

Spring, 2014 - FARM PRODUCTIVITY ANALYSIS IN THE ANIMAL SCIENCES

Instructors

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Dr. Westendorf provides leadership to the statewide livestock industries in New Jersey. He carries out an applied research program in the areas of byproduct utilization and optimization of ruminant animal growth, and conducts nutrition research in the feeding of food waste to livestock. He provides leadership to the state nutrient and waste management program including. He conducts manure management research focused mainly on the state equine industry.

Dr. Westendorf has taught Farm Productivity Analysis since 1996. He particularly enjoys giving students the opportunity to see the many varied and unique aspects of New Jersey agriculture and in so doing help them to develop problem-solving skills.

Joanne Powell is the large animal supervisor handling the dairy cattle and horse units at the college farm. She has played an active role on the farm in developing direct marketing of agricultural products. She was raised on a dairy farm in New Jersey, and continues to raise beef cattle on the family farm. Joanne is active in several agricultural groups statewide including New Jersey Farm Bureau.

Course Description

Spring, 2008 FARM PRODUCTIVITY ANALYSIS IN THE ANIMAL SCIENCES

11:067:406 Farm Productivity Analysis

Friday Classes (F1,2,3; 9:15-1:55)

Location: Cook College Campus, Thompson Hall Room 206, or Bartlett Hall Perry Library

Credits: 3

Instructor: Dr. Michael Westendorf

Office Hours: By appointment

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Instructor: Joanne Powell

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Students will evaluate livestock farms and other animal enterprises and make recommendations about different aspects of animal management. This will happen in class through the use of case studies and other exercises. It will also include on-farm visits, problem solving, and the development of management recommendations for producers. Students will gain practical experience both in the classroom and on the farm in problem solving and analysis of livestock farms. This will require students to incorporate and synthesize material from previous courses. The course project will require students to design their own farm for production in New Jersey. This will include consideration of the New Jersey environment for farm businesses, new unique opportunities that may exist in New Jersey, marketing opportunities, consumer preferences, and your own personal desires.

Prerequisites : Open to Junior and Senior Students

Recommended Courses: 11:067:330 - Animal Nutrition

At least one of the following:

11:067:336,338 - Livestock Production and Management II

11:067:384 - Horse Management

11:373:308 - Farm Business Management

Grading Policy

Homework and Attendance - 40%. It is expected we will take 8-9 field trips. Each one will require a 2-3 page evaluation. You will be able to drop one grade. If you don't attend the field trip, we will not accept your evaluation. You will not be specifically docked for missing class, but if you are unable to turn in your paper, this will count against your grade. These will be due two weeks after the field trip.

Most field trip locations are nearby and we will plan to leave at 9:00 am. If otherwise we will let you know.

Group Projects - 30%

You will be divided into three teams to complete project about the following topics:

1. Direct marketing of animal products, your assignment is to research direct marketing of animal products in New Jersey, describe the state of the art, and develop a how to fact sheet to assist people who want to direct animal products. (5-8 page factsheet).
2. Alternative dairy product marketing, your assignment is to survey marketing of dairy products and determine the market for cheese production, pasture based dairying, and organic milk products. Your assignment is to develop a how to guide or fact sheet guide for farmers who wish to consider some alternative dairy product. (5-8 page factsheet).
3. Research the use of social media in the marketing of ag products and of information used by producers. Provide assistance to Clint Burgher in developing social media for

marketing of meat on our farm. Develop a fact sheet about the use of social media in ag. marketing. (5-8 page factsheet).

Dr. Westendorf and Joanne Powell will provide information as you need it for your projects. Divide your responsibilities in such a way that no one person has to do all of the work. Let us know this division of labor so we can adjust when grading. These will be due the last day of class.

Farm Design – 30%

The course project will require students to design their own farm for production in New Jersey. This will include consideration of the New Jersey environment for farm businesses, new unique opportunities that may exist in New Jersey, marketing opportunities, consumer preferences, and your own personal desires. This may also include a simplified business plan. Information about location, land needs, species, animal waste management, and a marketing plan are required. These will be due the last day of class. We will give you more information as we get started. (5-8 pages or as needed).

All writing assignments will be graded with the assistance of an outside evaluator, who will give a grade based on technical writing. Dr. Westendorf and Joanne Powell will give a content grade.

Final Exam – Take home if any. Will be part of your homework grade.

2014 Class Schedule

January 24 - Nutrition evaluation and general farm evaluation. Demand for and marketing of animal products. Break into groups for group projects. Discussion of course and group projects. Farm design projects.

January 31 - Farm Bureau visit.

February 7 - Farm Products Marketing. Clint Burgher from the Rutgers Animal Farms will discuss marketing of farm meats and how he would like to be able to advertise in the future.

February 14 - Jack Rabin lecture?? Small and beginning farmers, management and marketing of livestock products.

February 21 - Middlebush Farm – Somerset County, dairy production and related enterprises.

February 28 - Richie Norz, former dairy farmer, currently a vegetable producer in Somerset County. Agriculture Tourism.

March 7 - Animal Waste Management, Clint Burgher discussion about our farm animal waste management plan. Visit to Ryder Lane Horse Farm. Online studies.

March 14 - Not yet confirmed. Readington River Buffalo Farm.

March 21 - No class, spring semester break.

March 28 - Cedar Lane Farm visit. Dairy farm, may consider cheese production. Possible student internships.

April 4 - Fulper Farms Visit. Dairy farm that does an excellent job of animal waste management.

April 11 - Visit Hunterdon County beef farm with Corne Vogelaar. Purebred Angus and direct meat marketing.

April 18 - Peter Southway, dairy cheese marketer. Produces his own cheese on a farm with Holsteins, Jerseys, and Guernseys.

April 25 - Jim Etsch, Middlesex County. Hay and grain producer.

May 2 - Final class, presentations.