

YOUR DREAM DAIRY



FOREWARD

Over the last several years of working on projects in house and for our customers, and even in my early years of milk tank installation, you begin to realize things do not always go the way you may have planned. It doesn't matter what the project is, something will arise and threaten to take you off the course of your goal. Things can get even worse when you do not have a plan for your dreams and goals at all. It can be a frustrating experience for all involved. In the recent years, our team has had a strong desire to solve these issues and reduce the pain of roadblocks and planning fatigue. Our customers have given us the feedback of, "It would have been nice to know this." Who better to drive a better way to work through these large projects than our customers who have been through the process before. With their feedback, we have figured out what some of the main stressors and unknowns are and have laid them out for you in this guidebook. As you journey through this book, we invite you to continue to give us feedback to help the next farm and generation of dairy farmers grow and thrive together.



A handwritten signature in black ink, appearing to be "Gregory", written in a cursive style.

President
MilkBarn, LLC

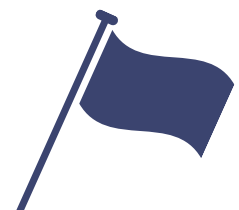
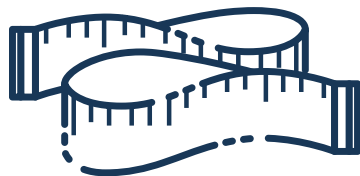
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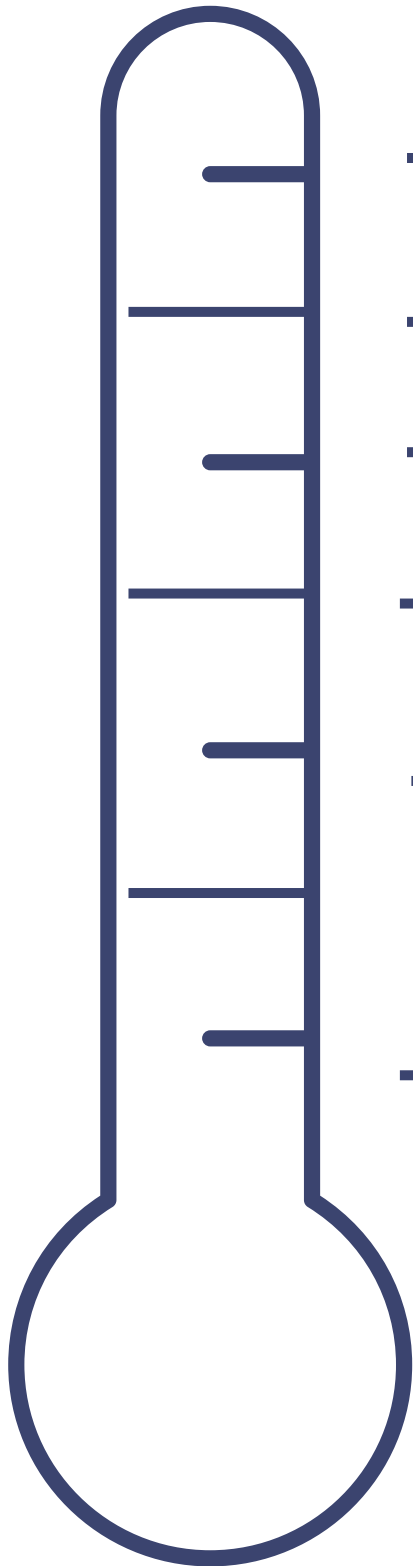
YOUR DREAM DAIRY IS CLOSER THAN YOU THINK.

You are the expert on your farm! You spend countless hours honing your craft. The skills you have earned through **hard work and years of experience** you put out are undeniable. The landscape of the dairy industry is ever changing, and this invites a new challenge for you. You can't be expected to have a method for how to move your dairy from where it is today to what it needs to be a year, five years, or even decades from now. Frankly, none of us truly know what's next.

The process surrounding this is something that happens about **once a generation** for most farms. We can only imagine the challenge of knowing where to start. That's why we put this outline together for you. We challenge you to put pen to paper and **mark your future** as much as you humanly can. We hope this will bring some clarity to an otherwise daunting adventure. Building something new will always have **surprises, letdowns, and stress**. We hope by using this journal you claim back some of your confidence to move forward, **one day at a time**.



PROGRESS CHECK



Auxiliary Needs

Who's on your Team?

Timeline

Tours

Goals & Roadblocks

The Dream & Why

Farm Assessment

FARM STATISTICS

Farm Name _____

My Role _____

Owners/Partners _____

Shareholders _____

Cows Milked _____

Calves _____

Heifers _____

Bulls _____

Beef _____

Acres Owned _____

Acres Rented _____

Cull Rate _____

Pregnancy Check Rates _____

Last Maintenance Date _____

Preferred Communication Type _____

Current Service Provider _____

Route Support Person _____

MILKING STATISTICS

Current Milking Facility_____

Milking Units_____

2x or 3x Per Day_____

Somatic Cell Count_____

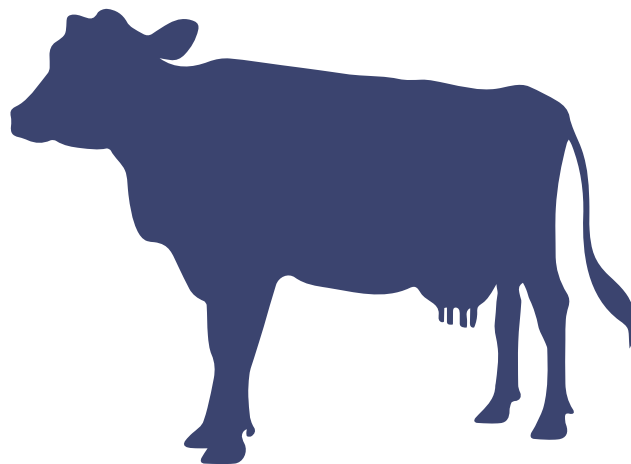
Pounds/Cow/Day_____

Rolling Herd Average_____

Butterfat_____

Protein_____

Bonuses_____



Congrats on completing the 'Farm Statistics' Section.
Mark off your progress on page 4.

DREAM BIG.

Imagine there were no restrictions as to what you could create. You didn't have to worry about cost, land, time or resources. What would your dream dairy look like? Draw or write about it here.

A large grid of graph paper for drawing or writing, consisting of 20 columns and 30 rows of small squares. The grid is divided into three horizontal sections by two thick lines, and into three vertical sections by two thick lines.

**"PEOPLE DON'T BUY
WHAT YOU DO; THEY BUY
WHY YOU DO IT."**

- SIMON SINEK

WHAT'S YOUR WHY?

After dreaming big and thinking of your dream dairy without any limitations. **WHY** is it you want this? One of the most important steps in any project or goal is **starting with your WHY**. It's different for everyone, but keeping your **WHY** in mind throughout this long process, will help you get through even the longest, most challenging days and tasks.

My WHY for wanting to accomplish this project:

What is the desired outcome?

What are you trying to solve with this change in your future?



Congrats on completing the 'The Dream & Why' Section.
Mark off your progress on page

GOALS

Setting goals helps you stay focused on the long-term vision but and motivated during the short-term. As these projects can take years to complete, goals will help you organize your time and resources to stay on track with the end vision! When creating goals, it is best to focus on SMART Goals.

S - Specific

M - Measurable

A - Attainable

R - Realistic

T - Timely

Example: I want to be able to milk 500 cows in a rotary style parlor by January 1, 2025.

Your goals can also serve as 'mile markers' on the way to your end goal. Once the first goal is accomplished, you move onto the next mile marker. All the while working towards the big vision! Take some time to write out three goals you have for your dairy project.

Goal #1

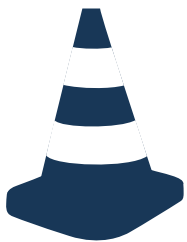
Goal #2

Goal #3

WHAT ARE YOUR ROADBLOCKS?

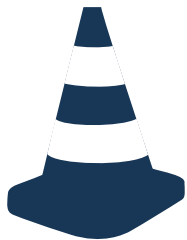
Every project will run into roadblocks. It's inevitable something will go not as planned. It can be helpful to call out those roadblocks ahead of time and brainstorm solutions in case you run into them. Take some time to think about things that could go wrong and how to work through the setbacks.

Some examples may include: supply chain delays, finances, labor shortage, etc. Some solutions may include discussing with your supplier in advance and often.



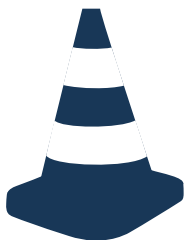
Roadblock #1

Solution:



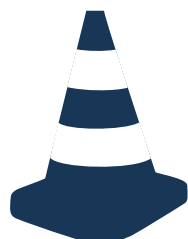
Roadblock #2

Solution:



Roadblock #3

Solution:



Roadblock #4

Solution:



Congrats on completing the 'Goals & Roadblocks' Section.
Mark off your progress on page

TOURS

It can be beneficial to tour different dairies with set ups that you might have in mind for your dream dairy. Try to keep in mind different criteria you may have for each dairy so you utilize your time and resources well.

Goal: What do you want to see?

Criteria for Visits: Rotary/Robots/Size/etc.

Who do you want to take along?

Ex: product rep, banker, nutritionist, etc.

NOTE: Depending on the brand equipment and age of the barn, MilkBarn can source drawings that relate to the project. We may also be able to provide you with virtual tours of barns you are interested in.

TOURS

Farm Name _____

Questions to Ask _____

What is one idea or thing I learned I can take home with me?

What is one thing I would not chose for my dairy?

Notes _____

TOURS

Farm Name _____

Questions to Ask _____

What is one idea or thing I learned I can take home with me?

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TOURS

Farm Name _____

Questions to Ask _____

What is one idea or thing I learned I can take home with me?

What is one thing I would not chose for my dairy?

Notes _____



Congrats on completing the 'Tours' Section.
Mark off your progress on page

YOUR ROADMAP

The Dream!





Completion!



TIMELINE

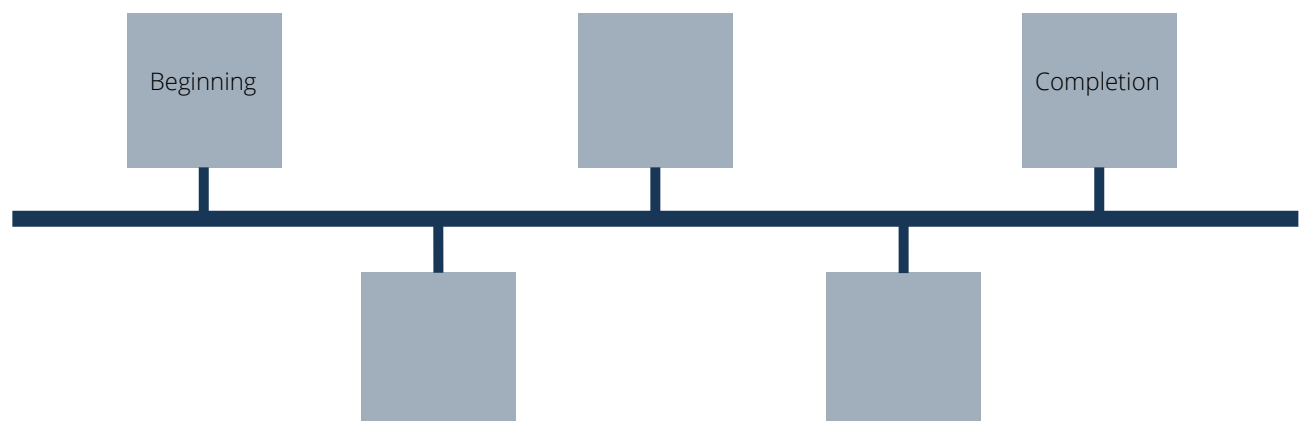
Having a timeline guideline is very important when it comes to long term projects. When do you want this project to start? How long do you envision this project taking? Five years? Twelve months? When deciding your beginning date, it could be right now! It just means when will you start your research on the project? Completion refers to the date when the barn is up and going!

Important timing notes: it can take 6-12 months, depending on your local municipality to get a building permit. Lead time on equipment is quite long right now. There is also a labor shortage in areas. Keep these things in mind when deciding your timeline.

Three key milestones:

Beginning Date: _____

Completion Date: _____



WHAT NEEDS TO BE DONE WHEN?

Now that you've determined a timeline and decided three timeframe points in-between the project research starting and groundbreaking, take some time to think through what will need to be done within each timeframe.

Tip: Make sure to talk with your industry partners to determine how many weeks/months each 'mile-marker' can take to help determine the best timeline.



Beginning

Date:



Date:

WHAT NEEDS TO BE DONE WHEN?



Date:



Date:



Completion

Date:



Congrats on completing the 'Timeline' Section.
Mark off your progress on page





WHO'S ON YOUR TEAM?

Accomplishing your dream means relying on your teammates. It's important to ask questions and lean on their areas of expertise to help you navigate this process. We've created some important questions we believe you should ask the following people and we hope you will come up with your own as well!


WHO ARE YOUR PEOPLE?


Brief intro....


 Bank


 Employees


 Insurance


 Family/Friends


 Equipment Dealer


 Breeding/Genetics

 Veterinarian

 Training

 Field Rep (Co-Op)

 Profit Team


 Builder

 Regulatory

 Contractors

 Extension Agent

 Coach/Mentor



BANK/LENDER

Financing for your project may be one of the most important steps in this process. You may want to establish relationships with more than one lender to explore your options. A lender is where you can get funding for your project, but you would not perform daily cash flow functions with them. Examples include: Farmer's and Merchant's, PNC and Truist.

Things to Prepare

Examples: balance sheet, profit and loss statements, business plan, operational agreements of LLCs/Corporations, spend and ROI projections.

What MilkBarn Will Prepare

MilkBarn will assist you in preparing the PMO, sketches....

Questions for the Bank

INSURANCE

Making sure your assets are protected is crucial! Now that you may be expanding, renovating or building a new barn, look into what insurance plan will fit the new plan.

Example Questions: What type of insurance would you need? What insurance can I cut off? What is the value of the new building/assets? How do these new insurance policies affect cost and business plan? As far as timing goes, make sure to check with your dealer on when you are needing to initiate coverage on delivered good. How much is the cost of replacement?

What MilkBarn Will Prepare

MilkBarn will assist you in preparing the evaluations, timelines, delivery dates and completion dates.

Questions for Insurance

EQUIPMENT DEALER

Establishing good boundaries with your equipment dealer and setting expectations is a great practice. Remember that communication is key! You will have a long-term relationship with your dealer. Make sure you are expressing key goals to your equipment dealers. Hold them accountable and don't be afraid to express your wants/needs up front!

What MilkBarn Will Prepare

MilkBarn will assist you in preparing the drawings with general directions, 3-D views of certain projects, overlay concept drawing of farm satellite.



Questions for Equipment Dealer

VETERINARIAN

When talking with your veterinarian (or any of these industry professionals), write down their advice and then weigh it against other industry people.

Example Questions: What is going to be necessary to start doing today? What about six months from now (think breeding/culling). What would help me the most? How do these changes effect our future? A veterinarian consultant can be extremely valuable!

What MilkBarn Will Prepare

MilkBarn will assist you in preparing a report of certain cow side and herd check functions.



Questions for Veterinarian

FIELD REP (MILK CO-OP)

As with many projects, approvals are required to move forward. Working with your co-op's field rep and other authorities will help assure that you are aligning to the rules of the PMO and Co-Op.

Example Questions: What will the milk volume changes look like? Do they have any insights on futures? Will there be changes to the pick-up schedule? What forms/drawings are needed with co-op and state?

What MilkBarn Will Prepare

MilkBarn will assist you in preparing the PMO compliance documents, sketches and other regulatory documents needed for the co-op or state.

Questions for Field Rep (Milk Co-Op)

BUILDER

Engage with your builder early enough to determine what barns you should look at (steel truss, wood truss, lambeam, different concrete types with slatted or grooved floors).

Example Questions: What is going to be worth it to look at and get excited about (depends on your budget)? What works for you budget? What is the cost/square foot estimates for initial concept/budget plan? What is the builder gong to cover? Will it be general contractor? What you want and what you need can very likely be two different things. Ask yourself, "Is this barn what I need to reach my goal?".

What MilkBarn Will Prepare

MilkBarn will assist you in preparing our blueprints for them to establish more complete blueprint for actual build and detailed CAD specs for equipment.

Questions for Builder

CONTRACTOR

Look to get quotes from different contractors. Assure there is a clear picture of what each contractor is including in the quotes. That way you can make a true apples to apples comparison of value.

Example Questions: Who will your contractors be? What does the builder not cover? Do you need a plumber, electrician, welder, concrete application, engineer, roofer, excavator? Where is their point of engagement?

What MilkBarn Will Prepare

MilkBarn will assist you in preparing the specs for various utility needs, ampage, voltage, PSI and CFM.



Questions for Contractors

COACH/MENTOR

You may or may not already have a coach, but like any winning team or athlete a coach is needed to assure success. Do you have a coach you can lean on in the highs and lows and make sure you are making wise choices?

Examples Questions: How will I be held accountable to the commitment set forth? How often can we connect? Are you willing to push me out of my comfort zone and challenge me? Are my goals realistic?

Questions for Coach/Mentor

EMPLOYEES

Employees play a huge role in the success of our operations. As you navigate this big change, does your team have the resources they need to be successful at the evolving job description?

Example Questions: What changes are expected to pertain to employees? When should I start discussing project details with them? Am I being transparent with my team? Is the team prepared to navigate these changes with me? How can I assure this? How will any role changes impact pay scales?

What MilkBarn Will Prepare

MilkBarn will assist you in providing insights on tasks related to the new equipment and training opportunities from our end.

Questions for Employees

TEAM EVALUATION



FAMILY/FRIENDS

Relationships with family and friends are the most important in our lives. These relationships tend to be the ones closest to us and can have a huge impact on your decision-making. Projects like this can add strain and stress, be sure to keep these relationships healthy. It is crucial explain your why for this project to help them understand the importance of it.

Example Questions: Are their family members or close friends involved in this project? Is there any risk for disagreements or potential friction on these relationships throughout the process? How will you work through that if so?

Questions for Family/Friends

TRAINING

I am sure you have a pretty good training regiment today, but as you make changes you are going to need to grow with that change. What different training will be needed to make this project successful? It could be mechanical, technical, relational, etc.

Example Questions: What new skills will I need to have to see this project through? What skills do I need to sharpen? Where should I get this training. This goes for yourself and your team.

Questions about Training

BREEDING/GENETICS

With changing barns, breeding and genetic goals tend to change. The market and equipment may change (quantity of milk vs. components). You may choose to focus on foot and leg changes with a change in distance traveled or teat and udder development for robot use.

Example Questions: Are there studs I should start or stop using? How long will it take to achieve the genetic goals this project demands? How will it impact breeding costs? What compromise will be made if any to achieve your goals, if any?

What MilkBarn Will Prepare

MilkBarn will assist you by talking through what can help make a successful outcome in regards to breeding. We can help you understand what to look for in your current herd.

Questions for Breeding/Genetics

PROFIT TEAM

A profit team are the people in the industry (almost like a board meeting) that help you set goals for your operation. They tend to bring more rounded information to the table to provide advancements to the dairy. Transparency with this team is very important! You must be open with them and they must be open with you!

Example Questions: Do I have a profit team? If yes, make sure to utilize their insights. If not, consider starting one. Go through the previous questions and consider revisiting them in this 'board room' type setting.

What MilkBarn Will Prepare

MilkBarn will assist you in preparing planning details and MilkBarn can send a representative to these meetings if desired.

Questions for Profit Team

REGULATORY

Whether it's CAFOs, EPA, humanely raised certification, organic, FARM or any other regulatory standard, it is important to make sure you know what the specific requirements/measurements are in order to be in compliance. Be sure you understand the values behind criteria and ask questions to fully understand the requirements. Also think about rain water permit and retention, water runoff and conservation funding for manure pits.

What MilkBarn Will Prepare

MilkBarn will assist you in preparing drawing specs, compliance awareness and relay needed criteria to our manufacturer partners to assure drawings are aligned to needs.

Questions for Regulatory

EXTENSION AGENT

MilkBarn collaborates with extension agents to help meet their needs. We strongly believe in their insights and it feels important to include them in projects. Agents are also a great resource when it comes to connecting producers with grants and other funding opportunities. We have already sat down with agents and established relationships in surrounding counties.

Example Questions: What are the current standards for animal housing and care? You can go to them for square feet/cow, rubber mat, air flow and lighting needs, and alley width.

ADDITIONAL TEAM

Who else is in your corner that you can see influencing your project for the better? Networking outside of your normal circles can be a great idea when seeking additional input. Think of the other farmers and industry professionals you've met from out of state on farm tours, visits or conferences. See if can reach out to them to ask them questions about your project as well.



Congrats on completing the 'Who's on your Team' Section.
Mark off your progress on page

**"WE DIDN'T COME THIS
FAR, JUST TO COME THIS
FAR."**

- MATTHEW REILLY

MANUFACTURERS TO CONSIDER

It is important we ask ourselves if this is going to solve our problems that we have today and the problems we are hoping to not have tomorrow. Make sure you go back to your why's when it comes to determining which manufacturers to consider. Connect the dots to the more important requirements and determine whether any compromises will be needed. Note: make sure to go over warranty on not just parts and equipment, but labor too.

What goals do I have for the equipment

What is nice to have vs. what is needed? ?

Are there any compromises that need to be made in order for your dairy to progress? (Ex: timeline).

AUXILIARY NEEDS TO CONSIDER

When working through a big construction project to create your dream dairy, it is important to remember auxiliary needs to the project and how they will fit into your budget. Take some time to think of auxiliary needs for the project and what the projected cost will be. MilkBarn will assist you in making sure you have gone through everything you may need. Take some time to think through current barn and that are needed to keep things running smoothly.

Fans \$ _____	Feed Storage/Grain Bins \$ _____
Waterers \$ _____	Augers \$ _____
Floor Coating \$ _____	_____
Wall Coating \$ _____	_____
Signage \$ _____	_____
Furniture \$ _____	_____
Water Supply \$ _____	_____
Water Treatment \$ _____	_____
Water Heating \$ _____	_____
Pressure Pumps \$ _____	_____
Building HVAC \$ _____	_____
Floor Heating \$ _____	_____
Generators \$ _____	_____



Congrats on completing the 'Auxiliary Needs' Section.
Mark off your progress on page

MEETINGS SCHEDULED

Meeting #1



With Who?

When?

Where?

Goals?

Meeting #2



With Who?

When?

Where?

Goals?

Meeting #3



With Who?

When?

Where?

Goals?

Meeting #4



With Who?

When?

Where?

Goals?

Meeting #5



With Who?

When?

Where?

Goals?

Meeting #6



With Who?

When?

Where?

Goals?

MEETINGS SCHEDULED

Meeting #7



With Who?

When?

Where?

Goals?

Meeting #8

With Who?



When?

Where?

Goals?

Meeting #9



With Who?

When?

Where?

Goals?

Meeting #10



With Who?

When?

Where?

Goals?

Meeting #11



With Who?

When?

Where?

Goals?

Meeting #12



With Who?

When?

Where?

Goals?

MEETINGS SCHEDULED

Meeting #13



With Who?

When?

Where?

Goals?

Meeting #14



With Who?

When?

Where?

Goals?

Meeting #15



With Who?

When?

Where?

Goals?

Meeting #16



With Who?

When?

Where?

Goals?

Meeting #17



With Who?

When?

Where?

Goals?

Meeting #18



With Who?

When?

Where?

Goals?

APPENDIX



Congrats on completing the 'Farm Statistics Section.
Mark off your progress on page