



## Background

Agriculture has long been based on farming families to supply most of the farm labour. The number of farming families has decreased, due to the migration of youth from rural areas to cities to pursue employment and obtain a more competitive income. In the longer term, new agricultural technologies have the potential to help address the challenges of the labour requirements on dairy farms.

## How does the strategy work?

- Providing training and mentoring to new farm workers.
- Developing clear career paths that showcase promotional opportunities within the dairy farm.
- Evaluating performance regularly can provide a platform to discuss goals, assess progress and identify areas for improvement. Constructive feedback and goal-setting can help employees align their efforts with production targets.
- Supporting a culture of continuous improvement where employees are encouraged to suggest innovative ideas and solutions to enhance production efficiency and quality.
- Maintaining open and transparent communication regarding the farm's performance, goals and challenges.
- Implementing a bonus system tied to specific production metrics, such as milk yield, milk quality, conception rate, calves born, or herd health indicators. Employees who meet or exceed targets can receive monetary bonuses. Providing a daily amount of milk for home consumption is appreciated (e.g. 2 litres). Fostering teamwork by introducing incentives that reward collective achievements.
- Creating a system for recognizing and rewarding exceptional performance. This could include "Employee of the Month" awards, certificates of achievement, or public acknowledgment of employees who consistently contribute to production success.
- Considering a profit-sharing model where a portion of the farm's profits is distributed among employees based on their contributions and the farm's overall performance.
- Dairy farming often involves seasonal fluctuations in labour demand. A workforce loan system developed with other industries could be a solution. Workforce sharing amongst or hiring from neighbouring farms can be practiced.
- Incorporating technological advancements and automation to streamline tasks and reduce the need for manual labour.

## Specific advice

- Changing positions at different times might help avoid worker boredom
- Encourage employees to share their ideas and suggestions can improve production processes

## Quote of the farmer:

*"Perhaps smart cows and smart technology are the only future..."*

## Be careful, especially on these points

In certain regions, dairy farms have relied on immigrant or migrant labour to fill gaps. Issues related to labour rights, wages, and living conditions can arise.

## Assessment of method

