

Poll Questions from Minnesota Dairy Growth Alliance Summit, June 22, 2017:

How many cows do you have?

48% - I'm in industry, 5% - 0 to 150, 18% - 150 to 300, 9% - 300 to 500, 20% - 500 or more cows

How do we make small dairies more competitive?

- Access to capital for young/first time farmers.
- Automation
- Create opportunities to asset sharing; create employee pools
- Education on efficiencies available to them, even on a small scale, including marketing, locking in feed commodity prices, etc
- Focus on quality of milk vs. Quantity of cows and milk supplied.
- More grant type programs that allow small farms to use for improving technology or for expansions/improvements.
- Promotion
- Quality, efficiency, and transparency
- The small dairies need to get bigger
- More assistance for beginning farmers; limit the big farmers from getting bigger.
- Plan for future growth and future leaders
- Set up farm transition networks so that young people be paired with Farmers exiting the business and lending institutions
- Small producers must find their strengths, and delegate things that weaken their operation.

What comes to mind when you think of Midwest Dairy?

- Advocate
- An organized effort to serve the farmers by selling dairy products to consumers
- Building sales and trust
- Business partners
- Charged with promoting dairy products to consumers and advocating for dairy producers.
- Collaboration
- Consumer confidence
- Consumer confidence, increase milk sales, promotion
- Consumer promotion
- Consumers.
- Conveners
- Creativity
- Dairy business
- Dairy nutrition promotion
- Dairy promotion
- Dairy promotion informing consumers
- Education
- Fuel Up to Play60
- It's an organization that works to promote Dairy!
- Leadership
- Marketing
- Midwest Dairy is the organization that does PR and marketing for the dairy industry.
- Money
- More dairy sales
- "New products
- Innovation"
- Nutrition
- Platform
- Promoting the dairy industry
- **2 – Promotion**
- Promotion and research for dairy farmers
- Promotion... Advocacy...
- Resource
- Sell more milk.
- **2- Social license**
- Support
- UndeniablyDairy

MMPA/What word or topic comes to mind when you think of Minnesota Milk?

- 18 – Policy
- 9 – Education
- 6 – Advocacy
- 6 – Lobbyist
- 4 - Promotion
- 2 – Government
- 2 - Producers
- Convenes
- Dairy Day at Capitol
- Dairy expo
- Education and policy
- Legal
- Legislators
- Lucas
- Messaging legislators
- Milk
- Outreach
- Partner
- Providing influential info to both consumers and government officials
- Representation
- State organization Dairy
- Supporter
- Voice

MMPA/What policy issue would you like us to tackle in the next 12 months?

- 11 - Immigration
- 7 - Processing capacity
- 5 – Labor (2 of these paired with wage laws)
- 5 - Next Generation Opportunities
- 3 - Animal unit caps/permitting/feedlot rules
- 3 - Health insurance
- 2 - Manure management
- 2 - Price
- Buy The Farm utilities condemnation and taking of land rights
- Consumers
- Focus on state policy issues only
- Make dairy biggest Ag sector for state MN to focus on.
- Milk hauling
- Milk marketing
- Social licensing
- Trade
- University funding

MMPA/What educational topics do you want more of, or which ones are we missing?

- 5 – Safety
- 4 – Beer
- 2 - Employee relations
- 2 – Profitability
- 2- Technology
- Advanced technology
- Career
- Consumer conversations
- Crisis
- Data management
- Estate planning
- Exports
- Generational transition
- Grants available
- Health care
- Lactose intolerance
- Lean
- Market awareness
- Money
- Plant juice
- Profitability
- Regulation
- Robotics
- Spanish resources, employee retention, immigration
- Transition to the next generation and resources
- Value of Membership
- Why consumers affect us

MMPA/What MN Milk membership benefit offers you the greatest value?

- 35% - Policy efforts
- 35% - Advocacy for MN dairy farmers
- 16% - Networking with peers
- 6% - Up to date news in the dairy industry
- 6% - Education opportunities
- 0% - Helping the next generation of dairy farmers

What have you learned so far?

- Advertising still interests people
- Consumers matter
- Consumers wants
- Education
- Enthusiasm
- Focus on school lunches
- Great partnership
- Great People
- Great staff
- History of mn milk
- Increased exposure to milk
- Increasing milk's presence in grocery store through consumer research
- Learned what woke is
- Lots of moving parts in MN Milk and MDA
- Lucas vs. Lucas

- MDGA
- Neither lucas is good looking.
- People may have misinformation, but they are never wrong about how they feel.
- Progress
- Relationship between Midwest Dairy and Mn Milk
- Review - great explanation of joint work between MDA and MMPA
- SidebySide with Consumer/Producer
- Successes of MDA
- Super team
- What MMPA does
- Who are the people in MN Milk and MDA

UMN/Endres: What is one thing you would like the U of M to do for you?

- 4 - Build a new dairy barn/research facility
- Dairy foods research
- Develop new products to increase sales
- Economic analysis/return tools
- Educate
- How can farms request help with certain individual evaluation studies? Contact info and cost?
- Innovate
- Is there any place for small farms under 200 cows to remain profitable in the future
- Keep up the great work CVM
- Listen and work with us
- More dairy vet students.
- More open resources, peer group mediator. Give people place to meet solve issues. Basically a puzzle room for producers.
- Offer a two-year dairy production management short course
- Validate practices

UMN/Berning: What are your current business education needs?

- 6 - Succession
- 2 - Depreciation
- Determine whether to grow or not
- Employee relations
- Employee training
- Expansion projections
- Farm team communication
- Financial Statements
- HR and wage laws
- Lean manufacturing
- understanding-financial-analysis-ratios-better

Based on what you've heard, what would you like the MGDA steering committee to work on? What holes need to be filled?

- 3 – Processing Capacity
- Attitude
- Beer
- Dairy product development
- Dairy product innovation
- "Dairy products, Immigration, Infrastructure updates plants"
- Employee issues
- Focus on market and product development
- Improving in farm dairy efficiency
- More dairy production and food innovation research
- More farmer input with dairy production research and outreach
- New dairy facilities at u of m
- Nutrition should be more important than efficiency
- Positive training using correct science in education of teachers, dietitians, etc anyone that will be working in the food program
- Product sales
- Small to mid sized dairy business sustainability
- Social licensing
- Stimulate collaboration across the dairy industry