



Jenny Steiger
Dairy Farm Part-Owner
Rolling S Farms
Farm & Industry Short Course —
Dairy Herd Management Certificate

“Take full advantage of the Farm and Industry Short Course faculty and use the two year program to learn everything you can about the industry. Being a good farmer takes hard work and dedication, so make sure your absolutely prepared before you get into the field.”

- Jenny Steiger

She spends her time with the cows

As part-owner of an expanding dairy operation, Jenny Steiger uses her certification in Dairy Herd Management from the UW-Madison’s Farm and Industry Short Course to make sure her operation meets the ever-increasing demand for milk .

“Attending the Farm & Industry Short Course has driven me to be on top of my game,” says Jenny, who enrolled in the program through the university’s College of Agricultural and Life Sciences. “Our bottom line is to sell high quality dairy products and to be the number one herd in the country.”

Rolling S Farms is a growing family farm in Bagley, Wisconsin, where Jenny, her two brothers, and a neighbor work diligently to keep the large operation moving forward.

“The year that I graduated from Short Course, we decided to expand,” says Jenny. “The timing was just right. My family gave me one year to go to school, and then in early spring we started our expansion project.”

The knowledgeable advice Jenny received from world-renowned faculty in the Farm and Industry Short Course helped her polish her dairy farm’s practices and has increased the operation’s overall profitability.

“The Dairy Herd Management and Artificial Insemination courses were excellent,” says Jenny, referring to two courses that stand out the most in her recollection.

She also enjoyed working with a veterinarian during the Herd Health course, a class that gave Jenny and her fellow students the opportunity to ask veterinarians about specific health problems they had witnessed in their own herds. This course gave students a deeper appreciation for veterinary knowledge, a better understanding of specific procedures, and useful tips for diagnosing cow illnesses before calling a vet.

On the farm, Jenny spends most of her time working one-on-one with prefresh, fresh, and milking cows. Although she spends a lot of time in the parlor, she stresses the importance of record keeping, and devotes at least one hour every day to related office work.

According to Jenny, managing people is another important aspect of running a dairy operation. “Communication is key to our family’s success,” says Jenny. “Although I do some work on my own, management skills are necessary to keep our co-workers busy.”

Jenny’s passion for the dairy industry has ripened with her family farm. She looks forward to leading the family business into the future and learning everything she can to take the farm’s productivity to the next level.