

PRO-DAIRY: Essential to the Empire State



PRO-DAIRY is a nationally recognized extension and applied research program that provides business, environmental, and production management-related educational programs to New York dairy farms of all sizes. New York's dairy farms provide a strong foundation to the state's economy and are the largest segment of New York agriculture, generating nearly \$4 billion annually in farm gate revenue and upwards of \$12 billion overall.

FINANCIAL TOOLS FOR DAIRY BENCHMARKING AND DECISION MAKING

PRO-DAIRY specialists work with dairy farmers, agribusiness professionals, and extension educators across the state to improve dairy farm profitability and meet business and personal goals. From 2017-18, 115 farms -- representing nearly 120,000 cows -- that worked with PRO-DAIRY specialists on the Cornell Dairy Farm Business Summary and Analysis Program reinvested more than \$105 million in their businesses and increased jobs by nearly 2%. The Dairy Profit Monitor used by over 100 farms owning 96,000 cows, is an online business analysis tool providing participating farmers with a monthly snapshot of key operating parameters. It assists farmers with tracking their farm progress and trends, assessing the impacts of management changes and identifying areas of opportunity for improvement.

PROFESSIONAL DEVELOPMENT AND SKILL BUILDING FOR FARM OWNERS AND EMPLOYEES

PRO-DAIRY's Cornell Dairy Executive Program (CDEP) and the Academy for Dairy Executives provides farm owners and managers with the opportunity to develop their leadership skills and networking opportunities with their peers. Break-Thru Management Teams build valuable connections, sharing business performance data on a regular basis with the objective of improving their businesses. Online webinars and courses provide farm owners and employees with the opportunity to build their knowledge and skills in a variety of areas without leaving the farm.

PRO-DAIRY RESPONDS TO CHALLENGING ECONOMIC TIMES IN THE NEW YORK DAIRY INDUSTRY

PRO-DAIRY's expertise in business management, cropping systems, and herd management was harnessed once again to help our New York farms manage through these challenging times. Under the theme of "Managing in Challenging Times", PRO-DAIRY specialists prepared materials focused on "Ten Key Herd Management Opportunities During Low Margin Times", "Feeding Strategies During Challenging Times", "Key Opportunities to Optimize 2018 Crop Production Efficiency", "Do's and Don'ts for Dairy Farmers Facing Financial Difficulty", "Low Price Margin Herd Health Do's and Don'ts", and "Understanding Your Break-Even Cost of Production". This expertise reached the NY dairy industry in many ways -- from direct contact with dairy farmers to engagement with allied industry professionals, consultants, and extension educators, and through active work with dairy industry organizations. Articles were shared through PRO-DAIRY's online newsletter and social media, circulation 4,600; on PRO-DAIRY's website, 50,000 unique visitors annually; and published in *Progressive Dairyman*, circulation 9,100 Eastern US farms, plus 3,200 additional in NY and VT.

For more information contact Dr. Tom Overton, Director, at tro2@cornell.edu or (607) 255-2878

PRO-DAIRY Specialists provide expertise in farm-level economic development, environmental stewardship, on-farm renewable energy, and develop future farm leaders in New York by:

- Assisting farmers and allied industry in regulatory compliance to meet new requirements related to CAFO and farm safety training to meet new OSHA standards;
- Developing professional skills of owners and employees through the Cornell Dairy Executive Program, the Academy for Dairy Executives, Break-Thru Management Teams, and a growing online program presence;
- Inspiring young people through the Junior Dairy LEADER program to seek further education at SUNY colleges and Cornell, leading to careers related to dairy farming and allied agribusiness in New York;
- Collaborating with nearly 150 businesses and organizations to provide leadership within New York's dairy industry.