Marketing
Land Enhancement
as a Business

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

INTRODUCTION

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
BUSINESS PLAN

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

BUSINESS PLAN

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

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
Overview of Operations

- FENCING / HERDING
- WATER
- ANIMAL WELFARE
- TRANSPORTATION
- GENERAL GEAR
- LIVESTOCK GUARDIANS
- SUPPLEMENTATION
- CATASTROPHE PLANNING

Healthy Livestock

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

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
**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

**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)

**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
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

CONTRACT NEGOTIATION

Indemnity Clause

A contract by which one engages to save another from a legal consequence of the conduct of one of the parties or of some other person. It generally obligates the indemnitor to reimburse the indemnitee for any damages.

Remember that a contract is interpreted according to the language and contents of the contract as well as the intention of the parties, so be sure that the work being done is spelled out explicitly in the contract.

- INTER - RELATIONSHIPS -

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On Existence

We travel along the road of life:

hardly knowing what we are, yet always daring to be something;
seldom saying what we mean, but never afraid to have meaning;
sometimes failing in our endeavors, though never tempted to cease trying;
seeking satisfaction at every level, yet never defining happiness,
often apologizing for our existence, while realizing that life is its own excuse.

But the real joy of our otherwise insignificant efforts is that we are never quite satisfied to be on the left, or right, or in the middle of that road.

We are always attempting to change its direction.