



Trends AgriTourism: A New Wave Brightening the Revenue Stream Prospects!

Young's Jersey Dairy in Yellow Springs, Ohio is a family farm celebrating its 150th anniversary! The home to several generations of Youngs, the current families managing this enterprise took some surprisingly creative decisions to keep more of their members productively and pleasantly engaged in the business: They turned to AgriTourism!

During a Virtual Farm Tour at the recent World Dairy Expo, Stuart Young enthusiastically described how they had down-sized their herd and exponentially enlarged their overall operations. Still fundamentally a dairy farm, milking, and breeding Jersey cows (about 40 are milked every day), they have opened their farm to families for fun, learning and adventure.

While the cow is clearly their priority, they have expanded their operations to include on-farm bottling, ice cream making, and cheese making! Visitors are invited to watch the milking, pet animals, stop for ice cream or dinner and enjoy many recreational activities. This diversification has facilitated a broader revenue stream, allowing them to keep five families of Youngs on the Farm, many actively participating in day to day activities. This is a trend that can be seen throughout the USA and farms strive to engage with their communities and bring in a sensible revenue stream. Read more at <https://www.facebook.com/YoungsDairy/>

Tips Whey Composition: A Critical Control Point!

Whey composition analysis is a critical control point. Excess fat and/or protein content in the whey means that your cheese or yogurt production requires some closer scrutiny. As observed by Neville McNaughton of CheezSorce, a recognized expert and consultant to cheesemakers throughout the USA, "If it's in the Whey, it is NOT in your cheese". Inconsistencies in fat and protein content in whey point to variances in both quality and yield. These issues impact your bottom line. The LactiWhey composition analyzer keeps you confident that your process is under proper control!

