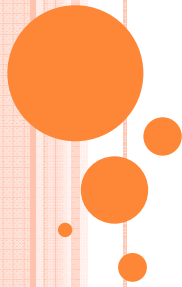
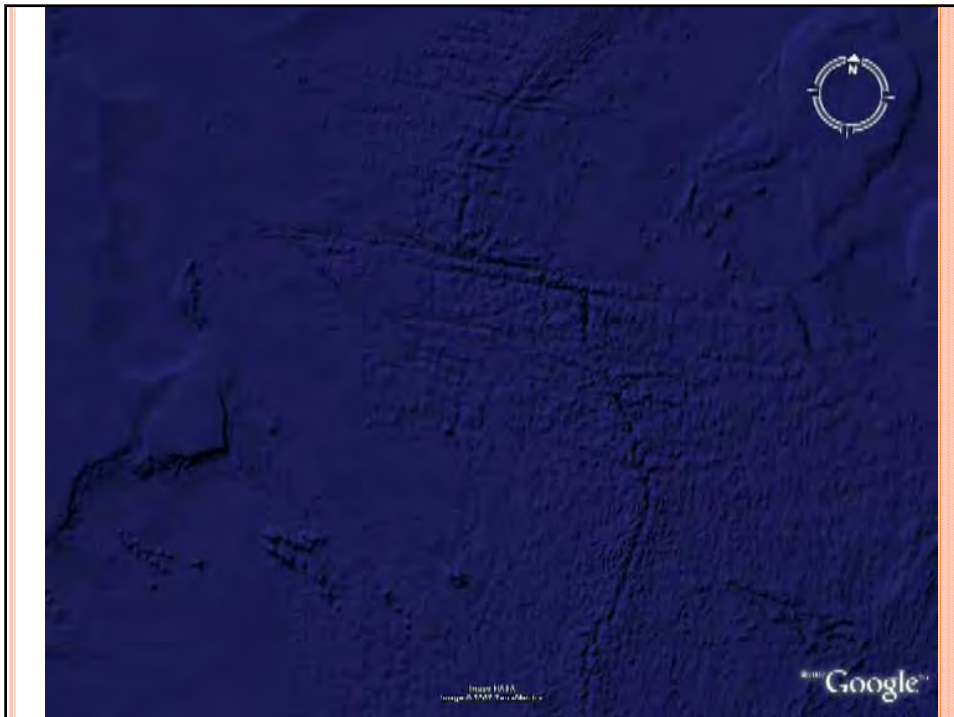


# WHY DID MY LAST GOOD MEMBER OF STAFF LEAVE?



By Dorthe and Asger Krogsgaard



## OUR STRATEGY 1991

- 10 year plan
- Wanted a farm with employees.



## FARM DEVELOPMENT

### 1991

120 sows  
2400 weaners  
2000 finishers  
30 hectares  
Dorthe and I

### 2009

1700 sows  
45900 weaners  
15000 finishers  
725 hectares  
12 employees



## LIFE ON OUR FARM IS ONE OF OUR MANAGEMENT TOOLS

- **Catering at the farm**



## LIFE ON OUR FARM IS ONE OF OUR MANAGEMENT TOOLS

- Catering at the farm
- **Front room, office, toilet and bathroom – orderly  
and CLEAN**



## LIFE ON OUR FARM IS ONE OF OUR MANAGEMENT TOOLS

- Catering at the farm
- Front room, office, toilet and bathroom – orderly and CLEAN.
- **Accommodation – staff facilities**



## CONCLUSION

LIFE ON OUR FARM IS ONE OF OUR MANAGEMENT TOOLS

- Catering at the farm
- Front room, office, toilet and bathroom – orderly and CLEAN.
- Accommodation – staff facilities

**We try to provide a framework for well organised and comfortable conditions for our farm team**



## OUR FARM

- **Business language is English**





## FOREIGN EMPLOYEES

- Why foreign employees?
- Increases the supply of labour
- Communication in English
- Danish and foreign employees
- Be helpful
  - work permits
  - tax forms
  - Doctor's visits
  - Christmas Eve



## OUR FARM

- Business language is English
- **Employee handbook**



## Employee handbook

- Working hours
- Overtime
- Sickness
- Courses/ ERFA meetings
- Holidays
- Work clothing
- Smoking policy



## OUR FARM

- Business language is English
- Employee handbook
- **Working plans/ goals/bonuses**

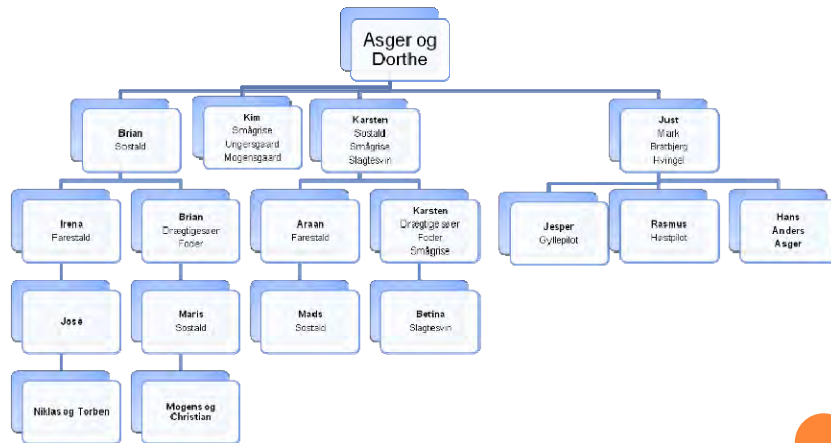


## OUR FARM

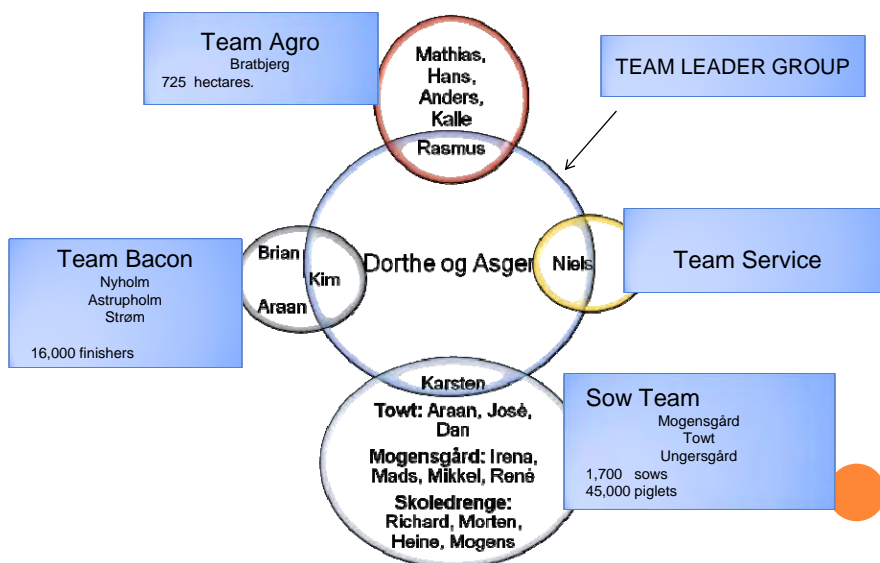
- Business language is English
- Employee handbook
- Working plans
- **Organisation chart**



# MOGENSGAARD FOOD PRODUCTION



# NEW ORGANISATION CHART



## OUR FARM

- Business language is English
- Employee handbook
- Working plans
- Organisation chart
- Business plan



## BUSINESS PLAN



## PRIDE IN YOUR WORKPLACE

We want to profile our farm to the local community:

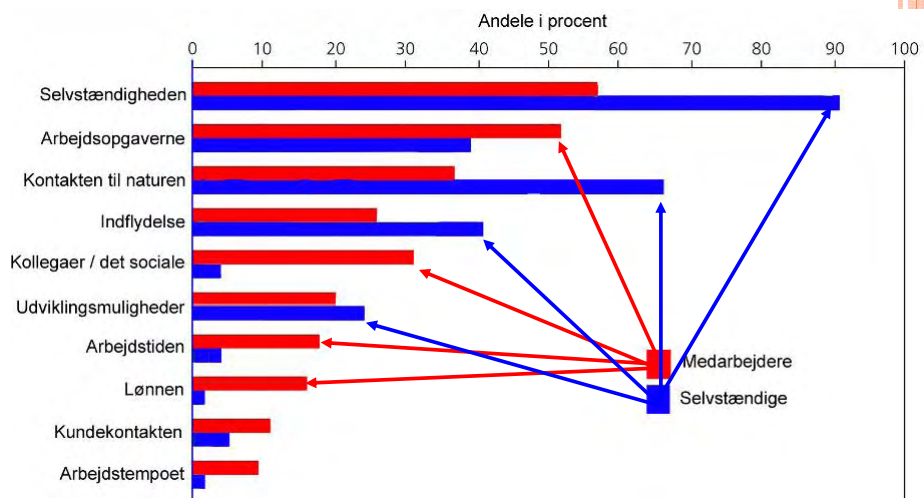
- Support local community
- Own website [www.mogensgaard.net](http://www.mogensgaard.net)
- Tell the local store what we're doing
- Visit schools and clubs.
- Excursions, harvest festivals and Christmas parties
- Company clothing and logos on tractors
- Hot-dog Stand



The screenshot shows the homepage of the Mogensgaard website. At the top, a blue oval contains the text "Velkommen til Mogensgaard". Below this, a smaller blue oval says "- Et landbrug mellem to fjorde -". To the right, there are flags for Denmark and the United Kingdom, and a small box with the number "8898". A vertical navigation menu on the right side consists of several blue oval buttons: "Vores gårde", "Organisation", "Firma udflugter", "Historie", "Sidste nyt", "Kontakt", "Se også", "Påsevejen", and "Asgers mødeblog". On the left side, there are sections for "Nyt på siden" (with a sub-section "2. a på besøg" and a "Sidste nyt" button), "Tillykke til Kim!" (with a "Sidste nyt" button), and "Medarbejderne har ordet:" (with a photo of a man and a "Medarbejderne har ordet" button). The main content area features a large oval image of a green field under a cloudy sky, and two smaller circular images: one of a green tractor and another of a building interior.



## MOTIVATION FACTORS



## WORKING ENVIRONMENT

- Well organised conditions
- Employer understands good management
  - trained as a farmer – is now supervisor
  - Motivation
  - Coaching
  - The psychological working environment

**WE SHOULD ENJOY OUR DAILY LIFE**



## STAFF TRAINING

- Take part in courses
- ERFA groups
- Theme days
- Exchanges with British farmers
- One-on-one conversations every three months
- School boys





## THE WORKPLACE OF THE FUTURE

- Life on the farm is one of the management tools

### **Well-organised framework**

- We should profile ourselves to the community so that each employee can be –

### **Proud of his/her workplace**

- Focus on management and the psychological working environment -

### **A great daily life**



## THE ABILITY TO CHANGE

