2018 NY Dairy Farmer Survey
August 21, 2018

Presented to the PRO-DAIRY/NYFVI Joint Advisory Group
Survey Goals

• Understand the Characteristics of the Farms that Responded
• Understand the Management Tools and Information Resources NY Dairy Farms are Using
• Understand How NY Dairy Farms Like to Learn
• Prioritize Programmatic Areas
  • Understand Relative Importance of Specific Topics for Research and education
• Self Assessment: How do they feel their farm is doing.
Thank you for participating in this survey. The information gathered will help the New York Farm Viability Institute (NYFVI) and Pro-Dairy program better understand the research, education and training needs of your dairy business and help prioritize program development to support your business.

Note: We understand that it can be difficult to consider change when times are tight. The results from this survey will inform both near term and longer term programming. As always, we work to identify both low cost/no cost ways to improve your operations as well as ideas that can transform the industry.
Methodology

- Survey conducted online from July 9th to July 27th
- Link promoted via PRO-DAIRY email list
- NYFVI facebook page
- 148 individuals reviewed the first question
- 87 individuals completed the survey
- Error of margin at a 95% confidence level is plus or minus 10%
2018 NY Dairy Farmer Survey
Demographics of Respondents
“Who They Are”
Respondents by Number of Milking Cows

- **Less than 100 cows**: 19%
- **100 - 299 cows**: 21%
- **300 - 699 cows**: 14%
- **700 - 1499 cows**: 21%
- **More than 1500 cows**: 25%
Respondents by Number of Acres

- 500 and below: 32%
- 501-2,000: 31%
- 2,001-3,000: 16%
- 3,001-5,000: 16%
- 5,001 and larger: 20%

Total acres represented: 154,336
Respondents by Number of FT Employees

10 or less: 53%
26-50: 17%
11 - 25: 25%
55-100: 5%

1403 FT Employees among 85 farms
368 PT Employees among 52 farms
Respondents by Production Practices

- Conventional: 76%
- Organic Certified Dairy: 6%
- Grassfed Dairy: 5%
- Value Added Products: 13%

Note, because respondents were able to select more than one category the total universe is 101.
Please indicate which, if any, of the following technologies you are currently using or plan to adopt in the next 3 years:

- GPS Technology (51%)
- Activity Monitors (47%)
- Activity Systems for Reproduction (38%)
- Yield Monitors (35%)
- Satellite Imagery (28%)
- Rumination Collars (26%)
- Drone Imagery (19%)
- Variable Rate Seeders (18%)
- MP Robotics (17%)
- None of the Above (15%)
- Calf Auto Feeders (7%)
- Electronic Calving Monitors (5%)
- Other (1%)
Which of the following do you anticipate in the next 5 years?

- 52% Maintaining Herd Size
- 37% Significantly Increasing Herd Size
- 26% Value Added Enterprise
- 10% Transitioning
- 9% Changing Production Systems
- 6% Other
For each of the following items, please indicate your level of agreement.

- **My farm is well prepared for the future**
  - Strongly agree: 32%
  - Agree: 33%
  - Somewhat agree: 26%
  - Neither agree nor disagree: 9%
  - Somewhat disagree: 11%
  - Disagree: 3%
  - Strongly disagree: 2%

- **In the near future, successful dairy farms will use more technology and fewer workers**
  - Strongly agree: 33%
  - Agree: 36%
  - Somewhat agree: 20%
  - Neither agree nor disagree: 10%
  - Somewhat disagree: 9%
  - Disagree: 3%
  - Strongly disagree: 1%

- **In the near future, employees on dairy farms will need a different skill set**
  - Strongly agree: 32%
  - Agree: 32%
  - Somewhat agree: 26%
  - Neither agree nor disagree: 9%
  - Somewhat disagree: 9%
  - Disagree: 10%
  - Strongly disagree: 1%
2018 NY Dairy Farmer Survey
Mgmt Tools/Information Resources
Please indicate if your farm is currently using the following management tools:

- **Standard Operating Procedures**
  - Yes: 73.56%
  - No: 26.44%

- **Written Job Descriptions**
  - Yes: 59.77%
  - No: 40.23%

- **Regular Internal Meetings**
  - Yes: 55.17%
  - No: 44.83%

- **Advisory Meetings**
  - Yes: 63.22%
  - No: 36.78%

- **Is Mgmt Routine Sufficient?**
  - Yes: 49.43%
  - No: 50.57%
Please indicate which if any of the following tools your farm has actively used in the last 12 months:

- Progressive Dairyman
- Dairy One/DHIA/Dairy Comp 305
- Hoard’s Dairyman
- Dairy Herd Management
- CCE Regional or County Based Programs
- Discussion Groups
- Cornell Dairy Farm Business Summary
- Dairy Profit Monitor (Pro-Dairy)
- Farm Credit Northeast Dairy Farm Summary
- Pro-Dairy Conferences
- Dairy Business News
- Pro-Dairy Manager
- FarmCredit Dairy Profit
- Pro-Dairy Educational Webinars and Online Courses
- Other Dairy Herd Mgmt Software (eg Scout, PC-Dart)
- Other
- Dairy Dashboard (Dehm Associates)
New York is the number 1 activity state in the U.S. for DairyBusiness.com

- An average of 9.35% of U.S. traffic is NY based.
- An average of more than 1800 unique visitors a month from the State of New York
- Visitors average 3 visits per month and spend over 2 minutes on the website each time
- Roughly 30% of our users access the site from a mobile device
- Most visitors check or read the news and most (over 50%) go directly to the site by name recognition – not a google search, but rather going straight to the website’s domain address.
<table>
<thead>
<tr>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>NODPA News and listserve</td>
</tr>
<tr>
<td>Google news feed for dairy and agriculture related articles</td>
</tr>
<tr>
<td>Extension newsletter</td>
</tr>
<tr>
<td>Farm Journal</td>
</tr>
<tr>
<td>TMR Tracker</td>
</tr>
<tr>
<td>Progressive Forage Grower, Hay and Forage Grower, JDS</td>
</tr>
<tr>
<td>NYSCHAP</td>
</tr>
</tbody>
</table>
There are many ways to access information, learn new skills, and build knowledge. For your business, please indicate which tools you and/or your employees are most likely to utilize.

<table>
<thead>
<tr>
<th>Tools</th>
<th>All Likely</th>
<th>Neither likely nor unlikely</th>
<th>All Unlikely</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 day programs</td>
<td>92%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Websites</td>
<td>89%</td>
<td>3%</td>
<td>8%</td>
</tr>
<tr>
<td>Discussion group with peers</td>
<td>89%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>On farm sessions with extension educators or consultants</td>
<td>87%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>Trade publications</td>
<td>86%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Webinars</td>
<td>66%</td>
<td>13%</td>
<td>22%</td>
</tr>
<tr>
<td>Conferences (overnight)</td>
<td>63%</td>
<td>7%</td>
<td>29%</td>
</tr>
<tr>
<td>Interactive online training</td>
<td>53%</td>
<td>17%</td>
<td>30%</td>
</tr>
</tbody>
</table>

*All likely includes: Extremely likely, moderately likely, slightly likely.*

*All unlikely includes: Extremely unlikely, moderately unlikely slightly unlikely.*
Overall, do you feel these views are representative of the industry?

Does anything surprise you?
2018 NY Dairy Farmer Survey
“What They Told Us”
Which **ONE** of the following most accurately reflects your farm's needs?

*My business would most benefit from.....*

- **Ag Research 31%**
- **Employee Training 24%**
- **People Management 21%**
- **Business and Financial Mgmt 24%**

- My business would most benefit from employee training to improve day-to-day production practices.
- My business would most benefit from educational programs focused on business and financial management.
- My business would most benefit from programs focused on helping me become a better manager of people.
- My business would most benefit from innovative agricultural research.
### Employee Training Priorities ranked by TOP TWO—Extremely Important/Very Important

*For each topic please indicate how important assistance to help train your employees would be:*

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>TOP TWO</th>
<th>Extremely Important</th>
<th>Very important</th>
<th>Moderately important</th>
<th>Slightly important</th>
<th>Not at all important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milking practices and parlor operations</td>
<td>18</td>
<td>6</td>
<td>12</td>
<td>1</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Animal health and well being</td>
<td>16</td>
<td>8</td>
<td>8</td>
<td>5</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Heifer management</td>
<td>11</td>
<td>2</td>
<td>9</td>
<td>8</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Reproductive management</td>
<td>10</td>
<td>2</td>
<td>8</td>
<td>9</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Feed/nutrition management</td>
<td>10</td>
<td>3</td>
<td>7</td>
<td>7</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Improving forages/other feed crops</td>
<td>9</td>
<td>4</td>
<td>5</td>
<td>9</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Manure management</td>
<td>8</td>
<td>2</td>
<td>6</td>
<td>8</td>
<td>5</td>
<td>0</td>
</tr>
</tbody>
</table>

*Numbers reflect actual counts. Question was asked of respondents who selected employee training as their priority.*
Research Priorities Ranked by TOP TWO: Extremely Important/Very Important

*For each topic please indicate how important research to build knowledge that would be:*

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>TOP TWO</th>
<th>Extremely important</th>
<th>Very important</th>
<th>Moderately important</th>
<th>Slightly important</th>
<th>Not at all important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feed/nutrition mgmt.</td>
<td>21</td>
<td>9</td>
<td>12</td>
<td>5</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Improving forages/other feed crops</td>
<td>21</td>
<td>10</td>
<td>11</td>
<td>4</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Animal health and well being</td>
<td>20</td>
<td>9</td>
<td>11</td>
<td>5</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Reproductive mgmt</td>
<td>18</td>
<td>8</td>
<td>10</td>
<td>4</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Manure management</td>
<td>18</td>
<td>9</td>
<td>9</td>
<td>5</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Milking practices and milk quality</td>
<td>17</td>
<td>8</td>
<td>9</td>
<td>9</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Heifer mgmt</td>
<td>16</td>
<td>4</td>
<td>12</td>
<td>10</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Numbers reflect actual counts.
Question was asked of respondents who selected agricultural research as their priority.
Every farm has **strengths and areas that could be improved**. Please indicate you feel your farm performs on the following items:

- **Well trained and committed labor force**
  - Excellent: 16.09%
  - Good: 26.44%
  - Average: 52.87%
  - Poor: 4.60%

- **Financial management**
  - Excellent: 19.54%
  - Good: 20.69%
  - Average: 55.17%
  - Poor: 4.60%

- **Overall herd health**
  - Excellent: 24.14%
  - Good: 27.59%
  - Average: 48.28%
  - Poor: 4.60%

- **Cow comfort**
  - Excellent: 19.54%
  - Good: 37.93%
  - Average: 35.63%
  - Poor: 6.90%

- **Reproduction management**
  - Excellent: 31.03%
  - Good: 31.03%
  - Average: 36.78%
  - Poor: 1.15%

- **Milk quality**
  - Excellent: 25.29%
  - Good: 22.99%
  - Average: 48.28%
  - Poor: 3.45%

*Continues on next slide*
Every farm has **strengths and areas that could be improved**. Please indicate you feel your farm performs on the following items:

- Milking parlor operations
- Heifer management
- Crop management
- Machine management
- Overall facilities and land base

**Continued from previous slide**
Self Assessments ranked by TOP TWO: Excellent/Very Good

Every farm has strengths and areas that could be improved. Please indicate you feel your farm performs on the following items:

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>TOP TWO</th>
<th>Excellent</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Terrible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial management</td>
<td>75%</td>
<td>17</td>
<td>48</td>
<td>18</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Milk quality</td>
<td>74%</td>
<td>22</td>
<td>42</td>
<td>20</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Overall herd health</td>
<td>72%</td>
<td>21</td>
<td>42</td>
<td>24</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Well trained and committed labor force</td>
<td>69%</td>
<td>14</td>
<td>46</td>
<td>23</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Reproduction management</td>
<td>68%</td>
<td>27</td>
<td>32</td>
<td>27</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Overall facilities and land base</td>
<td>64%</td>
<td>9</td>
<td>47</td>
<td>26</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Crop management</td>
<td>61%</td>
<td>12</td>
<td>41</td>
<td>23</td>
<td>11</td>
<td>0</td>
</tr>
<tr>
<td>Milking parlor operations</td>
<td>59%</td>
<td>6</td>
<td>45</td>
<td>30</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Cow comfort</td>
<td>55%</td>
<td>17</td>
<td>31</td>
<td>33</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Machine management</td>
<td>49%</td>
<td>6</td>
<td>37</td>
<td>35</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>Heifer management</td>
<td>45%</td>
<td>4</td>
<td>35</td>
<td>37</td>
<td>11</td>
<td>0</td>
</tr>
</tbody>
</table>