

Kurtland Farms:

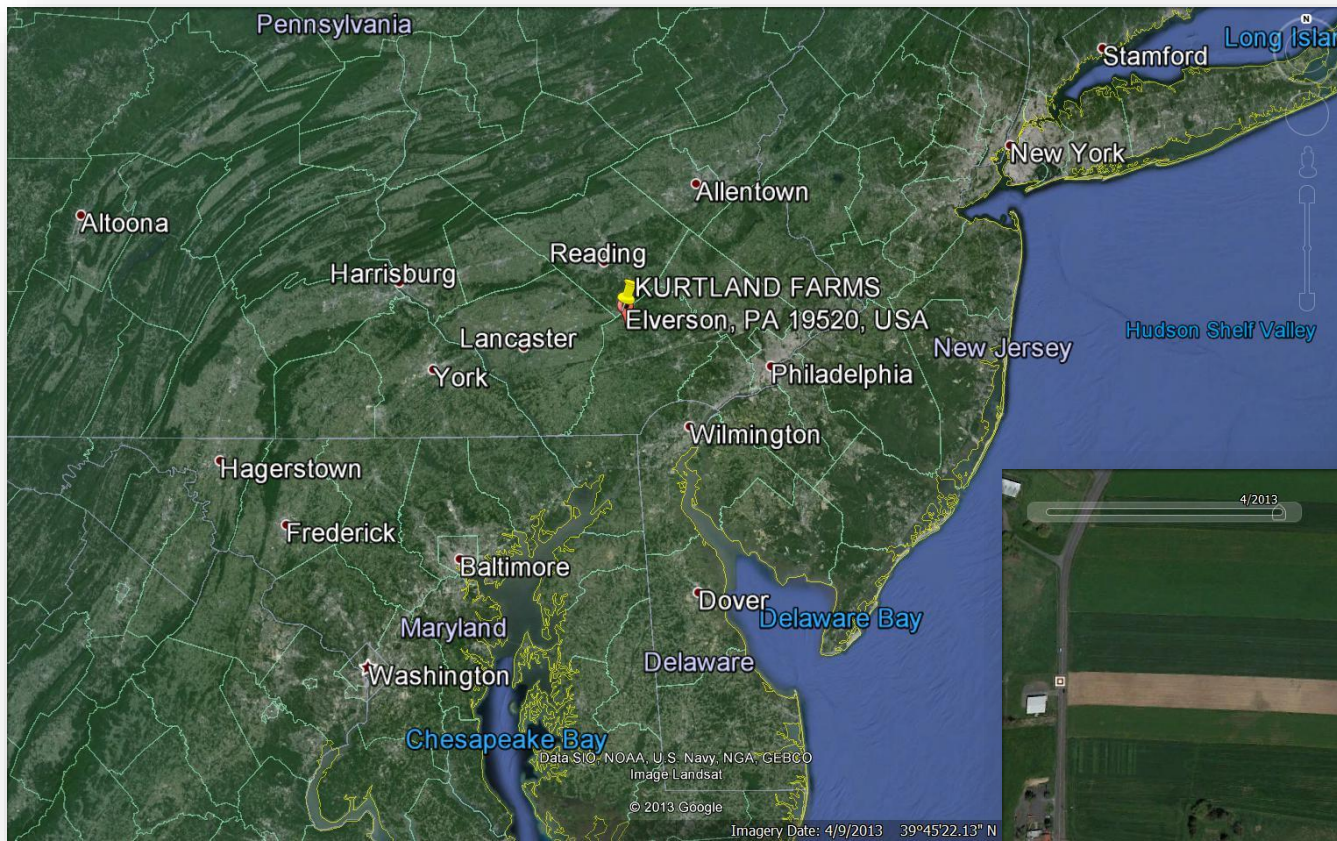
Growing for the Next Generation

TIM KURTZ, KURLAND FARMS, ELVERSON, PENNSYLVANIA

Farm History

- ❑ Three Generations – Purchased Over 90 Years Ago
- ❑ Purchased Cows in 1989
- ❑ Purchased Part of Farm in 1996
- ❑ Purchased Neighboring Farm in 1999
- ❑ Purchased Rest of Farm in 2012
- ❑ Grew from 85 Cows to 130 Cows in 25 Years
- ❑ One son (married with first grandchild), Four Daughters (one married)
- ❑ Variety of Roles & Responsibilities





Our Location



Key Factors In Decision To Build

- Business Plan
- Other Alternatives
- Outdated Facilities
- Ideal Building Site



Timely Opportunities

- ❑ Satellite Dairy
- ❑ Environmental Grants
- ❑ Competitive Construction Climate



Five Essential Ingredients

1. Strong Dairy Infrastructure
2. Many Trusted Advisors
3. Good Community Relationships
4. Supportive Family
5. Bank Who Understood Dairy



Bringing The Next Generation Into The Business

- ❑ Realistic Expectations
- ❑ Time Away From Farm
- ❑ From Employee To Stakeholder
- ❑ Defining The Roles
- ❑ Understanding The Business Aspect
- ❑ “Ownership” Opportunities
- ❑ Entrepreneurial Interest



Center for Dairy Excellence: A Resource in Our Transformation Process

- ❑ Established Profit Team in 2007 –
Brought broader perspective to our operation
- ❑ Build Business Plan to provide a much needed roadmap
- ❑ Established Transformation Team in 2009
- ❑ Center catalyst in team concept and provided support and resources to move our business forward.



Healthy Cows = Profit

Teamwork = Success



- Many skill sets needed
- Appeal to next generation
- Mission statement values: Profitability, Quality of life, Stewardship, Having Fun, Honor God