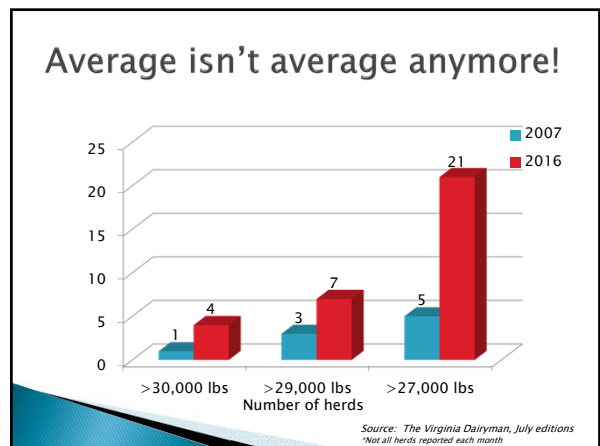
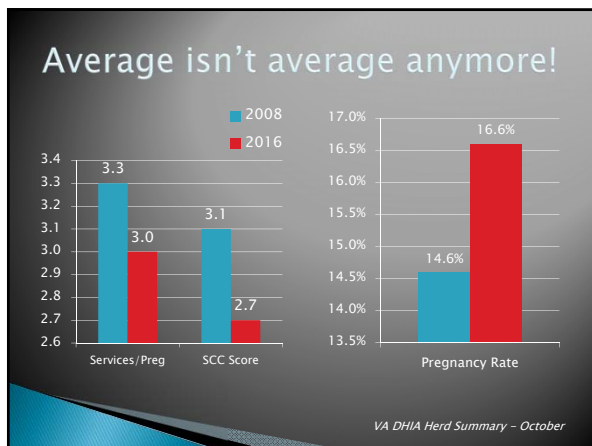
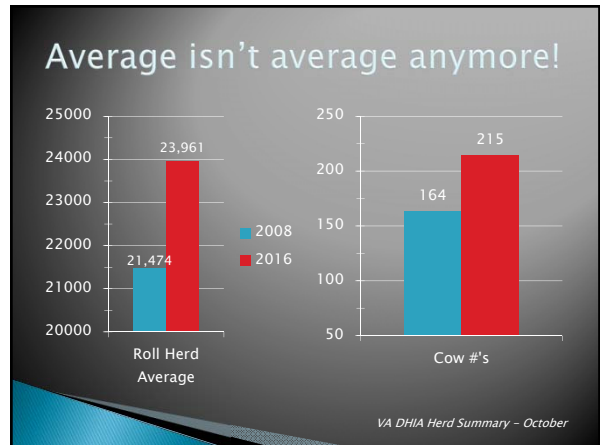
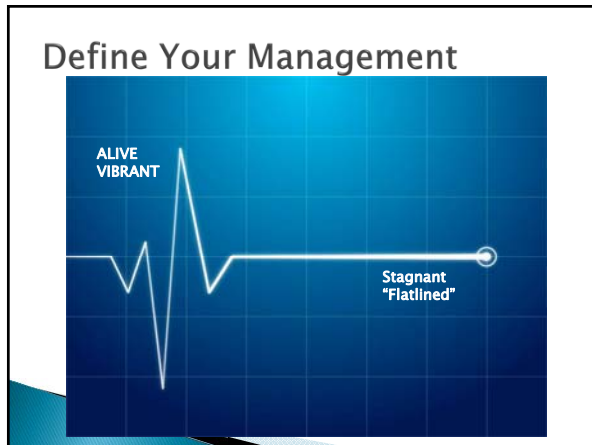


## Moving Your Dairy Forward One Decision At a Time

Kevin Spurlin  
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## Take Home Point

The dairy industry is consistently moving forward.

How about your farm?

## Management lesson from Dad



## What obstacles prevent progress?

- ▶ Need more technical knowledge
- ▶ Don't have the time
- ▶ Unsure where to start
- ▶ Too many areas to tackle
- ▶ Other?



*Switch: How to Change Things When Change is Hard*  
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## Take Home Point

To move your dairy operation forward, take what you learn, and apply it one decision at a time.

## Time for reflection

- ▶ Which benchmarks are flat?
- ▶ Of those, can you ID the one most impactful to achieving your farm goals?
  - If so, what one thing will you do this year to improve this benchmark?
  - If not, how will you pick where to start?



## Time for reflection

- ▶ What is your expectation for coming to an event like this? What do you hope to gain?
- ▶ What one thing will do differently because you were here?



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