

Skills Assessment for Dairy Value-Adding

This worksheet is in addition to Worksheet #4 – Farming & Business Skills Assessment in the Exploring the Small Farm Dream course. The knowledge and skills presented are more specific for people interested in dairy value-adding.

How would you rate your skills in the following areas? Use a scale of 1 to 5.

- 1. Very experienced.** I am confident that I can handle all aspects of this part of my farm.
 - 2. Comfortable.** I have experience or training in all or most of the aspects of this part of my farm.
 - 3. Moderate.** I have experience or familiarity with most of the relevant skills.
 - 4. Somewhat familiar.** I have experience or knowledge relating to some of the necessary skills, but not most.
 - 5. No experience.** This aspect of running a farm business is completely new to me.
- NA. Not applicable** (for example experience making cheese is not applicable if making yogurt or bottling fluid milk).

If there is something that someone else will be doing, still rate your skills in the following area, but note who will be doing that for you.

	Rating (1-5)	If not you, then whom?
Whole Farm Planning		
Write a business plan		
Write a marketing plan		
Write a grant		
Write Standard Operating Procedures (SOP's)		
Write or manage a HACCP plan		
Business Start Up		
Identify and purchase legal processing equipment		
Design processing facility		
Manage contractors		
Obtain permits, licenses, etc		
Obtain financing		
Business Management		
Use an accounting program such as Quickbooks		
Service dairy accounts		
Manage outstanding accounts		

Manage distributors		
Order supplies		
Take orders from chefs		
Answer the phone		
Manage inventory		
Approach a bank for a loan, line of credit		
Manage cash flow and debt		
Customer Service		
Answer questions from consumers		
Demo products to public		
Distribute dairy products		
Write a press release and manage media		
Sell product direct to the public		
Arranged shipping of refrigerated/frozen products with carrier (UPS, etc.)		
Design leaflets, brochures and other point of purchase materials		
Design signs and banners		
Dairy Processing		
Understand milk quality		
Purchase equipment (new or used)		
Cut and wrap cheeses		
Package fresh dairy products		
Make cheese or other fermented dairy product		
Understand the basic biology of fermented dairy products		
Service/repair equipment		
Pasteurize milk in a legal system		
Comply with federal and state regulations		
Do plant record keeping		
Affinage		