

MILK MONEY: A TEAM-BASED PROGRAM FOR IMPROVING MILK QUALITY

Milk Money is designed to help you improve the quality of the milk produced on your dairy. The program is based on forming an on-farm milk quality team to focus specifically on issues related to increasing your farm income from the production of high quality milk.

Milk Quality is at the center of this program. The program helps you focus on individual farm goals. Your goals drive the actions taken by your farm team.

Program Goal:

Increase profitability and competitiveness of Wisconsin dairy farms through the production of high quality milk.

Success comes from working with your team. The viewpoints of each member provide the opportunity to focus on milk quality from many perspectives.

Milk Quality Team Objectives:

- Define clear milk quality goals
- Create a clear milk quality plan
- Adopt best management practices.

Working together increases the potential for success. Each farm team is accountable to each other and to their project goals. With clearly defined goals and expectations, team members have a better understanding of the impor-

tance of improving milk quality and also their individual role and contribution to making that happen.

By bringing together a team, each person can understand where your dairy is starting and where you're going. Team members are responsible and accountable for their activities related to improving milk quality.

When you register for Milk Money, you and your team are committing to a process. We encourage teams to meet monthly for four months. At meeting one, you assess current practices, determine your priorities, calculate the potential value and assign specific tasks for people to carry out. At subsequent meetings, you will evaluate progress and make adjustments as needed.

