

Kohl Urges Dairy Leaders To Look Toward Future

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HARRISBURG (Dauphin Co.) — A major reason good dairy managers fail to pass their farm business on to the next generation is because they have not accumulated wealth.

That was the message from Dr. David Kohl, Virginia Tech professor and internationally-known ag economist.

Kohl spoke at a recent forum called "Managing Tomorrow's Agriculture Today" sponsored by Monsanto Dairy Business.

Younger family members on farms that have not accumulated assets over the years "can't survive managing the way (the older members) do," he said.

Kohl travels extensively, urging farmers and agribusiness people to take a "proactive" approach in creating a business environment that will attract up-and-coming generations.

"It is a big challenge to get Gen-X'ers to commit to dairying," Kohl said, referring to the generation of Americans now in their 20s and 30s.

Beside the challenge of keeping young people on farms that seem to offer too little in return for a large commitment, young people also tend to avoid living in economically depressed communities, including rural

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David Kohl tells dairy representatives that young people need to see dairying as an economically viable career.

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