

Dairying demands skilled business practices

ROSEMONT, Ill. - Thanks to improved methods and industrial ingenuity over the past decade, U.S. dairymen have been able to produce nearly the same quantity of milk despite 30 per cent fewer cows and 60 per cent less labor!

During the next 10 years there will be a doubling in milk output per man-hour because of even more efficient dairy systems and milking equipment, larger herd sizes and higher milk production per cow. These developments will help dairy

farmers maintain a reasonable return on their investment, management and labor. At the same time, intensifying competition will make the intelligent and skilled business practices so necessary today even more essential for attaining low costs and high returns from dairying.

Today's successful dairy requires teamwork and close attention to all phases of the dairy operation. While the modern dairyman doesn't have to be an expert in all areas of the operation, he does need general knowledge of the various professions having a direct bearing on his business. He also needs to be aware of the many management services available to him and use them as needed. Here are just a few of the concerns of today's dairyman.

Business records play an important role in the successful operation of a modern dairy farm. Many operators today participate in computerized business record programs.

Keeping accurate dairy production records, in particular, is a must for today's successful dairyman. Production tested herds consistently out-produce non-tested ones. Complete dairy production records provide the basis for developing and maintaining a top producing without

records to cull out low-profit cows effectively, the overall economic stability can be affected.

These records also provide dairymen with information on items which affect breeding efficiency: when to breed, when to turn cows dry, number of days dry, calving interval, etc.

The modern dairyman seeking to expand his operation must first plan ahead and determine profit potential through projected cash-flow plans or feasibility proposals which estimate construction and operating costs, profit projections, investments, labor needs, etc. (These services are available through lending institutions and University Extension departments.)

Many creditors require a cash-flow budget as a condition for granting a loan for expansion and will insist that borrowing be according to a plan.

Accurate data for the cash-flow statements is important. Estimating the cash-flow budget for coming years requires careful analysis of cow numbers, production potential, acres, crop yield, etc.

There are many successful joint ownerships involving fathers and sons, brothers and sisters, or even unrelated individuals among today's dairy farms. There

will be even more in the future.

Dairymen contemplating joint ownerships must make sure agreements and contracts are carefully prepared to consider the personal characteristics of the parties involved, duration of joint ownership, contributions, management, financial settlement and means of arbitration.

Dairy herds are expanding in size, and mechanization is becoming an integral part of the modern dairy farm. This makes the quality of labor hired even more important to the dairy manager.

Successful dairymen have found that hiring qualified labor more than offsets their added cost. In the near future, wage rates and fringe benefits in many areas will approach those for industry.

Labor for the actual job of milking constitutes over 70 percent of the total labor involved in dairying, so

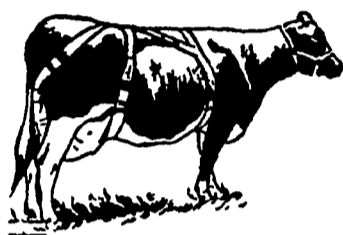
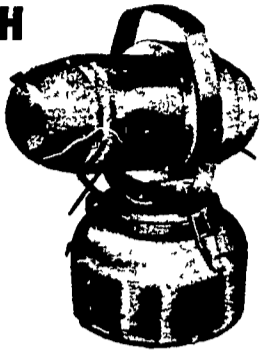
hiring qualified personnel supports the goal of most dairymen to further increase the efficiency of their milking system.

The growing influence of dairy cooperatives has involved many milk producers in the business end of marketing and merchandising milk and milk products. Individual awareness of the need for good organization and management in all aspects of milk marketing has become acute.

Active promotion of milk, in particular, has become the responsibility of every person involved in the dairy industry. Starting with the dairyman, the very image of how milk is produced on his dairy is important. The cleanliness and attractiveness of modern milking parlor systems has done much to enhance the image conveyed to the milk drinking public.

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