**PRO-DAIRY** -- enhancing the New York dairy industry through educational programs and applied research
PRO-DAIRY mission

“Facilitate New York State economic development by increasing the competitiveness and sustainability of New York’s dairy farm businesses through industry-applied research and educational programs that enhance farm profitability while advancing dairy producers’ and agri-business professionals’ knowledge, skills, and enthusiasm.”

PRO-DAIRY is CALS’ flagship statewide educational program focused on dairy farm-level outcomes either directly with producers or indirectly through agribusiness professionals
PRO-DAIRY Objectives

• Through educational programs, enhance persons' abilities to improve competitiveness, profitability, and sustainability of individual dairy farms and the total dairy industry

• Enhance the management knowledge and people skills of dairy farm owners, managers, employees and agri-service professionals

• Instill pride, enthusiasm and a sense of professionalism among members of the dairy community to improve the culture of the NYS dairy industry

• Link faculty and staff research programs to extension across multiple CALS departments and Cornell colleges

• Leverage alliances with agri-service professionals and regional/county-based CCE educators to improve the total impact of the program
PRO-DAIRY

- Funded directly from and through NYS Dept of Agriculture and Markets with legislative additions

- Leadership for Dairy Acceleration Program (NYS Dept. of Agriculture and Markets and Dept. of Environmental Conservation)

- Additional grant- and donor-based funding from several sources (NYFVI, USDA-NIFA-AFRI, NYSERDA, Farm Credit East, other donors (JDL)}
PRO-DAIRY NYS funding 2018-19

• $1,201,000 through NYS Dept. of Agriculture and Markets for core PRO-DAIRY program
  • ($822,000 in Executive Budget; remainder added by NYS legislature)

• Dairy Acceleration Program
  • $150,000 from NYS Dept. of Agriculture and Markets (Dairy Acceleration Program)
  • ~$530,000 for 2018-19 (5-year total 2018 to 2023 ~ $2.6 million) from NYS Dept. of Environmental Conservation (Dairy Acceleration Program)
PRO-DAIRY core themes

• Economic/business development and farm business management
• Youth and professional development
• Environmental stewardship and renewable energy
• Cropping and dairy management systems
PRO-DAIRY team

- Jason Karszes M.S., Anna Richards and Lauren Hill (as of 01/02/19)
  - Farm Business Management, Business-focused Discussion Groups, Business Analysis, management educational programs

- Karl Czymmek, J.D.
  - Field Crops and Nutrient Management/Environmental Policy

- Joe Lawrence, M.S.
  - Dairy Forage and Cropping Systems

- Curt Gooch, P.E., Peter Wright, P.E. (0.5 FTE), and Jennifer Bockhahn
  - Renewable Energy, Manure Systems Engineering; Dairy Facilities; Digital Agriculture

- Robert Lynch, D.V.M.
  - Dairy Herd Health and Management, online educational programs

- Debbie Grusenmeyer, M.P.S.
  - Dairy Youth Programs/Junior Dairy LEADER/Beginning Dairy LEADER

- Kathy Barrett, M.S.
  - Dairy Discussion Groups, Winter Dairy Management, CCE training, online educational programs

- Caroline Potter
  - Programs Coordinator, Dairy Acceleration Program, Empire Farm Days

- Julie Berry, M.S. (~0.7 FTE)
  - Communications

- Thomas Overton, Ph.D.
  - Professor of Dairy Management and Program Director
PRO-DAIRY participation in NY dairy industry “workgroups”

• CAFO workgroup
• Animal Well Being Workgroup
• Agricultural Workforce Development Council
• Dairy Issues Team
• Cow Power
• New York Animal Agriculture Coalition
• Partners for a Healthy Watershed
Cornell Cooperative Extension Regional Dairy, Livestock, and Field Crops programs

Also CCE county-based educators

CCE Harvest NY specialists related to dairy:
Tim Terry (facilities and farmstead planning)
Anika Zuber and Barb Williams (dairy processing)

Dr. Richard Stup, Agricultural Workforce Issues
SCNY Dairy and Field Crops
Janice Degni – dairy crops and manure management
Betsy Hicks – dairy nutrition
Mary Kate Wheeler – farm business management
Melanie Palmer – dairy production and management
A. Fay Benson – small farms focus

NWNY Dairy, Livestock and Field Crops
Mike Stanyard – crops, pest management
Margaret Quaasdorff – dairy production management
Ali Nafchi – precision agriculture
Jodi Putman – agronomy, nutrient management, forage quality, hemp,
Libby Eiholzer – bilingual dairy specialist, HR focus
Joan Sinclair Petzen – farm business management
Nancy Glazier – grazing, production management, marketing
CCE Regional Teams

CNY Dairy, Livestock and Field Crops

Kevin Ganoe – field crops specialist
David Balbian – dairy production management
Ashley McFarland – livestock production
Nicole Tommell – farm business management

North Country Regional Ag

Kitty O’ Neill – field crops and soils specialist
Mike Hunter – field crops, agronomy
Lindsay Ferlito – dairy production management
Dr. Kim Morrill – dairy production management
Kelsey O’Shea – farm business management
PRO-DAIRY and Cornell Cooperative Extension Collaborative Outreach

• Succession Planning Seminar
• Dairy Acceleration Program
  • Chobani
• Calving and Neonatal Training Workshops
• Academy for Dairy Executives
Succession Planning Kickoff Seminar for Farm Businesses

Hosted by Cornell CALS PRO-DAIRY, the South Central NY Dairy & Field Crop Team, Central New York Dairy & Livestock Team, NY FarmNet, and Cornell Cooperative Extension of Onondaga and Herkimer Counties

Topics:
• succession planning for farm businesses,
• tax, legal and estate implications,
• family communication,
• financial issues.

Three part follow up workshop series helping the farm move forward with their transition planning process.
The Dairy Acceleration Program

Launched in August of 2013, the Dairy Acceleration Program is designed to facilitate strategic business planning while maintaining commitment to environmental stewardship for New York’s dairy farms.

- Funds are provided through the New York Department of Agriculture and Markets, for business planning
  - 156 farms completed
  - 50 in progress
  - Avg. size 165 mature cows
- Additional funds provided by Chobani in fall of 2018
• Chobani sponsored meetings
• 5 locations in central southern tier
• Coordinated by CCE Teams and County Associations
• Resources for navigating decision making on the dairy
  • Dairy Acceleration Program Focus
Calving and Neonatal Calf Care Training

Regional shared program – Four locations in NY

DAY 1 - Care of the Cow and Calf During Calving
• Calving Assistance
• Assessing Calving Situations
• Delivery and Immediate Calf Care

DAY 2 - Caring for Neonates
• Initial Calf Care Considerations
• Medication and Supplementation (not specific protocols)
• Key Points in Sanitation
• Physical Exam of the Calf
• Methods for Medicating Calves
• Communication and Training for Successful Calf Care Program
Academy for Dairy Executives

• CCE Regional Teams, County Associations and PRO-DAIRY

• Initiated in 2010 with first program in Northern NY with subsequent annual rotation through western, central, and eastern NY
  • December 2018 – 9th class started in northern NY with 20 participants
“The Manager” insert in *Progressive Dairyman* magazine
   • 16-page quarterly section
   • Targeted circulation

PRO-DAIRY e-Leader monthly newsletter and e-Alerts
   • Email circulation to over 7,000 recipients
   • Upcoming PRO-DAIRY events, featured specialist programs, and NYS specific dairy industry information

PRO-DAIRY on the web
   • http://prodairy.cals.cornell.edu/
PRO-DAIRY Communications

e-Alert: MARCH 2018
Managing in Challenging Times

Ten Key Herd Management Opportunities on Dairy Farms During Low Margin Times

By: Tom Ovarto, Jason Karszes, Robert Yoch, Julio Giordano, and Mike Van Amburgh

Lighter and likely negative margins on many dairy farms now and for much of 2018 make it even more critical for dairy producers to focus their management skills on making sure that their herd management is tightest all that it can.

Feeding Strategies During Challenging Times

By: Tom Ovarto and Larry Chase

Difficult economics in the dairy industry now and likely for much of 2018 have herd owners and their advisors working to find opportunities to increase margins and/or cut costs. Using averages from 36 New York farms completing both the 2016 and 2017 Cornell Dairy Farm Business Summary.

Cornell CALS PRO-DAIRY Managing in Challenging Times e-Alert:

- Ten Key Herd Management Opportunities on Dairy Farms During Low Margin Times
- Feeding Strategies During Challenging Times
- Key Opportunities to Optimize 2018 Crop Production Efficiency
- Do’s and Don’ts for Dairy Farmers When Facing Financial Difficulty
- Third Progress Report of the Dairy Farm Business Summary
- Low Price Margin Herd Health Do’s and Don’ts
- Understanding Your Break-Even Cost of Production
Cornell Campus Based Resources

- CALS Faculty
- PRO-DAIRY staff
- CALS Extension – campus based headquarters
- Cornell Program on Dairy Markets and Policy
- Dairy Farm Business Summary and Analysis
- Agriculture Workforce Development Specialist – Dr. Rich Stup

- FarmNet
- Northeast Dairy Foods Research Center
- Nutrient Management SPEAR program
- Milk Quality Improvement Program
- Quality Milk Production Services (CVM)