

Improve Your Vegetation Management Strategies — And Better the World — With QVM

Practice the Quality Vegetation Management™ System to Create and Sustain Healthy Habitats

Vegetation management professionals have a difficult job, so they employ a variety of tools and strategies to get the job done. But is their job based on a set of established practices? Are their decisions driven by any guiding principles enabling them to positively impact the environment? What are they doing to educate communities?

The best vegetation management professionals — the ones who are truly passionate about their work — are in the field to help make the world a better place. And a smart, innovative guide for reaching that lofty goal is **Quality Vegetation Management™ (QVM)** system.

THE PRINCIPLES OF QVM:

- Restore and improve plant, animal and human habitats
- Seek out and support professional certification and technical training
- Strive always to make a positive environmental change
- Utilize the lowest-effect active ingredient
- Protect threatened and endangered species
- Support industry research and development
- Follow label recommendations

QVM is a simple-yet-powerful set of principles that leads to the development of sustained, healthy habitats through professional, ethical and responsible practices. When you are dedicated to its principles, you are doing everything in your power to help improve the world.

As you can see, **QVM** isn't just some set of hollow promises or a list of rules; it's a set of core values that guide the way top-quality vegetation management professionals think and act throughout the course of their work.

Adherence to QVM Can Help Heal Our Industry's Image

The vegetation management industry — and the use of herbicides — has long struggled with an image problem. The science and benefits of herbicides can be hard to understand to community members, and the idea of using chemistry to better nature can easily seem strange and unsafe to them. But **QVM** is a powerful tool in combatting misconceptions about vegetation management; it can educate the public on what herbicides do and the important role they place in our lives.

Nature Can be Destructive When Unaided by QVM

When we talk about the issues that impact communities, it's essential to show that **QVM** is often a solution to a problem that nature started. We can use **QVM** to show how it makes the world a better place, improves the environment around us and puts ethics before profits. For example, most people don't know that without **QVM**, nature can be pretty fierce:

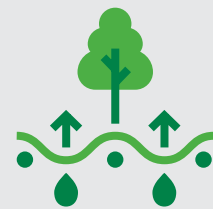
QVM HAS PROVIDED THE SOLUTION TO A WIDE VARIETY OF PROBLEMS.



In 2003, one overgrown tree caused a blackout that affected 50 million people.



Uncontrolled vegetation along 4 million miles of highway creates dangerous hazards.



1 million gallons of water were stolen from the Pecos River by salt cedar trees.

How Does QVM Help Vegetation Management Professionals and Landowners?

When you apply the principles of **QVM** to the work you do as a business or landowner, you're setting a higher standard for those you work for, those who work for you and the community of which you're a part.

Higher standards attract attention, helping generate new business, increased revenue, increased return on investment, higher hunting lease fees, respect from the community and so much more.