

SURVEY OF DAIRY PRODUCERS FOR UW-EXTENSION
 This is a confidential survey – your individual responses will not be disclosed.

Producer Profile

Age _____

Number of Years Farming _____

Gender _____

Education

Less than High School College Graduate (4 yr)

High School Degree Advanced Degree

Tech Schl/ Short Course Other _____

Off-Farm Income

Yourself – Percent off farm _____

Spouse – Percent off farm _____

Years Intending on Actively Farming

Less than 5 years

5-10 years

More than 10 years

Who will take over farm after you?

Child

Other relative/partner

No one, farm will likely stop producing milk

Not sure, farm will likely continue producing milk

Not sure, farm will likely stop producing milk

Dairy Information

Number of cows (including dry cows) _____

Number of heifers – on farm _____

 Custom heifer raiser _____

Average milk production _____ (lbs/cow/day)

Average SCC _____ (last month – milk plant)

Current Facilities:

Housing for milk cows:

Freestalls

Tiestalls/stanchions

Other _____

Milking facilities:

Pit Parlor

Milked in stalls (pipeline)

Other _____

Goals for the next 5 years (all that apply):

No change

Leave Farming

Modernize

Manure system

Housing

Milking Facilities

Other _____

Expansion

Add more cows

Number of cows (including Dry) in 5 years _____

Other? _____

Increase Efficiencies

Reduce Herd Size

Go Organic

Other _____

Others involved in the Farm Operation

Parent

Spouse

Children no. _____

Other relatives _____

Number of Employees _____ (50 hours for one full time employee)

Information/Research/Programs Needed

What areas do you need more research/information/programs?

	None							More
	1	2	3	4	5	6	7	
Employee training	1	2	3	4	5	6	7	
Milk Quality	1	2	3	4	5	6	7	
Dairy Modernization	1	2	3	4	5	6	7	
Reproductive Management	1	2	3	4	5	6	7	
Dairy Facilities	1	2	3	4	5	6	7	
Dairy Nutrition	1	2	3	4	5	6	7	
Dairy Price Risk Management	1	2	3	4	5	6	7	
Dairy Production Records	1	2	3	4	5	6	7	
Manure Management (systems)	1	2	3	4	5	6	7	
Transition Cow Management	1	2	3	4	5	6	7	
Forages	1	2	3	4	5	6	7	
Dairy Biosecurity	1	2	3	4	5	6	7	
Foot Health	1	2	3	4	5	6	7	
Genetics	1	2	3	4	5	6	7	
Dairy Replacements (Heifers & Calves)	1	2	3	4	5	6	7	
Financial Management	1	2	3	4	5	6	7	

What areas do you need more research/information/programs? (cont'd)

	None							More
	1	2	3	4	5	6	7	
Whole Farm Business Planning	1	2	3	4	5	6	7	
Land Use Issues	1	2	3	4	5	6	7	
Grazing	1	2	3	4	5	6	7	
Organic Farming	1	2	3	4	5	6	7	
Other _____ ??								

Information Sources:

Where do you get your information to run your business?

	Importance						
	Low			High			
	1	2	3	4	5	6	7
Nutritionist / Consultant	1	2	3	4	5	6	7
Veterinarian	1	2	3	4	5	6	7
Pharmaceutical Rep.	1	2	3	4	5	6	7
Milking Equipment Rep.	1	2	3	4	5	6	7
Radio	1	2	3	4	5	6	7
Television	1	2	3	4	5	6	7
Web/Internet/Email	1	2	3	4	5	6	7
Extension Newsletter	1	2	3	4	5	6	7
Ag. Newspapers (State Farmer, Agriview)	1	2	3	4	5	6	7
Monthly Publications (Hoards, Dairy Today etc)	1	2	3	4	5	6	7

Role of Extension

What should be the priority for the UW-Extension Dairy Agent?

	Low							High
	1	2	3	4	5	6	7	
On Farm Consulting	1	2	3	4	5	6	7	
On Farm Research	1	2	3	4	5	6	7	
Group Meeting/Teaching	1	2	3	4	5	6	7	
Team Facilitation (Farm teams like Milk Money)	1	2	3	4	5	6	7	
Info Source for Producers (Newsletters, Radio, etc)	1	2	3	4	5	6	7	
Education of rural (non-ag) & urban community	1	2	3	4	5	6	7	
Youth Programs	1	2	3	4	5	6	7	

Connecting to Extension

Rate the County Extension Newsletter?

Low Excellent
 1 2 3 4 5 6 7

- Do not receive it
- Do not read it

Last time you went to an Extension meeting?

- This past year
- 1-3 years
- 3+ years
- Never

How often do you check your email?

- Never/don't have email address
- Once a month
- Once a week
- Daily

Do you use (surf) the internet/web (not email) to look for information?

- No
- Yes

How would you like to receive the County Extension Newsletter?

- In the mail
- Email
- Not at all
- Put in on the website

Other comments (say what you think, please!)
