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### **Trends: Quick Cash while Connecting with Customers!**

Getting things going often takes creative consideration! Crowd Funding can meet many needs and give you contact with prospective customers at the same time! Funding a project (or a small venture) is quite easy to do as you are aiming to raise moderate amounts of money from a large number of people – via the internet! You just need a convincing proposition (or story). Then, decide if you want to offer an incentive (a small gift you'll give back, like recipe cards, a T-Shirt or some product). GoFundMe or KickStarter can accommodate this approach quite comfortably.

Alternately, you can decide to offer some 'shares' in your company or venture. AgFunder or PieShell can get you going in the right direction with this approach.

Anna Landmark and Anna Thomas Bates of Landmark Cheese in Wisconsin decided to launch a KickStarter campaign to fund a few projects to help them grow their sheep and cow cheese endeavors. It was super successful! Consider technology resources when making plans and budgeting – the 'connectivity' opens up enormous opportunities!

### **Tips: Real time measurement = Real good management**

The saying goes, "If you can't measure it, you can't manage it". This is certainly true throughout the dairy supply chain. The LactiCheck MINI Milk Composition Analyzer is a simple, sensible solution to getting real time information so that you can proactively manage everything from herd health and feed to proper labeling, safe packaging and effective affinage.

Simply pour some raw milk into a sample vial, introduce it to the LactiCheck MINI and press "OK". One minute later, you have a complete milk composition profile (including fat, solids, lactose, protein, etc.). You can test individual animals, bulk tanks/suppliers, milk in the vat prior to processing and product going out the door (i.e. to confirm proper labeling). Data can be saved to your computer or forwarded (via a comma separated file or ascii format) to another computer for merging in existing reports. With no reagents required, on-going operating costs are minimal. This is certainly a most sensible solution!

[Read Tips & Trends Vol. 4](#)

