

What Separates the BEST from the REST?

As dairy entrepreneurs, profit is always the objective, but beneath those, what does it take to say that we are cut above the rest? Danny Klinefelter of the Northeast Dairy Producers Association in the US said and I quote:

1. **Anticipate** and **adapt** to the changing needs of the market.
2. Be more **open to explore new ideas** and **different points of views**.
3. Be **strategic thinkers**.
4. **Identify strengths and weaknesses** in themselves and others.
5. **Operate in a continuing improvement mode**.
6. **Push the envelope** but **be calculated** as risk takers.
7. Think about **“what if”** scenarios and try to develop contingency plans.
8. **Seek input and experience from other people** outside their industry.
9. See **challenges as opportunities**.
10. **See themselves more as the head coach than the Boss**.
11. **Management is balanced across key performance areas**.
12. Spending more **time on monitoring and analyzing**.
13. Be excellent **problem solvers**.
14. **Decisions are based on reason and judgment**, not emotions.
15. **Creative and innovative** in their approach to business.
16. **Works harder to communicate**.

So, calling all our dairy coops, dairy multiplier farmers, clientele group and would be dairy farmers, we should not wait for anybody to tell us what to do, let us all be pro-active and be the successful dairy farmer that we want to be.

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