

## **Repro Money: A Farmer-Directed Team-Based Extension Program to Improve Reproductive Performance in Wisconsin Dairy Herds**

Our objective is to improve the reproductive efficiency and profitability of the dairy enterprise through implementation of farmer-directed team-based program called Repro Money. Together the team sets goals, develops an action plan, assigns responsibilities, and determines appropriate evaluation strategies for individual team members. One of the early adopters of Repro Money increased their 21-d pregnancy rate from 18 to 24% resulting in an estimated \$39,000 per year profit increase after implementing management changes identified during the program. With this farmer-directed team-based approach, dairy farmers can best utilize their personnel and advisers in a coordinated way to improve reproductive performance.