




# Helping Hands

Guiding Farm Families  
Through Challenging Times

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# Headlines in Wisconsin Ag

*"Milk surplus causes concern"*

A scenic view of a rural landscape. In the foreground, there is a lush green field with some yellow wildflowers. To the right, a row of tall corn plants is visible. The middle ground features rolling green hills under a bright blue sky filled with large, white, fluffy clouds. A few trees are scattered across the landscape, including a prominent one on a hill in the center. The overall atmosphere is peaceful and pastoral.

## Headlines from the Monroe Evening Times in 1978

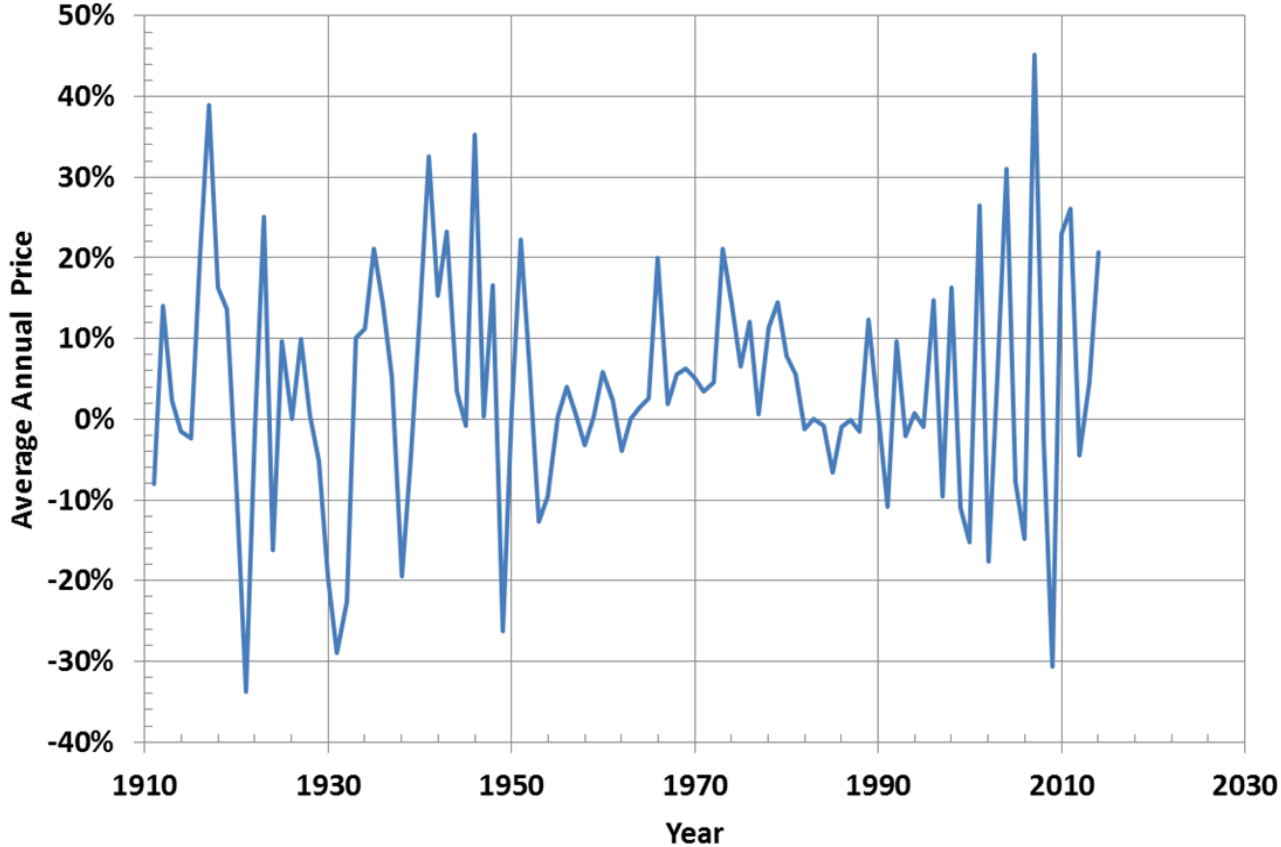


# Then and Now

	1978	2016
Dairy Farm Number	47,000	9,520
Average Herd Size	36	129
RHA	11,735	25,276
Corn Acres	3 Mill	3.1 Mill
Average Corn bu/acre	98	156
Bean Acres	220,000	1.8 Mill
Average Bean bu/acre	32	44

# WISCONSIN AVERAGE MILK PRICE

Annual percent change



SOURCE: USDA Wisconsin Agricultural Statistical Service (WASA)  
Historical data series (Updated to 2014 Data) [http://www.nass.usda.gov/Statistics\\_by\\_State/Wisconsin/Publications/Dairy/index.asp](http://www.nass.usda.gov/Statistics_by_State/Wisconsin/Publications/Dairy/index.asp)



# Wisconsin Farm Center

- Established in 1984 by statute
- No cost, confidential consultation
- Any challenge, opportunity or barrier
- Around 2000 calls per year
- Experienced, dedicated staff

A rural landscape with rolling green hills, a cornfield, and a cloudy sky. The scene is captured from a low angle, showing the texture of the grass and the rows of corn. The sky is filled with soft, white clouds against a pale blue background.

# Heightened Anxiety

Beyond weather and markets



## New Stress Points

- Legacy for an aging population
- Keeping up with the neighbors
- Meeting consumer preferences
- M&A's across the industry
- International trade
- Immigration – changes ahead?





# The Consultant's Briefcase

- Agricultural Knowledge
  - Production methods
  - Marketing opportunities
  - Operational challenges
  - Surviving the rough spots



# The Consultant's Briefcase

- Analytical Skills
  - Financial ratios and trends
  - Legal structures and planning
  - New opportunities
  - What is *really* at issue here?
    - Is there a message being sent?



# The Consultant's Briefcase

- Empathy & Resolve

*“People don’t care what you know until they know that you care.”*

# Farming's Three-Legged Stool

Producti  
on  
Practices



Business  
Practices



Personal  
Relation  
ships

# Production Practices

- SOP on a daily basis
- Achieve production benchmarks

# Business Practices

- Records to identify COP
- Risk management plans in place

# Personal Relationships

Avoid barn blindness

Reinvest

# Farms are built upon...

Communication

Culture



A scenic view of a rural landscape. In the foreground, there is a field of green corn. The middle ground features rolling green hills under a bright blue sky filled with large, white, fluffy clouds. A few trees are scattered across the landscape, including a prominent one on a hill in the center. The overall atmosphere is peaceful and natural.

Dwight D. Eisenhower

# Thank you

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