

**TECHNOLOGY TOOLS**



By Julie Berry

# Precision Management: Merging People, Cows, Crops and Technology

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Technology makes our lives simpler and more complex, and yet most wouldn't choose to live without it. It has brought an enormous amount of data to manage, but also increased efficiencies, created savings in labor and allowed more time with family.

This issue of *The Manager* is packed with ideas of how to use technology to your benefit, as well as full of cautions about its adoption.

The January *The Manager* also serves as a supplement to the Operations Managers Conference *Precision Management: Merging People, Cows, Crops and Technology* held in Syracuse, NY on January 24 and 25.

PRO-DAIRY's Rob Lynch starts this issue out with a journey through the farm and the ways technology is used.

Cornell's Jennifer Ifft and PRO-DAIRY's Jason Karszes present a matrix of questions to consider before adopting new technology.

Karszes and David Stafford, RL Jeffres & Sons, Inc., review precision accounting.

Cornell's Ashley Howlett shares how some farms are going retro with a return to handheld radios instead of cell phones to increase communication and safety.

PRO-DAIRY's Joe Lawrence outlines considerations for setting up on-farm trials to test new crops and provides an update on the re-launched corn-silage hybrid trials.

Many of the authors are also speakers at the Operations Manager

Conference. The conference agenda is available at [prodairy.cals.cornell.edu/conferences/operation-managers-conference](http://prodairy.cals.cornell.edu/conferences/operation-managers-conference).

**This Manager issue from PRO-DAIRY focuses on technology.**

Judy Moody, Dairy One, will present *Using Scales to Monitor Calf Programs*; David Greene, Diamond V, will present *10 Tips to Maximizing Your Feeding Program*; Erick Haas, Cazenovia Equipment Company, and John Hanchar, Cornell University, Northwest NY Dairy, Livestock and Field Crops

Team, will present *Benefits and Costs of Entry Level Precision Agriculture Technologies*; and Michael Contessa, Champlain Valley Agronomics, will present *Yield Monitoring: The Basis for Precision Agriculture* at the conference and have complementary articles in this issue.

Tom Wall, The Dairy Coach™, will present *The Eye in the Sky: Why a Camera System at Your Farm is the Best Management Tool Available* and open the conference with *The Team You Get Is the Team You Build: Create and Maintain a Culture of Engagement, Productivity, and Accountability*.

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**Save the date!**

**Operations Managers Conference**  
[prodairy.cals.cornell.edu/conferences/](http://prodairy.cals.cornell.edu/conferences/)

**Precision Management: Merging People, Cows, Crops and Technology**

*Operations management on dairy farms is integral to the success of the farm business. The Operations Managers Conference for Dairy and Field Crops provides an opportunity for managers responsible for daily activities to increase their management and operations skills and to interact with other managers. Presented in partnership with NEDPA.*

January 24 - 25, 2017 at the Holiday Inn, Liverpool/Syracuse, NY