MIDWEST REGIONAL DAIRY CHALLENGE
RULES & REGULATIONS

NATIONAL BOARD OF DIRECTORS

The National Board of Directors is the official organization that sets the rules and regulations for the North American Intercollegiate Dairy Challenge Contests. All segments of the industry can have input by communicating with Board representatives. The Board of Directors can change the rules for future enhancements to the contest and develop regional or other events to enhance the educational experience. The Board of Directors Officers, Permanent Committee Chairs, Host Schools, Judges and Local Coordinators are selected by this group and follow the rules and regulations as defined by the Board of Directors. The North American Intercollegiate Dairy Challenge is a 501-C3 non-profit organization. The organization has a complete set of by-laws and rules for its structure, allowing it to perform its mission.

MISSION

Develop tomorrow's dairy industry leaders to foster a sustainable future by providing educational, professional growth, and networking opportunities for students, dairy producers, agribusiness, and academic personnel.

REGIONAL CONTEST SUPERINTENDENTS

The Regional Contest Superintendent is the elected Chairman of the Regional Steering Committee. The Superintendent serves for a term of 2 years, the first year in conjunction with the outgoing Regional Chair and the second year in conjunction with the incoming Regional Chair. The Superintendent shall see that all rules and regulations governing the contest are duly carried out and that the contest is conducted with fairness to all concerned. The Superintendent along with the Regional Steering Committee shall decide all questions that may arise in connection with interpretation of the rules.

ENTRIES

A School Entry Form must be completed online by the stated deadline. An entry fee of **$50.00 per student** must accompany the entry form. If paying by check, the check should be made out to North American Intercollegiate Dairy Challenge and is due at time of registration. The North American Intercollegiate Dairy Challenge is a 501-C3 entity and therefore contributions are tax deductible as defined by tax law.

Each school may register up to 7 students and up to 5 alternates. The contest will be capped at the first 120 students. Once entry forms have been processed, each school will receive a confirmation. Should additional schools register after the 120-student cap is reached, they will be placed on a waiting list. Alternate students will likewise be placed on a waiting list.

Important Reminder: Students will be responsible for completing a single online Student Information Form and upload a resume - coaches *do not* have to collect and submit student forms or resume. **Students must submit this form and upload resume by the stated deadline.** The link to the Student Information Form and resume upload will be available on the Midwest Contest page at https://www.dairychallenge.org/contests/ Student information forms and resume must be submitted by the deadline. Students who miss the deadline without prior permission will be canceled from the event.

An acknowledgment and final contest schedule will be sent to schools with accepted registrations in early December. Entry fees will not be refunded unless the school is not allowed to participate because of size restrictions.

CONTEST WAIVERS

Teams and participating individuals, by virtue of voluntarily entering, will be authorizing North American

Intercollegiate Dairy Challenge management the rights to use their photos, comments and images to support and promote the contest. <u>Each contestant **will be required** to sign a liability waiver</u> and Honor Code. They **may** also sign <u>a waiver for release of limited personal information.</u> The signing of these forms will be included with the Student Information form.

ELIGIBILITY OF CONTESTANTS
Regional Events
Each participant in these North American Intercollegiate Dairy Challenge events must be a student in a North American educational institution that offers classes that have emphasis in dairy production. Participants must be enrolled in a program of study to meet the requirements for a bachelor's degree or be enrolled in a dairy/animal degree or certificate granting program and have completed one year or equivalent of course work. A contestant must be enrolled in coursework at that institution at the time of the contest.

A student may only participate/compete in two regional contests, two Dairy Challenge Academies, and one National Dairy Challenge contest. A student is eligible to compete in a 3rd regional if that student participated in 2 regionals at a 2-year school, then transferred to a 4-year school. That student would be eligible to participate in 3 regionals, 2 academies, and 1 national contest in this case.

A student is ineligible to participate if he/she has (1) competed in the North American Intercollegiate Dairy Challenge National Contest, or (2) been an employee or paid consultant of any agricultural organization or service for which his/her duties included on-farm dairy consulting (excluding internships).

TEAMS
The teams shall consist of 4-6 members currently enrolled in an educational institution whose students are eligible for this contest. All team members will participate in all activities of the team. All teams at the regional contest will be aggregate teams. The teams will be made up of individuals from different schools that will be assigned to a team with the use of a student skills' assessment or randomly assigned to an aggregate team by contest management.

ROOMS and MEALS
Each school will be allocated one room for a coach and rooms for students for two nights (Wednesday and Thursday). Please indicate individuals' gender on the entry form so appropriate reservations can be made. To keep costs down and to facilitate interactions, participants may be placed in rooms with participants (within gender) from other schools. Coaches may also be similarly paired up. If teams require more rooms than this allocation, they must inform contest management of the need for additional rooms and schools will be responsible for paying for the extra rooms. **If there is a reason for cancellation of a room(s), contest management MUST be notified at least 2 days prior to the contest or that school will be held responsible for that room(s).** In addition, if the team is going to miss any other scheduled meal functions it should notify contest management. Extra coaches (above one) must pay for additional rooms and for the additional meals. Please indicate any <u>coaching</u> rooming preferences on your form or contact Molly Kelley at <u>mollyk@dairychallenge.org</u>.

JUDGING SYSTEM
A panel of five judges (Approved by the Steering Committee) will hear all presentations and make the final rankings. If the number of teams entered indicates that additional farm visits and panels of judges are necessary to expedite the hearing of presentations, they will be appointed as needed prior to the contest beginning. The judging panel shall consist of five members who have dairy expertise in the fields of: dairy production, nutrition, reproduction, genetics, housing, finance, nutrient management, milking procedures and on farm consulting.

The judging panel will follow the Dairy Challenge scorecard to arrive at the final rankings. The judging panel will provide oral feedback for each team and coach after the conclusion of their presentation. However, final ratings are decided at the end of the contest.

Revised 2024
Dairy Challenge Scorecard   **TEAM # _____**

1. Material presented - 55 points		Excellent	Good	Average	Fair	Poor
Farm Overview General overview of the farm operation (1 point) Benchmarking of relevant key performance indicators (financial and performance) with regional or national metrics (4 points)	**5**	5	4	3	2	1
Assessment Clear understanding of farm's goals (5 points) Identification of relevant opportunities within context of the farm's goals, financial position and KPI's (10 points) Justification for importance of opportunities based on provided data or information obtained during the farm visit (10 points)	**25**	21 - 25	16 - 20	11 - 15	6 - 10	1 - 5
Recommendations Recommendations are justified and ranked based on economic significance, farm's goals, and sustainability of the business (e.g., environmental factors, animal welfare, ownership succession planning) (15 points) Recommendations are practical with a clear implementation strategy (10 points)	**25**	21 - 25	16 - 20	11 - 15	6 - 10	1 - 5
2. Presentation and visual aids - 20 points		**Excellent**	**Good**	**Average**	**Fair**	**Poor**
Presence Enthusiastic, confident and professional (5 points) Spoke clearly with appropriate volume, speed, grammar and eye contact (10 points)	**15**	13 - 15	10 - 12	7 - 9	4 - 6	1 - 3
Slide Formatting Legible, organized, void of excessive wordiness. Images and data provide clear illustrations (5 points)	**5**	5	4	3	2	1
3. Preparation and organization - 10 points		**Excellent**	**Good**	**Average**	**Fair**	**Poor**
Presentation and engagement by all team members (4 points) Knowledge of farm practices by all team members (4 points) Effective use of the 20 minute time allocation. Presentation will be stopped at 20 minutes (2 points)	**10**	9 - 10	7 - 8	5 - 6	3 - 4	1 - 2
4. Response to questions - 15 points		**Excellent**	**Good**	**Average**	**Fair**	**Poor**
Provided confident and concise answers to questions (5 points) Provided an effective summary of relevant supporting information (5 points) All team members involved in answering at least one question (5 points)* *Team members may confer briefly but no lengthy conferences	**15**	13 - 15	10 - 12	7 - 9	4 - 6	1 - 3

Total - 100 points   **TEAM'S SCORE _____**

Judges Comments:
What was the highlight of this presentation?
What could be changed to make it better?
Additional comments (if any):

METHOD OF CONDUCT OF THE CONTEST

GENERAL RULES
Contestants will be required to sign an honor code and abide by it. Contestants will be permitted to access the Internet to obtain resources to aid in preparation of their presentations.

COMPUTERS
Please refer to the Computer Requirements page for computer needs and specific Software and Hardware Minimums for this contest. A failure to meet these requirements will at a minimum be a major hindrance to team performance and may at worst render the team non- competitive. Schools should also consult this page for information regarding cameras for team use at the farms.

MATERIALS AND DATA
Schools should bring cameras, calculators, measuring tapes, stopwatches, pens and clean notepads. Additional measuring tapes may be available from contest management. **Cell phones are not permitted on farms for any purpose.** No other equipment will be allowed.

Teams will be provided with electronic data including necessary information to analyze an operating farm and their herd management practices**.** The data will be the real on-farm data or when not available from the farm will be simulated real farm data provided by contest management.

The data shall consist of farm goals, financial statistics, cost details or estimates, standard operating procedures, ration formulations for all feeding groups, feed inventories, housing dimensions and characteristics, manure or nutrient management, milking procedures and equipment specifications, reproductive data, ancestry identification if available, production records, and herd summaries with a history of production characteristics for the last 2-3 years.

The data will be provided using standard industry formats and in selected computer formats. Available computer formats are Dairy Comp 305 and PCDART. The teams may use one or more of the data formats and great care is taken to see that the same data is available on each software platform and there is no advantage of one source over the other. In some cases, the data sets are not perfect because they are real data sets. Often in the real world you will run into imperfect or conflicting data sets. **The judges' panels receive the same data sets as the contestants** and have the same amount of time with the farm manager.

Students should download dairy records software before traveling to the contest. Instructions for accessing the software are available on the Dairy Challenge contest page. Support is available if needed.

Coaches can access past contest data sets and videos of previous top-ranking presentations from the contest website. These materials should be used for training and coaching opportunities to prepare for the contest. Samples of explanatory information can also be requested from Dairy Comp 305 and PCDART.

BIO-SECURITY
These steps are recommended for reasons of proper animal hygiene.
- All contest members are required to bring new or disinfected rubber boots (disinfectant will be provided) or plastic boots for each farm visit and should be wearing clean protective clothing.
- Avoid contact with all farm animals for five days prior to the contest.
- Any individual who has been in contact with infected farms or animals should have no contact with wild or domestic animals at least 10 days before arriving at the contest and must be wearing different protective clothing.

STRUCTURE OF VISITS
The teams will be handled in groups of a maximum of nine teams per farm visit. By analyzing the data provided each team will have already prioritized the farm areas needing a detailed examination. Each farm visit will consist of 120 minutes with each team deciding how to allocate their members and time to cover all areas of the farm. The judge's panel should arrive at the farm at the same time. At each area of the farm there will be assistant superintendents to answer questions, monitor the students, and provide directions when needed. Students are not allowed to ask the dairy owner or their employees any questions while on their visit, because employees can give

different answers to various team members or misleading answers. Students will be allowed to examine most areas of the dairy but for bio-security will not have access to all areas. All teams will be allowed to participate in a group questioning of the farm manager or consultant to get necessary information about the data already provided and the visit. The judges' panel will also have an interview with the manager to determine their official recommendations. The judge's panel will ask the farm manager questions that pertain to their herd goals, their herd observations, and information in the herd data sets provided.

GROUP MANAGER INTERVIEWS

In the afternoon for one hour, we will have group interviews with the farm owners/managers, with each farm meeting being held in separate rooms. ALL team members are requested to be present, and a moderator and the judges for the farm will be present (coaches and mentors are allowed to sit in on the meeting but not to ask questions). Each of the teams, in numerical order, will be given opportunity to ask questions of the farm manager to get additional specific information about the facts in the data sets already provided, the herd manager's goals, and other observations during their visit. Questions will continue to rotate through the teams until time is up.

After the teams are done interviewing the manager, the judges' panel will be allotted 10 minutes to ask questions of the manager. A moderator will be present during each session to exclude questions that call for a conclusion on the part of the manager. An individual will be asked to rephrase a question if it is deemed inappropriate. Later the moderator should inform them why it was inappropriate to ask the question in that way. If the initial stage of asking questions is a little slow in starting, the moderator can ask the farm manager to make some general remarks or the moderator or a judge could ask the first question.

TIME MANAGEMENT

One of the objectives of the contest is to mirror what happens to consultants in the real world of on- farm consulting. Therefore, strict time allocations are followed which are similar to what consultants would be given by a real farm manager. Time management and prioritization of questions are very important throughout the contest.

PRESENTATIONS

Each team will be asked to provide a presentation that recommends improvements to the operation of the dairy and/or its finances. Each team will complete their presentations on the first day and will upload their final presentations to the contest management on the second afternoon. This is done to encourage contestants to network with sponsors and other contestants that night instead of working on their presentations.

Each team will follow in order at approximately 45 minute or 1-hour intervals until all teams have given their presentations.

The presentations should be designed as if the team was making a presentation to the farm owner or manager. It is not necessary to describe the farm to the person who owns the farm as an introduction. Begin discussing benchmarks or important outcomes of your evaluation as soon as possible. EACH TEAM CAN USE ACTUAL STUDENT NAMES and should provide a team photo in their presentation slides. Team number and farm name should be included in their presentation.

Each team will be allowed 20 minutes for their presentation with notices from a timer when 5 minutes and 2 minutes are left in their 20-minute time limit. Time limits are strictly enforced, and teams will be stopped even if the presentation is not complete. An additional 10 minutes will follow for questions from the judges' panel. All five of the team members must speak during some part of the presentation and during the question session. Teams may briefly confer on a question or may choose not to confer during questions, as each team member should have a specialty area in questioning that they can be responsible for.

After each presentation the judges' panel will privately rate each team against the scorecard. Each team and their coach(s) will then be invited back for a ten-minute session where the judges comment on the strengths and weaknesses of the presentation. After all presentations are complete a final rating will be given to each team. A summary of the judges' evaluation for each farm visit will also be provided. Teams will receive these materials at the end of the contest.

Every team will have access to PowerPoint, a laser pointer, and a projection machine to aid with their presentation. All coaches will be allowed to view each team's presentation. A part of the room will also be open to sponsors to view the presentations. No spectators will be allowed to enter or leave a room until the entire presentation is

complete.

Formal Complaint System

In the event that any coach or team would like to make a formal complaint about the conduct of a Dairy Challenge Contest, the following actions must be taken. The complaining party must send a complete written explanation of the issues surrounding the complaint to the NAIDC Executive Director. The Executive Director will discreetly investigate all aspects of the alleged complaint to determine the legitimacy of the complaint. If the complaint is found valid by the Executive Director, they must bring the complaint to the NAIDC Executive Committee for further action. The Executive Committee can alleviate the concerns of the complaining party and/or take further steps to correct any actionable problems identified during this process to avoid future problems.

STUDENT NETWORKING WITH STUDENTS AND SPONSORS

Each contestant will be required to fill out a pre-contest questionnaire providing biographical data to allow ample networking opportunities. Each contestant will have the opportunity to network with fellow contestants and company representatives of the various sponsors. Several meal functions will also be provided to enhance networking opportunities. The contestant summary will be provided to all contestants, coaches, and sponsors to allow post contest contact and future networking. In addition, representatives of each sponsor will have the opportunity to view the presentations of the teams to watch the students in action. This should provide an excellent opportunity for each contestant and sponsor to maximize his or her ability to network for the future.

BENEFITS AND AWARDS

Each individual, team or school will receive complimentary rooms for 2 nights (reservations will be made from completed entry forms by contest management) and complimentary tickets to each meal function. **Please** inform contest management if you will not be using all of your allocation.

There will be rankings given to each team. Each participant will receive a Dairy Challenge Certificate of Participation. Members of the 1st and 2nd Place teams from each host farm division will be announced as the winners.

Team contest photos will be taken of each participating team. The contest results will be available to all sponsors, published in local farm publications and in several prominent national agriculture publications. The top teams in each division will be featured on the Dairy Challenge website www.dairychallenge.org.

Please acknowledge all the Platinum, Gold, Silver and Bronze sponsors and Emerald or Diamond Dairies for their generous support of this great event. A sponsor contact list is provided at the contest to aid your response.