

Video Guidelines for SRM Targeted Grazier Certification

A set of videos is one of three components required by a graziers seeking certification by SRM through the Targeted Grazing Committee.

Brief video clips of 5 minutes or shorter will complement written exam responses and letters of testimonial. Written materials will be stored in a secure database managed by the Society for Range Management. Videos will be uploaded to a secure location. These items will only be accessed by evaluators of the Targeted Grazing Committee (TGC) to determine if a grazier meets qualifications of the **Need to Know** standards.

An applicant is expected to retain copies of all materials submitted to SRM because a cycle of purging material will occur. The retention cycle is not necessarily known in advance and thus every applicant should safeguard their own media and written documents.

Questions can be addressed to the Chair of the Targeted Grazing Committee whose name and contact information are located on the Targeted Grazing Committee (TGC) web page:

<https://rangelands.org/committees/targeted-grazing-committee/>

To ensure the video components of your application are considered, please follow the guidelines below:

Overview & production guidelines:

- Prepare an outline of script to guide how you will address the required topics and where you will walk on your farm or job site in order to show animals, pastures, facilities and targeted plant communities to best answer the required topics at any location. Rehearsal with your videographer (can be family or friend) is strongly recommended before taping.
- Ensure videographer has a steady hand and is adept at following the livestock manager so that you can be heard clearly. Always maintain sound volume and visual quality.
- Review every segment before submitting to ensure it represents the content you intend.
- Video should feature only your own animals, home place, pasture, job site, clients, animal housing or transport vehicles, etc. Avoid segments which show locations or animals unrelated to your targeted grazing work.
- Obtain permission to record any person or property shown in the video and maintain a record of their names and contact information.

Content requirements:

Include the following in a series of short segments (2-5 minutes suggested). No more than a total of 30 minutes of video will be accepted from any applicant. #1 may be a series of photos.

1) Walk about a *job site* showing the wide view of its area, estimate of time needed to complete the job per the client's goals AND some close-up views of the vegetation. Include an overview of goal with the client. Describe your thought process in evaluating the site for its suitability to your herd. This might include experience eating this vegetation, toxic plants of concern, water sources, potential nuisances such as wild predators, stray dogs, or curious people who might release animals or feed them, etc.

2) Include *before and after footage* (or a series of photographs) of one completed job. Include images of vegetation before and after the grazing treatment. Include the number of repeated grazing bouts you

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believe are needed and why. How do you assess whether you have met client goals? Explain who is monitoring, what will be measured and for how long.

3) Introduce *your herd* including numbers of animals, breeds, how you select animals for grazing/browsing jobs. Walk amongst your animals pointing them out to the camera. Explain how long you have been developing the herd and why they are suitable to the vegetation management you do.

4) Describe *how your animals learn to eat* the vegetation that your client seeks to control. Do you train the herd before moving it to a job site with unfamiliar or unusual vegetation?

5) Show us *your facilities* (barns, paddocks, pastures, equipment, trailer, fencing, etc.) with animals present and how you use these things.

6) What would you *change* about your farm/barn/equipment set-up if you could? Share some short and long-term improvement goals and improvements you have already made.