



THE BUSINESS OF DAIRYING

Who We Are:

Dairy Enterprise Services (DairyES) is a business solutions resource for today's dairy industry - a business where progressive dairy producers, as well as the allied industry, can find answers to modern-day problems and opportunities. Dairy producers and other agricultural businesses in the dairy sector have confidence that DairyES will deliver the information, alternatives and advice needed to proactively manage their businesses.

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Resources for Today's Dairy Industry

If you believe in managing change and are considering steps to improve the productivity and efficiency of your business, Dairy Enterprise Services can help you meet your goals. To learn more about Dairy Enterprise Services and how we can lead your business through the process of managing change, please contact us:

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“I wish someone could tell us what to do next.”

Dairy families all across the country are making this very statement. For many, the fact that they have survived that recent milk price “slump” is testament of their passion and tenacity. While some of these businesses have a firm plan for their future continuance and growth, most know only that they are unwilling to continue doing things the same old way.

Anyone involved in this industry can think of a number of farms where the family operates on autopilot. These farms are the ones if someone told them that they could not speak to one another for two weeks, everything would be taken care of - crops would be planted, cows milked and bred and feed would be delivered as needed. But if we asked these same families when they last sat together as a group

and discussed their ten-year vision and business plan, the answer in 99% of the cases would be “never.”

Talking about the future is difficult for most peo-

ple because the future likely implies *change* and by definition, is *unknown*. For those families who realize they must conduct business differently in the coming years, many do not know how to identify their own strengths and

weaknesses or how their talents and resources can fuel their future.

Dairy Enterprise Services can guide families through this early planning process. The

Project Frame-Up consulting service provides substantial input to families who are asking themselves “What should we do next?” or “What can we be when we grow up?” DairyES could be thought of as the facilitator for the “futuring” discussion your family has never had. We will help identify your business’ strengths and weaknesses. Through the *Project Frame-Up*, families will better understand how to

better position the dairy operation to help them meet their personal goals. Most importantly, after completing this soul searching process, the family will be able to answer the question: “What can we become?” 

