

It's a Black and White Matter



Dairy Matter

A program created by the dairy for the dairy based on the operation's needs. The program incorporates real world farm experience, culturally aware training experience and the keen focus on teaching the why as well as the how, into a personalized and tailored approach to fit the dairy employee team



Dairy
/'der-ē/ /'madər/
Matter
PROGRAM

Dairy Matter

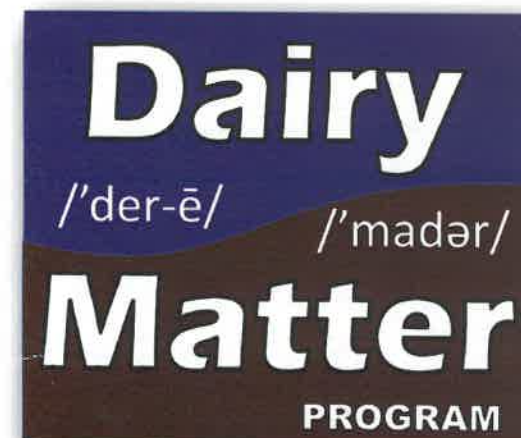
Dairies often face on-farm training challenges to develop employees to become valuable assets to the operation. The employees must have clear direction and understand the goals for the dairy operation. **Dairy Matter** creates the road map that could prove to be life changing to the employee, to the dairy and to the cows, by having a program designed to bridge ownership, management and employees.

Dairy Matter Program

Is your only solution.

Contact Us:

Phoenix Feeds & Nutrition, Inc.
5482 Ethan Allen Highway
PO Box 36
New Haven, VT 05472



Because everything Matters on the Dairy!

BRING YOUR EMPLOYEE
TO THE NEXT LEVEL

Conducted by

Marko Sosa MSc.

Dairy Consulting Specialist

Brought to you by

Phoenix Feeds and Nutrition



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Dairy

/'der-ē/ : a business enterprise established for the harvesting of milk for human consumption.

Matter

/'ma dər /: physical substance in general, as distinct from mind and spirit; that which occupies space.

By definition everything at the dairy is important.

EVERYTHING MATTERS

Dairy Matter

It's about:

- Improving parlor efficiencies
- Improving milk quality
- Improving cow and calf health and comfort
- Building employee trust
- Creating better employees
- Creating better managers



Dairy Matter Program

Dairy Evaluation:

- **Includes:** Parlor evaluation, cow flow evaluation, cow handling evaluation, cow comfort and environment evaluation.
- **Supported with:** basic milking training, mastitis training, cow handling training and cow behavior

Calf Evaluation:

- **Includes:** calf facilities evaluation, health evaluation, calf operation evaluation, feeding evaluation and environment evaluation.
- **Supported with:** Calving Training, New Born Calf Care Training, Calf Rearing Training

Feed and Feeding Evaluation:

- **Supported with:** TMR workshops, bunk management, bunker management

Udder Dissections:

- **Supported with:** Understanding the Udder Inside Out (workshop), Hands on Dissection

Management Team Meetings:

- Create custom meeting to bridge the gap between management and employees

**For more information, contact your
Phoenix Feed and Nutrition
Representative
866-600-2636**



Marko Sosa MSc

Originally from Honduras, Central America, grew up with a dairy background, then came to America with an agricultural education from the prestigious El Zamorano Agricultural College. He completed a Bachelor's degree at Louisiana State University in Animal and Dairy Sciences plus earned a Master's Degree in Agriculture Economics. After graduating he moved to Wisconsin and gained great experience as a calf manager for Calf Source. He moved on to be territory manager for the largest animal health distributor in the USA and started a milk quality program. In 2007 became part of the Milk to the Max program where he created a successful national and international employee educational program.

Now he creates Dairy Matter for your dairy.

Dairy Matter

Benefits:

- Make your employees an asset for your operation.
- Improve longevity and retention
- Empower quality decision making
- Improve and maximize your dairy's profit
- Educate your employees to understand much more than just "HOW," they must know "WHY."