

A person is pouring a thick, white liquid, likely milk or cream, from a large, shiny metal can into a metal bucket. The liquid is captured mid-pour, creating a dynamic flow. The person's arm and hand are visible, holding the can. The background is slightly blurred, showing some industrial or farm equipment.

Herdshare School Module 1A

The Herdshare Arrangement

Herdshare Program Basics

- Share purchase + board/service fees
- Milk as dividend



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When production is going well

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When production is down

- Communicate
- Possible reduction of board/service
- Possible request for additional monies



Herdshare Programs are Relationships

Ongoing, mutually beneficial



Herdshare Programs are Relationships

Shared risks & rewards



Herdshare Programs are Relationships

Treat your members as they truly are –
part owners of your herd



Herdshare Program - Expectations

The Farmer's Expectations:

- Pay on time
- Pick up their milk on time
- Clean and return their jars



Photo by [rawpixel](#) on [Unsplash](#)

Herdshare Program - Expectations

The Member's Expectations:

- Clean milk
- Reliable milk
- Management practices true to advertisement
- Convenient sign-on and payment processes
- Prompt communication when things go south





No homework this session!