

# Marketing Land Enhancement as a Business

*PRESCRIBED HERBIVORY  
CONTRACT BROWSING  
TARGET SPECIE GRAZING/BROWSING  
BRUSH BUSTING  
RENT-A-GOAT*

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## INTRODUCTION



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**Business Analysis - ?Why Bother?**

- Gross revenue generated from each business
- Cost of generating the revenue
- Net profit for each business
- Obtaining reasonable return for time spent
- Consider options and effectiveness

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**BUSINESS PLAN**

- Research
  - Financial Plan
  - Capital Investment
- Profit and Loss Statement
  - Gross Margin
- Scale / Size of business
  - Increased turnover

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**BUSINESS PLAN**

- Stock flow - wethers / does / bucks
- Business Analysis - marketable
  - feasible
  - results
- Subcontracting - cattle / sheep
  - other goats

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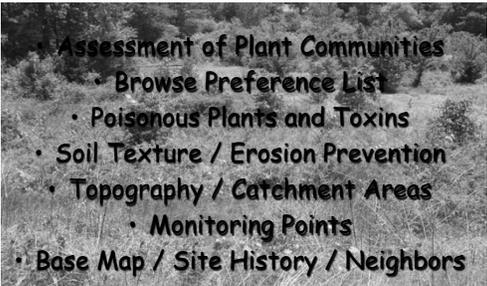
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**SITE ANALYSIS**  
and  
**DESCRIPTION**



- Assessment of Plant Communities
  - Browse Preference List
  - Poisonous Plants and Toxins
- Soil Texture / Erosion Prevention
- Topography / Catchment Areas
  - Monitoring Points
- Base Map / Site History / Neighbors

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### Overview of Operations



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### Healthy Livestock



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### INSURANCE

- Comprehensive General Liability
- Broad Form Property Damage
- Livestock and Full Mortality
  - Workmen's Compensation
    - Health
    - Equipment
- Third Party Fire Fighting and Fire Suppression Expense Liability

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### LABOR

- Acquisition and Retention
- Experience and Knowledge Level
  - Salary Base
- Essentials (housing/food)
  - Job Description
  - Written Contract

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### Contract and Services Negotiation Considerations



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### Contract and Services Negotiation Considerations

- Adamant reiteration that animal welfare issues take precedence over all else (Body Condition Score Monitoring)
- Fee assessment (project / acreage / stock numbers)
- Indemnity clause defined within the contract

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**CONTRACT NEGOTIATION**

(other possible inclusions)

- Specify exact name of landowner / contractor
- Prearranged agreement on additional costs should work increase after the project commences
- Ability to re-evaluate acreage changes incurred during treatment
- Control of predation must be within the limits of the law

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**CONTRACT NEGOTIATION**

(other possible inclusions)

- Monitor vegetation condition and manage livestock accordingly
- All conditions regarding water sources must be in writing
- Water quality and water retention is a major human resource concern
- Identify all environmental regulations and guidelines
- Detail subcontractor regulations (if any)

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**CONTRACT NEGOTIATION**

(other possible inclusions)

- Terms relating to contract suspension or termination
- Agreement date and work commencement date in writing
- Security deposit / insure project completion
- Contractor assumes risks but negligence of landowner is their responsibility and liability
- Suspension and termination agreement

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## Regulations and Permits



Check for local, state and federal regulations which can include but not limited to:

- Wetlands Regulations
- Environmental Protection Agency
  - US Forest Service
  - Park Service
- Zoning Restrictions
- Endangered Species Program
  - Native Plant Society
  - Humane Society

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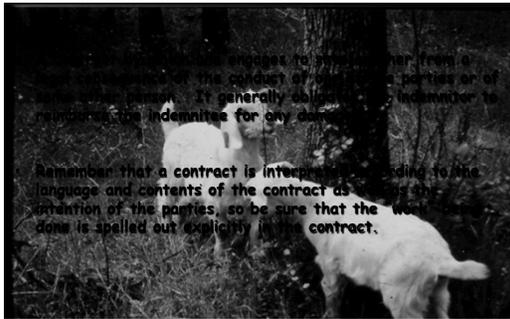
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## CONTRACT NEGOTIATION *Indemnity Clause*




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## - INTER - RELATIONSHIPS -

	PLANT	ANIMAL	SOIL	ECONOMICS	SOCIAL
GOATS					
SHEEP					
CATTLE					
Hand Tools					
Bull Dozer					
Machinery					
Chemical					
Burning					

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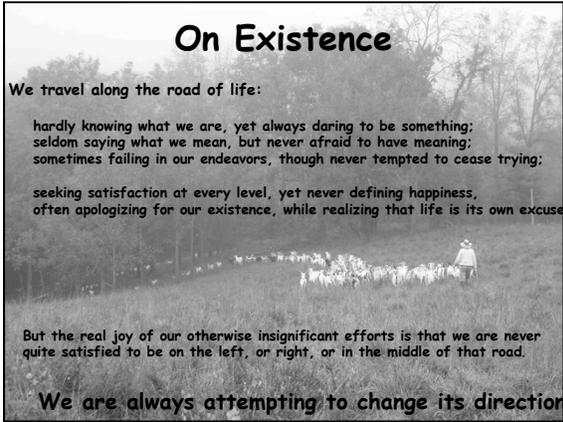
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