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## **Trends: Why entering Awards Competitions pays off!**

Are you skeptical about the value of investing time and money in awards competitions? One of the obvious outcomes of winning awards is to attract customers. Some less well recognized benefits include rewarding your employees by facilitating independent recognition of their hard work. This encouragement can bring about improved efficiencies and reductions in cost as employees more fully and enthusiastically take 'ownership' of their responsibilities!

By participating in competitions, you also gain insight into market trends which can be instrumental in inspiring future innovations and products.

Finally, competition frequently opens doors to new connections and broadens your network. So, the next time you hesitate when it comes to entering an awards competition, give some thought to all the benefits it brings, and 'bite the bullet'<sup>1</sup>

## **Tips: Co-ops putting quotas back in place to drive improvements in composition (not yield)**

With the price of milk heading back up again, many producers are considering making more milk. Some Co-ops, though, are putting in place payment systems that discourage greater yields but encourage improvement in composition (fat, solids, protein). Agrimark is implementing a system of payment in January, 2020, where a farmer is given a daily quota equal to the averaged dairy production calculated from the last 5 years. If they produced more milk on any given day, there is a penalty. At the same time, higher composition qualifies for higher bonuses.

You can easily check your composition with the LactiCheck MINI Milk Composition Analyzer. Testing individual cows, milking groups or the bulk tank is rapid (60 seconds) and requires no pipetting and does not need any reagents (so it is inexpensive and easy! See a short intro video at:

<https://vimeo.com/pagepedersen/lacticheckmini>

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