



## 2014 BADGER DAIRY CHALLENGE

*October 17 & 18, 2014*

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



#### **MISSION**

To allow students to apply their dairy management skills learned at the University of Wisconsin-Madison in an applied practical setting.

#### **ENTRIES**

**An entry form must be completed and returned by Wednesday, October 15<sup>th</sup> at noon in the Dairy Science office (266 Animal Sciences).**

#### **MEALS**

The participants will be provided snacks and refreshments during the farm visit on October 17<sup>th</sup>. On October 18<sup>th</sup>, pizza and beverages will be served after the presentations.

#### **CONTEST WAIVER**

Each contestant will be required to sign a liability waiver and turn it in alongside their registration.

#### **TEAMS**

**A maximum of seven teams can participate in either of the contest's two divisions.** The **Legends Division** will be made up of students with senior standing or any students who have successfully completed Dairy Science 233, Dairy Herd Management. The **Leaders Division** is open for all other undergraduates or second year Farm and Industry Short Course students. In order to be eligible to participate in the Badger Dairy Challenge, a student must be a full-time undergraduate student. Teams will consist of four members. Students can select the members of their team, or if a student does not have a team preference, the contest coordinator can randomly place the student. The Dairy Challenge staff reserves the right to compose teams of five if the limit of participants is exceeded in either division.

#### **JUDGING SYSTEM**

A panel of five judges will hear all presentations in a division. There will be two sets of judges; one for each division. The judging panel will contain five individuals who have extensive dairy knowledge in the fields of 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 after the conclusion of their presentation. However, final ratings are decided at the end of the contest.

## **METHOD OF CONDUCT OF THE CONTEST**

### **GENERAL RULES**

Each team will work independently. On Saturday morning instructors will be available as a resource for teams in the Leaders Division. In the Legends Division there should be no aid from instructors or other individuals not on their team. No cell phones will be allowed during the farm visits out of respect for the hosts.

### **COMPUTERS**

Personal computers will be used during the competition. Software and hardware files will be made available on a website hereinafter referred to as ContestLearn@UW. Laptop computers are available for use from the CALS Computer Lab.

### **MATERIALS AND DATA**

For the farm visit, each team will be allowed to bring a digital camera, calculator, measuring tape, watch, pens, and notepads. No other equipment will be allowed. The ContestLearn@UW website will contain DairyComp 305 and AgSourceDM dairy management programs. In the Legends Division, students are encouraged to use DairyComp 305. Each team will also receive the necessary data to analyze the results of operations and their herd management practices. This data may be provided in print or electronic form, using standard industry formats. The data will be the real on-farm data, or when not available from the farm, will be simulated data provided by contest management.

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.

## **STRUCTURE OF VISITS**

Each division will analyze separate farms. By analyzing the data provided at the start of the contest, each team will have already prioritized the farm areas needing a detailed examination. Each farm visit will consist of 120 minutes with each team deciding how to allocate their members and time to cover all areas of the farm. The judges should arrive at the farm at the same time. At each area of the farm there will be assistant superintendents to answer questions, monitor the students and provide directions when needed. Students are not allowed to ask the dairy owner or employees any questions while on the visit, as employees can give different answers to different team members or misleading answers. Students will be allowed to examine most areas of the dairy but for bio-security reasons may not have access to all areas. Each team will then be allowed to participate in a group questioning of the farm manager or consultant for 15 minutes to get necessary information about the data provided and acquired during the visit. Each team can submit two questions for the herd owner/manager. These must be placed in the ContestLearn@UW dropbox by 7:00 PM on October 17. 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 set provided.

## **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 must deposit their final presentation into the ContestLearn@UW dropbox by 11:45 AM on Saturday, October 18.

## **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. Only presentations submitted in the ContestLearn@UW dropbox can be accessed.

The contest management will make photocopies of the presentations for the judges' panels and load the presentations on computer projectors in presentation order for each team. Dress code for the presentations is professional. The gentlemen are expected to wear shirt, tie, dress pants, and dress shoes. The ladies are expected to wear a professional equivalent. No hats, sweatshirts, or jeans. Dress as if going to an interview. Each team will be assigned to an afternoon presentation session. Presentation order of the 7 teams will be by random draw. Each team will follow in order at approximately 45 minute 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 SHOULD USE ACTUAL STUDENT NAMES, and should provide a team photo in their presentation slides.

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. After the Q & A period, the judges will provide 10 minutes of feedback. A five minute transition time is allotted between group presentations. 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, as each team member should have a specialty area in questioning that they are responsible for.

Every team will have to formulate their presentations in PowerPoint. The contest will provide a laser pointer, projector, and computer. No spectators will be allowed to enter or leave a room until the entire presentation is complete. Students can view presentations AFTER they have given theirs.

After every presentation the judges' panel will privately rate each team against the scorecard. After all presentations are complete, a final ranking will be given for each team. A summary of the judges' evaluation for each farm visit will also be provided. Teams will receive these materials at the awards ceremony.

### **BIO-SECURITY**

All contest members are required to wear plastic boots (provided) for each farm visit and should be wearing clean, protective clothing. Contestants should dress appropriately for the weather. Keep in mind that the host farms are freestall operations.

### **AWARDS**

Teams will be ranked in each division, and the 1<sup>st</sup> and 2<sup>nd</sup> place teams will receive University Bookstore gift certificates with \$50 awarded to members of the winning teams and \$35 to the runner-ups. Every participant in the contest will receive a Badger Dairy Challenge conference pad holder. Team contest photos will be taken of each participating team afterward.



## *Friday, October 17*

### **Farm Visits**

Location: Leave from the Dairy Cattle Center promptly at 1:00 PM

- Legends Division arrive at Maier Dairy, 7055 Schumacher Rd., Waunakee at 1:30PM
- Leaders Division arrive at Helt Farms, 6867 Lavina Rd., Dane at 1:45PM
- Legends Division depart Maier Dairy at 4:00PM
- Leaders Division depart Helt Farms at 4:15PM
- All - Arrive back to campus at 4:45PM

## *Saturday, October 18*

Resource room open at 9:00AM to noon – Animal Sciences 236

### **Presentation Schedule**

- Legends division presentations in Animal Sciences 236 (Please arrive no later than 10 minutes before your scheduled time.)

12:00-12:45PM	
12:50-1:35PM	
1:40-2:25PM	
2:30 - 2:45PM	
2:45 - 3:30PM	
3:35 – 4:20PM	
4:25 – 5:10PM	
5:15 – 5:45PM	Famous Dave's BBQ Dinner – ANSCI 212
5:45 – 6:15PM	Judges Evaluations and Awards Presentation - ANSCI 212

- Leaders division presentations in Animal Sciences 274 (Please arrive no later than 10 minutes before your scheduled time.)

12:00-12:45PM	
12:50-1:35PM	
1:40-2:25PM	
2:30 - 2:45PM	
2:45 - 3:30PM	
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