



LITITZ, Pa. – “If I could describe my dream job, this is it,” said Melissa Craig of Bellefonte, Pa. about her new position as director of Profitmax-360 for Lancaster Dairy Farm Automation based in Lititz, Pa. and Hagerstown, Md.

The position combines Melissa’s education, experience and talents in a program that provides “another set of eyes” on the dairy farm to improve cash flow by improving milk quality and udder health.

Melissa earned her bachelor’s degree in animal bioscience from Penn State University, with an emphasis on lactation physiology. She also has many years of on-farm dairy experience, including milking parlor management and some equipment service work.

“My role is to fill in the gaps on the team and check in with the farms to be the eyes and ears that keep communication going,” Melissa explains, adding that the Profitmax-360 team includes on-staff veterinarian Dr. Adolph “Doc” Dossman who specializes in udder health and milk quality and is fluent in English and Spanish. He and company founder, Dennis Milhoan, do the Profitmax-360 evaluations, and the field representatives are on farms often to check-in.

Melissa interacts with everyone from the servicemen to the field representatives to Dr. Dossman, director of dairy services, to the quality-minded folks at A&L Laboratories, to the customer on the dairy farm. She provides the link in the chain of team services focused on the customer dairy farm.

“Profitmax-360 has a formidable team behind it,” Melissa observes after being on the job for several months. “Now it’s just easier for customers to know who to call. I’m that point person. Our Profitmax customers have had an evaluation and we develop a plan. We can show them where they can take steps to increase cash flow with higher quality milk, improved system hygiene, and better milking performance.”

Aside from checking in periodically with customer farms, Melissa also talks with each region’s field representative at least once a week.

“For me, the best thing about this job is when I see a producer who is frustrated with their milk quality or a cleaning situation, and I’m able to come in and bring in the people who can make the right things happen on that farm,” says Melissa, who enjoys the challenges and trouble-shooting aspects that come with the job. “I’ve been in their shoes, so when I can go in and give that producer hope... Nothing beats that.”

Melissa has always “liked to tinker.” She left the industry in 1999 to have sons J.T. and Austin. Now that they are older and in school, she wanted to return to the industry she is passionate about.

“I always had respect for Lancaster Dairy Farm Automation as a forward-thinking company with its finger on the pulse of where the industry is going next,” she reflects. “This job allows me to take that ball and run.”

Melissa is redesigning the binders that serve now as a central communication point for everyone coming on the customer’s dairy farm. “We can all go to that binder and see who was here and where we are at,” she explains. “It’s a snapshot for any team member who comes in.”

Lancaster Dairy Farm Automation has long been the industry pacesetter when it comes to a focus on milk quality. For today’s dairy farms, reducing somatic cell counts has become increasingly important – not just for quality milk but also for access to markets, and to increase revenue through quality premiums and reduced costs associated with the clinical mastitis.

“We’re not offering promises. Our team will prove what we can do. We’re offering free Profitmax-360 evaluations because we know our team is that good, and we know we can earn the long-term business relationship after we achieve those results together,” Melissa points out. “This is not just a job. What we’re doing means something for every member of the team. Looking at the whole picture, going step-by-step, identifying the problems and what is actually needed, seeing the progress... When the customer is happy, then we’re happy.”

For more information about Lancaster Dairy Farm Automation’s Profitmax-360 program or to set up an appointment for an evaluation, call 800.422.4587 or email melissac@lancasterdairy.com.