



DAIRY SECTOR

Top risk concerns & strategies in 2019

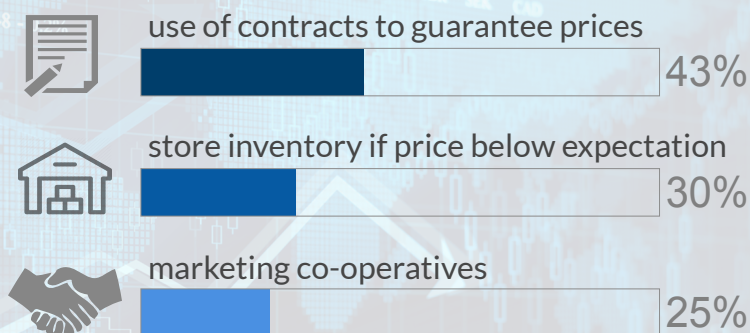
MARKETING RISK

55% concerned* with marketing risk overall

Top concerns



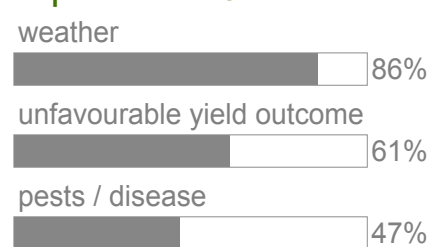
Top strategies



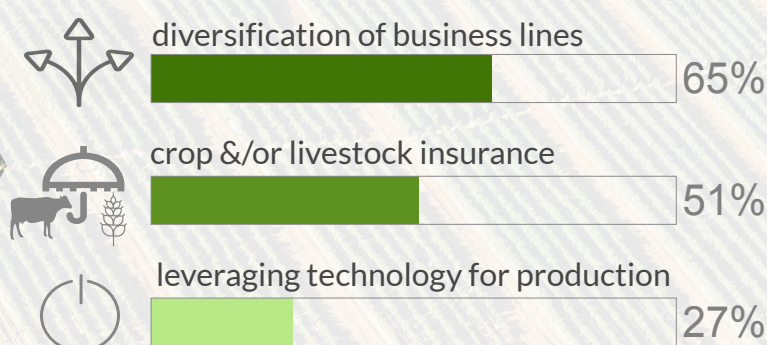
PRODUCTION RISK

53% concerned* with production risk overall

Top concerns



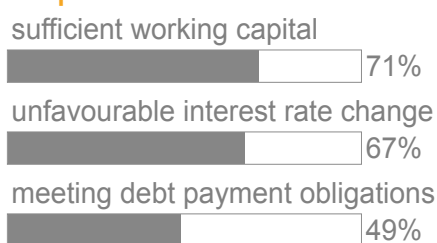
Top strategies



FINANCIAL RISK

56% concerned* with financial risk overall

Top concerns



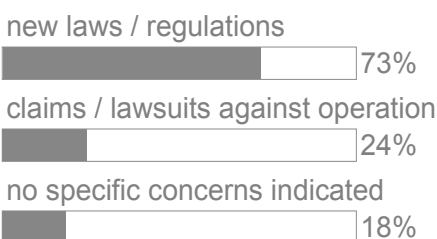
Top strategies



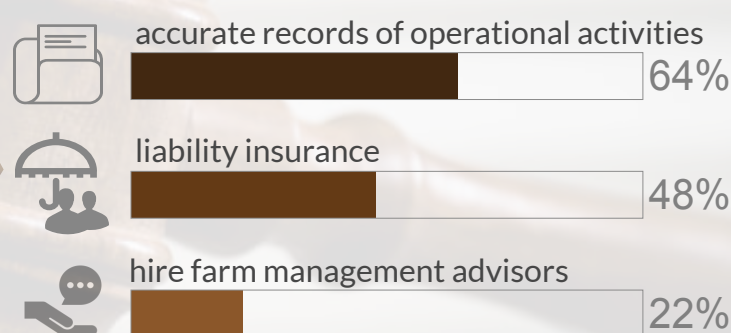
LEGAL RISK

23% concerned* with legal risk overall

Top concerns



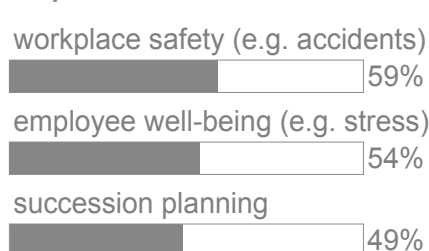
Top strategies



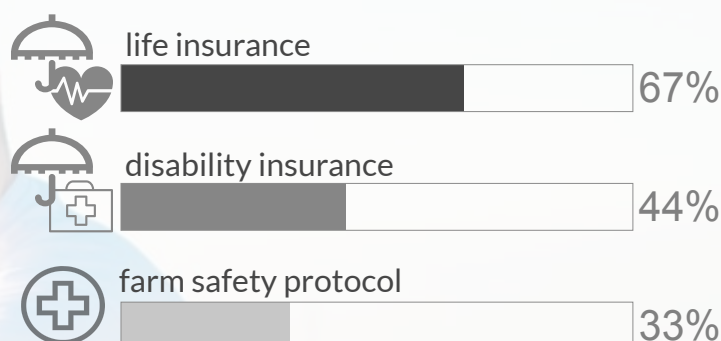
HUMAN RISK

34% concerned* with human risk overall

Top concerns



Top strategies



2019 (July) Vision study - Risk Management: Ag production concerns & strategies
Sample size (n): 245 Dairy producers (primary sector)

*Overall risk concern percentages reflective of top two box ratings (4&5) on a five point scale where '5' equals 'highly concerned' in response to the question : "Overall, how concerned are you with the following type of risk as it relates to your operation today?"