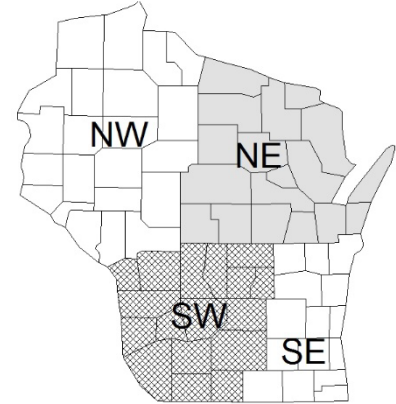


Dairy Producer Survey Results, 2024

In May 2024, DATCP mailed 5,419 surveys to dairy farmers across Wisconsin using a list obtained from DATCP’s Division of Food Safety. We received 1,611 responses, resulting in a response rate of 30%. The tables below are a summary of good responses. Not every respondent answered every question, so totals may not add to 1,611 and may vary between the herd size and region tables. Because we do not know how non-respondents would have responded, we cannot generalize the survey results to all dairy farmers in Wisconsin. In the following tables, “Herd Size” refers to the number of cows currently being milked. In the 2020 Dairy Producer Survey, “Herd Size” included cows being milked and dry cows.

Dairy Operations by Region, 2024

Herd Size	NW	NE	SW	SE	Total	% of respondents
	Number of farms responding					
1-19	19	13	69	9	110	7
20-49	120	83	78	36	317	20
50-99	192	136	131	74	533	34
100-199	46	60	90	74	270	17
200-499	38	61	59	47	205	13
500-999	15	27	23	26	91	6
1,000+	12	18	7	20	57	3
All	442	398	457	286	1583	100



Farm Production Management System, 2024¹

Herd Size	Conventional	Organic	Managed intensive grazing
	Percent of farms		
1-19	68	28	26
20-49	84	13	18
50-99	89	10	10
100-199	93	6	5
200-499	96	4	<1
500-999	98	1	2
1,000+	100	0	0
All	89	9	10

¹Some operations selected more than one management system. A few operations specified they used managed intensive grazing but did not specify whether they were also conventional or organic.

Farm Production Management System, 2024¹

Region	Conventional	Organic	Managed intensive grazing
	Percent of farms		
NW	87	11	11
NE	92	6	8
SW	85	13	14
SE	95	4	5
All	89	9	10

¹Some operations selected more than one management system. A few operations specified they used managed intensive grazing but did not specify whether they were also conventional or organic.

Have Cows/Calves Raised Outside of Wisconsin, 2024¹

Herd Size	Percent of farms
1-19	0
20-49	0
50-99	1
100-199	1
200-499	1
500-999	4
1,000+	37
All	2

¹Other states reported were CO, IA, KS, MN, NE, ND.

Region	Cows/Calves Raised Outside of Wisconsin, 2024 ¹
	Percent of farms
NW	2
NE	3
SW	1
SE	5
All	2

¹Other states reported were CO, IA, KS, MN, NE, ND.

Herd Size	Female Calves Raised as Dairy Replacements, 2024
	Percent of female calves
1-19	80
20-49	82
50-99	87
100-199	88
200-499	86
500-999	84
1,000+	82
All	85

Region	Female Calves Raised as Dairy Replacements, 2024
	Percent of female calves
NW	86
NE	82
SW	87
SE	87
All	85

Herd Size	Work With Veterinarian for Dairy Animal Care on a Regular Basis, 2024
	Percent of farms
1-19	33
20-49	83
50-99	92
100-199	96
200-499	99
500-999	99
1,000+	96
All	88

Region	Work With Veterinarian for Dairy Animal Care on a Regular Basis, 2024
	Percent of farms
NW	87
NE	91
SW	83
SE	95
All	89

Herd Size	Feed Grown on Dairy Farm, 2024				
	100%	80-99%	60-79%	1-59%	None
	Percent of farms				
1-19	18	53	13	15	1
20-49	28	53	14	4	1
50-99	32	54	11	2	1
100-199	34	52	11	2	1
200-499	29	49	18	1	1
500-999	20	47	23	10	0
1,000+	18	41	28	9	4
All	29	52	14	4	1

Feed Grown on Dairy Farm, 2024

Region	100%	80-99%	60-79%	1-59%	None
	Percent of farms				
NW	28	56	13	2	1
NE	28	54	14	2	2
SW	31	48	13	8	<1
SE	30	47	18	3	2
All	29	52	14	4	1

Work With Nutritionist for Dairy Animal Feed Program, 2024

Herd Size	Percent of farms				
1-19	33				
20-49	66				
50-99	84				
100-199	96				
200-499	98				
500-999	98				
1,000+	100				
All	82				

Work With Nutritionist for Dairy Animal Feed Program, 2024

Region	Percent of farms				
NW	79				
NE	86				
SW	77				
SE	91				
All	82				

Marketing Male Calves, 2024¹

Herd Size	Dealer	Directly to a calf ranch	Directly to another farmer	Feed to market weight	Sale barn
	Percent of farms				
1-19	6	0	19	32	71
20-49	5	2	21	13	80
50-99	5	<1	19	15	79
100-199	6	3	26	23	70
200-499	9	4	28	15	73
500-999	21	21	29	11	53
1,000+	33	32	21	14	28
All	8	4	22	17	73

¹Some operations sold through more than one marketing channel.

Marketing Male Calves, 2024¹

Region	Dealer	Directly to a calf ranch	Directly to another farmer	Feed to market weight	Sale barn
	Percent of farms				
NW	7	2	15	14	81
NE	8	5	15	13	77
SW	8	2	32	22	68
SE	8	7	31	19	64
All	8	4	23	17	73

¹Some operations sold through more than one marketing channel.

Ability to Access Reliable Deadstock Removal, 2024

Region	Always available	Sometimes available	Unreliable/ Unavailable	Do not rely on deadstock services
	Percent of farms			
NW	24	8	12	56
NE	68	6	4	22
SW	39	13	8	40
SE	75	6	7	12
All	49	9	7	35

Ability to Access Reliable Deadstock Removal, 2024

Herd Size	Always available	Sometimes available	Unreliable/ Unavailable	Do not rely on deadstock services
	Percent of farms			
1-19	19	8	6	67
20-49	42	10	9	39
50-99	43	9	9	39
100-199	58	6	9	27
200-499	60	12	3	25
500-999	73	8	5	14
1,000+	81	3	5	11
All	49	9	7	35

Nutrient Management Plans, 2024

Herd Size	Have a nutrient management plan	If have a plan, has been approved/filed as part of a current agriculture program or ordinance
	Percent of farms	
1-19	27	38
20-49	48	69
50-99	62	74
100-199	80	88
200-499	91	93
500-999	100	96
1,000+	100	100
All	67	82

Nutrient Management Plans, 2024

Region	Have a nutrient management plan	If have a plan, has been approved/filed as part of a current agriculture program or ordinance
	Percent of farms	
NW	58	74
NE	75	84
SW	64	81
SE	80	91
All	67	82

Work With Conservation Professional to Maintain/Improve Land and Water, 2024

Herd Size	Worked with professional		Type of professional worked with ¹				
	Yes	No	Cooperative/ milk processor	Farm consultant	Industry partner	Local/state/federal government institution	Watershed group
	Percent of farms						
1-19	18	82	30	30	5	50	20
20-49	40	60	30	55	6	66	17
50-99	50	50	24	55	9	64	13
100-199	67	33	32	63	13	79	17
200-499	78	22	32	66	15	80	22
500-999	92	8	32	75	29	88	24
1,000+	95	5	41	83	52	80	35
All	57	43	30	62	14	73	19

¹Some operations worked with more than one type of professional. Respondents were also able to report other types of conservation professionals. The most common other conservation professional listed was organic certifier.

Work With Conservation Professional to Maintain/Improve Land and Water, 2024

Region	Worked with professional		Type of professional worked with ¹				
	Yes	No	Cooperative/ milk processor	Farm consultant	Industry partner	Local/state/federal government institution	Watershed group
	Percent of farms						
NW	49	51	33	59	13	71	13
NE	60	40	25	65	14	72	22
SW	53	47	31	59	12	73	20
SE	71	29	31	64	20	78	20
All	57	43	30	62	15	74	19

¹Some operations worked with more than one type of professional. Respondents were also able to report other types of conservation professionals. The most common other conservation professional listed was organic certifier.

Incorporating Cover Crop Practices on Dairy Farm, 2024¹

Herd Size	Incorporating cover crop practices		Reason if not incorporating cover crop practices ¹			
	Yes	No	Cost (equipment, seed, etc.)	Lack of information	Lack of labor	Takes too much time
	Percent of farms					
1-19	65	35	24	5	19	16
20-49	47	53	42	5	26	22
50-99	55	45	43	8	29	32
100-199	60	40	45	8	32	22
200-499	74	26	57	4	37	39
500-999	84	16	29	0	29	21
1,000+	82	18	50	20	30	50
All	60	40	43	7	29	27

¹Some operations reported more than one reason for not incorporating cover crops. Respondents were also able to report a reason not listed. Some common other reasons were that their land was all in hay/pasture, the cover crop growing season is too long for where the farm is located, land is needed for manure, and that it is hard to get a good crop afterward.

Incorporating Cover Crop Practices on Dairy Farm, 2024¹

Region	Incorporating cover crop practices		Reason if not incorporating cover crop practices ¹			
	Yes	No	Cost (equipment, seed, etc.)	Lack of information	Lack of labor	Takes too much time
	Percent of farms					
NW	55	45	41	6	33	30
NE	55	45	46	10	28	29
SW	69	31	42	5	33	25
SE	63	37	45	5	18	24
All	60	40	43	7	29	28

¹Some operations reported more than one reason for not incorporating cover crops. Respondents were also able to report a reason not listed. Some common other reasons were that their land was all in hay/pasture, the cover crop growing season is too long for where the farm is located, land is needed for manure, and that it is hard to get a good crop afterward.

Conservation Practices, 2024

Herd Size	Buffer zones	Contour strips	Diversion ponds	Grass waterways	Inter-seeding	No-till
	Percent of farms indicating they use this practice					
1-19	27	44	4	66	34	10
20-49	24	28	5	72	17	38
50-99	30	30	5	75	16	50
100-199	31	35	7	75	17	59
200-499	37	40	7	75	22	65
500-999	56	42	13	84	25	74
1,000+	51	16	23	82	28	77
All	32	33	6	75	19	51

Conservation Practices, 2024

Region	Buffer zones	Contour strips	Diversion ponds	Grass waterways	Inter-seeding	No-till
	Percent of farms indicating they use this practice					
NW	31	23	7	83	20	47
NE	34	13	4	62	20	47
SW	30	64	8	81	18	53
SE	35	27	7	69	18	58
All	32	33	6	75	19	51

Alternative Manure Handling, 2024¹

Herd Size	Composting	Digester	Nutrient recovery system	Sand separator
	Percent of farms indicating they use this method			
1-19	18	<1	1	0
20-49	21	0	4	0
50-99	20	<1	1	<1
100-199	14	0	2	1
200-499	9	<1	3	1
500-999	16	9	9	8
1,000+	12	28	7	37
All	17	2	3	2

¹Respondents were also able to report alternative manure handling method not listed. Other responses were dryer/separator, solid separation, and screw press separator.

Alternative Manure Handling, 2024¹

Region	Composting	Sand separator	Digester	Nutrient recovery system
	Percent of farms indicating they use this method			
NW	22	<1	2	2
NE	14	2	3	2
SW	17	2	1	1
SE	16	3	5	4
All	17	2	3	2

¹Respondents were also able to report alternative manure handling method not listed. Other responses were dryer/separator, solid separation, and screw press separator.

Farm Business Arrangement, 2024

Herd Size	Corporation	LLC/LLP	Partnership	Sole proprietorship	Other ¹
	Percent of farms				
1-19	2	3	3	91	1
20-49	3	6	9	82	0
50-99	5	16	7	72	<1
100-199	11	32	11	45	1
200-499	13	53	8	26	<1
500-999	19	63	6	12	0
1,000+	32	65	0	3	0
All	8	25	8	58	<1

¹Other included university farms, government farms and trusts.

Farm Business Arrangement, 2024

Region	Corporation	LLC/LLP	Partnership	Sole proprietorship	Other ¹
	Percent of farms				
NW	9	13	8	70	<1
NE	7	29	6	58	<1
SW	8	22	11	59	1
SE	11	44	4	41	<1
All	8	25	8	58	<1

¹Other included university farms, government farms and trusts.

Dairy Farm Working Structure, 2024

Herd Size	One generation/ one family working	One generation/ multiple families working	Two or more generations working	Operated by non- family employees	Not a family-owned dairy farm
	Percent of farms				
1-19	79	3	17	0	1
20-49	69	3	26	1	1
50-99	53	7	39	<1	1
100-199	33	8	57	1	1
200-499	17	10	68	4	<1
500-999	9	10	77	4	0
1,000+	7	10	67	16	0
All	46	6	45	2	1

Dairy Farm Working Structure, 2024

Region	One generation/ one family working	One generation/ multiple families working	Two or more generations working	Operated by non- family employees	Not a family-owned dairy farm
	Percent of farms				
NW	58	6	35	<1	<1
NE	46	6	44	3	1
SW	42	5	51	1	1
SE	30	11	54	4	1
All	45	7	45	2	1

Generations Farm has been in Family, 2024

Herd Size	One generation	Two generations	Three generations	Four generations	Five generations	More than five generations	Not a family- owned dairy farm
	Percent of farms						
1-19	55	37	4	4	0	0	0
20-49	35	27	20	12	3	3	<1
50-99	37	20	16	15	7	4	1
100-199	21	20	22	19	10	7	1
200-499	14	18	28	17	9	13	<1
500-999	8	18	20	20	14	20	0
1,000+	7	21	19	18	12	23	0
All	30	22	18	15	7	7	1

Generations Farm has been in Family, 2024

Region	One generation	Two generations	Three generations	Four generations	Five generations	More than five generations	Not a family-owned dairy farm
	Percent of farms						
NW	38	24	15	11	7	5	0
NE	28	22	19	17	7	6	1
SW	30	21	22	14	6	6	1
SE	17	21	20	20	9	13	<1
All	30	22	18	15	7	7	1

Employees, Including Paid Family Members, on Payroll, 2024

Herd Size	Have employees		Average number of employees
	Yes	No	
	Percent of farms		Number
1-19	25	75	2
20-49	48	52	2
50-99	60	40	3
100-199	89	11	4
200-499	97	3	7
500-999	100	0	14
1,000+	100	0	31
All	68	32	6

Employees, Including Paid Family Members, on Payroll, 2024

Region	Have employees		Average number of employees
	Yes	No	
	Percent of farms		Number
NW	56	44	5
NE	74	26	6
SW	65	35	5
SE	86	14	8
All	69	31	6

Benefits Provided to Employees, 2024

Herd Size	Bilingual resources	Childcare	External professional development	Health insurance	Housing	Paid time off	Transportation
	Percent of farms						
1-19	0	4	0	4	22	4	7
20-49	0	1	0	9	21	5	7
50-99	1	4	1	13	24	13	9
100-199	4	4	3	12	32	24	10
200-499	9	5	8	13	51	38	10
500-999	30	1	12	17	64	64	12
1,000+	42	0	35	48	67	71	19
All	8	3	5	14	36	26	10

Benefits Provided to Employees, 2024

Region	Bilingual resources	Childcare	External professional development	Health insurance	Housing	Paid time off	Transportation
	Percent of farms						
NW	8	3	2	10	44	23	12
NE	9	3	7	15	32	25	8
SW	5	4	4	11	39	27	9
SE	8	3	8	19	30	30	11
All	8	3	5	14	36	26	10

Labor Needs, 2024

Herd Size	Will need additional labor in the next two years		If will need additional labor, would consider hiring specific individuals		
	Yes	No	Military veteran	Person who has been incarcerated	First-generation immigrant
	Percent of farms				
1-19	8	92	50	43	57
20-49	10	90	83	52	59
50-99	16	84	94	45	71
100-199	34	66	89	30	75
200-499	42	58	96	59	96
500-999	38	62	91	45	97
1,000+	61	39	97	65	97
All	24	76	91	47	82

Labor Needs, 2024

Region	Will need additional labor in the next two years		If will need additional labor, would consider hiring specific individuals		
	Yes	No	Military veteran	Person who has been incarcerated	First-generation immigrant
	Percent of farms				
NW	16	84	96	45	85
NE	29	71	91	52	83
SW	22	78	85	42	75
SE	30	70	96	49	87
All	24	76	92	48	82

Will Operation Still be Dairy Farming in Five years, 2024

Herd Size	Yes	No
	Percent of farms	
1-19	82	18
20-49	65	35
50-99	79	21
100-199	82	18
200-499	92	8
500-999	98	2
1,000+	100	0
All	81	19

Will Operation Still be Dairy Farming in Five years, 2024

Region	Yes	No
	Percent of farms	
NW	81	19
NE	81	19
SW	83	17
SE	77	23
All	81	19

If Still Dairy Farming, Cows Milked in Five Years, 2024

Herd Size	Fewer cows	About the same number of cows	More cows
	Percent of farms		
1-19	1	74	25
20-49	3	84	13
50-99	4	84	12
100-199	6	76	18
200-499	6	72	22
500-999	1	71	28
1,000+	0	49	51
All	4	77	19

If Still Dairy Farming, Cows Milked in Five Years, 2024

Region	Fewer cows	About the same number of cows	More cows
	Percent of farms		
NW	3	81	16
NE	3	72	25
SW	6	79	15
SE	4	76	20
All	4	77	19

If Still Dairy Farming, Cropland Acres in Five Years, 2024

Herd Size	None	Fewer acres	About the same number of acres	More acres
	Percent of farms			
1-19	4	0	86	10
20-49	2	2	85	11
50-99	<1	3	80	17
100-199	1	1	72	26
200-499	2	3	55	40
500-999	0	2	46	52
1,000+	4	0	35	61
All	1	2	71	26

If Still Dairy Farming, Cropland Acres in Five Years, 2024

Region	None	Fewer acres	About the same number of acres	More acres
	Percent of farms			
NW	1	2	76	21
NE	1	2	70	27
SW	1	4	72	23
SE	2	0	63	35
All	1	2	71	26

Operational Investments, 2019-2024

Herd Size	Agri-tourism	Dairy cow housing facilities	Enhanced biosecurity	Feed handling systems or storage facilities	Manure systems or storage facilities	Milking robots	Milking system or facility	Other automation (e.g., feeders, feed pushers, etc.)	Renewable energy (i.e., natural gas, solar or wind)	Specialty crops
	Percent of farms with investment									
1-19	0	13	0	16	2	0	16	1	1	11
20-49	1	13	2	20	6	0	20	1	3	5
50-99	2	20	2	26	9	1	24	3	3	4
100-199	3	31	3	30	13	9	37	11	4	5
200-499	3	46	7	40	27	12	41	20	4	3
500-999	7	62	18	55	46	8	62	22	8	7
1,000+	14	72	33	70	70	5	63	28	16	9
All	3	28	5	30	15	4	31	8	4	5

Operational Investments, 2019-2024

Region	Agri-tourism	Dairy cow housing facilities	Enhanced biosecurity	Feed handling systems or storage facilities	Manure systems or storage facilities	Milking robots	Milking system or facility	Other automation (e.g., feeders, feed pushers, etc.)	Renewable energy (i.e., natural gas, solar or wind)	Specialty crops
	Percent of farms with investment									
NW	2	25	4	29	11	1	31	4	3	4
NE	3	30	5	33	20	5	31	13	3	4
SW	2	23	3	27	12	4	30	5	4	5
SE	5	36	10	34	20	8	32	12	6	7
All	3	28	5	30	15	4	31	8	4	5

Anticipated Operational Investments, 2025-2029

Herd Size	Agri-tourism	Dairy cow housing facilities	Enhanced biosecurity	Feed handling systems or storage facilities	Manure systems or storage facilities	Milking robots	Milking system or facility	Other automation (e.g., feeders, feed pushers, etc.)	Renewable energy (i.e., natural gas, solar or wind)	Specialty crops
Percent of farms with investment										
1-19	0	11	0	6	4	0	11	1	4	4
20-49	1	13	2	11	5	2	5	2	4	4
50-99	2	21	1	14	7	4	13	4	4	3
100-199	3	28	1	18	12	8	14	11	4	3
200-499	3	34	4	27	22	8	16	13	6	3
500-999	3	36	9	41	37	2	36	18	10	4
1,000+	4	65	19	42	49	4	53	30	32	9
All	2	24	2	18	12	4	15	7	5	3

Anticipated Operational Investments, 2025-2029

Region	Agri-tourism	Dairy cow housing facilities	Enhanced biosecurity	Feed handling systems or storage facilities	Manure systems or storage facilities	Milking robots	Milking system or facility	Other automation (e.g., feeders, feed pushers, etc.)	Renewable energy (i.e., natural gas, solar or wind)	Specialty crops
Percent of farms with investment										
NW	1	19	2	15	9	3	9	4	5	2
NE	2	30	2	20	15	6	21	10	6	4
SW	1	20	2	15	9	3	13	6	4	3
SE	5	31	5	22	19	6	18	11	6	5
All	2	24	2	18	12	4	15	8	5	3

Age of Primary Decision-Maker, 2024

Herd Size	Under 35	35-49	50-64	65 or older
Percent of farms				
1-19	23	37	28	12
20-49	15	23	42	20
50-99	15	30	35	20
100-199	7	25	44	24
200-499	6	25	45	24
500-999	4	28	43	25
1,000+	9	30	45	16
All	12	27	40	21

Age of Primary Decision-Maker, 2024

Region	Under 35	35-49	50-64	65 or older
Percent of farms				
NW	14	32	36	18
NE	13	24	40	23
SW	12	28	41	19
SE	8	23	43	26
All	12	27	40	21

Year Primary Decision-Maker Began Managing Their Farm, 2024

Herd Size	Before 1970	1970s	1980s	1990s	2000s	2010s	2020s
	Percent of farms						
1-19	5	3	6	22	20	31	13
20-49	6	8	20	21	17	21	7
50-99	7	8	14	20	19	23	9
100-199	9	12	24	20	14	17	4
200-499	10	14	17	22	16	17	4
500-999	7	16	22	20	22	13	0
1,000+	4	7	9	33	23	12	12
All	7	9	17	21	18	21	7

Year Primary Decision-Maker Began Managing Their Farm, 2024

Region	Before 1970	1970s	1980s	1990s	2000s	2010s	2020s
	Percent of farms						
NW	5	9	15	20	21	22	8
NE	8	11	16	21	16	18	10
SW	8	8	18	21	17	23	5
SE	7	12	19	23	16	17	6
All	7	10	17	21	18	20	7

Household Net Income from Off-Farm Employment, 2024

Herd Size	None	1-25%	26-50%	51-75%	More than 75%
	Percent of farms				
1-19	29	35	12	15	9
20-49	49	23	12	8	8
50-99	51	26	9	7	7
100-199	55	15	14	6	10
200-499	51	16	11	11	11
500-999	51	25	11	4	9
1,000+	53	28	10	2	7
All	50	23	11	8	8

Household Net Income from Off-Farm Employment, 2024

Region	None	1-25%	26-50%	51-75%	More than 75%
	Percent of farms				
NW	50	26	11	5	8
NE	53	22	9	7	9
SW	45	22	15	11	7
SE	51	21	11	8	9
All	49	23	12	8	8

Estimated Retirement of Primary Decision-Maker, 2024

Herd Size	In less than 5 years	In 5-10 years	In 11-20 years	In 21 or more years from now
	Percent of farms			
1-19	13	23	24	40
20-49	34	23	20	23
50-99	24	26	23	27
100-199	26	30	23	21
200-499	21	32	22	25
500-999	12	35	27	26
1,000+	6	33	33	28
All	24	27	23	26

Estimated Retirement of Primary Decision-Maker, 2024

Region	In less than 5 years	In 5-10 years	In 11-20 years	In 21 or more years from now
	Percent of farms			
NW	23	24	27	26
NE	27	28	18	27
SW	20	29	26	25
SE	26	31	18	25
All	24	28	23	25

Successor, 2024

Herd Size	Have identified a successor who will eventually take over management of the dairy farm		If successor has been identified, relation of successor to primary decision-maker ¹			
	Yes	No	Spouse	Child/children	Other family	Non-family
	Percent of farms					
1-19	41	59	0	100	0	0
20-49	38	62	0	92	7	3
50-99	44	56	1	90	7	3
100-199	59	41	1	89	11	1
200-499	69	31	1	86	15	3
500-999	69	31	2	83	17	6
1,000+	67	33	0	71	25	18
All	51	49	1	88	10	3

¹Some respondents indicated more than one type of successor.

Successor, 2024

Region	Have identified a successor who will eventually take over management of the dairy farm		If successor has been identified, relation of successor to primary decision-maker ¹			
	Yes	No	Spouse	Child/children	Other family	Non-family
	Percent of farms					
NW	46	54	1	92	7	1
NE	51	49	<1	86	11	6
SW	53	47	1	90	11	2
SE	56	44	0	84	14	4
All	51	49	1	88	10	3

¹Some respondents indicated more than one type of successor.

What Will Happen to Farm When Retire, 2024

Herd Size	Turn over to successor, continue milking	Turn over to successor, continue farming, but not milking	Sell to another farmer	Rent/lease to another farmer	Sell for non-farm use	Leave idle	Unsure
	Percent of farms						
1-19	44	10	2	6	1	0	37
20-49	34	17	2	9	2	1	35
50-99	44	17	2	6	1	2	28
100-199	55	13	2	6	1	2	21
200-499	61	12	4	2	<1	<1	20
500-999	78	3	5	1	0	0	13
1,000+	80	2	7	0	0	0	11
All	49	14	3	6	1	1	26

What Will Happen to Farm When Retire, 2024

Region	Turn over to successor, continue milking	Turn over to successor, continue farming, but not milking	Sell to another farmer	Rent/lease to another farmer	Sell for non-farm use	Leave idle	Unsure
	Percent of farms						
NW	52	12	3	4	1	<1	27
NE	50	10	3	9	<1	2	26
SW	50	17	2	4	1	<1	26
SE	47	18	3	7	1	1	23
All	50	14	2	6	1	1	26

Primary Barriers to Planning Succession, 2024 (Table 1 of 2)¹

Herd Size	No barriers; have succession plan that I believe will be successful	Access to professionals to help with the process	Cost of professional service providers to document and formalize plan	Financial capacity of the dairy farm to allow more owners into the business	Ideas about the future of the dairy farm too different among family members and/or partners
	Percent of farms				
1-19	48	5	5	11	6
20-49	41	6	9	16	7
50-99	45	8	9	17	8
100-199	47	10	11	17	7
200-499	53	13	9	16	8
500-999	69	7	7	11	3
1,000+	69	10	8	10	8
All	49	8	9	16	7

¹Respondents could choose up to 3 barriers.

Primary Barriers to Planning Succession, 2024 (Table 2 of 2)¹

Herd Size	Lack of communication about the plan among family members and/or partners	No successor	Resistance to change	Too much debt currently on the assets	Uncertainty where to begin
	Percent of farms				
1-19	3	21	8	8	27
20-49	7	28	10	9	16
50-99	9	24	8	10	17
100-199	11	16	4	12	18
200-499	11	13	8	11	13
500-999	8	15	0	9	6
1,000+	10	15	4	2	4
All	9	20	7	10	15

¹Respondents could choose up to 3 barriers.

Primary Barriers to Planning Succession, 2024 (Table 1 of 2)¹

Region	No barriers; have succession plan that I believe will be successful	Access to professionals to help with the process	Cost of professional service providers to document and formalize plan	Financial capacity of the dairy farm to allow more owners into the business	Ideas about the future of the dairy farm too different among family members and/or partners
	Percent of farms				
NW	49	8	8	17	5
NE	48	9	10	14	7
SW	46	8	9	16	7
SE	54	7	8	15	10
All	49	8	9	16	7

¹Respondents could choose up to 3 barriers.

Primary Barriers to Planning Succession, 2024 (Table 2 of 2)¹

Region	Lack of communication about the plan among family members and/or partners	No successor	Resistance to change	Too much debt currently on the assets	Uncertainty where to begin
	Percent of farms				
NW	6	23	7	10	15
NE	10	20	7	8	15
SW	9	18	7	13	17
SE	10	20	6	7	12
All	9	20	7	10	15

¹Respondents could choose up to 3 barriers.

Primary Challenges to Continuing Milking on Respondent's Dairy Farm, 2024 (Table 1 of 2)¹

Herd Size	Access to affordable health insurance	Access to land	Aging facilities	Continued access to a milk buyer	Continued access to milk hauling	Extreme weather conditions
	Percent of farms					
1-19	4	23	19	16	14	12
20-49	14	23	37	17	15	24
50-99	14	25	46	13	9	20
100-199	21	28	33	14	5	21
200-499	14	36	33	14	6	21
500-999	26	42	23	19	0	16
1,000+	21	34	13	32	0	15
All	15	28	36	15	9	20

¹Respondents could choose up to 3 challenges.**Primary Challenges to Continuing Milking on Respondent's Dairy Farm, 2024 (Table 2 of 2)¹**

Herd Size	Inability to find labor	Manure management/disposal	Managing day-to-day expenses (paying open accounts, short-term production loans, etc.)	Managing long-term debt (real-estate loans, loans for capital expenses, etc.)	Regulations
	Percent of farms				
1-19	6	0	38	30	64
20-49	14	4	34	17	49
50-99	21	7	28	20	50
100-199	33	13	31	21	41
200-499	43	9	32	19	39
500-999	26	22	16	19	65
1,000+	32	21	13	23	72
All	24	8	30	20	50

¹Respondents could choose up to 3 challenges.**Primary Challenges to Continuing Milking on Respondent's Dairy Farm, 2024 (Table 1 of 2)¹**

Region	Access to affordable health insurance	Access to land	Aging facilities	Continued access to a milk buyer	Continued access to milk hauling	Extreme weather conditions
	Percent of farms					
NW	13	25	32	17	9	19
NE	15	28	37	13	5	26
SW	16	28	37	13	13	18
SE	17	32	39	19	6	16
All	15	28	36	15	8	20

¹Respondents could choose up to 3 challenges.**Primary Challenges to Continuing Milking on Respondent's Dairy Farm, 2024 (Table 2 of 2)¹**

Region	Inability to find labor	Manure management/disposal	Managing day-to-day expenses (paying open accounts, short-term production loans, etc.)	Managing long-term debt (real-estate loans, loans for capital expenses, etc.)	Regulations
	Percent of farms				
NW	19	8	30	18	57
NE	28	8	29	22	46
SW	21	10	31	21	49
SE	32	8	26	21	46
All	24	8	30	20	50

¹Respondents could choose up to 3 challenges.

Top Challenges to Wisconsin's Dairy Industry Over Next Five Years, 2024 (Table 1 of 2)¹

Herd Size	Access to affordable health insurance	Access to capital	Animal disease threats	Balancing milk supply/demand	Changing weather patterns	Consumer expectations
	Percent of farms					
1-19	4	9	10	60	6	16
20-49	15	11	16	54	24	22
50-99	16	13	11	54	21	28
100-199	23	16	13	51	25	21
200-499	18	15	14	56	22	15
500-999	12	8	8	57	20	24
1,000+	11	0	11	53	19	25
All	16	13	13	54	21	23

¹Respondents could choose up to 3 challenges.**Top Challenges to Wisconsin's Dairy Industry Over Next Five Years, 2024 (Table 2 of 2)¹**

Herd Size	Groundwater concerns	Inability to find labor	Plant-based foods	Processing capacity	Regulations	Trade policies
	Percent of farms					
1-19	9	14	21	5	71	18
20-49	5	21	8	9	64	16
50-99	8	23	11	10	63	15
100-199	8	41	8	9	53	16
200-499	4	46	9	10	60	16
500-999	9	38	3	23	73	14
1,000+	11	17	8	22	81	31
All	7	29	10	10	63	16

¹Respondents could choose up to 3 challenges.**Top Challenges to Wisconsin's Dairy Industry Over Next Five Years, 2024 (Table 1 of 2)¹**

Region	Access to affordable health insurance	Access to capital	Animal disease threats	Balancing milk supply/demand	Changing weather patterns	Consumer expectations
	Percent of farms					
NW	13	11	11	53	17	29
NE	19	13	9	54	27	19
SW	16	15	16	50	21	21
SE	19	9	14	63	20	24
All	16	12	12	54	21	23

¹Respondents could choose up to 3 challenges.**Top Challenges to Wisconsin's Dairy Industry Over Next Five Years, 2024 (Table 2 of 2)¹**

Region	Groundwater concerns	Inability to find labor	Plant-based foods	Processing capacity	Regulations	Trade policies
	Percent of farms					
NW	6	22	10	13	68	18
NE	8	30	5	10	65	17
SW	7	30	14	8	60	14
SE	8	35	10	10	57	17
All	7	29	10	10	63	17

¹Respondents could choose up to 3 challenges.