

## INDUSTRY GROWTH

Visit the PRO-DAIRY Web site to sign up for e-Leader newsletter and for more program information: <http://www.ansci.cornell.edu/prodairy/>. Like us on Facebook: <http://www.facebook.com/pages/PRO-Dairy-at-Cornell/160696327285694>.

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# Growing the industry

Growing populations will require more food. Manufacturing capacity is increasing in the Northeast, which will increase demand for milk. How these demands are met is a challenge that will be faced on the farm. For some, that comes from producing milk more efficiently. For others, that will also include growing the farm. This issue focuses on dairy industry growth considerations. With growth comes new areas of management. Environmental management has been on the minds of many farmers who are planning for or considering an expansion, but PRO-DAIRY's Lee Telega points out water may be the next concern for dairy farmers as some watersheds and states begin to require water use reporting and permitting. PRO-DAIRY's Karl Czymmek reviews careful farmstead planning for

environmental compliance and teams up with Farm Credit East to create a model that demonstrates the financial impact of meeting environmental regulations. Cornell's Dr. Paula Ospina and Thomas R. Maloney review employee development. And, we hear straight from the farmer, in three farm profiles. Finally, part of being prepared for growth, is being informed. Mark your calendar for upcoming PRO-DAIRY programs, including the Dairy Profit Seminars at Empire Farm Days.

### FYI

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## Dairy Profit Seminars in the Dairy Seminar Center at Empire Farm Days

**Tuesday, August 7, 10:30 am. Use of technologies in herd and crop management.**

**Wednesday Aug 8, 10:30 am. Positioning the farm for the future.**

**Thursday August 9, 10:30 am. Group-housed dairy calf systems: yes it's for real but it has to be managed!**

Dairy Profit Seminars, sponsored by Cornell's PRO-DAIRY and Eastern DairyBusiness magazine, have become a regular stop for dairy producers, dairy farm staff and agribusiness professionals. This year's show is slated for August 7 through 9 at the Rodman Lott & Sons Farm near Seneca Falls, NY. Each ses-

sion starts at 10:30 am at the Dairy Seminar Center, located on the show grounds. They are free and open to the public, and will be followed immediately by industry updates from ADADC and the beef checkoff program and a picnic lunch.

## Application Period Open for Cornell Dairy Executive Program Class X

The Cornell Dairy Executive Program (CDEP) is now accepting applications for its next class that begins on December 2, 2012. CDEP provides a unique opportunity for businesses to invest in the leadership and management skills of progressive dairy managers. The program is designed to provide

dairy executives and agriservice personnel the opportunity to increase their skills in the key areas that are necessary to run a successful dairy business in the future while enhancing their understanding of the fast changing dairy industry.

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The Manager, a special section prepared by PRO-DAIRY specialists, is sponsored by Pfizer Animal Health and appears in Eastern DairyBusiness four times a year. In keeping with the PRO-DAIRY mission, The Manager helps strengthen the management skills of dairy producers and increase the profitability of the dairy industry. PRO-DAIRY, an educational program begun in 1988, is a joint venture of the New York State Department of Agriculture and Markets, Cornell University's College of Agriculture and Life Sciences, and Northeast agriservice organizations. For reprints of PRO-DAIRY's The Manager, contact Heather Howland, 272 Morrison Hall, Cornell University, Ithaca, NY 14853. Phone: 607.255.4478 Email: [hh96@cornell.edu](mailto:hh96@cornell.edu)

## THE MANAGER

the applicant. The third step is to use a rating scale, in an attempt to quantify each applicant's answers for comparison. An example interview check list is as follows:

**Hiring:** After you have scored the applicants and selected the top applicants, it is important to check references. When checking references you may want to ask previous employers the following questions:

1. What was the individual's job description?
2. How long did you employ the individual?
3. What was the individual's quality of work?
4. How much responsibility was the worker given?

5. How did the individual get along with fellow workers or agribusiness reps?

6. Was it necessary to provide very close supervision?

7. Why did this worker leave your farm?

8. Would you hire him/her again?

While checking references it is important to remember that previous employers may have furnished an inferior employee with a good reference to get him/her to leave, in addition previous employers may not feel comfortable saying negative things.

Once you select the successful candidate, it is important to set up a meeting with them, discuss the details of the job and follow The Top 10 Things Employees Expect From You. □

Application Period Open for Cornell Dairy Executive Program  
Class X *continued from page 25*

"CDEP has provided me with practical tools and ideas that I can take back to the farm and, with some modifications, implement immediately," said Josh Littlejohn of Forget-Me-Knot Farms, Kansas. "We have used concepts learned at CDEP related to everything from employee management to strategic planning on our farm. Many ideas come from the speakers CDEP brings in, but just as many ideas come from the other participants in the class."

After attending this program, 97 percent of Class 8 participants made changes in how they manage their business, and 93 percent said these changes improved their overall business.

Timely topics in dairy business management are presented by

a team of national experts from within and outside of the field of agriculture through three multi-day sessions over a 12-month period. Program content focuses on four different areas within the dairy business: business planning, financial management, human resource management, and risk management.

Participants who attend the program will develop 1- and 5-year strategic business plans through a comprehensive self-evaluation of their business, while building a network of dairy executives and business relationships. All sessions take place at The Statler Hotel on the Cornell University campus, where a typical day includes presentations, individual study, small group discussions and roundtable discussions with faculty.

Detailed information, including an application, can be found online at: [www.ansci.cornell.edu/prodairy/dairyexec](http://www.ansci.cornell.edu/prodairy/dairyexec).

## Group-Housed Dairy Calf Systems Conference

December 12-13, 2012

Doubletree Hotel, Syracuse, New York

Hold the date for this innovative symposium designed to provide progressive dairy producers and agriservice personnel the opportu-

nity to increase their knowledge of dairy calf group housing systems and feeding technologies. An evening session on December 12 is designed specifically for producers who have just converted to a group feeding system. For more information, visit [www.ansci.cornell.edu/prodairy/calfsystems](http://www.ansci.cornell.edu/prodairy/calfsystems)

## Operations Managers Conference: Managing for Consistency and Continuous Improvement

January 16 - 17, 2013

RIT Inn and Conference Center, Henrietta, New York

This conference provides an opportunity for people responsible for day to day activities to increase their management and operations

skills while interacting with other managers. Sessions on January 16 will be followed by a tour and interaction with a local dairy operations team on January 17.

For more information, visit [www.ansci.cornell.edu/prodairy/OMC/](http://www.ansci.cornell.edu/prodairy/OMC/)