



# **2023 National Dairy Challenge and Academy**

**March 30 – April 1, 2023**

**Saratoga Springs City Center and Saratoga Hilton  
in Saratoga Springs, New York**

<https://www.dairychallenge.org/contests/>

# 2023 Overview



- Have both a Contest for up to 36 teams and an Academy for up to 150 students. Aggregate Contest teams will be formed if we don't have at least 32 university teams.
- As our event is primarily funded by corporate sponsors, please ensure your students understand the privilege and exposure that is being extended to them by participating. They are expected to fully participate in all event activities.
- Full day of optional educational activities being offered on Thursday. Official program begins with dinner at 5:30 PM.
- Farm visits and presentation preparation on Friday.
- Presentation day on Saturday.

# What's New for 2023



## Updated Host Farm Questionnaire

- Changes reflect new technology and management practices being utilized by the industry

**NORTH AMERICAN INTERCOLLEGIATE DAIRY CHALLENGE**  
**CONTEST DAIRY QUESTIONNAIRE**

**A. Personal Profile**

1. Farm name: \_\_\_\_\_
2. Address (city and state): \_\_\_\_\_
3. Names, background, and education of primary owners/operators: \_\_\_\_\_
4. Awards and accomplishments (personal and farm): \_\_\_\_\_
5. Brief history of the business: \_\_\_\_\_

**B. Farm Business Profile**

Description of the Operation

6. Herd inventory:
  - a. Milking cows \_\_\_\_\_
  - b. Dry cows \_\_\_\_\_
  - c. Replacement heifers \_\_\_\_\_
    - i. Percent raised under your control \_\_\_\_\_
    - ii. Percent raised under contract \_\_\_\_\_
    - iii. Percent purchased \_\_\_\_\_
  - d. Bulls \_\_\_\_\_
  - e. Beef x dairy crossbreds \_\_\_\_\_
7. Breed(s) of animals: \_\_\_\_\_
  - a. Percent of herd that is grade \_\_\_\_\_
  - b. Percent of herd that is registered \_\_\_\_\_
8. Milking frequency: (circle all that apply)    2x    3x    Robotic    Other (describe): \_\_\_\_\_

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# What's New for 2023



## Contest Rules: More inclusive eligibility requirements

Revision allows December graduates who are graduate students at the time of the contest to participate, provided they are still a student at that university:

- Each contestant 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 during the academic year of the contest.
- A contestant must be enrolled in coursework at that institution at the time of the contest.
- They must have completed not less than one year of course work or equivalent by that institution's graduation rules.
- 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).

# What's New for 2023



## Enhanced Academy Experience

- Continue with mixed teams
- Group size reduced to 6 with 1 advisor per team
- Also have 5 floating advisors in both rooms. Floaters will have areas of expertise. They will be continually moving from table to table. They should plan to be there starting on Thursday as well. They would not necessarily be there on Saturday.
- Encouraging coaches to be floating advisors
- IT support will be in both rooms for software questions
- Advisors will be instructed to have questions for students during Saturday presentations
- Advisor training a week prior via Zoom (recorded)

# What's New for 2023



## Enhanced Academy Experience

- Sending PDF to advisors regarding expectations as we select them, include dates of the training and expectation to stay for the duration of Academy
- Starting Saturday at 7:30 AM with leadership development
  - Hellofresh speaker 7:30-8:30 AM
  - Student presentations 8:30 AM – 12:30 PM.
- Presentation guidelines
  - No longer than 15 minutes, 5 minutes for Q&A. No limit on number of slides.
  - Selecting advisors to give 10 min feedback to entire group, also 10 min for producer feedback
- Asking advisors to be there Thursday afternoon to Saturday afternoon this year

# What's Continuing for 2023



- **Contest and Academy Participants should plan to use their own computers for the contest.**
  - It is important that each school team have at least 2 computers to work with.
  - Mac's do not work with the dairy software, so schools may need to make arrangements for students who have Macs.
  - Dairy software (PCDART and Dairy Comp) is available for downloading from the NAIDC website. Students should download the software to their computers BEFORE coming to Green Bay. Support is available if needed.
- **Students should prepare a resume for upload to the national web site.**
  - If they uploaded one for a regional, they will have the option to either upload again or authorize us to use the one previously submitted.
  - The upload link will be available on the national contest page.
  - Resumes will be distributed to sponsors for recruiting purposes. In addition, students should bring copies with them for the Career Fair on Saturday.



# What's Continuing for 2023



- **Farm Data will be Online**
  - Most Contest and Academy materials will be posted to a secure web site only accessible by registered participants. Students will get early access to the questionnaire the week of the contest; the rest of the contest data will be released once onsite. **We are asking coaches to ensure that all contest data is removed from your students' computers after the contest ends.**
- **Presentation Turn In will be via Upload**
  - Students will receive instructions onsite for uploading both their presentation saved in PowerPoint, and a PDF handout of their slides.
- **Travel Policy**
  - As noted in your invitation letter, a pool of sponsor funds has been set aside to support national contest travel costs for schools in need. The stipend amount will depend on the number of applications approved. Schools must have a team competing in the national contest and must travel (drive or fly) at least 800 miles to be considered for the stipend. Deadline to submit this form: **February 1, 2023.**



# More on Computers



- In addition to students bringing their own computers, we ask each school bring at least one school computer, two if available, to serve as back up should one of your students experience computer failure.
- Dairy Challenge will have a small inventory to be used to run the event.

# Internet



- Students may use the internet as a tool in their presentation preparation.
- The purpose of allowing student computers and internet access is to provide a more real-world experience with access to additional resources to help address specific questions that arise during the farm analysis.
- 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.



# Other tools



- Cameras: Contest teams should bring a camera for use on the farm. **Use of cell phone, iPad, or other similar cameras is prohibited at the farms.**
- Schools should bring a calculator, measuring tape, watch/stopwatch, pens and clean notepads.
- Contest students are NOT to wear clothing with identification of their respective school any time during the event.



# Printed Data



- Farm Map
- Contest and Academy Schedules
  - All other contest material will be electronic
  - Participants will receive an email with information for accessing the contest data site

# Financial Information Template

## Farm Income Statement

Cash Basis

DAIRY ID	For the Year 2016	2017
<b>Farm Revenues:</b>		
Milk Sales	\$0	\$0
Raised Calf, Cow, & Cull Sales	\$0	\$0
Other Dairy Revenues	\$0	\$0
Non-Dairy Farm Revenues	\$0	\$0
<b>Gross Income</b>	\$0	\$0
<b>Farm Expenses:</b>		
<b>Dairy-Specific Expenses:</b>		
Bedding	\$0	\$0
Chemicals	\$0	\$0
Contract Heifer Raising	\$0	\$0
Purchased Feed Expense	\$0	\$0
Homegrown Feed Expenses	\$0	\$0
Fuel & Oil	\$0	\$0
Insurance	\$0	\$0
Labor (Wages, Payroll)	\$0	\$0
Milk Marketing (Hauling, Promotion)	\$0	\$0
Rent/Lease (Land & Equipment)	\$0	\$0
Repairs (Building & Equipment)	\$0	\$0
Supplies	\$0	\$0
Utilities	\$0	\$0
Veterinary, Medicine & Breeding	\$0	\$0
Other/Misc. Dairy Expenses	\$0	\$0
<b>Non-Dairy-Specific Farm Expenses:</b>		
Interest	\$0	\$0
Property Taxes	\$0	\$0
Insurance	\$0	\$0
Rent (Land & Equipment)	\$0	\$0
Depreciation (not including Section 179)	\$0	\$0
All Other Farm Expenses	\$0	\$0
<b>Total Farm Expenses</b>	\$0	\$0
<b>Net Farm Profit Before Taxes</b>	\$0	\$0
<b>Other Information:</b>		
Total Annual Non-Farm Income	\$0	\$0
Total Annual Owner Withdrawals	\$0	\$0
Total Annual Principal & Interest Payments	\$0	\$0
<b>Capital Purchases during the year</b>		
Machinery & Equipment	\$0	\$0
Breeding Livestock	\$0	\$0
Buildings, Improvements, Facilities	\$0	\$0

## BALANCE SHEET SUMMARY, AS OF DECEMBER 31

Fair Market Value

DAIRY ID	2016	2017
<b>CURRENT ASSETS</b>		
Cash and Savings	\$0	\$0
Accounts Receivable	\$0	\$0
Dairy Livestock Held for Sale	\$0	\$0
Homegrown Feed Inventory	\$0	\$0
Purchased Feed Inventory	\$0	\$0
Investment in Growing Crops	\$0	\$0
Supplies Inventory	\$0	\$0
Prepaid Expenses	\$0	\$0
Crops Held for Sale	\$0	\$0
Non-dairy Livestock/Products Held for Sale	\$0	\$0
<b>TOTAL CURRENT ASSETS</b>	\$0	\$0
<b>INTERMEDIATE ASSETS</b>		
Breeding Livestock - Dairy	\$0	\$0
Non-Dairy Breeding Livestock	\$0	\$0
Equipment and Farm Vehicles	\$0	\$0
All Other Intermediate Assets	\$0	\$0
<b>TOTAL INTERMEDIATE ASSETS</b>	\$0	\$0
<b>LONG TERM ASSETS</b>		
Farm Real Estate & Improvements	\$0	\$0
Buildings and Facilities	\$0	\$0
All Other Long Term Assets	\$0	\$0
<b>TOTAL LONG TERM ASSETS</b>	\$0	\$0
<b>TOTAL ASSETS</b>	\$0	\$0
<b>CURRENT LIABILITIES</b>		
Accounts Payable	\$0	\$0
Operating Loan Balance	\$0	\$0
Accrued Interest (Operating & Term Debt)	\$0	\$0
Current Portion of Term Debt (amount due within 1 year)	\$0	\$0
<b>TOTAL CURRENT LIABILITIES</b>	\$0	\$0
<b>NON-CURRENT LIABILITIES</b>		
Remaining Principal on Intermediate Loans	\$0	\$0
Remaining Principal on Long Term Loans	\$0	\$0
<b>TOTAL NON-CURRENT LIABILITIES</b>	\$0	\$0
<b>TOTAL LIABILITIES</b>	\$0	\$0
<b>NET WORTH</b>	\$0	\$0

# Financial Information Template



- Financial template posted on the resources site:  
[https://www.dairychallenge.org/pdfs/student\\_resources/NAIDC\\_Financials\\_Template.pdf](https://www.dairychallenge.org/pdfs/student_resources/NAIDC_Financials_Template.pdf)
- Additional resources available at:
  - <https://www.dairychallenge.org/student-resources/>
- Closer to the contest we will also post financial benchmarks for New York/NE dairies

# 2023 Herds



## Herds for 2023 Contest

- 4 judging panels/1 herd with two judging panels
- 1 herd 850+ cows, 700+ heifers
  - Teams 1 - 9
- 1 herd 3,400+ cows, 2,000+ heifers
  - Teams 10 – 18 & 19 - 27
- 1 herd 1,000+ cows, 900+ heifers
  - Teams 28 – 36
- ***Academy Herds (2 Herds)***
  - *1 herds 1,100+ cows*
  - *1 herd 1,400+ cows*
  - *Groups split between the 2 herds*





# 2023 Herds



## Milk Marketing Programs in New York (milk over base)

- Farms have a base
- Reduction in milk price for milk produced over base
- Specific to handler farms ship to
- Base amounts and details for each farm to be included in data provided to farms.

# 2023 Herds



- Handler 1
  - Net price received for milk producer over base less than \$2.00 per cwt.
  - Farms can purchase base to increase what they can produce, dependent on who is will to sell their base.
- Handler 2
  - Average deduction from gross milk price of about \$4.50 for last 12 months.
  - Can't purchase base to increase base without buying in entirety an operating dairy and receiving approval.

# 2023 Herds



- All herds are on DHI test
- Of the three contest herds, two process thru DRMS, one herd does not process.
  - *The non-processed herd last sampled on 9.29.22, so we may not have current milk component and SCC data*
- Of the two Academy herds, one processes thru DRMS, the other thru Ag Source
- All herds use Dairy Comp 305
- Data will be loaded into DC305, DHI-Plus and PC-DART
- Health events by month and DIM will be provided as an Excel Spreadsheet

# Diets



- Penn State Particle Separator (shaker box) for High Group diet and prefresh/close-up group
- Copies of all diets will be provided
- Map to match group to ration

# Contest



- Manager Interviews
  - Un-opposing teams from Dairy BC will interview dairy manager together on Friday afternoon, for example Teams 10 and 19 will interview dairy together.
  - Dairy A and Dairy D will not have shared interviews.



# Examples of Appropriate and Inappropriate Questions



- **Invalid:** How much overcrowding do you have in pen one?
- **Allowed:** What is your definition of over-stocking?
- **Invalid:** What is your biggest metabolic problem?
- **Allowed:** The number of ketosis cases in your database indicate a big problem; are these data correct?
- **Invalid:** What is your biggest reproductive problem?
- **Allowed:** The data show that your cows average 120 days open; is that a correct value?
- **Invalid:** How much do your cows eat in one day?
- **Allowed:** Do you weigh the feed provided and feed that is refused daily? Or Are the feed intake data in the TMR management software a true reflection of the cow's consumption?

# Contest



- Presentation format: Can use Google slides for preparation but final presentation must be in PowerPoint.
- Reminder that at national, there is no prep room. Students should plan time on Saturday to practice on their own.
- Students will gather in a holding area 15 minutes prior to presentation and will be escorted to the presentation room.





# Thursday Schedule



## Three optional events on Thursday:

9:30 AM – 12:00 PM    Saratoga Racecourse including National Museum of Horse Racing and Humphrey S. Phinney Pavilion

12:15 PM                      Boxed lunches distributed at end of morning tour

1:00 PM – 3:15 PM    Tour and education stations at King's Dairy

4:00 PM                      Dairy herd financials training seminar at conference center

4:45 PM – 5:15 PM    Registration for coaches

- ✓ *If you are not participating in the tours, plan to be in Saratoga Springs **by 5:00 PM on Thursday.***
- ✓ *Registration for Thursday events is required.*
- ✓ *Schools are responsible for their own transportation on Thursday.*

# Coaches Tour of Farms



- Students will visit the farms on Friday via buses.
- Coaches will carpool to the farms in groups at same time as students on Friday morning
- The Coaches Meeting and Reception will be held on Friday afternoon

# Friday Evening Event



- Sponsor student mixer at conference center
- Excellent networking opportunity for your students to meet and mingle with industry representatives
- Student attendance is not optional

# Saturday-when students are **NOT** presenting



- Required to attend the **Career and Innovation Fair**
- Required to attend the **Corporate Technology Presentations**
- Students will need their **cell phone** on Saturday during debriefing to complete our surveys.
- We are asking for your help to ensure **all students are onsite all day Saturday**



# Student Preparation



- A variety of items have been posted on the Dairy Challenge web site to aid in student preparation:  
<https://www.dairychallenge.org/student-resources/>
- Coaches have access to past presentations and data sets that you can also use for student preparation via the “Coaches Resource” link on “Student Resources” page. Login is “coach”

# NAIDC Scorecard



The scorecard serves as the basis for evaluating the student presentations.

The scorecard is available on the NAIDC website.

Judges will be reminded to prioritize a team's ability to defend their recommendations rather than directly align with the judges' recommendations.

Revised 10/26/21 Scorecard Subcommittee

## Dairy Challenge Scorecard

TEAM # \_\_\_\_\_

1. Material presented - 55 points		Excellent	Good	Average	Fair	Poor
<b>Farm Overview</b>		5	4	3	2	1
General overview of the farm operation (1 point)	5					
Benchmarking of relevant key performance indicators (financial and performance) with regional or national metrics (4 points)						
<b>Assessment</b>						
Clear understanding of farm's goals (5 points)	25	21-25	16-20	11-15	6-10	1-5
Identification of relevant opportunities within context of the farm's goals, financial position and KPIs (10 points)						
Justification for importance of opportunities based on provided data or information obtained during the farm visit (10 points)						
<b>Recommendations</b>		21-25	16-20	11-15	6-10	1-5
Recommendations are justified and ranked based on economic significance, farm's goals, and sustainability of the business (e.g., environmental factors, animal welfare, ownership succession planning) (15 points)	25					
Recommendations are practical with a clear implementation strategy (10 points)						
<b>2. Presentation and visual aids - 20 points</b>		Excellent	Good	Average	Fair	Poor
<b>Presence</b>		13-15	10-12	7-9	4-6	1-3
Enthusiastic, confident and professional (5 points)	15					
Spoke clearly with appropriate volume, speed, grammar and eye contact (10 points)						
<b>Slide Formatting</b>		5	4	3	2	1
Legible, organized, void of excessive wordiness. Images and data provide clear illustrations (5 points)						
<b>3. Preparation and organization - 10 points</b>		Excellent	Good	Average	Fair	Poor
Presentation and engagement by all team members (4 points)	10	9-10	7-8	5-6	3-4	1-2
Knowledge of farm practices by all team members (4 points)						
Effective use of the 20 minute time allocation. Presentation will be stopped at 20 minutes (2 points)						
<b>4. Response to questions - 15 points</b>		Excellent	Good	Average	Fair	Poor
Provided confident and concise answers to questions (5 points)	15	13-15	10-12	7-9	4-6	1-3
Provided an effective summary of relevant supporting information (5 points)						
All team members involved in answering at least one question (5 points)*						
*Team members may confer briefly but no lengthy conferences						

Total - 100 points

TEAM'S SCORE \_\_\_\_\_

# Housing, Meals and Transportation



- Headquarter hotel is the Saratoga Hilton, connected to the Saratoga Springs Conference Center
- Coaches will receive a housing form with their team confirmation (after Feb 21) to complete and submit to the hotel by Tuesday March 7.
  - Coaches are responsible for making their school's housing reservations using the NAIDC Housing Form. The Saratoga Hilton will house both students and coaches.
  - Contest and Academy students may room together.



# Housing, Meals and Transportation



- NAIDC will pay for student rooms that fall within the allotment. Coaches will receive a NAIDC Student Room Allotments table for number of student rooms being paid for by NAIDC.
- Coaches are responsible for their own room charges at the national contest. As such, a coach may wish to share a room with a coach from another school. To do so, we suggest one coach make the reservation and other indicate as such on their form. Coaches should not room with students.
- Rate per room per night: \$129 + tax
- **Reservation Cut-Off Date is Tuesday March 7, 2023**

# Housing, Meals and Transportation



- Lunch will be offered during the tour on Thursday.
- All other meals (breakfast, lunch and dinner Thursday through Saturday) will be at the convention center
- Schools are responsible for their own transportation arrangements for Thursday events.
- Albany airport is ~30 minutes.
  - *If you are not participating in Thursday activities, you may choose to not rent a vehicle.*

# Suggested Dress



- Thursday & Friday - Dress warm for farm tours
- Friday Evening - Business casual for dinner with sponsors and fun event (blue jeans are acceptable, but no holes)
- Saturday - Professional business for presentation and for the banquet
- Dairy Challenge will supply safety vests and plastic boots for the farm visits. **Clean personal boots can also be worn to the farm**

# Dress Code Guidelines



## Professional Attire

- ✓ Business suit in a conservative color (navy, gray, or black are preferred); women may wear suits with either a skirt or pants
- ✓ For men: dress shirt and tie
- ✓ For women: blouse that complements the suit; neckline no lower than collarbone; skirt hem should be no more than two inches above the knee
- ✓ Clothes clean and pressed
- ✓ Shoes: for men—wing tips or loafers with dark socks; for women—low/medium heels or flats with neutral hose.

## Not-so-Professional Attire

- Khakis, jeans, or sweats
- Shirt tail not tucked in
- Stains or wrinkles
- Shoes run down at the heels, scuffed, or not polished
- White socks
- Colored hose or hose with runs or snags in them
- Low necklines
- Hemlines on skirts more than two inches above the knee; pants above the ankle
- Too tight or too loose clothing
- Revealing or provocative
- Necktie not properly tied

# Dress Code Guidelines



## Professional -Hair

- ✓ Clean and styled
- ✓ Off your face
- ✓ For men – short hair is preferable; facial hair should be groomed

## Not-so-Professional -Hair

- Dirty or unkempt
- Excessively long bangs
- Playing with your hair

## Accessories-Professional

- ✓ Minimal jewelry: small earrings (one pair only), necklaces, pins, etc. (wedding/engagement rings are acceptable)
- ✓ Good-quality briefcase or portfolio to hold papers
- ✓ Cell phone is turned off

## Accessories-Not-so-Professional

- Visible tattoos or piercings
- Excessive or large jewelry
- Disorganized materials
- Cell phone rings during interview
- Heavy or excessive scents



# Social Media Corps Opportunity



- Accepting applications for students interested in serving on this year's Social Media Corps team
- Seeking 4 students
- Visit with students in your club and your ag communications department about this opportunity
- Application is on the Dairy Challenge web site



# NAIDC Turns 20!



- The first Dairy Challenge contest was held in 2002 at Michigan State University.
- We will be celebrating our 20<sup>th</sup> anniversary with some special activities in Green Bay.
- Our Challenge: Tera Montgomery





# Dates to note



- January 10 National Contest & Academy invites were sent
- February 21 forms and fees due
- After February 21 confirmation letters will be sent
- March 1 student information forms due
  - *MW and WE schools should submit entry forms by Feb 21 but have until March 1 to finalize student names. Additional flexibility offered to WE schools on March 1 deadline*
- March 7 Housing forms due to hotel

# Communication is Important



- Please respond quickly to e-mails from Cassi Miller or Molly Kelley
- Please notify Cassi Miller of any changes to your team.
- Make certain that your students have filled out the Student Information Form and uploaded their resumes by the deadline

# Final details...



We need at least 10 LCD projectors for the event. Let us know if you can bring one.

Schools should bring 1-2 additional computers

If you have any questions, contact

- Barry Putnam (local host committee) – [bputnam1547@gmail.com](mailto:bputnam1547@gmail.com)
- Ted Halbach (program committee chair) – [tjhalbach@wisc.edu](mailto:tjhalbach@wisc.edu)
- Cassi Miller (NAIDC registrations) - [cmiller@wdexpo.com](mailto:cmiller@wdexpo.com)
- Molly Kelley (NAIDC) – [mollyk@dairychallenge.org](mailto:mollyk@dairychallenge.org)





***We could not do this without you!***