



## **2017 PDPW Board Candidate Information**

Name: **Steven Orth**

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Which is the best way to reach you? **Phone, text, email**

**1. Please describe your dairy business.**

Orthland Dairy Farm LLC is a family partnership consisting of 820 cows and 830 heifers. We own 450 acres of land and rent another 1150. We employ 12 full time employees.

**2. Please tell us about your background and leadership experience in the dairy industry.**

Leadership came unexpectedly for me as my father died when I was 12. After high school I decided to continue my education and go through the Ag Business program at Fox Valley Tech College. I did not complete my degree as I desired to be on the farm. After returning to the farm I accepted general management responsibilities and shortly after, led an expansion doubling our herd.

**3. What is the greatest impact that PDPW has had on you, your business and the industry?**

My communication and leadership skills have grown while attending training through PDPW. By improving these skills, I feel our staff has responded by working with us instead of against us. I also think by training and networking I have improved my ability to think outside the box.

**4. PDPW is an educational organization. As a PDPW board member, how would you help PDPW grow and continue to have a greater positive impact on the industry?**

I would advocate for an effective way for producers to communicate with processors in an effort to find common ground. There is a miscommunication between producers and consumers because of the way processors are marketing their products. This has led to misguided consumers.

**5. As PDPW continues to develop programs that serve Wisconsin and reach beyond to producers in other states, what do you see as the greatest need in the industry?**

I would like to focus on ways to communicate with the public and show the compassion we share as an industry, along with the sustainability of modern agriculture.

**6. In the next ten years, where do you see the greatest opportunity for the dairy business?**

Financially speaking, I think there is great opportunity to increase our dairy export markets due to increasing populations and emerging nations.

**7. What is your goal as a leader in the next ten years?**

To learn from my mistakes, continue gaining trust from others, and have a positive impact on the farm and dairy industry.