
NORTH AMERICAN INTERCOLLEGIATE DAIRY CHALLENGE

RULES and REGULATIONS for DAIRY CHALLENGE **VIRTUAL** EVENTS

Rev 03/17/21
Updated 03/31/21

NAIDC BOARD OF DIRECTORS

The Board of Directors is the official organization that sets the rules and regulations for the North American Intercollegiate Dairy Challenge Contests. All segments of the industry can have input by communicating with board representatives. This Board can change the rules for future enhancements to the contest and develop regional or other events to enhance the educational experience. The Board of Director Officers, Permanent Committee Chairs, Host Schools, Judges and Local Coordinators are selected by this group and follow the rules and regulations as defined by the Board of Directors. The North American Intercollegiate Dairy Challenge is a 501-C3 non-profit organization. The organization has a complete set of by-laws and rules for its structure, allowing it to perform its mission.

MISSION

Develop tomorrow's dairy leaders and enhance progress of the dairy industry, by providing education, communication and networking among students, producers, and agribusiness and university personnel.

CONTEST SUPERINTENDENT

The Superintendent is the elected Chairperson of the Program Committee. The Superintendent shall see that all rules and regulations governing the contest are duly carried out and that the contest is conducted with fairness to all concerned. The Superintendent along with the Officers of the Board of Directors shall decide all questions that may arise in connection with interpretation of the rules.

ENTRIES

An entry form must be completed online and payment must be submitted by date stated on entry form. Entry fees are not refundable after the entry deadline. The North American Intercollegiate Dairy Challenge is a 501-C3 entity and therefore contributions are tax deductible as defined by tax law.

The national virtual contest is limited to the first 30 teams who register, with the possibility of accepting up to 36 teams. If the number of teams submitting complete entry forms and payment exceeds the contest limit by the stated deadline, date and time of receipt and previous participation in the regional and national programs will determine priority to select up to an absolute maximum of 36 teams. After the deadline, teams will be selected by date and time of receipt and random draw up to the contest limit. **Team limits may be reduced for a virtual contest.**

A maximum of 150 students will be accepted for the Academy. Completed entries will receive priority by receipt (date and time) and previous regional or national participation if size limits are reached. **Student limits may be reduced for a virtual Academy.**

An acknowledgment will be sent to schools with accepted registrations shortly after the entry deadline.

Entries received after the entry deadline are not eligible for travel stipends. Travel stipends are not offered to Academy participants.

CONTEST WAIVER

Teams and participating individuals, by virtue of voluntarily entering, will be authorizing North American Intercollegiate Dairy Challenge management the rights to use their photos, comments and images to support and promote the contest. **Each contestant will be required to sign a liability waiver and Contestant Honor Code.** **They may also sign a waiver for a limited release of personal information.**

ELIGIBILITY OF CONTESTANTS

National Contest

Each contestant in the North American Intercollegiate Dairy Challenge National Contest must be a student in a North American educational institution that offers a bachelor's degree in agriculture with classes that have emphasis in dairy production. A contestant must be enrolled in a program of study to meet the requirements for a bachelor's degree. They must have completed not less than one year of course work or equivalent by that institution's graduation rules. Students, with or without a bachelor's degree, enrolled in graduate or professional studies programs are not eligible. A student is ineligible to be a contestant if he/she has (1) competed in the North American Intercollegiate Dairy Challenge National Contest, or (2) been an employee or paid consultant of any agricultural organization or service for which his/her duties included on-farm dairy consulting (excluding internships).

A student may only participate/compete in two regional contests, two Dairy Challenge Academies, and one National Dairy Challenge contest.

If there is a Technical School or 2-year division, similar rules apply.

If there is a graduate or professional school division or contest, similar rules apply. Once any student has competed in the National Graduate Dairy Challenge, they would not be eligible to compete again.

If the eligibility of any contestant is protested, such protest must be made in writing and presented to the contest superintendent on the morning of the contest before the contest begins. The protest must be accompanied by a check for \$50. If the protest is sustained, the \$50 will be returned. In case the protest is not sustained, the \$50 shall be forfeited.

Regional Events

Each participant in a North American Intercollegiate Dairy Challenge regional event must be a student in a North American educational institution that offers classes that have emphasis in dairy production. Participants must be enrolled in a program of study to meet the requirements for a bachelor's degree or be enrolled in a dairy/animal degree or certificate granting program and have completed one year or equivalent of course work. Students, with or without a bachelor's degree, enrolled in graduate or professional studies programs are not eligible.

Dairy Challenge Academy

Each participant in the Dairy Challenge Academy must be a student in a North American educational institution that offers classes that have emphasis in dairy production. Participants must be enrolled in a program of study to meet the requirements for a bachelor's or graduate degree or be enrolled in a dairy/animal degree or certificate granting program and have completed one year or equivalent collegiate course work. Students, with or without a bachelor's degree, enrolled in graduate or professional studies programs also are eligible. In the event that the size limits for the Academy are reached, preference will be given to undergraduate versus graduate students and undergraduate students participating for the first time. Graduate and undergraduate students may be comingled within the same group assignments.

A student is ineligible to participate if he/she has (1) competed in the North American Intercollegiate Dairy Challenge National Contest, or (2) been an employee or paid consultant of any agricultural organization or service for which his/her duties included on-farm dairy consulting (excluding internships).

A student may only participate/compete in two regional contests, two Dairy Challenge Academies, and one National Dairy Challenge contest.

TEAMS

The contest teams shall consist of four members currently enrolled in an educational institution whose students are eligible for this particular contest (National, Regional, etc.). All team members will participate in all activities of the team. If there is an aggregate division or contest, the teams would be made up of individuals from different schools that have entered their members as desiring to be placed on an aggregate team. (Individuals entered as desiring to be part of an aggregate team will be assigned to a team with the use of a student skills' assessment or randomly assigned to an aggregate team by contest management).

Each school is limited to one contest team or four individuals. Substitutions to team entries can be made during contest registration the morning of the contest. If a team cannot field a full team, they are still invited to participate, and after entries close, management will merge teams or allow additional schools to bring an extra contestant to fill out teams. Teams of three members will be allowed but are heavily penalized on total points for not having four members. There is a 25% reduction in total score for having three members (team starts at 75 points).

JUDGING SYSTEM

A panel of five judges (approved by the Board of Directors) will hear all of the presentations and make the final rankings. If the number of teams entered indicates that additional farm visits and panels of judges are necessary to expedite the hearing of presentations, they will be appointed as needed prior to the contest beginning. The judging panel shall consist of five members who have dairy expertise in the fields of: dairy production, nutrition, reproduction, genetics, housing, finance, nutrient management, milking procedures, and on-farm consulting.

The judging panel will follow the Dairy Challenge scorecard to arrive at the final rankings. The judging panel will provide oral feedback for each team and coach after the conclusion of their presentation. However, final ratings are decided at the end of the contest.

Revised 12-8-15

Dairy Challenge Scorecard

TEAM # _____

1. Material presented - 55 points		Excellent	Good	Average	Fair	Poor
Introduction	5	5	4	3	2	1
Clear overview of farm operation						
Benchmarking with regional or national averages						
Clear understanding of farm's goals						
Assessment	25	21 - 25	16 - 20	11 - 15	6 - 10	1 - 5
Identification of relevant opportunities within context of the farm's goals						
Appropriate order of importance of opportunities						
Opportunities identified were described in detail and justified based on data provided or information obtained during farm visit						
Recommendations	25	21 - 25	16 - 20	11 - 15	6 - 10	1 - 5
Recommendations provided in appropriate order of importance						
Recommendations are justified based on economic significance, farm's goals, and sustainability of the dairy industry						
Suggestions provided are realistic and practical						
2. Presentation and visual aids - 20 points		Excellent	Good	Average	Fair	Poor
Presence	15	13 - 15	10 - 12	7 - 9	4 - 6	1 - 3
Enthusiastic, confident, professional, knowledgeable						
Maintained eye contact, few distracting mannerisms						
Spoke clearly with appropriate volume, speed, and grammar						
Visual aids	5	5	4	3	2	1
Legible, organized, appropriate use of pictures						
Void of excessive wordage and distracting colors						
3. Preparation and organization - 10 points		Excellent	Good	Average	Fair	Poor

Presentation and engagement by all team members Knowledge of farm practices by all team members Stated concise assessments and recommendations with logical order Used 20 minute time limit wisely	10	9 - 10	7 - 8	5 - 6	3 - 4	1 - 2
4. Response to questions - 15 points		Excellent	Good	Average	Fair	Poor
Provided confident and concise answers to questions Provided an effective summary of relevant supporting information All team members involved in answering at least one question Teams members may have conferred briefly but no lengthy conferences	15	13 - 15	10 - 12	7 - 9	4 - 6	1 - 3
Total - 100 points		TEAM'S SCORE _____				

METHOD OF CONDUCT OF THE CONTEST

GENERAL RULES

Team members will NOT be permitted to wear clothing with their University's name or logo during the contest. Contestants will be required to sign an ethics pledge and abide by it. Each team will work independently with no aid from coaches or other personnel. Contestants will be permitted to access the Internet to obtain resources to aid in preparation of their presentations. In addition, there are no restrictions on the use of pre-planned repositories for contest resources or on what dairy management resources are brought to the contest for use in preparing presentations.

MATERIALS AND DATA

All contest materials and data will be posted on a secure web site. Registrants will be issued credentials for accessing the contest materials and data.

Each team will be given access to electronic herd data in all three major dairy management programs (DairyComp 305, PCDART and DHI Plus). Each team will also receive access to the necessary data to analyze an operating farm and their herd management practices. These data will be provided electronic form, using standard industry formats. The data will be the real on-farm data, except when not available from the farm, data may be simulated by contest management to represent the respective farm under evaluation.

The data shall consist of farm goals, financial statistics, standard operating procedures, cost details or estimates, ration formulations for all feeding groups, Penn State particle separator analysis of feed, feed inventories, housing dimensions and characteristics, manure or nutrient management, milking procedures and equipment

specifications, reproductive data, ancestry identification if available, production records, and herd summaries with a history of production characteristics for the last 2-3 years.

Data from management software will be provided in DairyComp 305, PCDART and DHI Plus. **Teams may use one or more of the data formats** and great care will be taken to see that the same data are available on each software platform and there is no advantage of one source over the other. In some cases, the data sets are not perfect because they are real data sets. Often in the real world, you will run into imperfect or conflicting data sets. **The judges receive identical data sets as the contestants** and have the same amount of time with the farm manager.

Sample data sets and videos of previous top-ranking presentations are available on the Dairy Challenge website. These materials should be used for training and coaching opportunities to prepare for the contest. Contact Dairy Challenge for information on accessing these materials. Samples of explanatory information can also be requested from DairyComp 305, PCDART and DHI Plus.

STRUCTURE OF VIRTUAL FARM VISIT

One farm will be used in a virtual contest. As such, teams will be handled in groups of four to six teams per judge panel. In lieu of a farm visit, teams will be given access to farm videos and photos to use in their analysis. Teams should analyze the data provided along with the videos and photos of various farm areas during their detailed examination, and as they prepare for individual team interviews with farm management and their presentations. The judges' panel will have a separate interview with the manager to determine their official recommendations. The judges will ask the farm manager questions that pertain to the herd goals, their observations, and information in the data sets provided.

INDIVIDUAL MANAGER INTERVIEWS

Update 033121: In the afternoon, each of the teams (a minimum of 2 members) will be allowed to privately question the farm manager for **12 minutes** to get additional specific information about the facts in the data sets already provided, the herd manager's goals, and other observations during their visit. *This replaces an earlier expectation that we would need to pair teams from different judging panels for these interviews, and as such added additional time to accommodate the larger interview group.* This amount of time mirrors what the average manager would allow for a consultant. Time management is very important, so PLEASE prioritize your questions. A timekeeper will enforce the timing. Each pair of teams will proceed in order at approximately 20-minute intervals until all teams have had an interview session. Two judges will be present during this session to observe. A moderator will be present to exclude contestant questions that call for a conclusion on the part of the manager. A contestant will be asked to rephrase a question if it is deemed inappropriate. Later the moderator should inform them why it was inappropriate to ask the question in that way.

TIME MANAGEMENT

One of the objectives of the contest is to mirror what happens to consultants in the real world of on-farm consulting. Therefore, strict time allocations are followed, which are similar to what consultants would be given by a real farm manager. Time management and prioritization of questions are very important throughout the contest.

Each team will be asked to turn in their final presentation on a specific time schedule. This schedule allows contest management to make sure they have correctly downloaded the presentations to the machines for projection on the next day and allows all teams to have similar amounts of time for preparation after their personal interview with the manager.

PRESENTATIONS

Each team will be asked to provide a presentation to a panel of five judges that recommends improvements to the operation of the dairy and/or its finances. Each team will COMPLETE their presentations on the first day and will upload their final presentations on Thursday afternoon. **No changes may be made to the presentation after it is submitted.**

On Friday contest teams are to report to their presentation holding room 30 minutes prior to their scheduled presentation time for final prep and to confirm connectivity. The teams will then be joined by a moderator, judges panel and audience participants for their presentation.

Each team will be assigned to morning or afternoon presentation sessions. Each team will follow in order at approximately one-hour intervals until all teams have given their presentations.

The presentations should be designed as if the team was making a presentation to the farm owner or manager. It is not necessary to describe the farm to the person who owns the farm as an introduction. Begin discussing benchmarks or important outcomes of your evaluation as soon as possible.

EACH TEAM CAN USE ACTUAL STUDENT NAMES, and should provide a team photo in their presentation slides. Only team numbers, **not school names**, should be included in their presentations. Every team must use farm names provided.

Each team will be allowed 20 minutes for their presentation with notices from a timer when 5 minutes and 2 minutes are left in their 20-minute time limit. Time limits are strictly enforced and teams will be stopped even if the presentation is not complete. An additional 10 minutes will follow for questions from the judges' panel. All four of the team members must speak during some part of the presentation and during the question session. **Teams may briefly confer on a question or may choose not to confer during questions, as each team member should have a specialty area in questioning that they can be responsible for.**

All coach(es) will be allowed to view their own team's presentation. Sponsors are also allowed to view the presentations. No spectators will be allowed to enter or leave a room until the entire presentation is complete.

After every presentation, the judges' panel will privately rate each team against the scorecard, followed by a ten-minute session where the judges comment on the strengths and weaknesses of the presentation.

After all presentations are complete, a final ranking will be given to each team. A summary of the judges' evaluation for each farm visit will also be provided. Coaches will receive these materials shortly following the program.

Presentation sessions will be recorded and posted to the virtual web site. Coaches are encouraged to record their own university's presentation for their use.

Formal Complaint System

In the event that any coach or team would like to make a formal complaint about the conduct of a Dairy Challenge Contest, the following actions must be taken. The complaining party must send a complete written explanation of the issues surrounding the complaint to the NAIDC Executive Director. The Executive Director will discretely investigate all aspects of the alleged complaint to determine the legitimacy of the complaint. If the complaint is found valid by the Executive Director, they must bring the complaint to the NAIDC Executive Committee for further action. The Executive Committee can alleviate the concerns of the complaining party and/or take further steps to correct any actionable problems identified during this process to avoid future problems.

STUDENT NETWORKING WITH STUDENTS AND SPONSORS AND SOCIAL ACTIVITIES

Each contestant will be asked to upload a resume and fill out a pre-contest questionnaire providing biographical data and career goals or interests to allow ample networking opportunities. Each contestant will have the opportunity to network with fellow contestants and company representatives of the various sponsors. Sponsors will also be allowed to set up virtual booths, and students are encouraged to visit these displays when not presenting on Friday. The contestant resumes and bio information will be provided to all contestants, coaches, and sponsors to allow post contest contact and future networking. In addition, representatives of each sponsor will have the opportunity to view the presentations of the teams to watch the students in action. This should provide an excellent opportunity for each contestant and sponsor to maximize his or her ability to network for the future.

BENEFITS AND AWARDS

Teams will be ranked in each judge panel division, and the 1st and 2nd Place teams for each division will receive Dairy Challenge Scholarships.

Team contest photos will be taken of each participating team. The contest results will be available to all sponsors and media and will be published in local farm publications and in several prominent national agriculture publications. The top teams in each division will be featured on the Dairy Challenge website www.dairychallenge.org.

Please acknowledge all the Platinum, Gold, Silver and Bronze sponsors, and our Diamond, Emerald and other Dairy sponsors for their generous support of this great event. A sponsor contact list will be provided at the contest to aid in your response.