



Open to Ideas:

Information flow from dairy directions to dairy farmers

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Overview

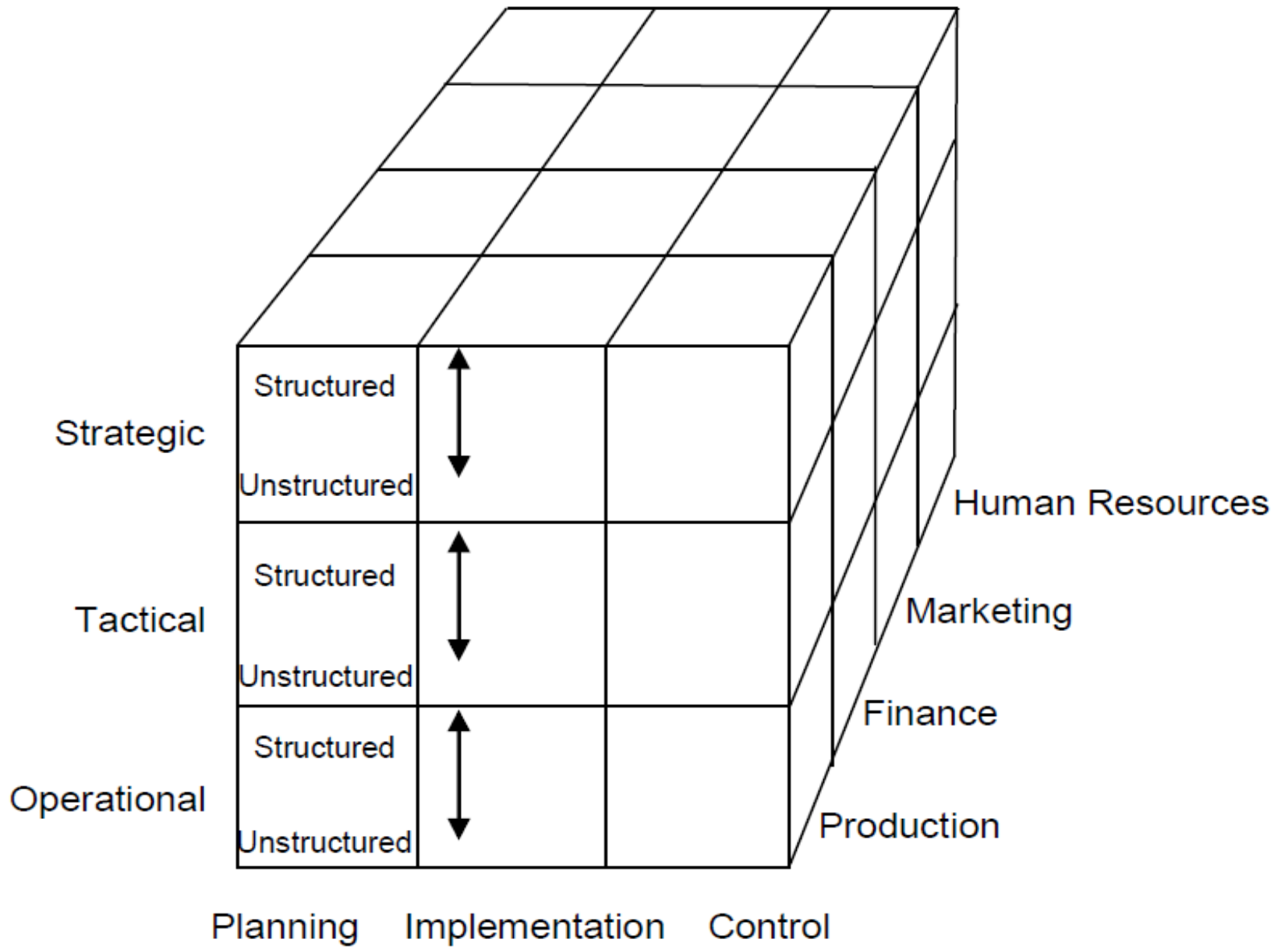
- What is Dairy Directions?
- What decisions farmers make
- What questions we consider
- Where farmers get information
- Who we target for extension
- How well it works

Dairy Directions

“What options do farmers running different dairy farming systems have to achieve their goals in an uncertain future?”

Classifying decisions

- Operational
- Tactical
- Strategic
- Structured to Unstructured



Our project

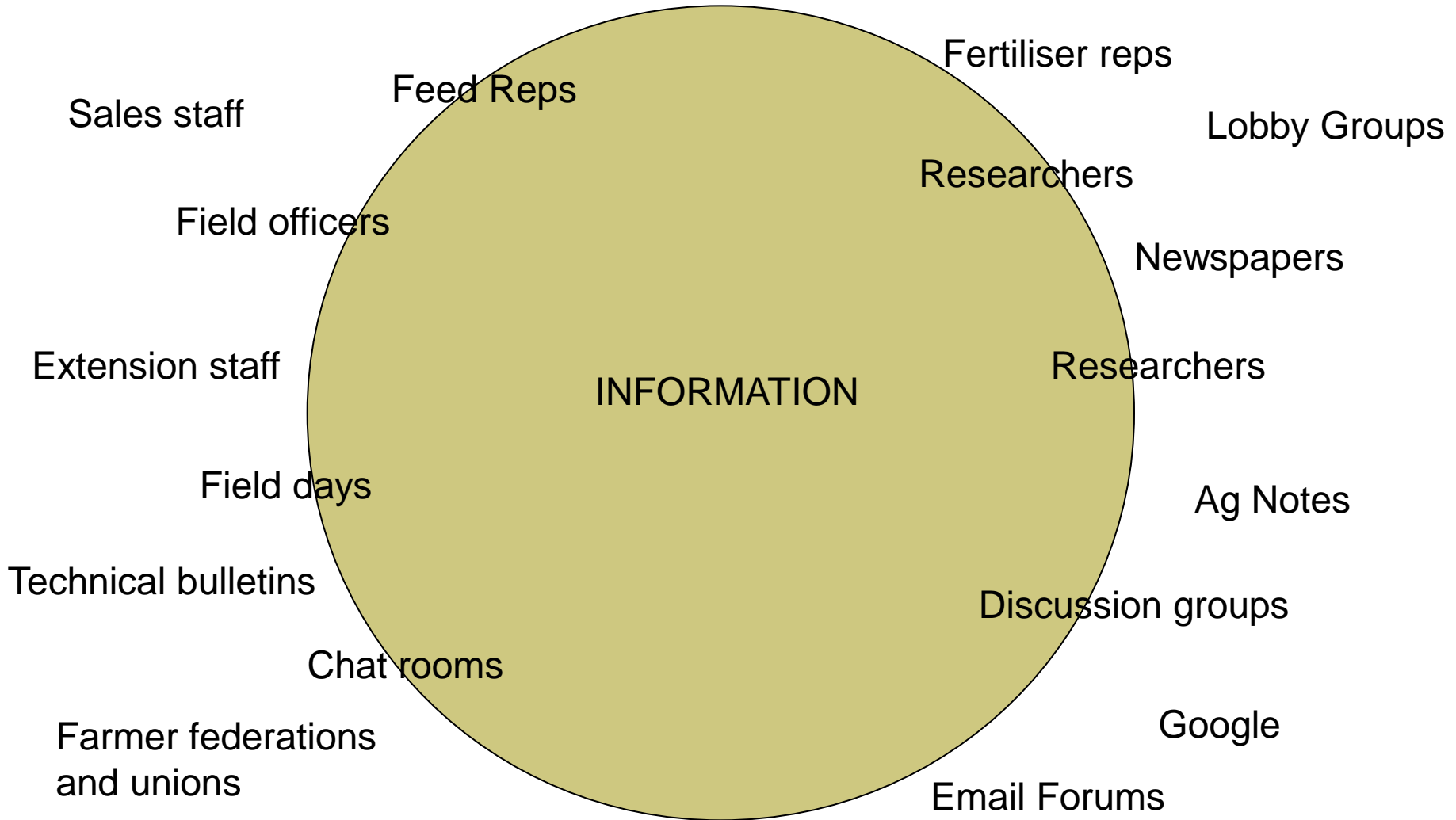
Major strategic changes

Whole farm system impact

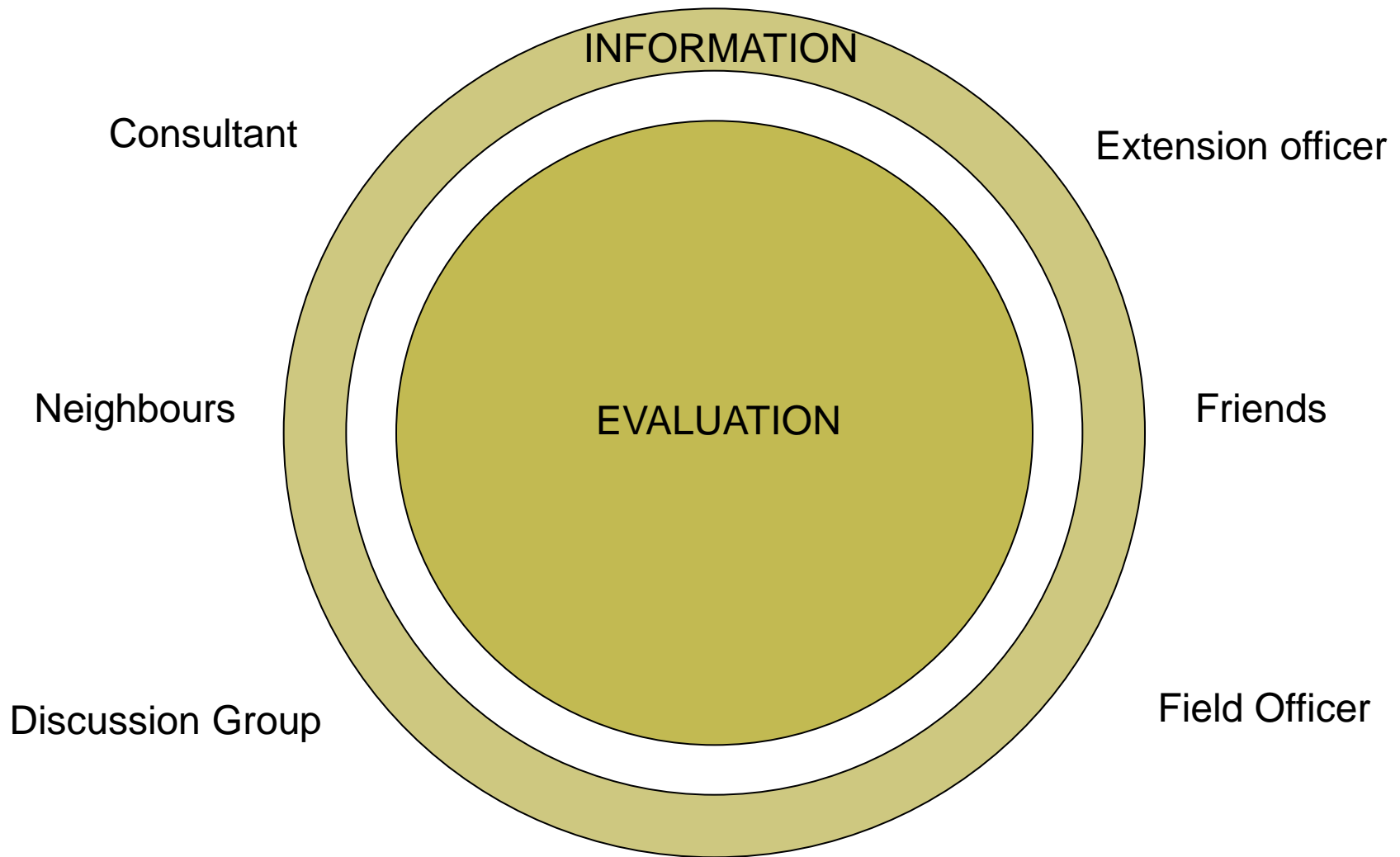
Over 10 years

Cash, profit, growth and risk

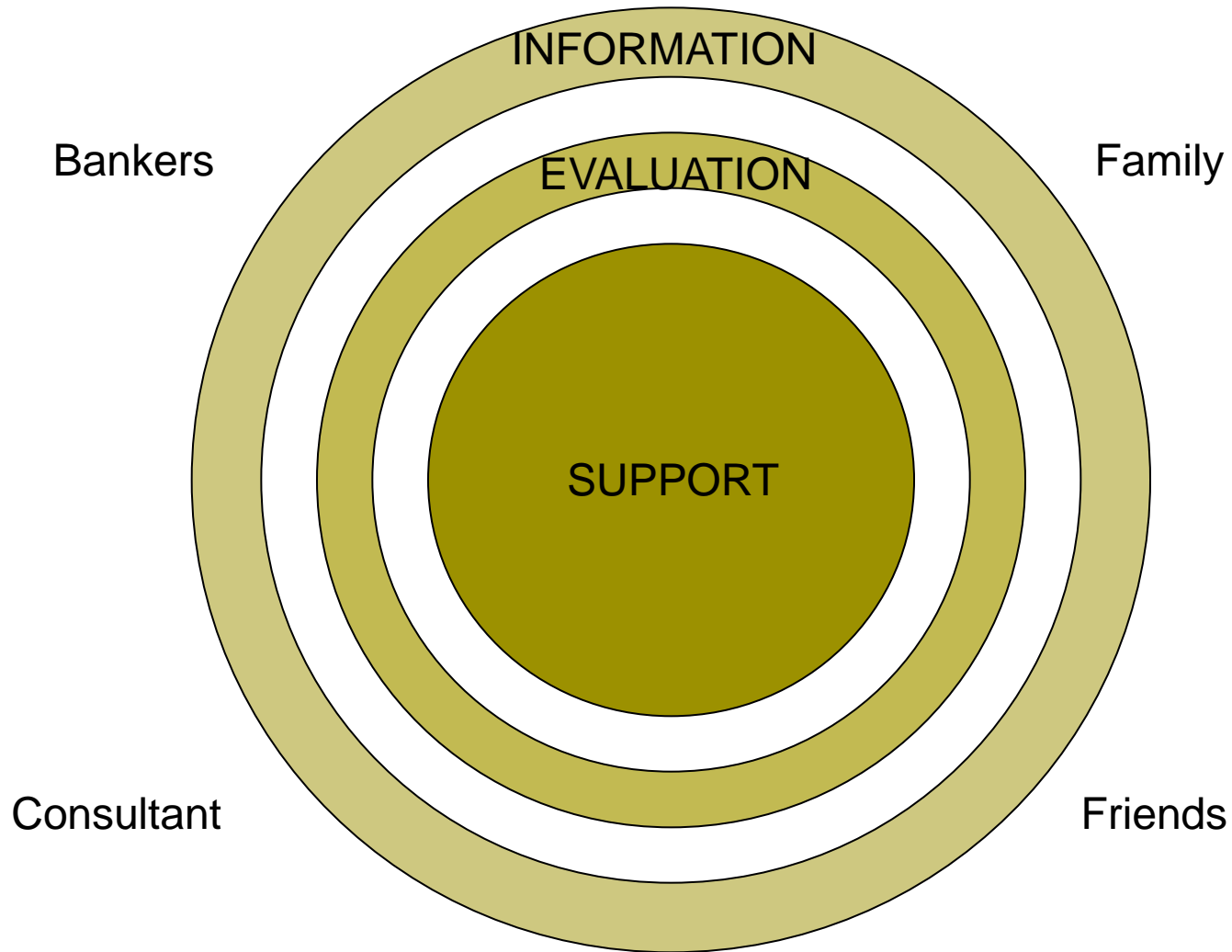
Where farmers find information



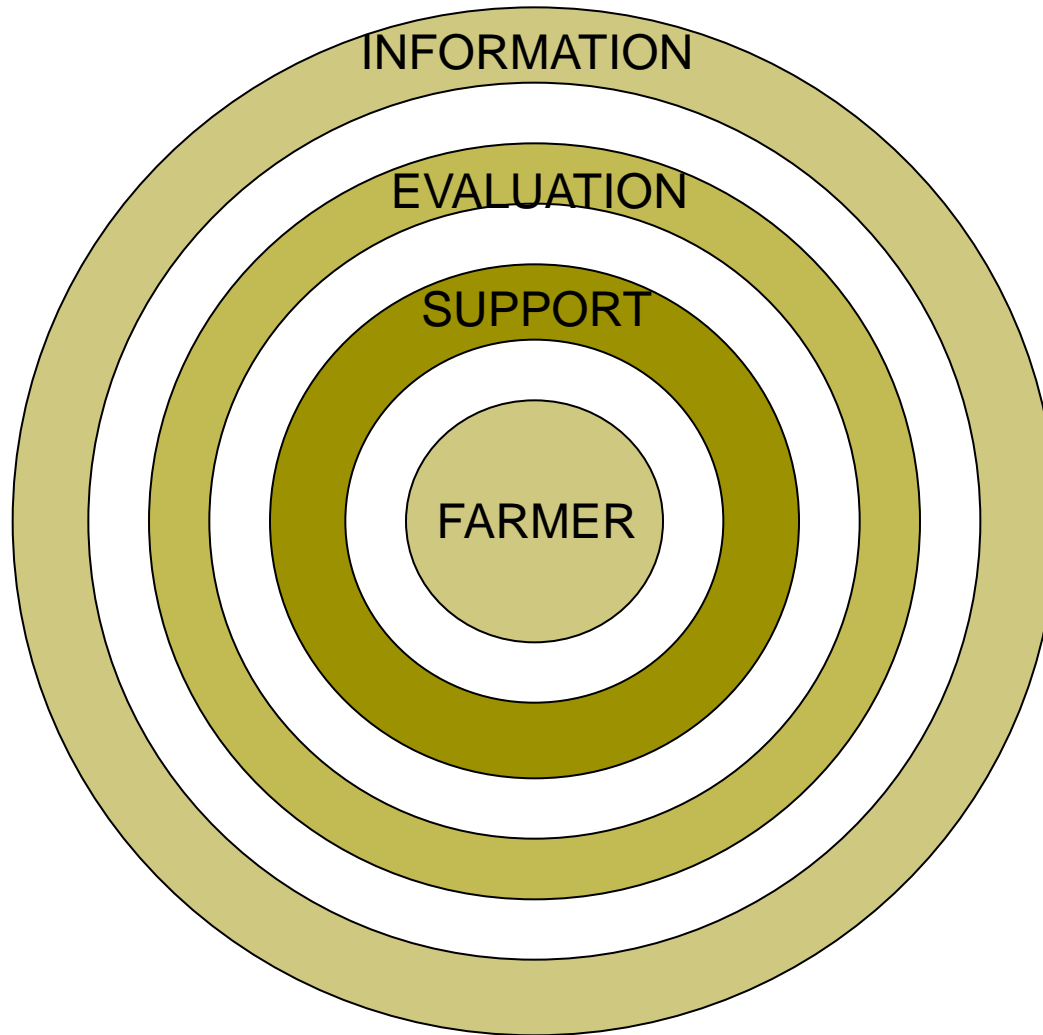
How farmers evaluate information



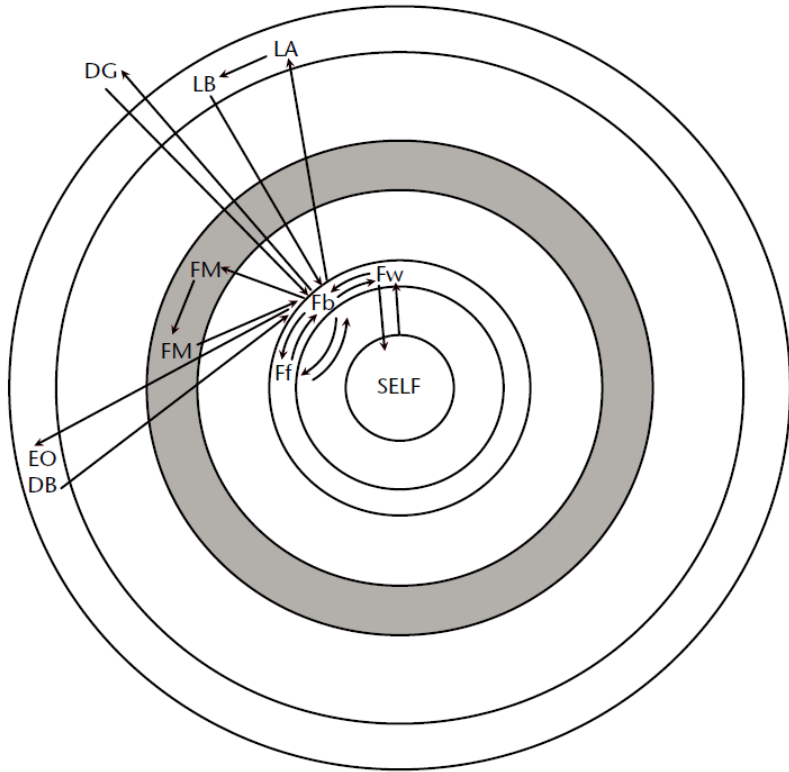
The final filter



The decision maker

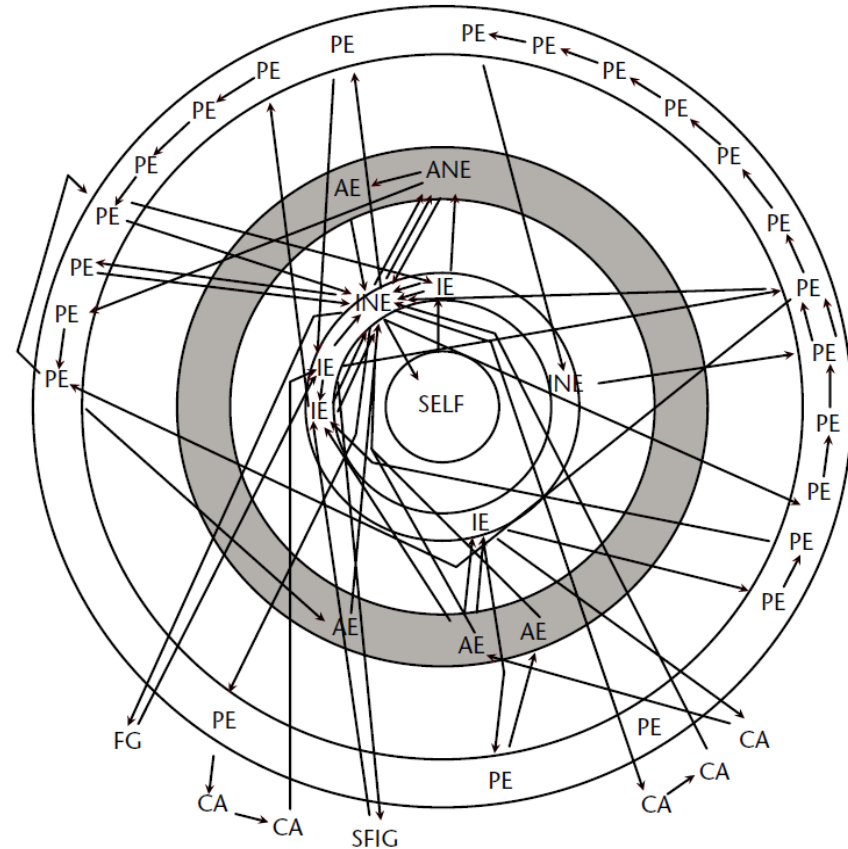


The process...



Milk fever prevention

Tactical semi-structured



New dairy shed

Strategic, unstructured

Extension approach

- Field days or media articles
- Farmer workshops in farm management economics
- Target the evaluation and support groups

Evaluation

- Service providers:
 - Greater knowledge to assess lending proposals
 - Surprised at outcome, expected more cows to generate better results
 - How variability impacts the whole farm system
 - Highlights the complexities of decisions
 - The complex answer for the simple question
 - Given me a few more questions to ask

Conclusions

Strategic, unstructured changes

Extended to evaluation and support networks

Improve decision making processes