

A Successful Career in Dairyfarming – Is it still possible ?

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Yes a successful career in dairyfarming is still very possible. In fact I believe opportunities are greater than they have ever been. Ask yourself – with all these wealthy dairyfarmers around, many in their 40s, 50s and 60s, who is going to milk their cows and help them run their businesses? Increasingly they are deciding they don't want to actively farm anymore.

Why are you in the Dairy industry ?

Are you in it :

- for the lifestyle ?
- because you're no good at anything else ?
- to fill the week in until the weekend comes along ?
- because you love farming, cows and being outside ?
- because of the flexible hours ?
- to make lots of money ?
- to fulfil your life vision/dream ?

How long will you hang around for ?

Until:

- I get sick of it
- I have enough of the boss ranting and raving at me
- a better paying job comes along
- the body wears out

What are you aiming to achieve ?

Are you aiming:

- to do a good days work for a good day's pay
- be a 50/50 sharemilker
- to own your own farm

- to create wealth
- enjoy life
- see your family regularly
- have time to create a family
- to just have a job

The Money or the Bag ?

If you don't decide why you're really in the dairy industry, ie take the bag, then you'll end up taking the money, and most of the time you'll get nowhere. You'll hit 45 and wonder why you are still working so hard. Remember, you are 100% responsible for where you are right now in life. If you don't like where you are, change it. It's that simple. Set some goals, meet some new people, find a great mentor, don't settle for mediocre, learn some new skills, improve your attitude, lose some friends, believe for the impossible, take some risks.

I believe you need to set some very definite life goals. The dairy industry is far too hard work and too many people want your money, not to be focused.

You need to be accountable to someone for achieving these goals – a spouse, a mentor, a friend, maybe even a business coach or a life coach – scary ! It's too easy these days to get busy and lose sight of the goals you do set.

Understanding the win/win principle

Ever caught yourself complaining about the boss ? Have you ever thought about putting yourself in their shoes ? Ever thought about the win/win principle – treating people as you would like to be treated, and both people winning out of a deal or a relationship, rather than someone winning and someone losing. Have you ever noticed that the way you treat people is the way people generally end up treating you ?

Selecting the right boss/land owner/business partner

- You should do more homework on your boss than he does on you. He can afford to get it wrong, as he can always sell up and get out. You're just getting started and you can't afford too many blips.
- Make sure they operate the win/win principle, otherwise in the tough times, which always come along, you will end up losing
- Look for what they can teach you, not for what they pay.
- Look for great attitudes. Never underestimate how important the general atmosphere is in a job or a contract.

Once in the job

- be generous with time, attitudes and money. You reap what you sow.
- Be teachable
- Learn all you can.
- Look for opportunities all the time
- Stay motivated
- Keep focused on your goals
- Help your employer to meet his goals
- Save money by spending less than you earn
- Only borrow for assets that appreciate
- Read widely, understand world trends
- Have fun

Get used to change

- allow change to challenge not scare you.
- See change as an opportunity
- Remember a rut is "a grave with open ends"
- do new things occasionally

Summary

- Form a big picture for the next 5-10 years, then set really specific goals for the next two years.
- Get saving, look for appreciating assets, forget the big TV
- Don't allow negative thinking, yours or others, to cause you to miss opportunities
- Know what you're not good at and get help in that area
- Know what you're good at and concentrate on it
- Find the good people to work for and go and ask them for a job or a contract
- Learn how to negotiate and still achieve win/win results

So what are you waiting for ? There are contract milking jobs, 50/50 jobs, equity share positions every where. There are stock to be bought and sold, there is still land that good returns can be gained on. There are plenty of overseas opportunities. In addition there are many off farm investment opportunities that can help you build equity faster. Have fun !!!