



Organic Dairy Profit Discussion Group

Dairy Profit Discussion Groups are small groups of dairy producers that meet to discuss their actual business performance, and the management practices and decisions generating that performance. These groups offer an unparalleled peer-to-peer learning opportunity, based on mutual trust, respect and confidentiality. A new group is forming in 2019, making this program available to dairy producers following organic standards.

Benefits to Group Members

- Discuss and exchange ideas with other dairy producers in a professionally facilitated setting.
- Draw on the knowledge base of your peers.
- Learn from the substantial real world experience of other participants.
- Interact with industry professionals and guests.
- Build professional relationships and network with other producers.
- Work with facilitators to prepare and understand data used within meetings.

Expectations of Group Members

- Attend and participate in group events.
- Participate in the discussion and share knowledge for the benefit of the group.
- Respect confidentiality and agree not to share or discuss information outside of the group.
- Provide information in a timely manner for report preparation before meetings.
- Take leadership in determining meeting locations, times, topics, invited speakers, etc.

Format of Discussion Group Events

This group's first meeting will take place in July 2019, with a second meeting between January and March 2020. The meeting will focus on benchmark data from producers, with all farms providing data for this purpose. Members will discuss the impacts of management practices and changes on business performance measures. Future meetings formats, locations, data needs, reports, and other logistics will be determined by the group.

Report Format

Benchmark reports are generated utilizing data from the farms participating in the group, with all participants utilizing the same approach to standardize data for comparison. The following tools are generally used, and other tools or approaches can be utilized if so chosen by the group:

- Dairy Farm Business Summary - focusing on annual business performance
- Dairy Profit Monitor - focusing on current trends in key performance and financial measures

For a newly formed group, each farm gets a report comparing their performance against the average and the range. Participants do not see any individual data from other farms. The level of disclosure generally increases over time as trust grows within the group. Reports for subsequent meetings may have each benchmark sorted independently so that the producer can easily see the range of data from individual farms in the room.

Associated Costs

Meeting costs vary depending on the location and activities determined by the group. Members are responsible for their own lodging and travel expenses. Single-day meetings may range from \$40-\$60 per person to cover meals, handouts and other incidentals. Overnight meetings typically range from \$300-\$600, but will fluctuate depending on the agenda. There is a \$300 annual membership fee to participate in the Dairy Profit Monitor.

For more information, or to sign up, contact:

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