



UNIVERSITY
OF KENTUCKY

College of Agriculture
Division of Regulatory Services

**Milk Program
Dairy Industry Survey**



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Appendix A

Dairy Industry Survey

1. What is the most frequent manner by which you receive information from the milk program? (Please circle the number of your response.)

1. Personal contacts during inspection activity	14.9% N= 24
2. Personal contact at meetings	8.1% N= 13
3. Telephone	5.0% N= 8
4. Letters/Reports	28.0% N= 45
5. Newsletters	35.4% N= 57
6. Email	8.7% N= 14
7. Web-site	0% N=
	100% N= 199

2. Please rate the importance of being able to obtain information about milk program activities from each of the following sources. Please indicate whether you feel the source of information is either not very important, important or very important.

Source of information	How important is each source of information. (Please circle your answer.)		
	Not very important	Important	Very important
Personal contact	12.5% N=24	42.2% N=81	45.3% N=87
Newsletter	9.7% N=19	63.8% N=125	26.5% N=52
Email or web-site	35.6% N=63	44.1% N= 78	20.3% N=36

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3. In general, how satisfied or dissatisfied are you with your ability to obtain information from the milk program? (Please circle the number of your response.)

1. Completely satisfied	30.8% N=61
2. Mostly satisfied	44.9% N=89
3. Neither satisfied nor dissatisfied	20.7% N=41
4. Mostly dissatisfied	3% N=6
5. Completely dissatisfied	.5% N=1

4. Are you aware of the following milk program activities/services? (Please circle either yes or no.)

Milk program laboratory services are available to KY dairy industry participants at no charge.	YES 77.2% N=152	NO 22.8% N=45
Milk program personnel investigate irregularities detected at any level (producer, hauler, processor, laboratory, or payment office) within the milk marketing system.	YES 90.4% N=179	NO 9.6% N=19
Milk program personnel conduct dairy training programs regularly throughout KY.	YES 85.9% N=170	NO 14.1% N=28
Milk program personnel are available to reconstruct KY dairy producer's bulk tank calibration charts at no charge.	YES 63.6% N=126	NO 36.4% N=72

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5. How much oversight priority should be given for each of the milk marketing areas listed below? Please indicate whether you feel each area should be given a **LOW** priority, **MEDIUM** priority or **HIGH** priority. If you are not sure about a particular area, please indicate **UNSURE**.

Possible areas	How much priority, if any, should each area have? (Please circle your answer.)			
	LOW	MEDIUM	HIGH	UNSURE
Milk hauling procedures	2.0% N=4	21.3% N=42	75.1% N=148	1.5% N=3
Milk hauling records	4.6% N=9	24.4% N=48	70.6% N=139	.5% N=1
Milk lab testing procedures	1.5% N=3	12.2% N=24	83.8% N=165	2.5% N=5
Milk lab testing records	2.0% N=4	17.3% N=34	77.6% N=152	3.1% N=6
Milk payment and accounting records	5.7% N=11	14.4% N=28	72.7% N=141	7.2% N=14

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6. Please identify how much priority, if any, the topics below should have in the milk program's training and outreach seminars.

Training topic	How much priority, if any, should each training topic have? (Please circle your answer.)			
	NONE	LOW	MEDIUM	HIGH
Proper dairy industry procedures	0% N=	4.5% N=9	23.2% N=46	72.2% N=143
Quality control and good manufacturing practices	0% N=	2.0% N=4	14.3% N=28	83.7% N=164
Compliance with regulatory requirements	0% N=	3.6% N=7	19.3% N=38	77.2% N=152
Bio-security	0.5% N=1	11.2% N=22	30.6% N=60	57.7% N=113
Pasteurized Milk Ordinance (PMO) requirements	0.5% N=1	6.2% N=12	27.7% N=54	65.6% N=128
Worker safety	1.5% N=3	4.6% N=9	29.1% N=57	64.8% N=127
Other, please identify:	83.5% N=116	1.4% N=2	4.3% N=6	10.8% N=15

7. Regulatory agencies use a variety of methods to ensure compliance. Please rate the milk program's effectiveness at using the methods listed below as either not effective at all, not very effective, effective or very effective.

Method used to ensure compliance	How effective is the milk program at using each method. (Please circle your answer.)		
	Not very effective	Effective	Very effective
Education and training	5.5% N=11	61.3% N=122	33.2% N=66
Inspection and monitoring	5.6% N=11	52.0% N=103	42.4% N=84
Enforcement and regulatory action	6.1% N=12	57.1% N=113	36.9% N=73

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8. Listed below are some ideas suggested as possible goals for future milk program emphasis. Please indicate whether you feel each goal should not be a priority-**NONE**, should be given a **LOW** priority, **MEDIUM** priority or **HIGH** priority. If you are not sure about a particular goal, please indicate **UNSURE**.

Goal number	Possible goals	How much priority, if any, should each goal have? (Please circle your answer.)				
		NONE	LOW	MEDIUM	HIGH	UNSURE
1	Conduct more dairy producer training programs.	NONE 1.5% N=3	LOW 13.6% N=27	MEDIUM 41.2% N=82	HIGH 37.7% N=75	UNSURE 6.0% N=12
2	Provide laboratories with daily quality control samples.	NONE 3.0% N=6	LOW 12.1% N=24	MEDIUM 31.2% N=62	HIGH 46.2% N=92	UNSURE 7.5% N=15
3	Increase the number of service laboratory milk testing procedures available to Kentucky's dairy industry.	NONE 3% N=6	LOW 12.1% N=24	MEDIUM 35.4% N=70	HIGH 38.4% N=76	UNSURE 11.1% N=22
4	Emphasize the milk program's lab efforts towards development of improved milk testing procedures.	NONE 0.5% N=1	LOW 5.6% N=11	MEDIUM 34.0% N=67	HIGH 55.8% N=110	UNSURE 4.1% N=8
5	Eliminate the "last stop" load sample requirement for milk haulers.	NONE 20.8% N=41	LOW 23.4% N=46	MEDIUM 14.7% N=29	HIGH 25.4% N=50	UNSURE 15.7% N=31
6	Increase the number of annual milk hauler inspections.	NONE 5.6% N=11	LOW 23.2% N=46	MEDIUM 36.9% N=73	HIGH 28.8% N=57	UNSURE 5.6% N=11
7	Increase the number of dairy laboratory inspections.	NONE 1.5% N=3	LOW 22.7% N=45	MEDIUM 36.9% N=73	HIGH 33.3% N=66	UNSURE 5.6% N=11
8	Increase the number of producer pay record audits.	NONE 3.6% N=7	LOW 23.9% N=47	MEDIUM 33.0% N=65	HIGH 22.3% N=44	UNSURE 17.3% N=34
9	Increase the number of bulk milk ticket audits.	NONE 3.5% N=7	LOW 25.3% N=50	MEDIUM 32.8% N=65	HIGH 23.7% N=47	UNSURE 14.6% N=29
10	Increase the number of training programs offered for milk haulers.	NONE 3.0% N=6	LOW 19.7% N=39	MEDIUM 42.9% N=85	HIGH 28.3% N=56	UNSURE 6.1% N=12
11	Increase the number of training programs offered for dairy processors.	NONE 2.0% N=4	LOW 16.2% N=32	MEDIUM 42.4% N=84	HIGH 33.3% N=66	UNSURE 6.1% N=12
12	Increase the number of training programs offered for laboratories.	NONE 1.0% N=2	LOW 13.6% N=27	MEDIUM 42.4% N=84	HIGH 38.4% N=76	UNSURE 4.5% N=9
13	Structure the inspection program in a manner to provide producers more frequent test results from the milk program laboratory.	NONE 3.0% N=6	LOW 8.1% N=16	MEDIUM 34.0% N=67	HIGH 44.7% N=88	UNSURE 10.2% N=20
14	Enhance Kentucky's influence on dairy regulatory matters at the national level.	NONE 1.5% N=3	LOW 8.6% N=17	MEDIUM 36.9% N=73	HIGH 46% N=91	UNSURE 7.1% N=14

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Of the possible goals listed above, which do you feel is most important for the milk program? (Please write the goal number in box.)

Most important

	Frequency	Percent
1	17	10.6
2	7	4.3
3	9	5.6
4	16	9.9
5	19	11.8
6	14	8.7
7	10	6.2
8	3	1.9
9	2	1.2
10	10	6.2
11	6	3.7
12	5	3.1
13	20	12.4
14	23	14.3

9. Please rate the effectiveness of the milk program's efforts regarding its primary missions of protection and service. Please rate the effectiveness for each area as either not effective at all, not very effective, effective or very effective.

Broad Mission

How effective is the milk program within each area.
(Please circle your answer.)

Ensuring the accuracy of marketing raw farm milk in KY.

Not very effective
7.3%
N=14

Effective
64.1%
N=123

Very effective
28.6%
N=55

Cooperating with other dairy groups to enhance KY's dairy industry.

Not very effective
9.7%
N=19

Effective
60.2%
N=118

Very effective
30.1%
N=59

Providing services (i.e. lab testing, calibration chart reproduction, etc.) to producers, processors, haulers & other dairy industry participants.

Not very effective
7.6%
N=15

Effective
59.6%
N=118

Very effective
32.8%
N=65

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10. Which of the following best describes your work in the dairy industry? (Please circle the number of your response.)

- | | |
|---|------------|
| 1. Laboratory manager | 9.4% N=18 |
| 2. Laboratory technician or “tester” | 9.9% N=19 |
| 3. Milk transport company owner-operator | 4.7% N=9 |
| 4. Milk hauler or “sampler-weigher” | 44.5% N=85 |
| 5. Processor representative | 8.4% N=16 |
| 6. Producer organization or marketing agency representative | 8.4% N=16 |
| 7. Other | 14.7% N=28 |

11. How many employees work at your company or organization? (Please circle the number of your response.)

- | | |
|------------------|-------------|
| 1. 0-10 | 43.1% N=84 |
| 2. 11-25 | 19.0 % N=37 |
| 3. 26-50 | 5.1% N=10 |
| 4. 51-100 | 7.2% N=14 |
| 5. 101 and above | 25.6% N=50 |

If you would like to provide comments regarding milk program activities, please do so on the back page of this booklet.

Thank you for your help.