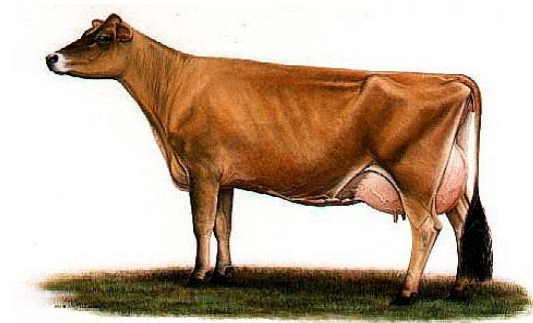


Dairy Advantage

The NC Dairy Industry Stabilization and Growth Program



NC Dairy Industry S&G Program

- A dairy industry strategic planning initiative was created in early 2007
- A Strategic Planning Committee was created, composed of representatives from the NC Dairy Producers Assoc., NCSU, NCDA & CS, NC Farm Bureau, and allied dairy businesses
- Funding was obtained from the NC Dairy & Agricultural Foundations, the Golden LEAF Foundation, and the NC Dairy Producers Association

NC Dairy Industry S&G Program

- **Producers were surveyed in Spring 2007**
- **Dairy development information was collected in Summer - Fall 2007, including trips to WI and PA**
- **Strategic plan development in Fall and Winter 2007**
- **Official release of the plan and start of the implementation phase occurred on January 23rd, 2008**

Goals of Dairy Advantage

- 1. *Enhance the value of milk and dairy products produced in North Carolina***
- 2. *Enhance dairy farm family quality of life***
- 3. *Increase the volume of Grade A milk production***
- 4. *Support NC dairy farm numbers***

Dairy Advantage: Strategies

- **Achieving these goals involves strategies and activities focusing on:**
 - **Dairy farm retention**
 - **Dairy farm expansion**
 - **Relocation and recruitment of new dairies**

Dairy Advantage: Key Action Items

- **Develop a Dairy Farm Assessment Program -- to provide a producer an evaluation of the entire dairy business to assess its strengths and weaknesses and guide future actions**
- **A pilot program has been created**

Dairy Advantage Key Action Items

- **Develop a Dairy Profit Team Program -- to provide assistance to producers with establishing an advisory team to provide collective advice on problem solving, resolving issues, developing plans, monitoring progress.**
- **The model is a program in Pennsylvania that showed an increase of \$249 net income per cow in the first year**
- **A pilot program has been created**

Dairy Advantage Key Action Items

- **Establish a Recruitment and Relocation Assistance Program**
 - **To help producers from NC relocate within NC**
 - **To recruit and assist producers from other states to relocate to NC**
- **Activities have commenced**

Dairy Advantage Key Action Items

- **Establish a Dairy Development Coordinator Position**
 - **This person will serve as a focal point for information about the NC dairy industry**
 - **The Coordinator will have primary responsibility for implementing certain programs and activities in the Strategic Plan**

A Final Word

- **The members of the Strategic Planning Committee firmly believe**
 - **In the future of the North Carolina dairy industry**
 - **That NC dairy farms can be profitable and nationally competitive**
 - **That the *Dairy Advantage* plan, with its programs and activities, can affect the future of the industry in NC**

Thank You!

