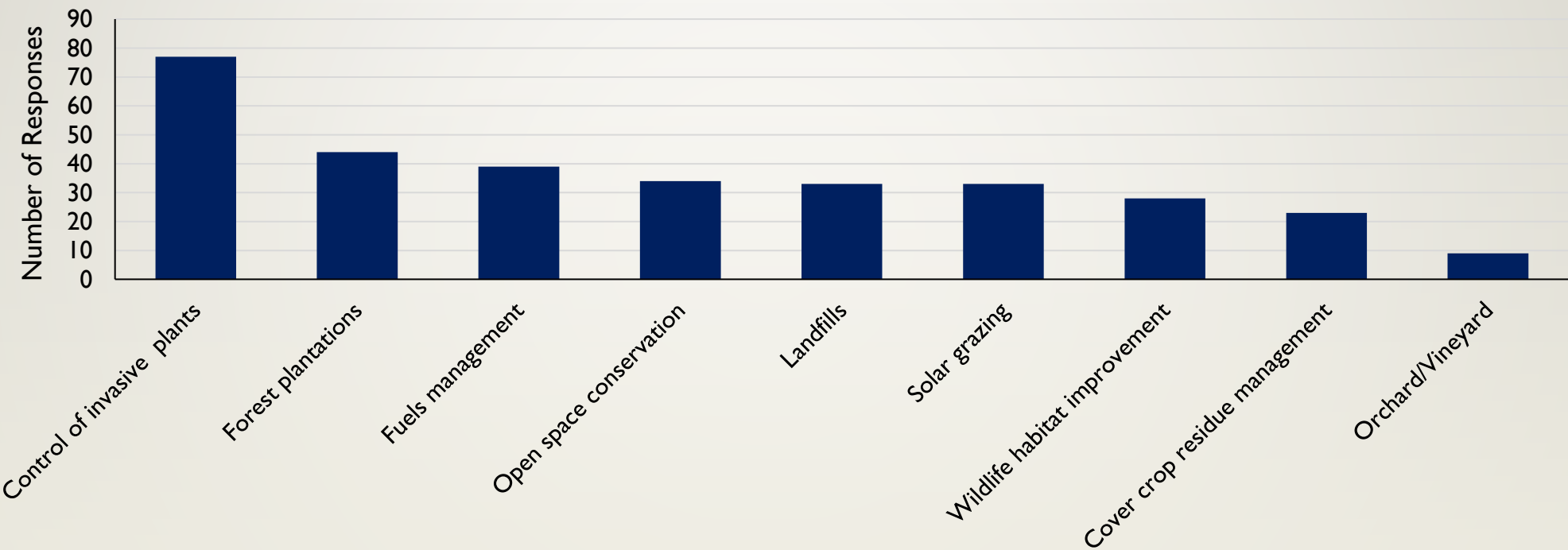


TOP TEN SPECIES FOR TARGETED GRAZING.

TOTAL NUMBER OF SPECIES = 45



TYPES OF TARGETED GRAZING PROJECTS



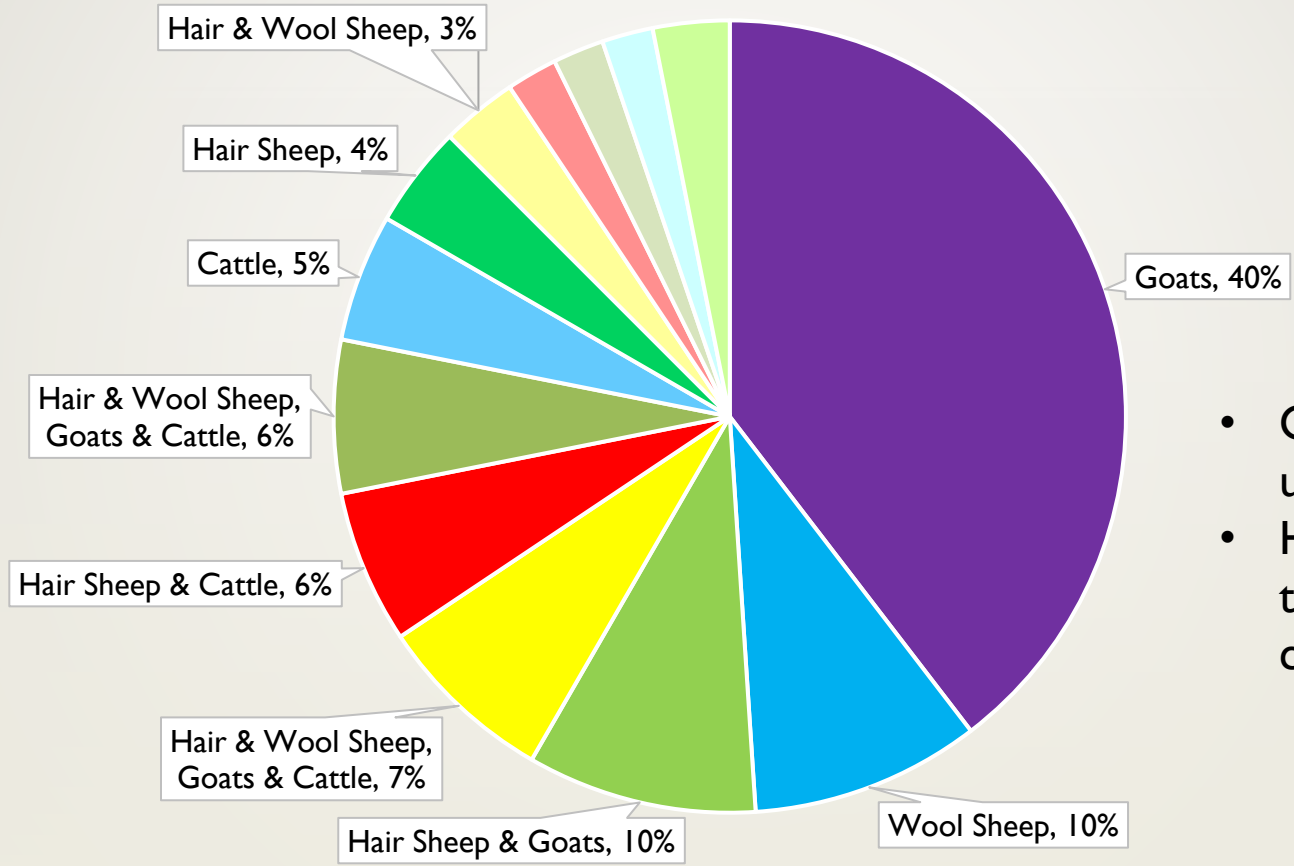
On average respondents have worked on 3 different types of projects



OTHER TYPES OF TARGETED GRAZING PROJECTS

- Brush mitigation post tree thinning
- Cemetery maintenance
- Creeks for flood control
- Poison ivy management
- Pasture restoration
- Construction preparation, power lines, etc
- Pond management
- Silvopasture development post logging
- Home yard maintenance
- To reduce mowing especially in areas with difficult terrain

Percent of Respondents (n = 99) and Classes of Livestock

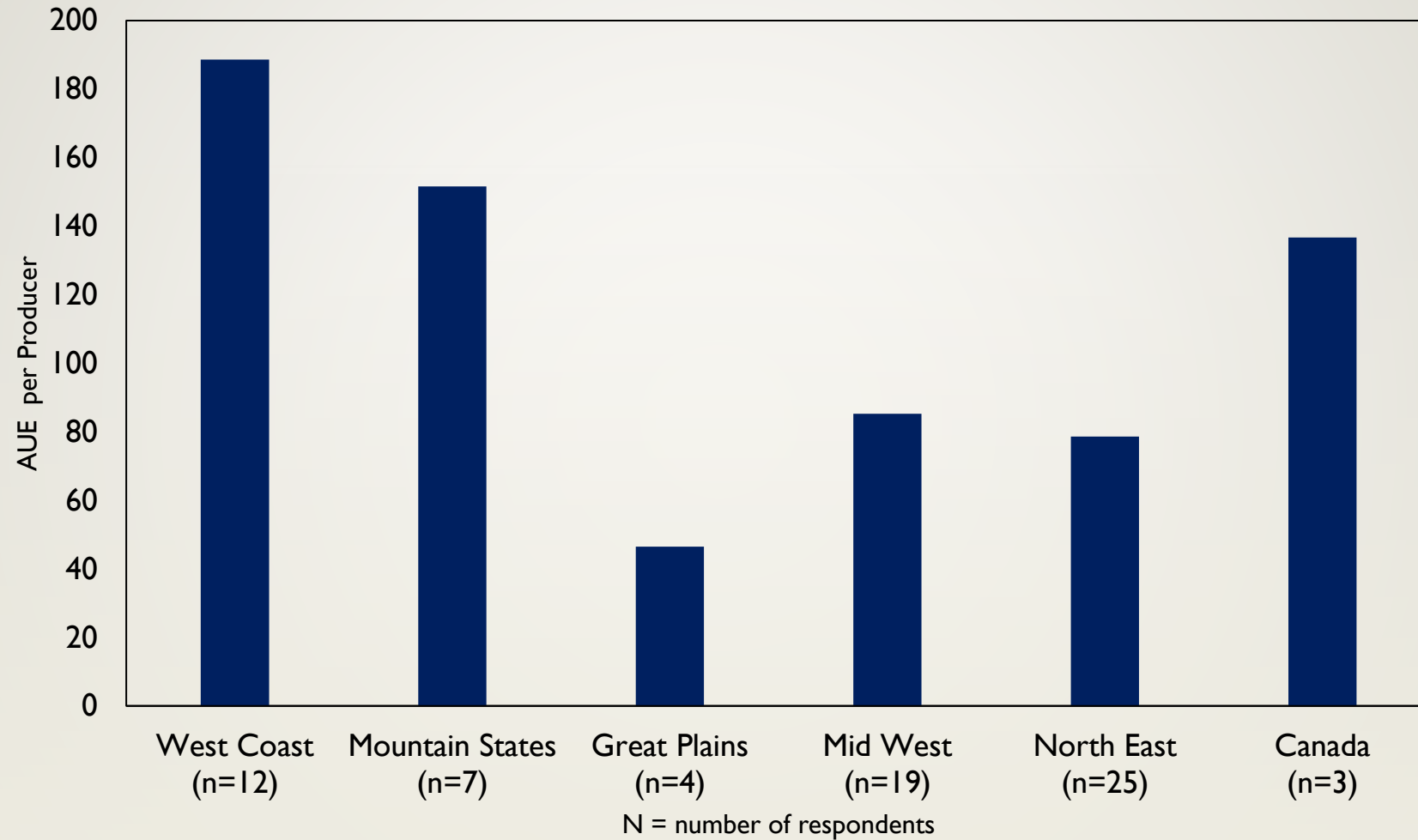


- On average targeted graziers used 2 classes of livestock.
- Hair sheep and goats were the most common combination.

TYPE AND NUMBER OF LIVESTOCK RESPONDENTS GRAZED 54,450 HD OR 12,000 AUE



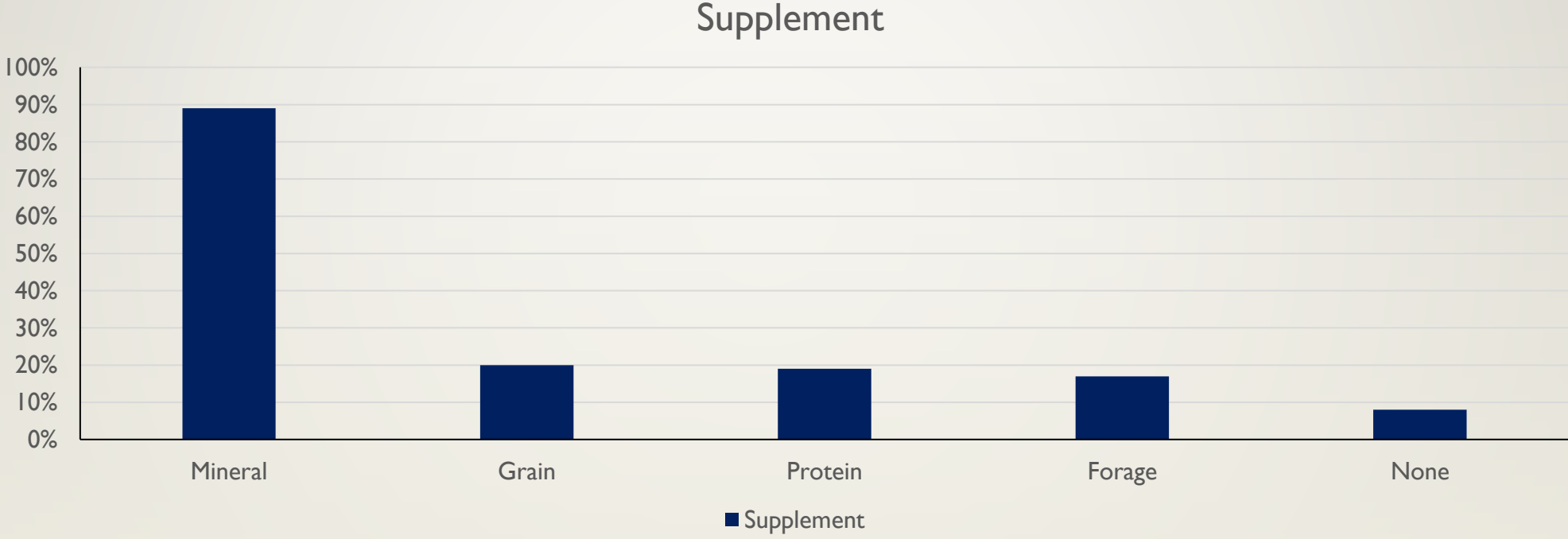
Average Number of Animal Unit Equivalents per Respondent from All Classes of Livestock



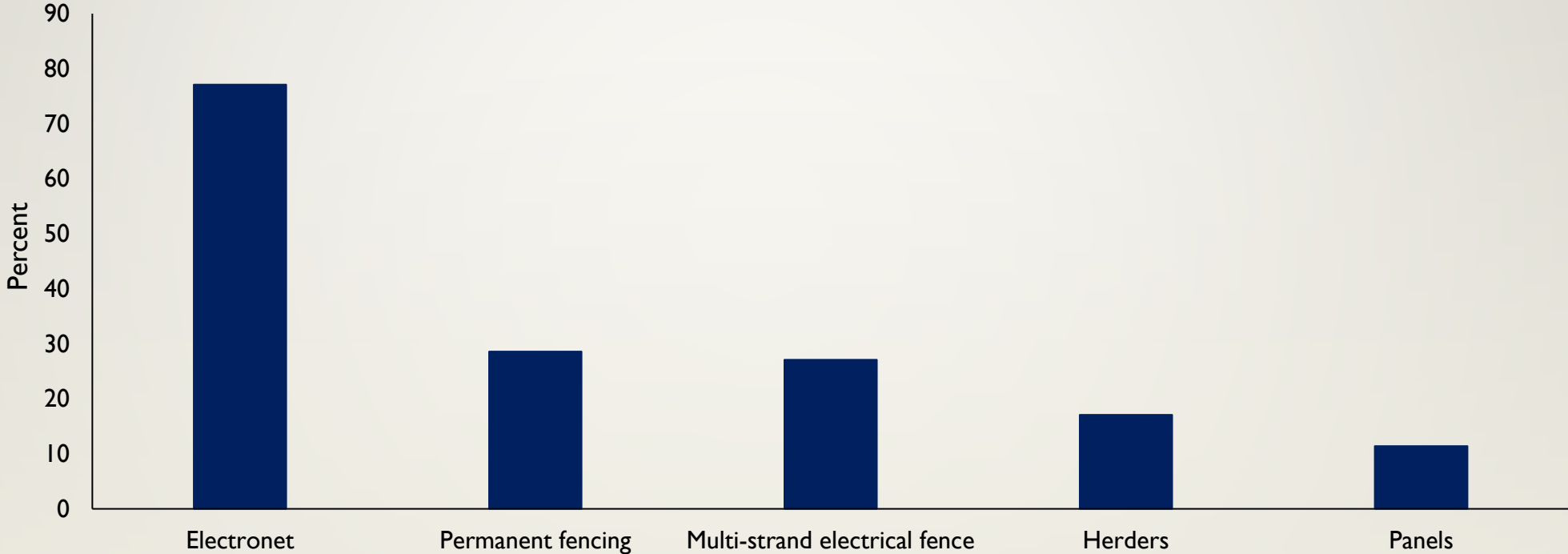
HOW LONG DID IT TAKE FOR YOUR LIVESTOCK TO BECOME PROFICIENT AT TARGETED GRAZING?



SUPPLEMENTS USED IN TG PROJECTS



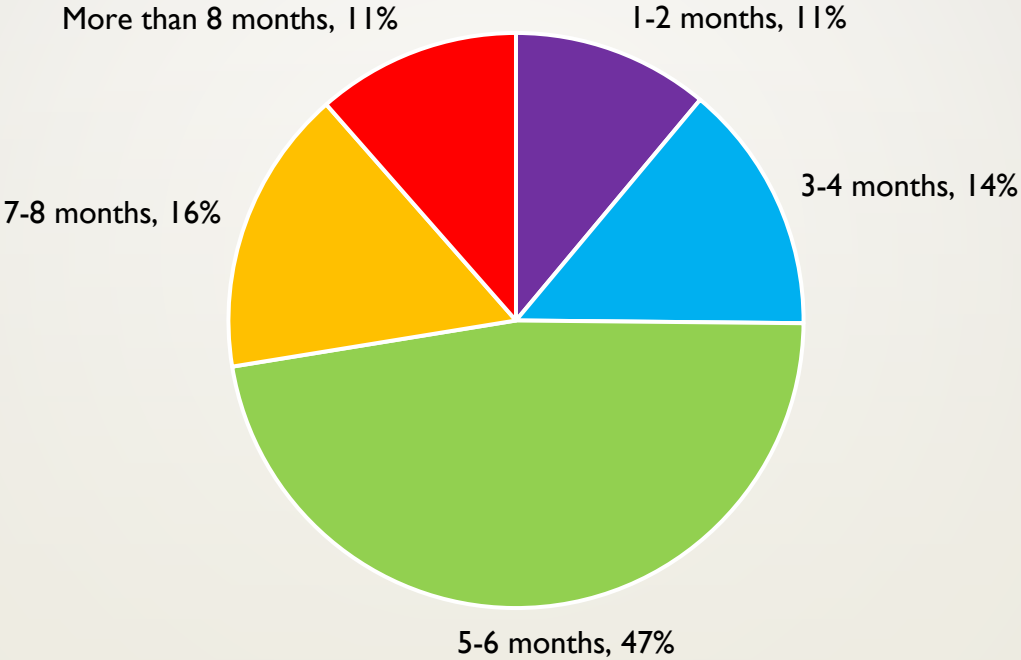
HOW DO YOU KEEP LIVESTOCK ON TARGETED GRAZING AREA?



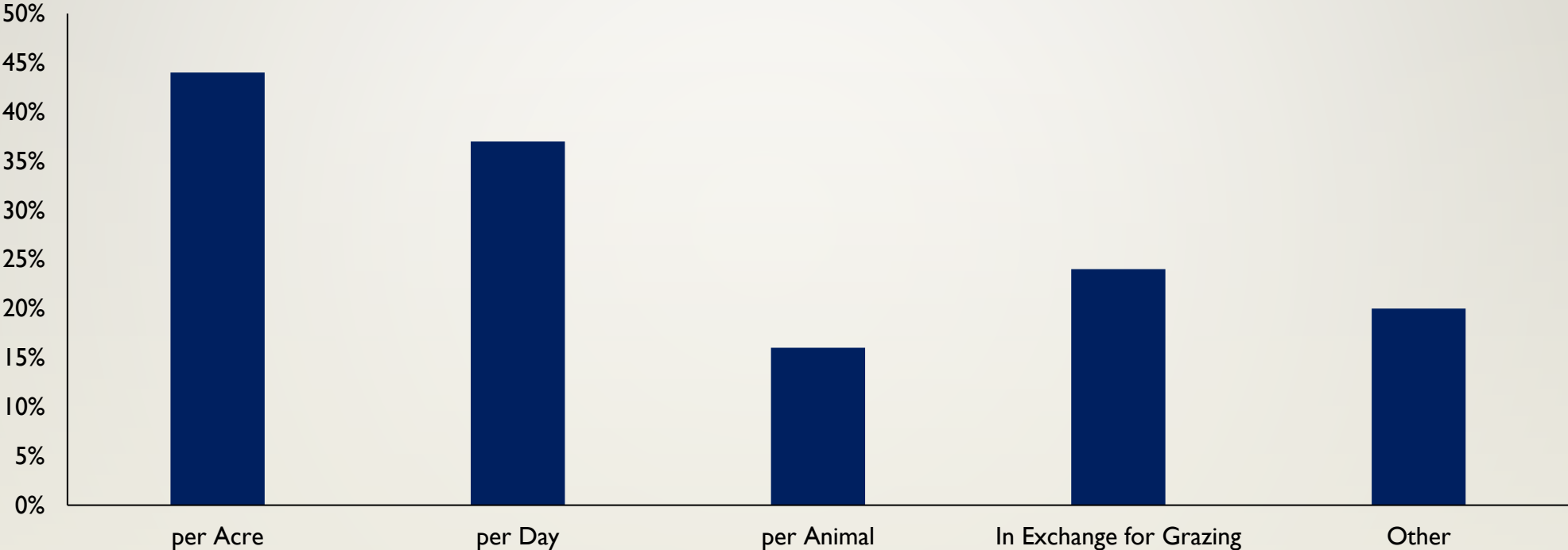
LIVESTOCK HEALTH ISSUES

1. Internal parasites
2. Predation
3. Toxic plants or other poisoning
4. External parasites
5. Scouring (diarrhea)
6. Footrot
7. Respiratory

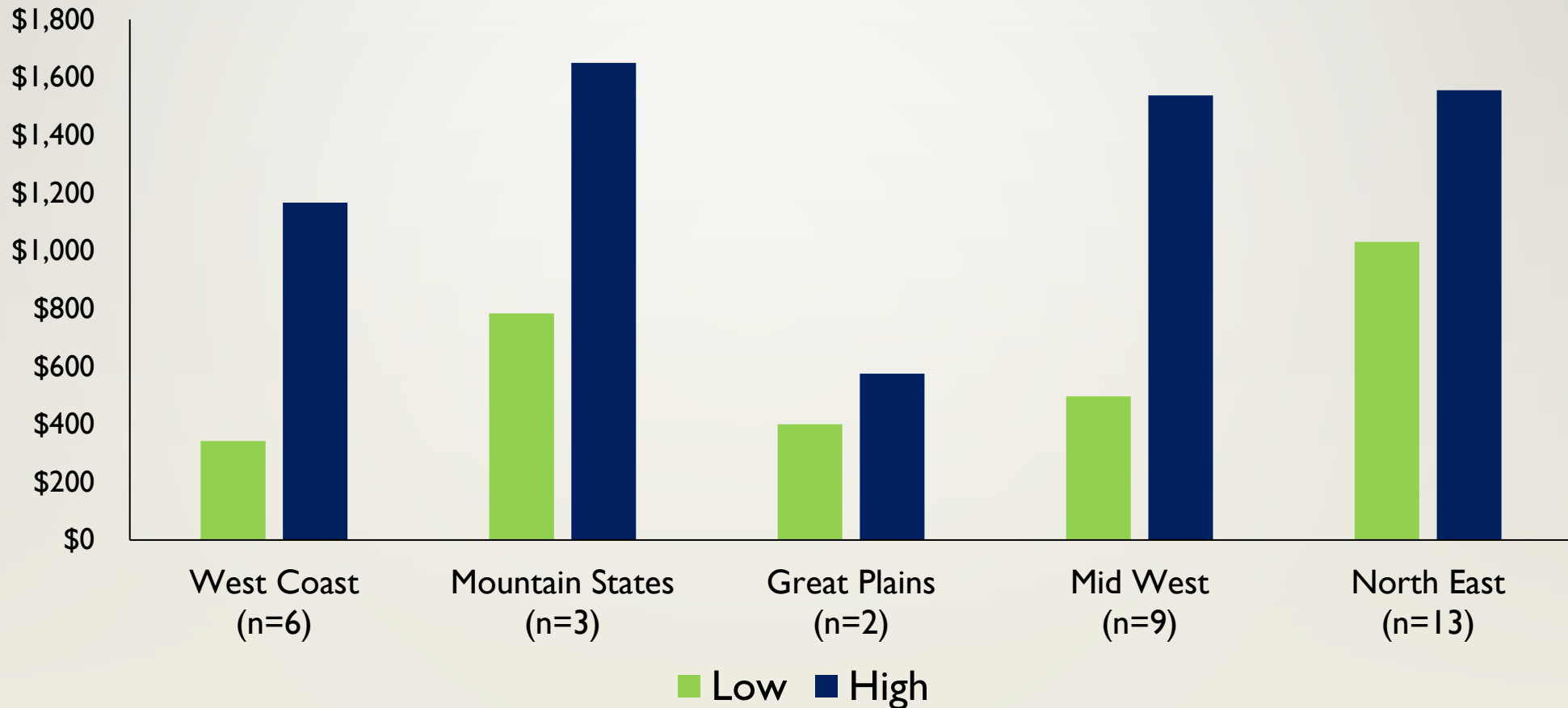
HOW MANY MONTHS OF THE YEAR ARE YOU ON PAID PROJECTS?



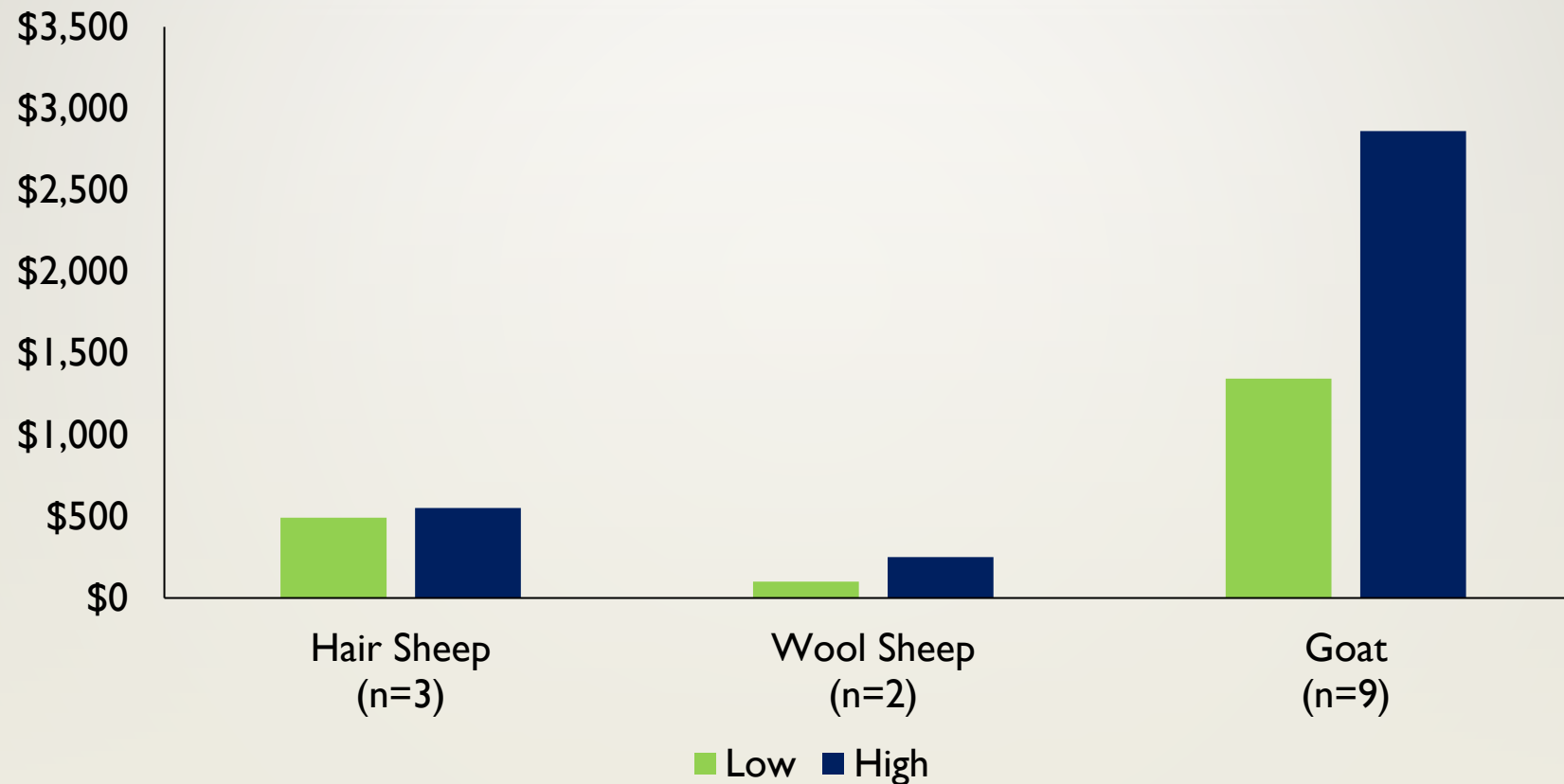
HOW DO YOU CHARGE FOR TARGETED GRAZING?



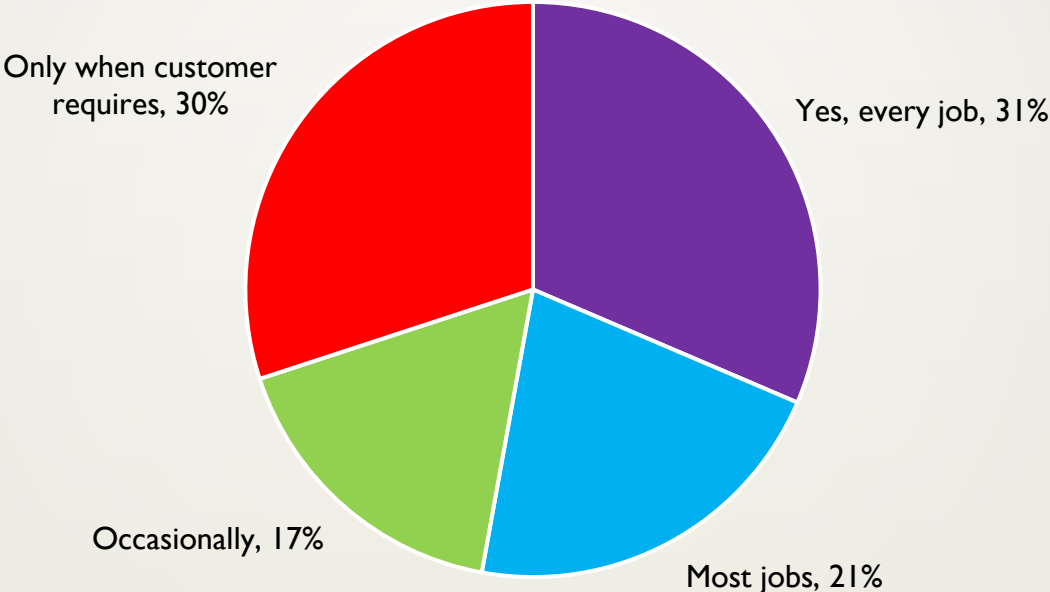
AVERAGE PRICE PER ACRE FOR TARGETED GRAZING SERVICES BY REGION



AVERAGE PRICE PER ACRE FOR TARGETED GRAZING SERVICES BY SPECIES



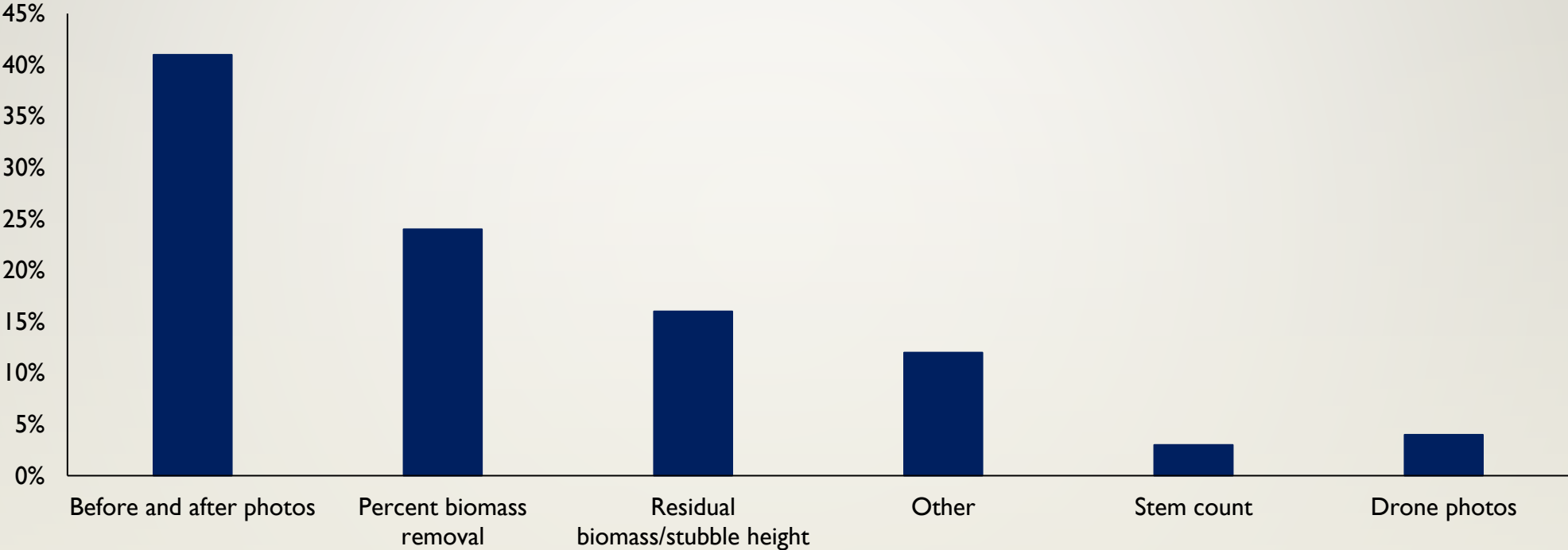
DO YOU HAVE A WRITTEN CONTRACT FOR TARGETED GRAZING JOBS?



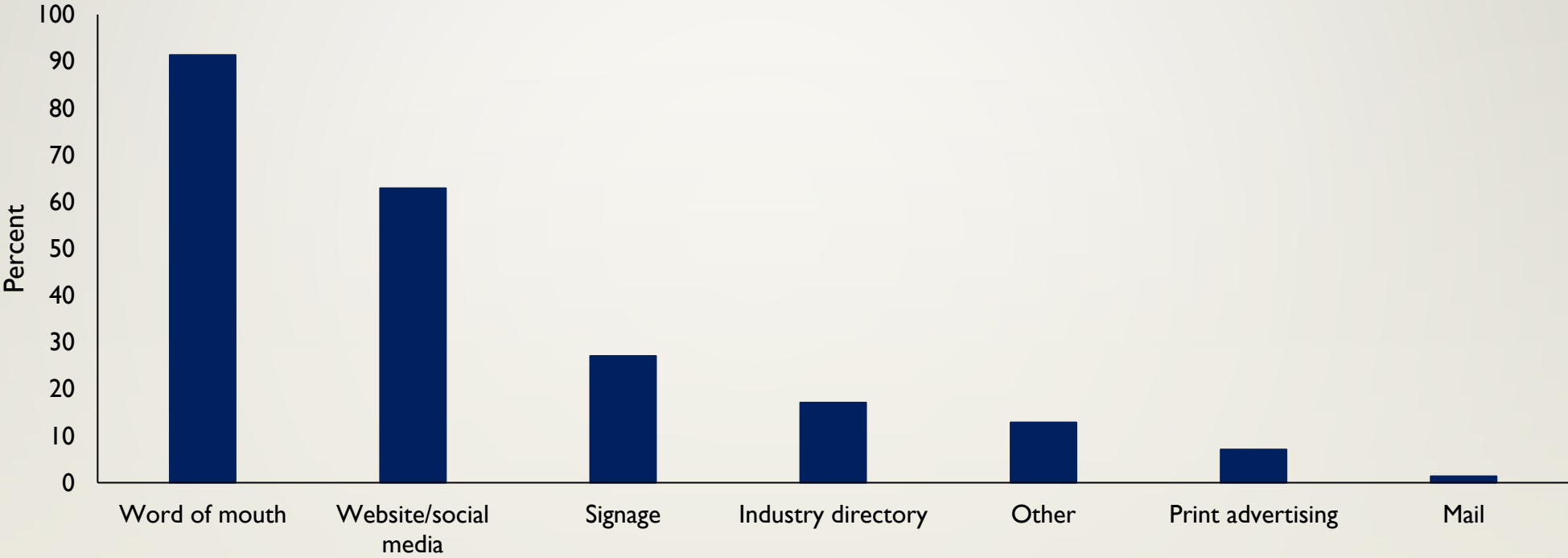
MONITORING

- 55% reported projects with specified performance criteria
- Who does the monitoring?
 - 31% contractor
 - 9% employer
 - 60% both

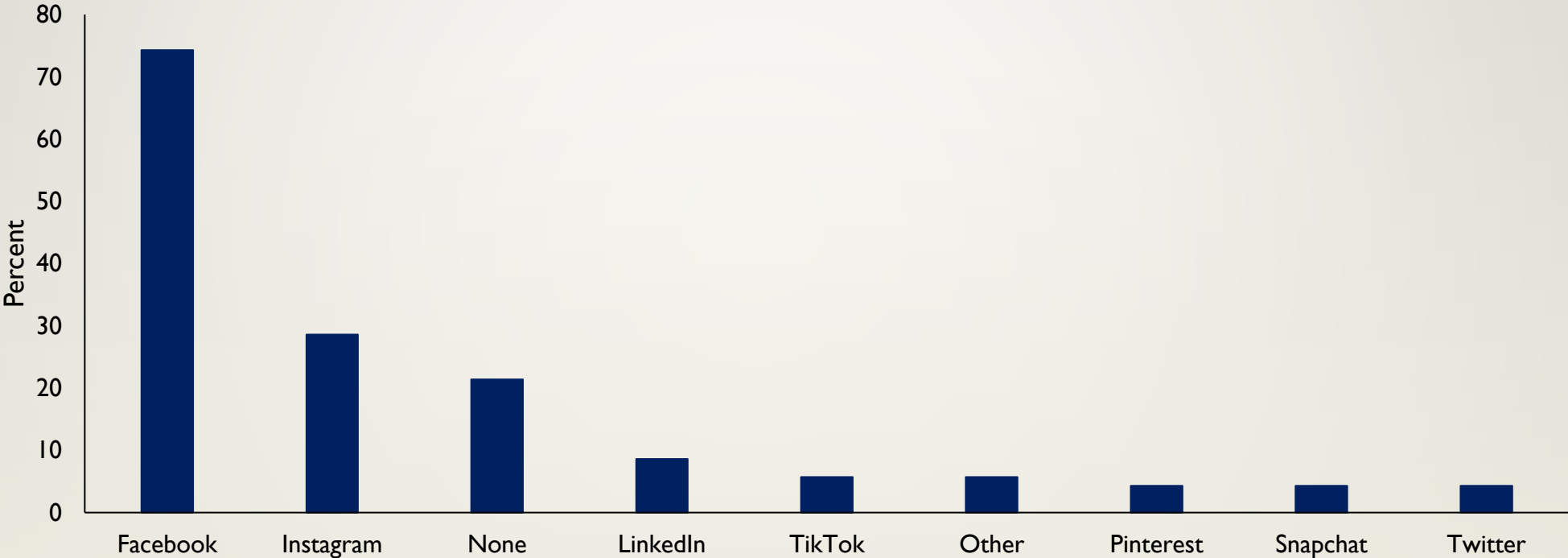
MONITORING



ADVERTISING

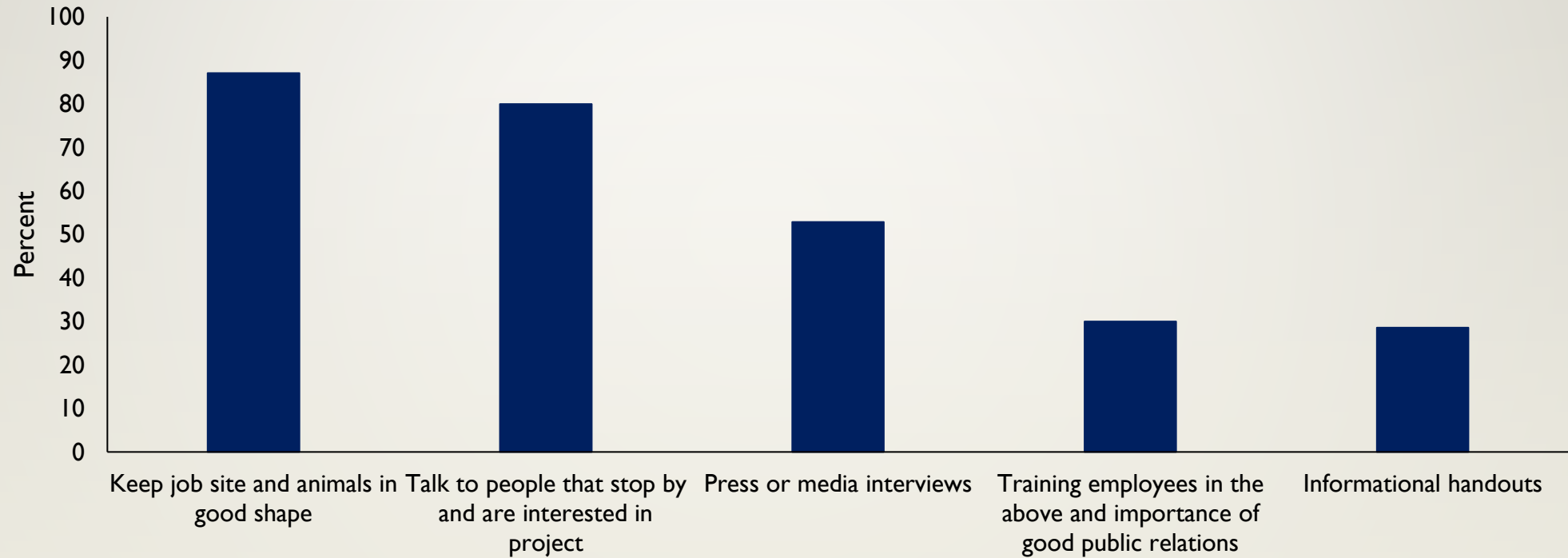


SOCIAL MEDIA



MITIGATING NEGATIVE PUBLICITY

56% OF RESPONDENTS KNOW OF BAD TARGETED GRAZING PROJECTS



WHY WOULD YOU REFUSE A PROJECT?

- The person or organization wanting to use targeted grazing has unrealistic expectations
- The job requires more resources than I have
- High potential liability
- Dangerous conditions for stock
- Grazing may do more damage to the site; the source of the weeds aren't being addressed
- High level of poisonous plants

QUESTIONS

