



## Scope of Work

# Freelance Videographer

## Project Overview

**Philo Ridge Farm** seeks a freelance videographer to capture authentic, high-quality video footage that reflects the natural beauty, daily rhythms, and mission-driven work of our diversified, certified-organic regenerative farm in Charlotte, Vermont. The final deliverables will be a series of beautiful short films and curated video assets suitable for website use, social media, and promotional storytelling. We are looking for a videographer with a documentary-style perspective who excels at working with natural light, avoids heavy filters, and can portray the farm's people, landscapes, animals, and food program with honesty and warmth.

## Objectives

- Produce beautiful and visually compelling content that highlights the farm's agricultural practices, team members, livestock, landscape, research initiatives, and culinary spaces.
- Capture the authentic character and daily work of Philo Ridge Farm as a non-profit working farm and research-focused organization.
- Create a cohesive set of short promotional films and video clips for digital platforms.

## Key Filming Components

### 1. Team & Interview Footage

- On-camera interviews with the farm founders and key staff across Leadership, Farm, Garden, Livestock, and Culinary teams. These interviews may be used as footage, internal on-boarding material, or as voiceovers.
  - Important topic to cover: introduction to farm from the founders (their story, the purchase, the transition, the mission and vision) for on-boarding
- Candid, documentary-style footage of teams at work (e.g., fieldwork, animal care, food preparation).
- Capture audio that reflects natural soundscapes while ensuring clear dialogue.

### 2. Field & Production Footage

- Workers in the fields: planting, harvesting, tending crops, greenhouse tasks.
- Livestock scenes: cattle, sheep, pigs, chickens (both close-up and environmental shots).
- Research: researchers collecting soil samples in the field.
- Landscape footage showcasing the farm's fields, barns, pasture systems, and ecological features.

### 3. Drone Footage

- Aerial views of the farm's 500+ acres, farm buildings, pastures, and surrounding landscape.
- Seasonal and time-of-day variations (sunrise/sunset preferred when possible).

### 4. Culinary & Hospitality Footage

- Dining spaces, kitchen activity, food preparation, and plated dishes.
- Moments that reflect our farm-to-table ethos and guest experience.

## Seasonal Filming Plan

- Initial primary shoot: Summer 2026
- Optional additional shoots: Fall, winter, and spring to capture the full four-season story of the farm.\*
- Optional additional shoot for June speaker summit\*

*\*These additional shoots may be contracted separately depending on videographer availability, project needs, budget, and seasonal conditions.*

## Deliverables

- 3-5 short promotional videos (30-90 seconds each), each focusing on a theme such as:
  - Market Garden
  - Livestock & Land Stewardship
  - Food & Hospitality
  - Field Research
  - Classes & Events
- A library of 10-20 edited video clips (5-20 seconds each) optimized for social media.
- Color-corrected but natural-looking footage. No heavy filters or stylized effects.
- Raw footage organized and delivered to Philo Ridge Farm for future use.

## Style & Aesthetic Expectations

- Visually beautiful and compelling imagery.
- Documentary-style storytelling with an emphasis on natural light and “golden hours.”
- Minimal artificial staging; capturing real work, real people, and authentic moments.
- Rich, clean audio and subtle environmental sound design.

- Editing that reflects the calm, grounded, and intentional nature of the farm.

## Sample Timeline

- Initial project planning and shot list development: 1-2 weeks.
- On-site filming (summer shoot): 2-4 full days depending on weather and seasonal activity.
- Post-production editing and delivery: 3-5 weeks after final filming.

Additional seasonal shoots will follow a similar structure if pursued.

## Qualifications

- Experience with documentary or agricultural storytelling preferred.
- Ability to film high-quality interviews, fieldwork, and drone footage.
- Strong portfolio demonstrating skill with natural light and minimal-filter aesthetics.
- FAA-certified drone operator (or willingness to subcontract).
- Comfortable working outdoors in variable conditions and around animals, and indoors in professional kitchens.

## Budget & Compensation

Videographers are invited to submit:

- A proposed project budget or day rate
- Estimated production and editing timeline
- Portfolio or past work examples

## To Apply

Please send a brief expression of interest, portfolio samples, and your proposed budget to [olivia@olmacreative.com](mailto:olivia@olmacreative.com) by **March 20, 2026**.