



## **Farm and Risk Management Team**

# **Assessing the managerial capacity of dairy farm owners and operators**

In today's changing farm environment, producers are required to take on more of a managerial role on their farms. For many producers, working with employees, whether they are family or non-family, is a challenging experience.

## **Response**

To help dairy farmers to assess their managerial strengths and weaknesses, a team of UW-Extension Agriculture and Natural Resources personnel in Wisconsin created the Management Assessment Center for Dairy Farmers. During a two-day workshop, dairy managers participate in a series of activities that allow assessors to evaluate nine major managerial attributes. At the end of the program, producers receive an individualized report analyzing their abilities, with suggestions on ways to capitalize on their strengths and suggesting programs or resources that would help them improve.

Funding for this program was made possible through a USDA grant focusing on dairy initiatives and administered through the Dairy Team.

## **Results**

- Thirty-three people have participated in assessment center experiences.
- On average, participating producers reported in a survey taken five months after they participated that they were 17 percent more competent in the selected managerial attributes
- The team plans to continue and expand this program and to offer managerial assessment centers at locations throughout Wisconsin.

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March 2006+