

# Milking Cows

SCOTT, FARMER

## DESCRIPTION

Delicately touching udders to extract milk for sale, an activity crucial due to current market conditions. The method of "peeling cows" is non-traditional but makes for superior milk, despite concerns people might have.

### Touch the cow

#### Time of day

The specific time when each phase occurs.

#### Morning Milking for Freshness

The initial delicate touch of the cow's udder typically occurs in the morning. This timing is crucial to ensure the milk collected is fresh, which is important for

### Peel the cow

#### Night Milking for Calmness

Performing the "peel the cow" action at night is a strategic choice to minimize disturbances. This timing ensures the cows are calmer, reducing the likelihood of

#### Pain points

Challenges or difficulties encountered during each phase.

#### Early Morning Discomfort

Waking up early for milking is a significant challenge. This often leads to feeling slow-witted and less efficient during the initial delicate handling of the

#### Non-Traditional & Time-Consuming Method

Employing a non-traditional method for milk extraction presents unique challenges. This approach is notably time-consuming, impacting overall efficiency and

**Touch the cow**

**Time of day**

**Morning Milking for Freshness**

The initial delicate touch of the cow's udder typically occurs in the morning. This timing is crucial to ensure the milk collected is fresh, which is important for quality and marketability.

**Pain points**

**Early Morning Discomfort**

Waking up early for milking is a significant challenge. This often leads to feeling slow-witted and less efficient during the initial delicate handling of the cows.

**Peel the cow**

**Time of day**

**Night Milking for Calmness**

Performing the "peel the cow" action at night is a strategic choice to minimize disturbances. This timing ensures the cows are calmer, reducing the likelihood of them screaming and creating a more peaceful environment for the milking process.

**Pain points**

**Non-Traditional & Time-Consuming Method**

Employing a non-traditional method for milk extraction presents unique challenges. This approach is notably time-consuming, impacting overall efficiency and requiring significant dedication.

## SUMMARY OF FINDINGS

The journey of 'Milking Cows' is a critical process for Scott, a farmer, driven by the need to produce high-quality milk for sale, especially in challenging market conditions. The journey is divided into two distinct phases: 'Touch the cow' and 'Peel the cow'.

During the 'Touch the cow' phase, which occurs in the morning, the primary goal is to ensure the milk's freshness. However, a significant pain point for Scott is the early morning wake-up, which affects his alertness and efficiency.

The 'Peel the cow' phase is conducted at night, a strategic choice to leverage the cows' calmer state and reduce noise. This method, while non-traditional and time-consuming, is believed by Scott to produce superior milk, despite potential concerns from others. The non-traditional nature and the time investment are identified as key pain points within this phase.

Overall, Scott's milking process is characterized by a dedication to milk quality and an adaptive approach to farming, even if it involves unconventional and personally challenging methods.

## MENTAL MODELS

- 1. Quality-Centric Production:** Scott prioritizes the quality and freshness of the milk above other factors, such as personal comfort or traditional methods. This is evident in his early morning milking for freshness and his belief in the 'superior milk' produced by his non-traditional 'peeling' method.
- 2. Strategic Animal Management:** Scott considers the cows' behavior and well-being when planning his process, as shown by his decision to 'peel the cow' at night when they are calmer and less likely to scream.
- 3. Resilience and Adaptability to Market Conditions:** The emphasis on the 'crucial' nature of milking due to 'bad market conditions' indicates a mental model of adapting practices and intensifying efforts in response to economic pressures.
- 4. Acceptance of Unconventional Methods for Perceived Benefit:** Scott is willing to employ a 'non-traditional way to obtain milk' and defends its efficacy, suggesting a mental model where he values perceived superior outcomes over adherence to conventional practices, even if it