

Land managers want to maximize their properties. Next Level Consulting can provide the answers and save you money, too.

■ by Jody Holdbrooks

Since it started the food plot industry in the late 1980s, Whitetail Institute has always been the go-to source for fast, accurate information and answers to customer questions about food plots. In this way, Next Level Food Plot Consulting is an extension of Whitetail Institute's general consulting to specific customer scenarios.

You won't find a more knowledgeable and eager consulting team than the one Whitetail Institute has assembled. Whitetail Institute's staff includes two Ph.D. holders with decades of real-world experience in agronomy and weed science: Dr. Carroll Johnson III and Dr. Joyce Tredaway. They are available to support the efforts of Next Level Food Plot Consulting on soil testing, lime and fertilizer, and even selecting the optimum seed for conditions at a plot site.

We also have Matt Harper, one of the world's most highly qualified deer nutritionists, on our staff. He's instrumental in working with our mineral and nutritional supplement products to make sure we give deer what they need at specific times of year, with an eye toward animal safety and results. He can also provide insight to help us develop an optimum feeding program for a specific property (if legal in your area).

As director of Whitetail Institute Next Level Consulting, I have worked with some amazing properties. One of the most rewarding and enjoyable things about consulting is that hunters work toward the same goals, and there are often multiple ways to accomplish them.

Some clients already have their systems in great working order, having worked hard for years and put in the sweat and time to maximize the productivity of their properties. Remember, soil testing is the most important thing a land manager can do to ensure a plot has had all the lime and fertilizer requirements needed. Often, soil tests at properties indicate that soil pH and fertility have already been effectively addressed through time. This, of course, is a huge benefit.

Food plots can be an easy addition to most habitats and can even help affect deer travel patterns relative to hunting locations.

Our services include a full range of consultation and advice, including plot location, soil testing, weed control, stand locations for wind direction, and trigger finger control, if your goals include that.



■ Next Level Consulting helps hunter/land managers maximize the effectiveness of their properties.



**NEXT LEVEL  
CONSULTING:  
YOUR SOURCE FOR HANDS-ON  
FOOD PLOT SUCCESS**

PHOTO BY KOLEY MORRIS

# A STELLAR EXPERIENCE WITH JODY HOLDBROOKS: NEXT LEVEL FOOD PLOT CONSULTING

I recently had the pleasure of working with Jody Holdbrooks from Next Level Food Plot Consulting, and the experience exceeded my expectations. Jody's expertise and commitment to excellence were evident throughout our collaboration, making him an invaluable asset to anyone seeking top-notch advice for their whitetail food plot.

Jody's in-depth knowledge of whitetail habitat and food plot strategies was immediately apparent. His insights into soil health, plant selection, and overall land management demonstrated a profound understanding of the intricacies involved in creating an optimal environment for attracting and sustaining whitetail populations.

What truly stood out was Jody's ability to tailor recommendations to our specific needs and challenges. He conducted a thorough analysis of our land, taking into consideration factors like soil composition, local climate, and available resources. The resulting plan was not a generic template, but a cus-

tomized solution designed to maximize the success of our food plots.

Communication with Jody was seamless and collaborative. He was responsive to inquiries, patient in addressing concerns, and proactive in keeping us informed throughout the process. This open line of communication fostered a sense of trust and confidence in his expertise.

The impact of Jody's recommendations was evident as our food plots flourished. The quality and variety of forage attracted a significant whitetail population, enhancing the overall hunting experience on our property. Jody's guidance undoubtedly contributed to the success of our season.

Jody Holdbrooks has proven himself as a valuable resource for anyone seeking to optimize their whitetail food plot. His professionalism, expertise, and commitment to delivering tailored solutions set him apart in the field of land consulting.

— Kolby Norris, Illinois



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Next Level Consulting will consider the situation presented by a property and discuss our recommendations, from major to minor, with you in detail. A great example is Josh Congdon's property in Virginia. I met Josh this past year, and he is a hard-core habitat manager. With his work ethic, I see a giant buck in his future. He has a 103-acre parcel that he called me to come help him with. His wildlife goals include:

1. Soil test and get food plots in order.
2. Create the best wildlife habitat possible.
3. Let bucks age and show their genetic potential.
4. Maintain the timber in a state that will create habitat preferred by turkeys to roost and keep them on the property.
5. Controlled burning and native browse management.

After walking and looking at the property, I had some critical habitat ideas for Josh to consider.

- Thin pine timber.
- Implement controlled burning when the thinning process is completed.



PHOTO BY KOLBY NORRIS

Client Kolby Norris has seen the benefits provided by Next Level Consulting.

- Clear out transition areas around established food plots.
- Create a few small cutovers for more open natural growth, bedding and food.
- Add some kill plots for children and guests to shoot does and not disturb the backside of the property, which will be more intensively managed for maximizing quality bucks

We'll talk to Josh in a future White-

tail News article about the management techniques he has started and the results that he has seen in food plots and native habitat management. We will hear about the plans and goals we have set and where he stands on many of them.

Being blessed to travel the country and go to various properties in many states, I've been as far north as Maine and south as Florida. All these properties are different, but each has one thing in common. They have a hunter/land manager who wants to get all he can from the property he is blessed to hunt and manage. That's where we can step in and save you some money.

Contact me when you're ready to discuss your management goals and how Whitetail Institute Next Level Consulting can help you achieve them. Jody Holdbrooks: (205) 269-5228, or [jody@whitetailinstitute.com](mailto:jody@whitetailinstitute.com).





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