

Don Hoover, Binkley and Hurst
Dairy Crisis Briefing Speaking Points
April 30, 2018

I am honored to participate in this exercise with a brief report of a few things which our ag equipment company has been doing with/for Customers throughout the Mid Atlantic region for the past few months. We were grateful for the partnership of local professional service providers in our systematic reach to the ag community.

In acknowledgement of the gravity of realities facing production agriculture, we hosted a series of meetings or “huddles” throughout our trade area here in the Commonwealth. We focused on the “*Why*” and “*How*” of farm operation, asking probing questions around the strategic purpose and goals for sustainable business.

With a raise of hands by attendees, we confirmed that a high percentage of current farm ownership is of the 3rd, 4th and 5th generation. We strongly emphasized the need to intentionally and purposefully assess **current** business dynamics and identify critical issues to be remedied. Our traditional farm community is primarily comprised of diligent, opportunistic, independent, salt-of-the-earth type people. A significant percentage of them are unlikely to deviate far from the ways and practices of their predecessors and peers. They need to be informed of available options.

Current marketplace conditions and lack of capacity or courage to cope with them is understandably creating sentiments of uncertainty, anxiety, and depression. In these challenging times, I feel a strong compunction to go well beyond the normal pursuit of successful business to reach towards those who need to be heard and assisted accordingly. We have been specifically focused on helping those who are **willing** to be helped in the areas listed below.

We have also provided contact info for individuals and companies who have expressed willingness to serve as a resource in their spheres of expertise.

For private conversation with a caring individual, email your phone number to:

CPA Michael Peachey mpeachey@acuitycpas.com or Dean Hoover dhoover@wnccpa.com

Seasoned and Successful Dairy Farmer Tom Bollinger Tbollinger71@gmail.com

A Need for Prayer and a Listening Ear Don Riker onedar@gmail.com

Professional Assistance With Establishing Mission, Vision and Core Values

John Frey JFrey@trueedgellc.com or Roger North Rnorth@northgroupconsultants.com