



2008 Kentucky Dairy Extension Survey: A Needs Assessment



If you would prefer to complete the survey electronically, you may complete the survey at:
<http://www.ca.uky.edu/cale/dsp.html?SID=203109Pwd=2b33/>



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Dairy Extension Programming

1.) How often do you attend seminars or meetings away from the farm? (check the SINGLE box that best describes your situation)

- At least twice per month
- Monthly
- Quarterly
- Twice per year
- Annually
- Never

2.) What months work best for you to attend off-farm meetings or seminars? (check ALL that apply)

- | | |
|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> July |
| <input type="checkbox"/> February | <input type="checkbox"/> August |
| <input type="checkbox"/> March | <input type="checkbox"/> September |
| <input type="checkbox"/> April | <input type="checkbox"/> October |
| <input type="checkbox"/> May | <input type="checkbox"/> November |
| <input type="checkbox"/> June | <input type="checkbox"/> December |

3.) Which of the following reasons describe why you do not attend more meetings? (check ALL that apply)

- Meetings do not provide useful information for my operation
- Meetings are offered at the wrong time of day
- Meetings are offered at the wrong time of year
- Not enough interest
- Not enough time
- Meetings tend to cover the same topics repeatedly
- Meetings are not offered at a convenient location
- Other _____

4.) Which of the following are good times to have local or regional dairy extension meetings? (check ALL that apply)

- | | |
|---|---|
| <input type="checkbox"/> 8:00 to 10:00 AM | <input type="checkbox"/> 4:00 to 6:00 PM |
| <input type="checkbox"/> 10:00 AM to 12:00 PM | <input type="checkbox"/> 6:00 to 8:00 PM |
| <input type="checkbox"/> 12:00 to 2:00 PM | <input type="checkbox"/> 8:00 to 10:00 PM |
| <input type="checkbox"/> 2:00 to 4:00 PM | |

5.) How useful would you find the following programs/tools? (check a SINGLE box for each item)

	Not Useful	Moderately Useful	Very Useful
Case studies describing dairy extension success stories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dairy business management skills training program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dairy modernization planning/training/consulting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employee management training program for dairy owners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instruction on calculation/interpretation of financial records	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instruction on interpretation of rations/communicating with nutritionists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Introductory computer skills instruction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Investment analysis training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Milker training schools offered in English	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Milker training schools offered in Spanish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-farm troubleshooting/opportunity identification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online training/webinars (any topic)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organized tours of dairies in other states	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PCDart training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spreadsheets to examine economic implications of various management decisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6.) Please indicate your familiarity with the following: (check a SINGLE box for each item)

	Unfamiliar	Moderately Familiar	Very Familiar
Dairy Beef Quality Assurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dairy Feeding and Management Clinics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kentucky Dairy Notes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kentucky Dairy Partners meeting (formerly Kentucky Dairy Conference)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Master Cattleman	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Master Grazer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Management First	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sustainable Dairy Systems Manual	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UK Animal and Food Sciences Website: Dairy Information Resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7.) In your opinion, what priority should the University of Kentucky Dairy Extension Team place on the following? (check a SINGLE box for each item)

	Low	Medium	High
Conducting local and regional extension programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilitation of farm management teams	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-farm applied research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-farm planning/troubleshooting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing written/printed information for producers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8.) Which of the following are effective ways to communicate information with you? (check ALL that apply)

- | | |
|--|---|
| <input type="checkbox"/> Agriculture newspapers (Example: Farmer's Pride) | <input type="checkbox"/> Blogs |
| <input type="checkbox"/> Electronic newsletters from UK Dairy Extension Team | <input type="checkbox"/> Individual farm visits |
| <input type="checkbox"/> Indirectly through allied industry/consultants | <input type="checkbox"/> Local or regional meetings |
| <input type="checkbox"/> On-farm demonstrations | <input type="checkbox"/> Podcasts |
| <input type="checkbox"/> Printed extension fact sheets | <input type="checkbox"/> Printed farm magazines (Example: Hoard's Dairyman) |
| <input type="checkbox"/> Printed newsletters from county agriculture agents | <input type="checkbox"/> Printed newsletters from UK Dairy Extension Team |
| <input type="checkbox"/> Radio programs | <input type="checkbox"/> Television programs (Example: RFD TV) |
| <input type="checkbox"/> University of Kentucky website | <input type="checkbox"/> Video tapes/ DVD's |
| <input type="checkbox"/> Other: _____ | <input type="checkbox"/> Webinars |

Dairy Decision Making

9.) When making decisions for your dairy, how important are the following factors in guiding your decisions? (check a SINGLE box for each item)

	Not Important	Important	Very Important
Advice from consultants/nutritionists/veterinarians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advice from UK Cooperative Extension Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conferences and trade shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consultation with business partners/family members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consultation with neighboring farmers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employee input	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
End of the year efforts to avoid paying taxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Formal decision-making techniques (investment analysis, decision trees, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informal calculations to examine financial impact (paper, spreadsheets, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intuition/gut feeling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Printed magazines/publications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10.) Which of the following factors influence decisions made on your farm? (check ALL that apply)

- Ability to cash flow
- Anticipated reaction from consumers
- Availability of funds to pay for investments
- Desire to be the first to use a new practice
- Government regulations
- Impact on the business's long-term financial performance
- Impact on the business's short-term financial performance
- Impact on employee morale
- Prestige/pride/reputation associated with the outcome
- Time needed to implement decision
- What your neighbor is doing

11.) How frequently do you formally reevaluate your long-term business strategy with consideration of emerging issues/opportunities? (check the SINGLE box that best describes your situation)

- | | |
|---|---|
| <input type="checkbox"/> More than once per month | <input type="checkbox"/> Twice per year |
| <input type="checkbox"/> Monthly | <input type="checkbox"/> Annually |
| <input type="checkbox"/> Quarterly | <input type="checkbox"/> Never |

12.) Which of the following items do you use to evaluate the success of your dairy operation? (check ALL that apply)

- Ability to pay operating expenses without incurring unnecessary debt
- Keeping a balance in the checking account
- Minimizing tax obligations
- Net farm income per cow
- Performance compared to other dairy producers
- Producing superior quality milk
- Production per cow
- Quality of life
- Reputation among other dairy producers
- Return on assets/return on equity
- Time off/time with family
- Well-being of animals in the herd
- Other (please specify): _____

13.) Adoption of automated monitoring technologies (examples: pedometers, electrical conductivity for mastitis detection) in the dairy industry has been slow thus far. Which of the following factors do you feel have impacted these modest adoption rates? (check ALL that apply)

- Too much information provided without knowing what to do with it
- Not reliable or flexible enough
- Poor technical support/training
- Poor integration with other farm systems/software
- Undesirable cost to benefit ratio
- Not familiar with technologies that are available
- Better alternatives/easier to accomplish manually
- Too difficult or complex to use
- Compatibility issues
- Not enough time to spend on technology
- Not useful/does not address a real need
- Fear of technology/computer illiteracy
- Failure in fitting with farmer patterns of work
- Lack of perceived economic value
- Immature technology/waiting for improvements
- Lack of standardization
- Other (please specify) _____

14.) How would you describe the milking system you currently use?(check the SINGLE box that best describes your situation)

- Stall barn with buckets or pipeline
- Flat parlor
- Pit parlor

a.) How many stalls are in your milking facility?
_____stalls

b.) How many milking units do you use?
_____units

18.) Who else is involved in the farm operation? (check ALL that apply AND indicate how many people are involved within each category selected)

- Spouse
- Parent(s) _____
- Children _____
- Other relatives _____
- Non-related employees (50 hours for one full time employee) _____

19.) How would you describe your role in this dairy farm operation? (check the SINGLE box that best describes your situation)

- I am the primary farm operator, joint operator, a partner, or one of the several key decision makers on this farm
- I am the spouse of one of the key decision makers on this farm
- I am a hired farm manager with no ownership interest in this farm
- Other (please specify): _____

20.) Approximately what proportion of your total household income comes from farming? (check the SINGLE box that best describes your situation)

- All of our income is from farming (no off-farm or non-farm income)
- More than half of our income is from farming
- Our household income is evenly split between farm and off-farm sources
- Most of our income is from off-farm sources (wages, salaries, pensions, income from non-farm businesses, or dividends and interest)

15.) Which one of the housing types listed below do you consider the primary housing for your milking herd?

- Bedded pack (straw) housing
- Compost bedded pack (sawdust) housing
- Existing building(s) converted to freestall housing
- New (<10 years) or modern freestall barn(s)
- No housing (cows are outside year-round)
- Tie stall or stanchion barn

16.) Which of the following best describes your type of dairy production system ? (check the SINGLE box that best describes your situation)

- Pasture-grazing
- Partial confinement
- Total confinement

17. Please complete the table below by filling in an answer for each question.

Age of primary operator	
Current number of cows (milking and dry)	
Projected number of cows in 2013 (milking and dry)	
Number of heifers - on farm	
Number of heifers - with custom heifer raiser	
How many times per day are cows milked on your farm?	
Average milk production (pounds per cow per day)	
Average SCC (cells/mL)	
What is the predominant breed of your herd?	
What is the primary county where your herd is located?	

Dairy Topics

21.) In developing dairy extension programs and publications, what level of importance should the University of Kentucky Dairy Extension Team place on the following topics? (check a SINGLE box for each item)

	Not Important	Important	Very Important
Nutrition:			
Evaluation of alternative feeds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeding management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Forage/silage management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grazing/pasture management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ration troubleshooting/formulation-heifers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ration troubleshooting/formulation-milking cows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selection of forage varieties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transition cow feeding/management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health:			
Dairy biosecurity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disease economics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disease prevention/vaccinations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disease treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lameness/hoof health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mastitis/milk quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reproduction/Genetics:			
Artificial Insemination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crossbreeding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Genetic selection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reproductive management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Synchronization protocols	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Management:			
Commodity prices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community dairies (multiple producers working together)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dairy modernization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Decision economics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expansion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financial management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labor/employee management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Operational benchmarking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organic dairying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price risk management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard operating procedures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Third party certification programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transfer of farms to younger generation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transitioning out of the dairy business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whole farm business planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General Management:			
Animal well-being	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contract heifer raising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cow comfort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cutting edge technologies for modern dairying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dairy production records (Example: DHI)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facility planning/construction/renovation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manure management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Milking equipment/systems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Odor control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organic dairying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price risk management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

