

Grazing Planner

Trainer's Guide

How to teach the app today — for Territory Managers at every level, week-one to tenured.

Gallagher Animal Management · North America

HOW TO USE THIS GUIDE

Who it's for: Anyone delivering the Grazing Planner to a TM audience — whether you're coaching a 15-year veteran or someone who started last week. The guide is built to teach both in the same room.

How long: A focused walk-through runs 15–20 minutes. A full hands-on session with practice and Q&A runs 45–60.

What you need: A phone or laptop with the planner open, and one real producer address everyone can sketch together. Live beats slides every time.

The teaching arc: Lead with why (90 seconds), demo the core flow once end-to-end, then let them sketch their own farm. New hires follow the steps; tenured TMs go straight to the producer conversation.

THE ONE-SENTENCE PITCH

The Grazing Planner turns a satellite map into a fence-and-grazing plan in minutes — so a TM can stand on a producer's property, sketch the layout, show what will be electrified, measure the acres and footage, and hand over a printed plan before they leave.

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1 Why this app matters

Start here every time. People adopt a tool when they understand the problem it solves — not when they're handed a feature list.

Most grazing and fencing conversations have always happened in the truck, on a notepad, or from memory. The producer describes the property, the TM estimates acres, and a real plan doesn't take shape until someone gets back to a desk. That gap is where momentum is lost — and where a competitor can step in.

The Grazing Planner closes that gap. It puts the whole conversation on one screen, on the spot. **That changes the experience for both people:**

For the Territory Manager

- **Confidence in the moment.** Real acres and fence footage from the satellite map — not a guess you have to walk back later.
- **A faster path to a quote.** Sketch, measure, and export a plan before you leave the property.
- **A consistent story.** Every TM shows electrification, acreage, and product the same way — the same language in every truck.

For the producer

- **They see it, not just hear it.** Watching their own property get sketched builds trust faster than any brochure.
- **Fewer surprises.** Showing what will and won't be electrified up front heads off the cold-fence callback before it happens.
- **Something in hand.** They keep a printed plan with their layout, acreage, and recommended energizer.

THE BUSINESS VALUE — SAY IT PLAINLY

Faster quotes, stronger first conversations, fewer callbacks, and one consistent product story across the whole field team. The plan a TM leaves behind also enables the dealer — it points straight to the catalog and the next purchase.

2 The 90-second mental model

Before any button names, give the room the whole shape of the tool. Five moves, every time:

1. **Find the farm.** Type the producer's address (US or Canada) or drop a GPS pin.
2. **Draw the fences.** Trace the perimeter and any cross fences on the satellite image.
3. **Check the power.** See at a glance which fences will be electrified.
4. **Measure.** Read acres, paddocks, and total fence footage automatically.
5. **Export.** Hand the producer a one-page plan as a PDF.

THE ONE RULE EVERYONE MUST HEAR — THE CROSSHAIR

Tapping the map never drops a point. There's a fixed orange crosshair in the center of the screen. You move the map under it, and a corner is placed only when you tap **+ Add Point**. This is the single biggest “aha” for new users — once it clicks, no more accidental

points, no cleanup. Teach it early and let them feel it.

3 The features that matter most

Not every feature deserves equal airtime. Teach the first group to everyone; reach for the rest as the audience and the conversation call for it.

Feature	What it does	Why it matters in the field	Teach
Address search	Jumps to any US or Canada address, or GPS coordinates	Get to the producer's property in seconds	Everyone
Draw a perimeter	Crosshair + Add Point traces the property boundary	This is the foundation — acres and footage come from it	Everyone
Cross fences	Subdivides a perimeter into paddocks	Turns a boundary into an actual grazing layout	Everyone
Measure tab	Live acres, paddocks, total & electrified footage	The numbers that anchor the whole conversation	Everyone
Export Farm Plan PDF	One-page producer leave-behind	The tangible takeaway that drives the next step	Everyone
Check Elec	Shows which cross fences will be powered	Prevents the cold-fence callback; powerful selling moment	High value
Stock-Day Calculator	Estimates grazing days from the layout	Turns a sketch into a grazing plan (see Section 6)	High value
Files (save / share)	Save a farm; export & import to share	Pick up where you left off; hand off to a dealer	High value
Wire / Posts / Cost	Quick material and cost estimators	Backs the plan with a rough materials list (Section 5)	As needed
Shop	Link to the live retail catalog & pricing	Connects the plan to real product and the dealer	As needed

TRAINER NOTE — KEEP IT TO FIVE FIRST

If a new hire only remembers five things, make it the “Everyone” row: find the address, draw the perimeter, add cross fences, read the Measure tab, export the PDF. Everything else is a layer you add once that core is comfortable.

4 Getting a measurement of the property

This is the feature that earns instant credibility. Walk through it slowly the first time.

1. Type the producer's address in the bar and press Go. Pinch to zoom until paddock boundaries and water are clear.



2. Pick **Perimeter** (or **Elec Perimeter** if the boundary is hot). The orange crosshair appears.
3. Pan so the crosshair sits on a corner, tap **+ Add Point**. Repeat around the property.
4. Tap **Finish** and name it (“Home 80,” “South pasture”).
5. Open **Tools** → **Measure**. The numbers are already there.

Field tip: six to ten points around a perimeter is plenty. You're building a working estimate, not a survey — speed and a believable number beat chasing every jog in the fence line.

What the four tiles mean

Tile	What it tells the producer
Total Acres	Acreage inside every closed perimeter you've drawn
Paddocks	How many cells the cross fences create, plus the average size
Total Fence	All fence line combined, in feet — the basis for a materials estimate
Electrified	Of that fence, how many feet will actually be hot

HOW TO SAY IT TO A PRODUCER

“Let me pull your place up.” Sketch the boundary, glance at Measure, then: “You're looking at about [X] acres and roughly [Y] feet of perimeter. If we split it into [Z] paddocks, here's how they'd size out.” You've just turned a vague conversation into specific numbers they can react to.

5 Building a materials list

The planner won't replace a dealer quote — and you should say so out loud — but it gets a TM to a credible materials estimate on the spot.

Three places combine into a materials story: the **Measure tab** gives you fence footage, the **Calc tab** estimators turn footage into wire, posts, and cost, and the **Shop tab** links to live catalog pricing.

The quick math the app does for you

Estimator	What you enter	What it returns	How it figures it
Wire	Fence length, # of live wires	Total wire + rolls needed	Length × wires, ÷ 1,320 ft per roll
Posts	Fence length, post spacing	Posts needed	Length ÷ spacing, + 1 for the end
Cost	Quantity, unit price	Extended total	Quantity × unit price

A worked example

Say Measure shows **4,000 ft** of perimeter and you're planning a **3-wire** electric fence with posts every **50 ft**:



- **Wire:** $4,000 \times 3 = 12,000$ ft → 10 rolls (at 1,320 ft each).
- **Posts:** $4,000 \div 50 = 80$, +1 = 81 posts.
- **Cost:** drop in the per-roll and per-post price from the catalog to get a running total.

Then tap **Export Farm Plan PDF** — the leave-behind already carries the layout, acreage, footage, paddock count, and a recommended energizer, so your materials estimate sits on top of a complete plan.

FRAME IT HONESTLY

“This gets us a close estimate so you can see the shape of the investment. Your dealer will firm up the exact quote.” Being upfront that it's a planning estimate protects your credibility and sets the dealer up — it doesn't weaken the plan, it strengthens trust.

6 The Stock-Day Calculator, explained

This is the feature that elevates a TM from “selling fence” to “helping manage grazing.” Worth teaching well.

It answers one question every grazer cares about: **“How many grazing days will this layout actually give me?”** In other words — given the cattle and the acres drawn, how long can they graze before they need to move or rest the ground?

The five inputs, in plain language

Input	What it means	Default
Head count	How many head are grazing	50
Average weight (lb)	Typical animal weight — mature cow ~1,200, stocker ~700	1,200
Daily DM intake (%)	Dry-matter eaten per day as a share of body weight (~3%)	3%
Available forage (lb DM/acre)	How much dry-matter forage the pasture is carrying	2,500
Harvest efficiency (%)	Share of forage actually eaten vs. trampled or fouled	50%

Acres come straight from the map — tap **📏 Pull from map** and the perimeter you drew fills in automatically.

The math behind the number

The app uses standard cattle-nutrition math — simple enough that a new hire can follow it and a tenured TM can defend it to a producer:

Daily herd demand = head × weight × intake%

Available forage = acres × forage per acre × harvest efficiency%

Grazing days = available forage ÷ daily herd demand

A worked example

50 head at 1,200 lb, eating 3% a day, on 40 acres carrying 2,500 lb/acre at 50% efficiency:

- **Daily demand:** $50 \times 1,200 \times 3\% = 1,800$ lb of dry matter per day.
- **Available forage:** $40 \times 2,500 \times 50\% = 50,000$ lb of usable dry matter.
- **Grazing days:** $50,000 \div 1,800 \approx 27$ days on this layout.

HOW TO USE IT IN THE CONVERSATION

Don't present the number as gospel — present it as a planning lever. “With this layout you're around 27 grazing days. If we add two more cross fences and rotate, here's how that changes.” Now you're helping them manage forage, and the fence sale follows the plan.

BE HONEST ABOUT THE INPUTS

The defaults (2,500 lb/acre, 50% efficiency) are reasonable starting points for improved pasture in a normal year — they are *not* measured for that producer's ground. Coach TMs to adjust forage and efficiency to real conditions, and to treat the output as an estimate that gets better with better inputs.

7 How a TM or producer puts this to use

Give the room concrete pictures of the tool in the wild. Pick the two or three that fit your audience.

Scenario A — New-business call on the tailgate

A TM meets a prospect for the first time. Instead of promising to “work up some numbers,” they pull the property up, sketch the perimeter and a few paddocks, show what'll be hot, and export a plan before driving off. The prospect keeps a Gallagher-branded layout with their acreage on it.

Scenario B — Existing producer subdividing

A current customer wants to rotational-graze a field they currently set-stock. The TM draws the existing boundary, adds cross-fence options live, and uses the Stock-Day calculator to show how more paddocks stretch grazing days — turning a single-fence sale into a system.

Scenario C — The cold-fence complaint

A producer says a stretch of fence “never seems hot.” The TM sketches it, runs Check Elec, and the line that should be powered shows up cold on screen — a planning issue spotted in seconds, with Edit right there to fix the layout. That visual builds more trust than any explanation.

Scenario D — Dealer enablement

The TM leaves the producer (and the dealer) a plan that points straight at the catalog. The materials estimate and recommended energizer give the dealer a warm, specific starting point instead of a cold quote request.

THE PRODUCER CAN USE IT TOO

The planner runs in any browser with no install, so a comfortable producer can sketch their own place between visits. That's not a threat to the TM — it's a warmer lead. Someone who has already mapped their farm is ready to talk product.

8 Talking points

Hand these out. They give every TM — new or tenured — the same confident language for the moments that matter.

Opening the conversation

- “Mind if I pull your place up real quick? I want to show you something.”
- “Give me your address and we’ll sketch this out together right now.”

Landing the value

- “You’re looking at about [X] acres and [Y] feet of fence — let me show you how it’d lay out.”
- “Here’s exactly which fences will be hot, before we ever order a thing.”
- “With this layout you’d get roughly [Z] grazing days. Want to see what another paddock does?”

When they ask “Is this exact?”

- “It’s a solid planning estimate from satellite imagery — close enough to make good decisions. Your dealer firms up the final quote.”
- **Say this, not that:** “This shows you what will be hot” — not “I guarantee every foot is live.” Show, don’t promise.

Moving to the next step

- “I’ll send this plan with you. When you’re ready, your dealer has everything to put a quote together.”
- “Want me to save this so we can adjust it next time?”

9 Where this is heading (future features)

Use this to show momentum — but frame it as direction, not a dated promise. If you don’t know, say “that’s on the radar,” not “that’s coming in Q3.”

The planner today is a fast field tool. The longer-term vision is a fuller grazing-management platform. Directionally, the kinds of capabilities being explored include:

- **Save & sync across devices** — start a farm on the phone, refine it on a laptop.
- **Herd & rotation tracking** — move animals through paddocks and track rest days over a season.
- **Smarter forage estimates** — satellite-based (NDVI) greenness to inform the forage number instead of a default.
- **Guided recommendations** — layout and product suggestions based on the sketch.
- **Tighter catalog & quoting** — a cleaner hand-off from plan to dealer order.

TRAINER NOTE — PROTECT YOUR CREDIBILITY

Roadmap items are directional and subject to change. Generating excitement is good; committing to dates or features you can’t control isn’t. “Here’s where this is heading” keeps you honest and keeps the field’s trust.

10 Trainer's quick reference

Teach it in 15 minutes

1. **Why** (90 sec) — the gap it closes; one sentence of value.
2. **Mental model** (2 min) — Find → Draw → Power → Measure → Export, and the crosshair rule.
3. **Live demo** (5 min) — sketch one real farm end-to-end, export the PDF.
4. **They do it** (5 min) — everyone sketches their own property.
5. **One advanced touch** (2 min) — run Check Elec or the Stock-Day calc, then Q&A.

Questions you'll get — and clean answers

Question	Answer
Does it work without signal?	It needs a connection to load the map. Practice is to sketch while you have signal; the plan exports either way.
How accurate are the acres?	A solid planning estimate from satellite imagery — good for decisions, not a legal survey.
Does it cover Canada?	Yes — US and Canada addresses both work, plus GPS coordinates.
Where is my farm saved?	On that device, in the browser. Use Files → Export to move a farm to another device or person.
Will tapping the map mess up my drawing?	No — points only land when you tap + Add Point. Pan and zoom freely.

Common stumbles (and the fix)

- **Tapping the map expecting a point.** Re-teach the crosshair + Add Point. This is the #1 new-user habit.
- **Perimeter left open.** Acres only calculate on a closed perimeter — finish back near the start point.
- **Expecting a fence to be hot that shows cold.** A cross fence powers up only when its end is close enough to a power source. Use Edit to extend it onto the line or move an energizer nearer.

A NOTE ON THE ELECTRIFICATION DISTANCE

Teach the concept, not a hard number: a cross fence lights up when its end is close to a power source (in the current build, roughly 40 m / about 130 ft). The exact threshold is being finalized, so coach the behavior — “get the fence end onto the power” — rather than quoting a precise distance to producers.