

# 2016 WCO SURVEY

**Special Projects Committee**

2017 Wisconsin Dells Symposium

# Motivation

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- A. Exchange ideas
- B. Better understand machine costs and efficiencies
- C. Identify trends and health of the industry

This report was gathered anonymously by the Wisconsin Custom Operator Board of Directors. This data may be outdated, and members are advised that this survey was not intended to determine the industry average of fees charged by custom operators. The survey was intended to improve the quality and consistency of services our members provide to clients and to raise industry standards among our members.

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## DISCLAIMER

# Rate survey committee

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We'd like your feedback.

# Method

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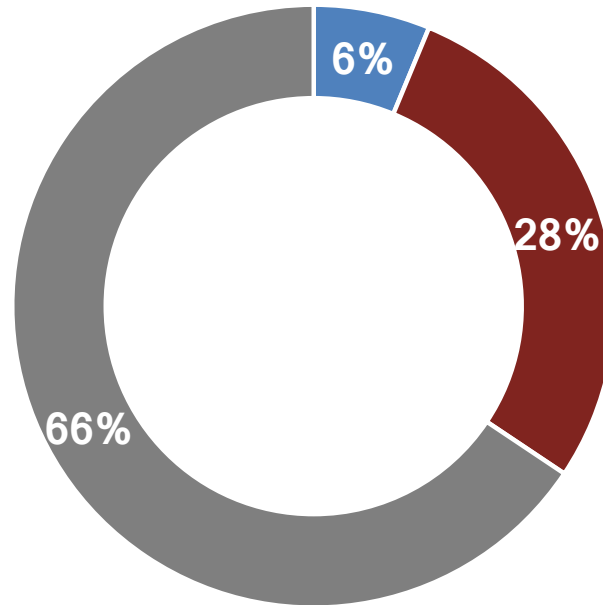
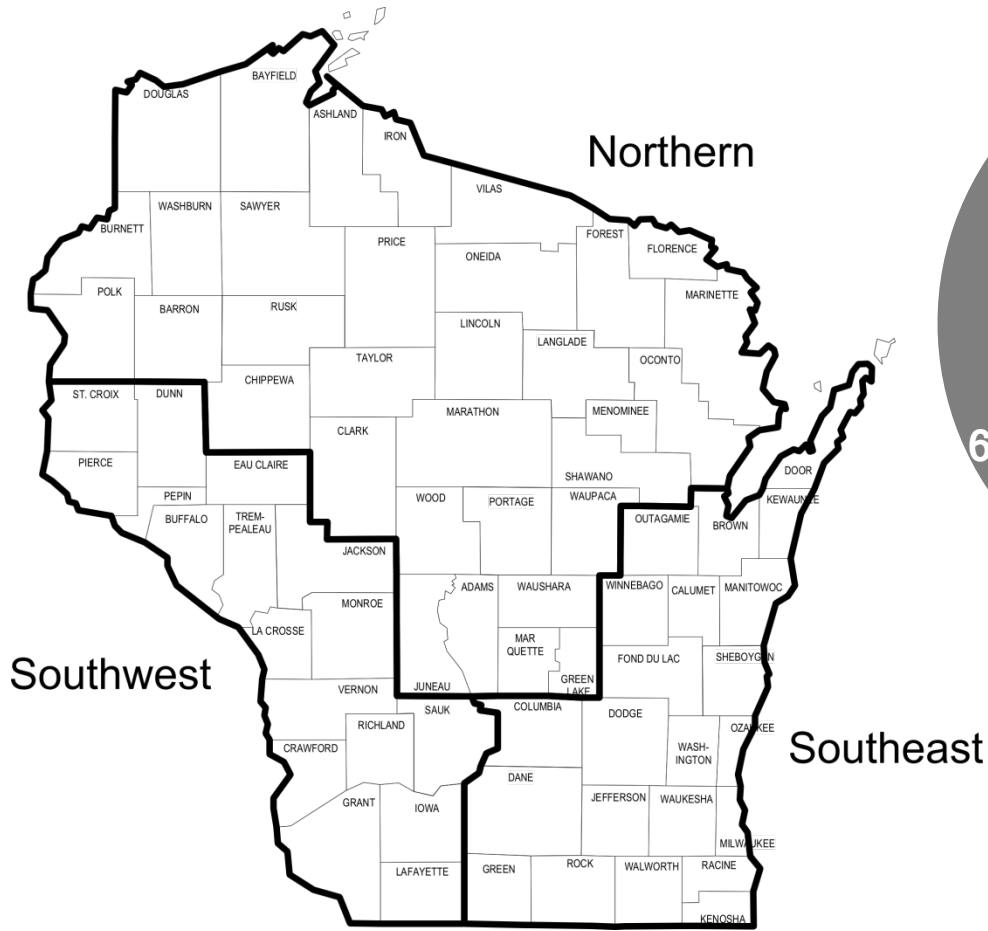
## A. Online survey organized into five focus areas

1. General information
2. Rates for services
3. Employees & employee management
4. Client relations and marketing
5. Safety, incident reduction program participation & accidents

## B. Data held strictly anonymous

## C. Rate and wage data for the 2015 year

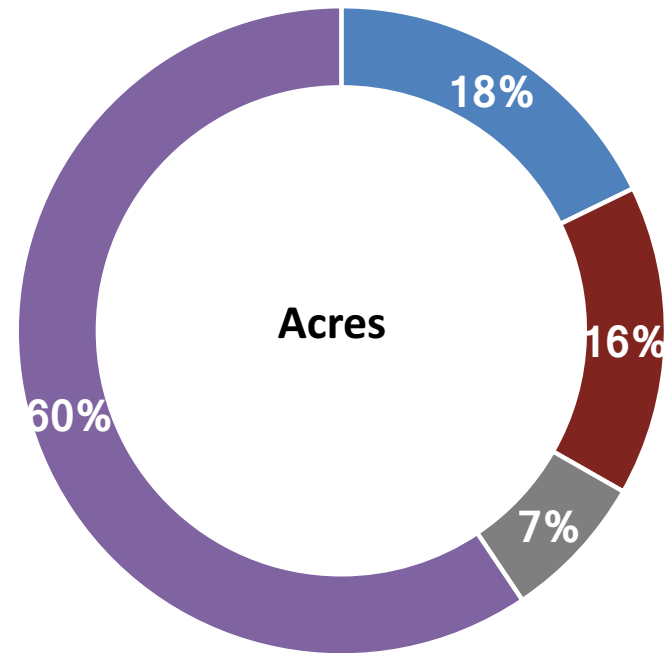
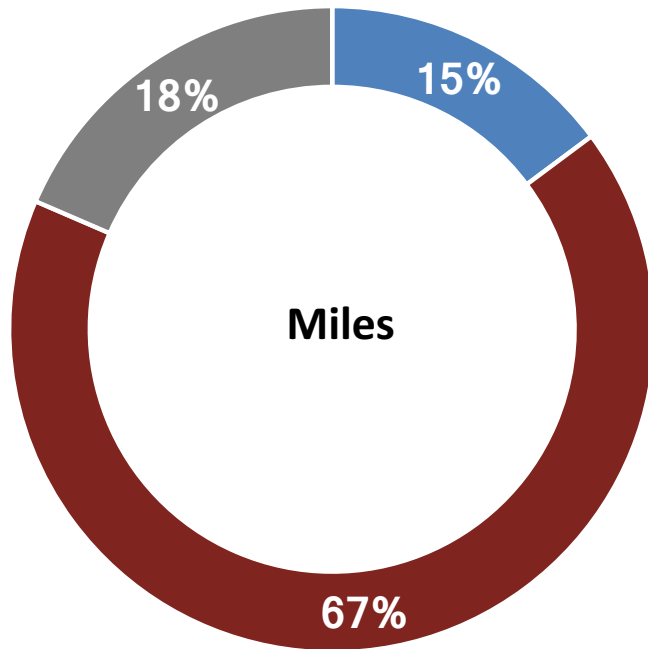
# Region



- Southeast
- Southwest
- Northern

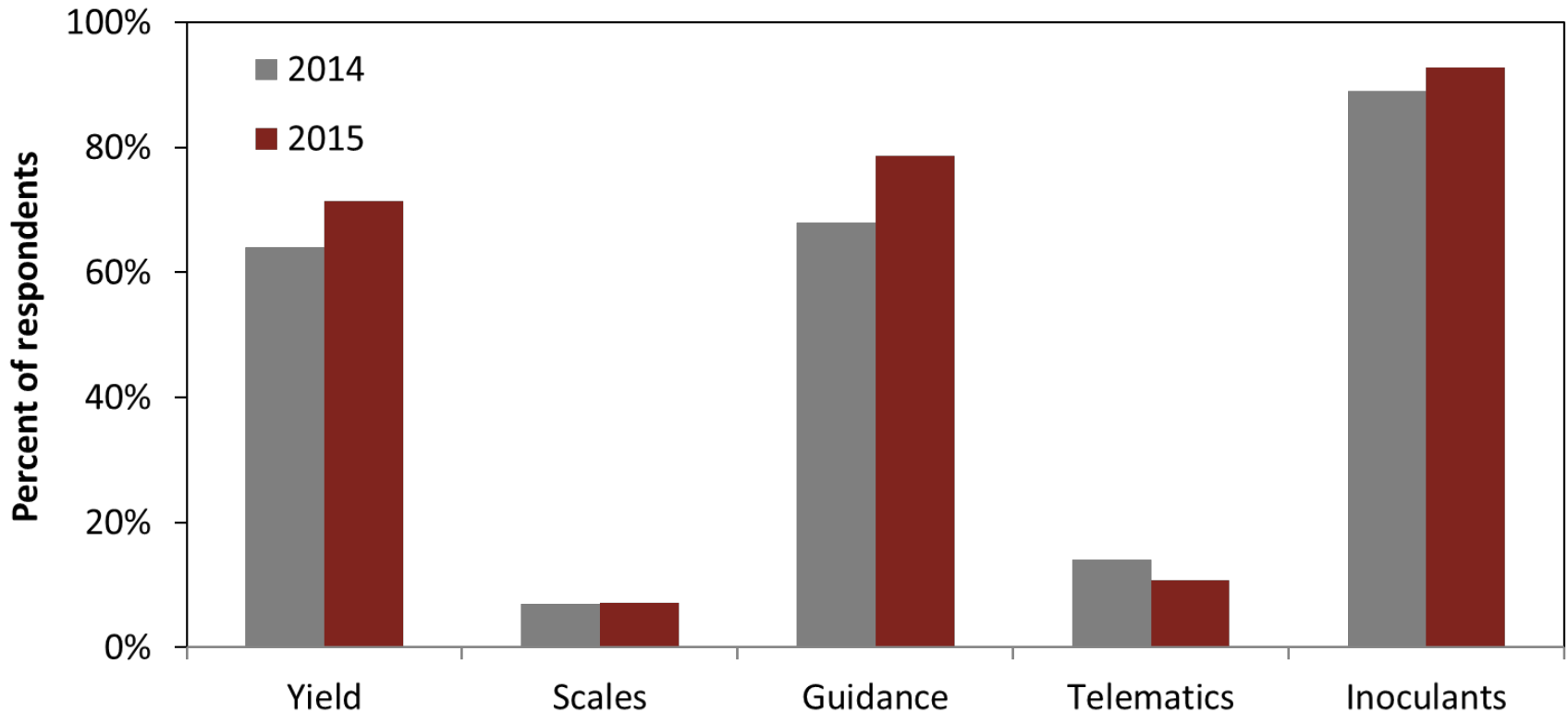
# Service area

■ 0 - 25 ■ 25 - 50 ■ 51 - 150



■ 1500 - 3500 ■ 3500 - 5000  
■ 5000 - 7500 ■ 7500 - 10000

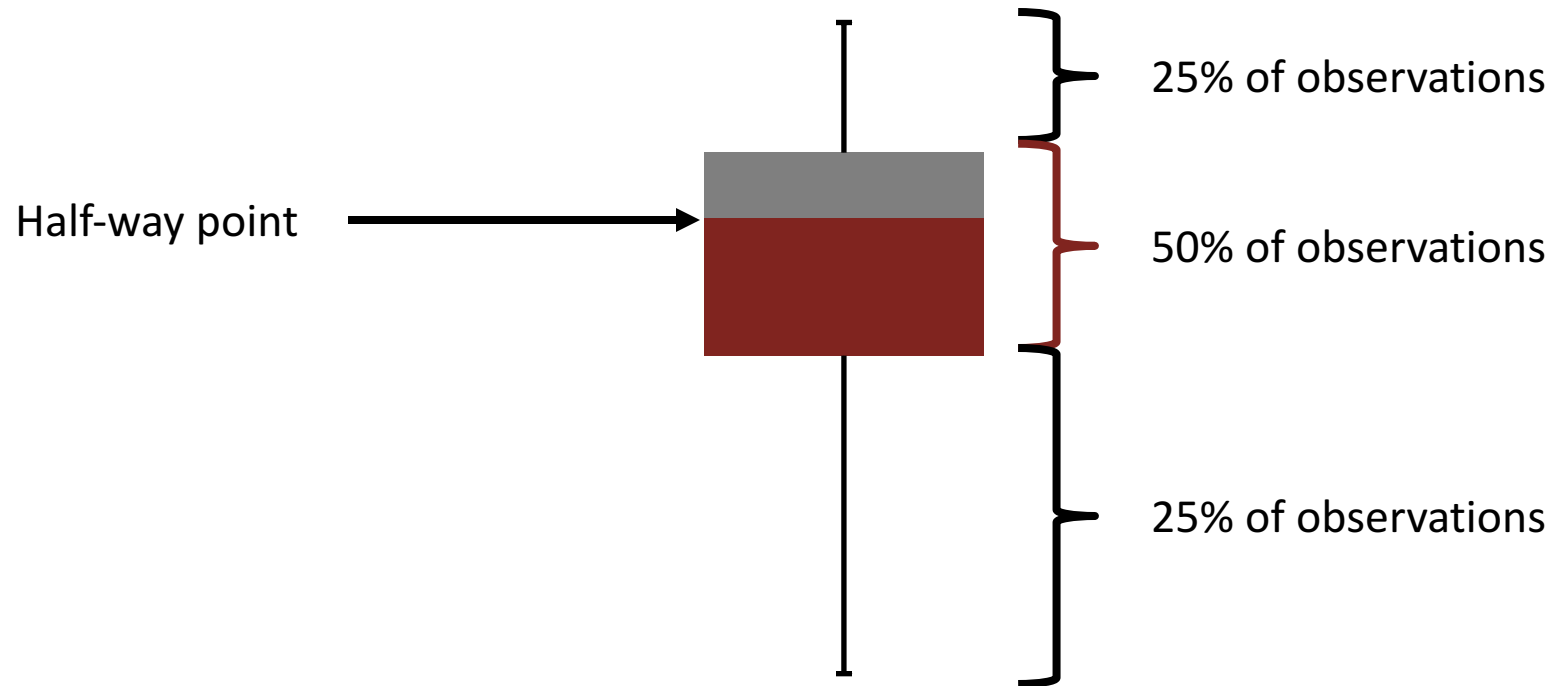
# Technologies utilized





# Box-plot refresher

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# Where's my data

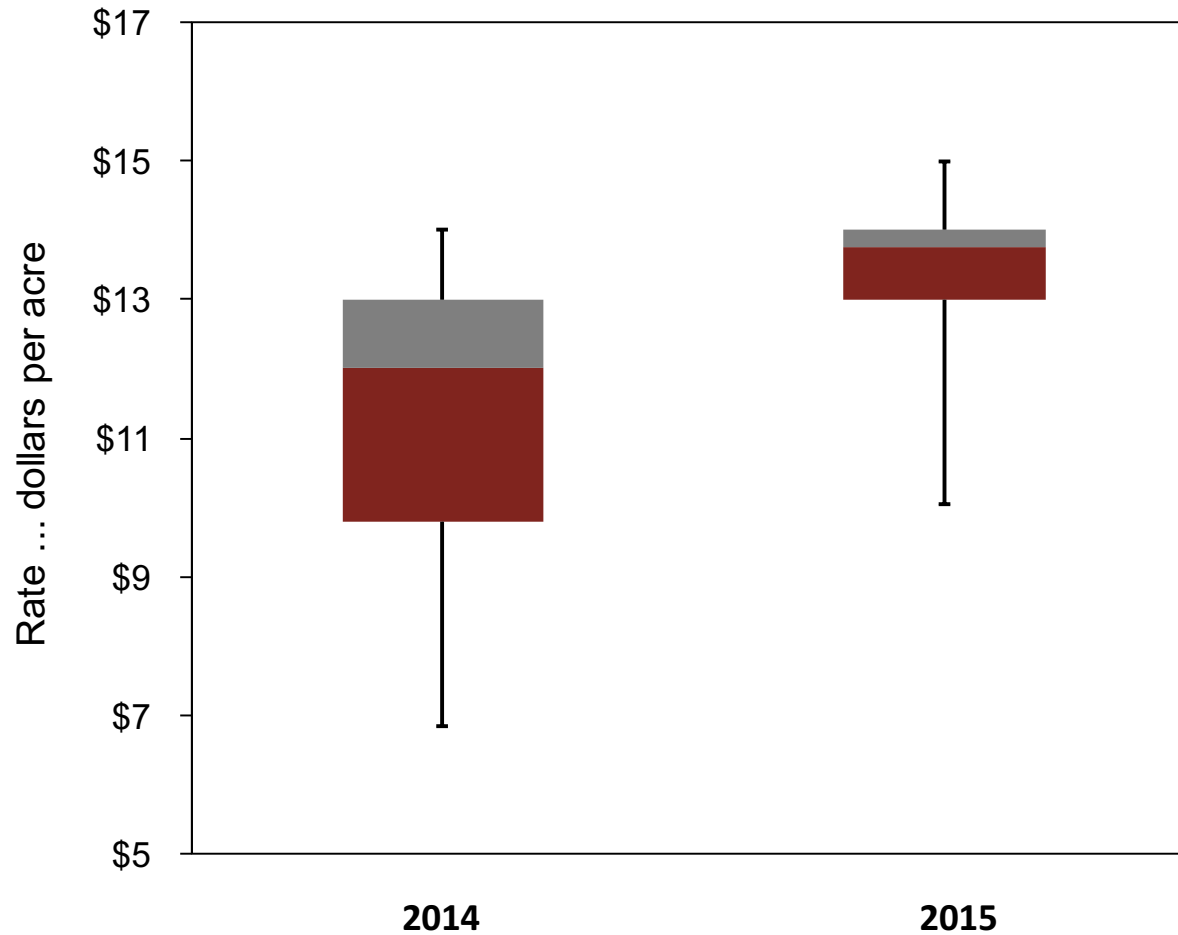
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**Your data could have been omitted because ...**

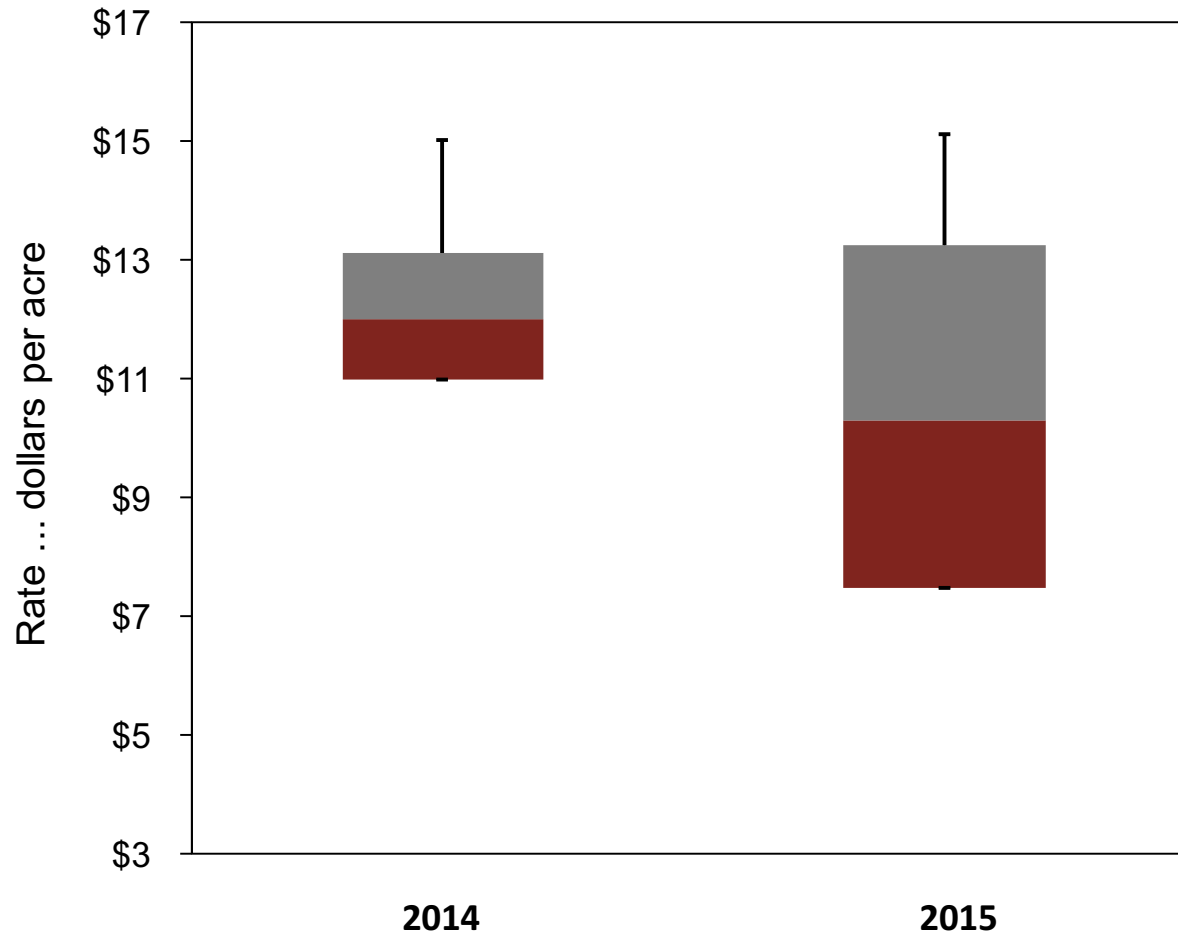
- A. it was uniquely identifiable,
- B. it was determined to be an outlier,
- C. its units didn't match the prevailing response, or
- D. there were too few responses to aggregate.

# Mowing and conditioning

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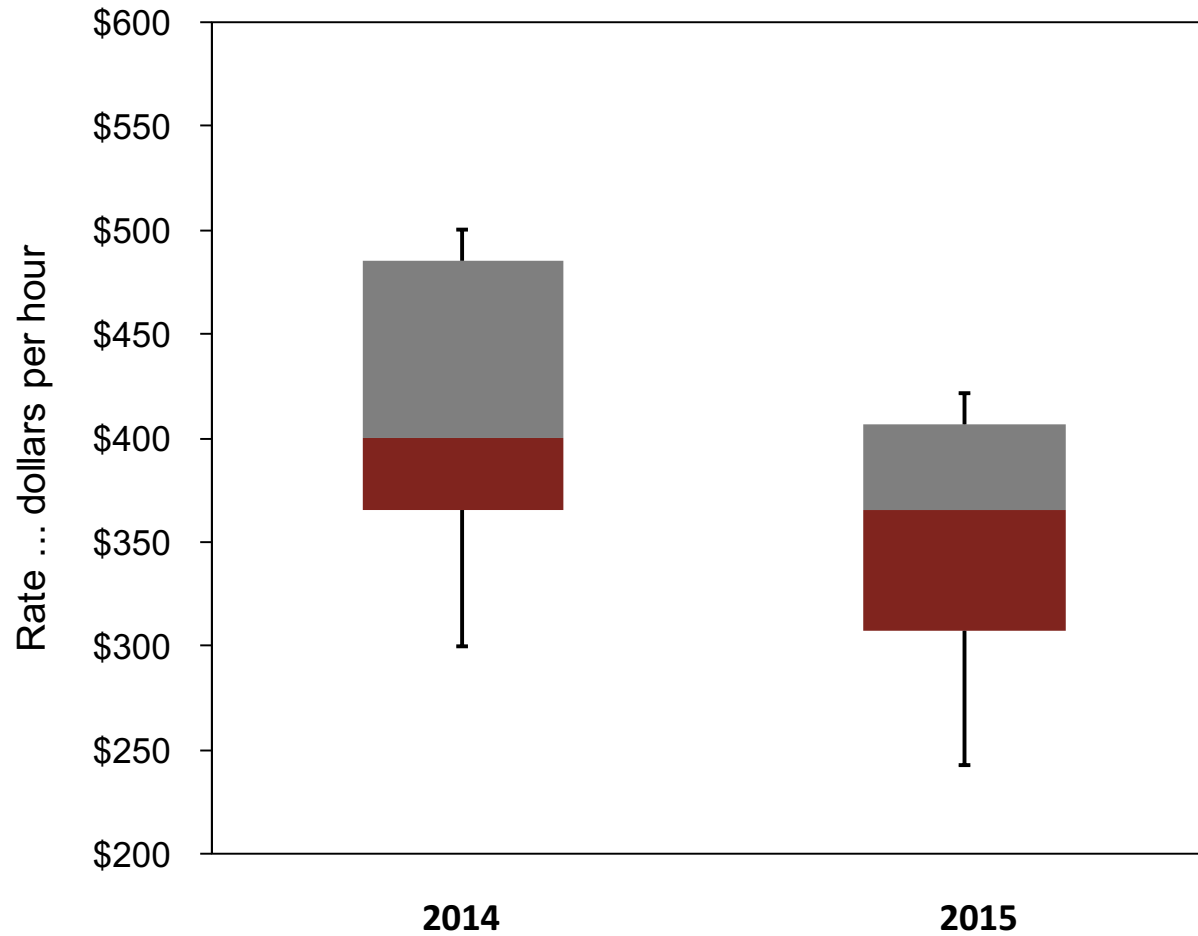


# Merging

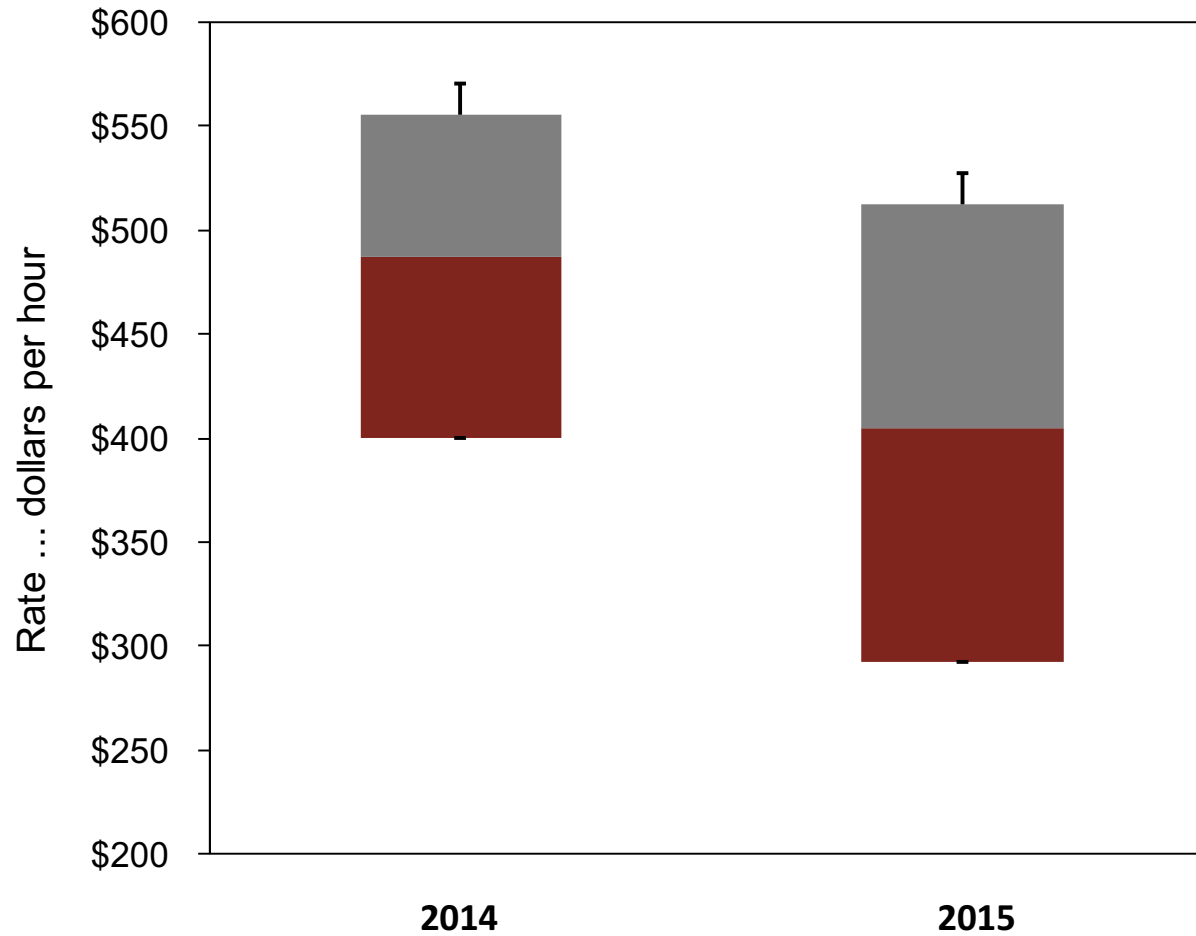


# Haylage

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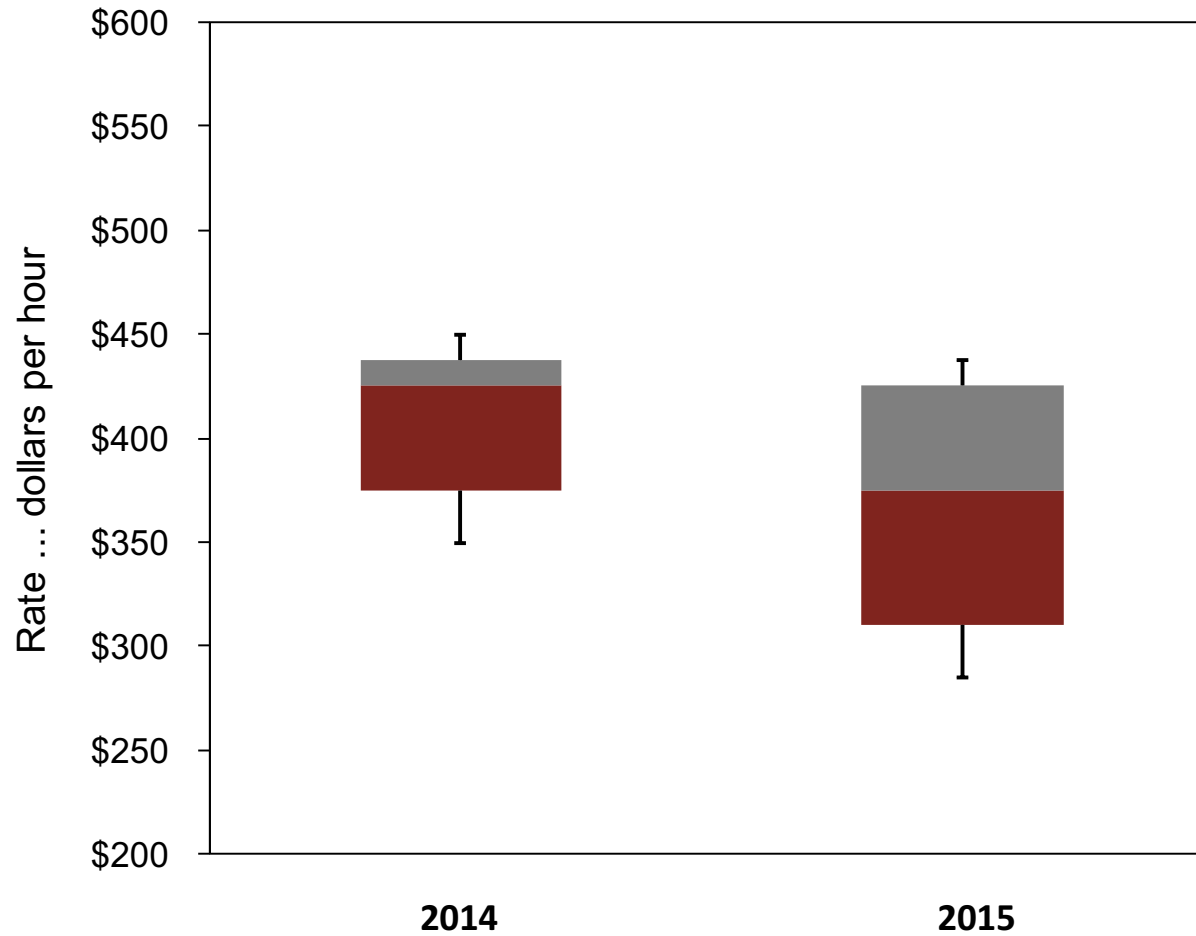


# Corn silage

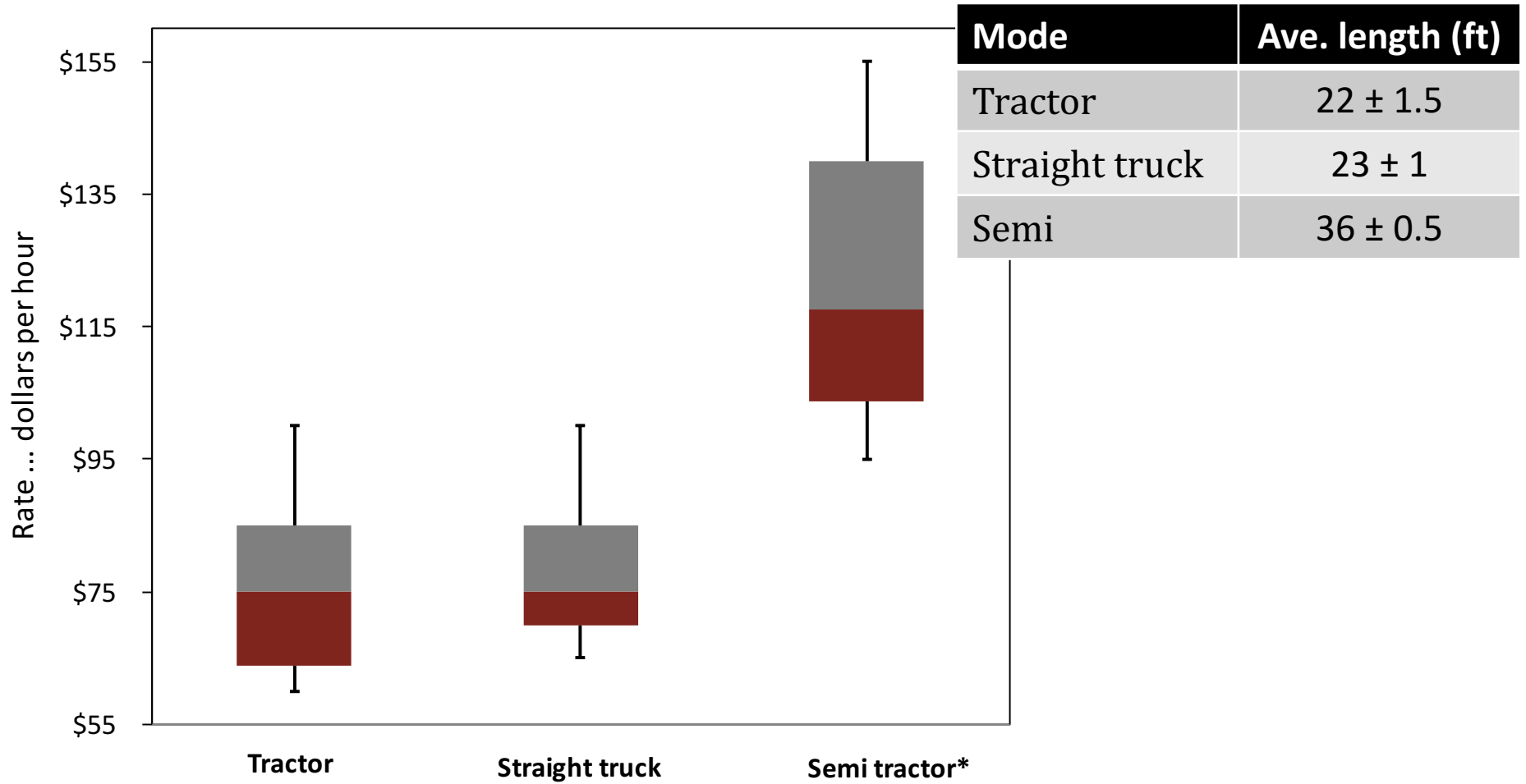


# Earlage

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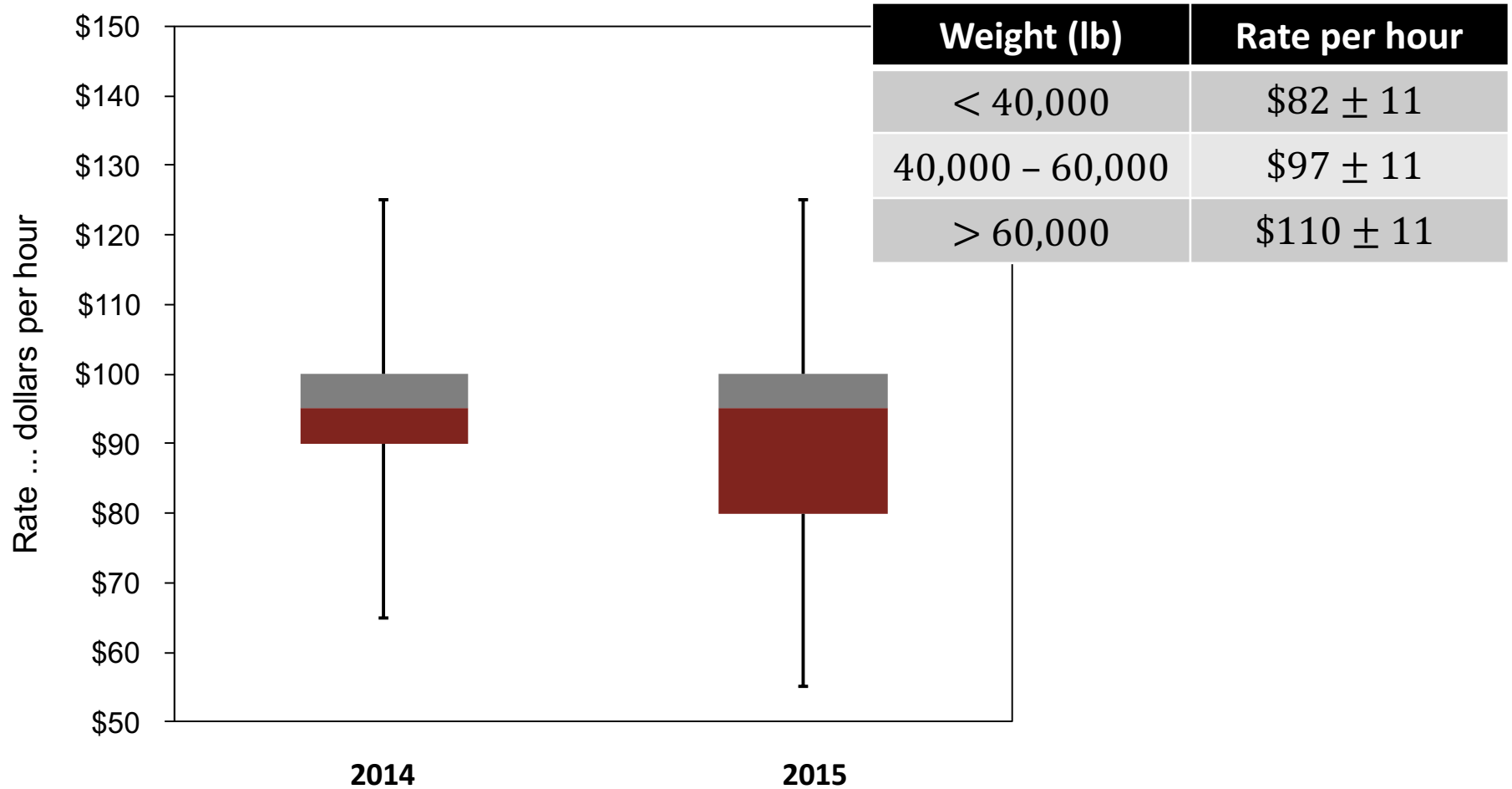
# Transportation



\* Fuel included in rate

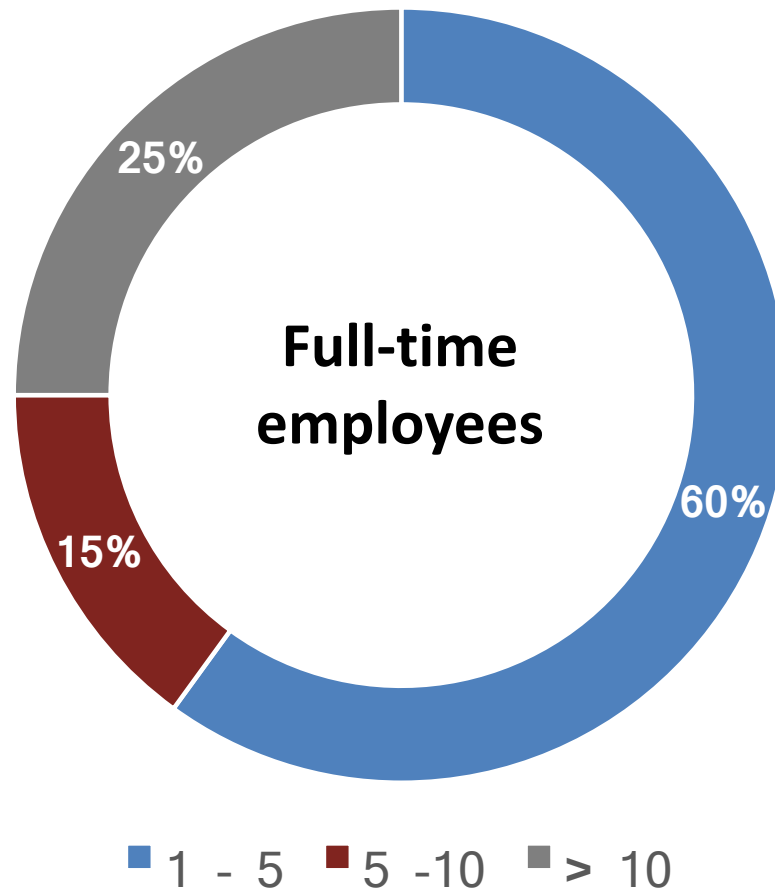


# Packing



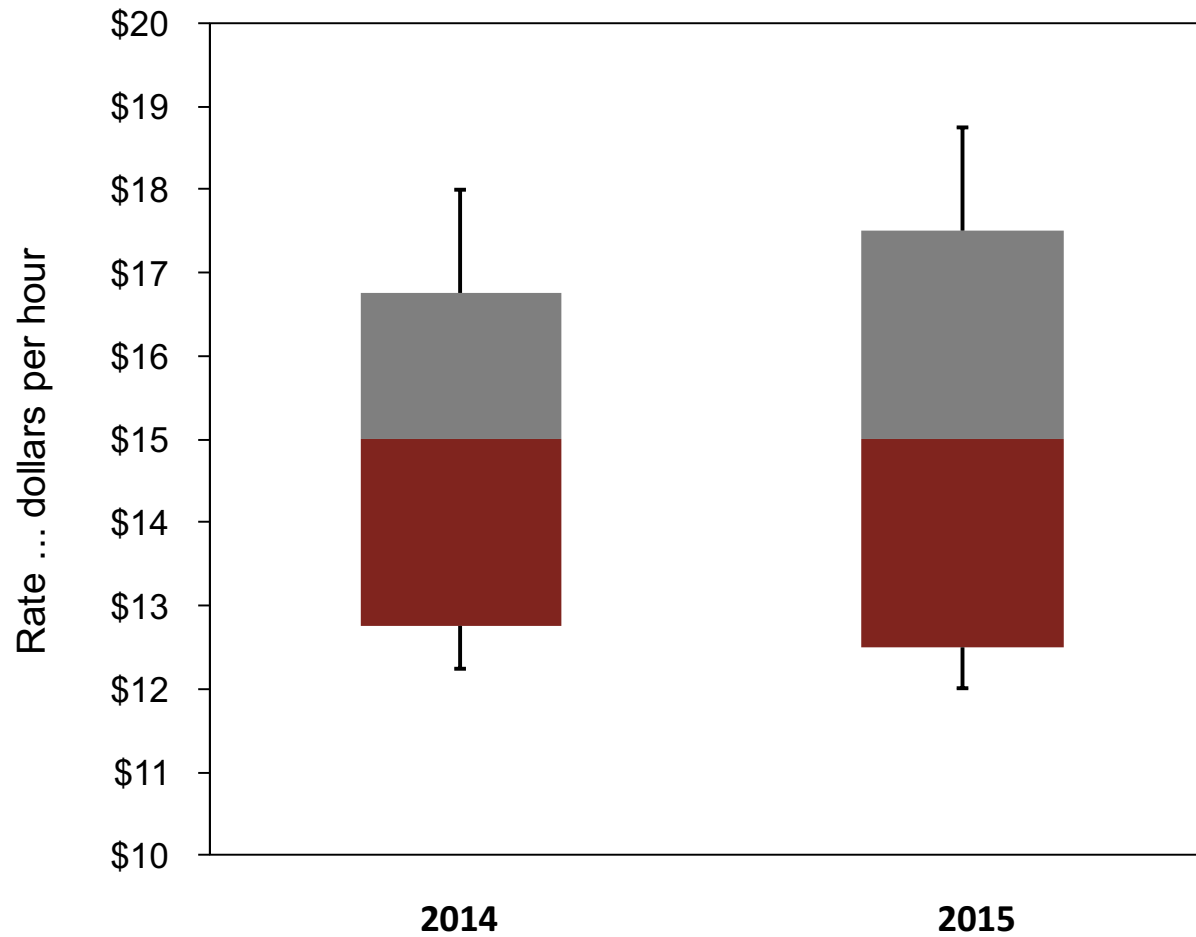
# Employees

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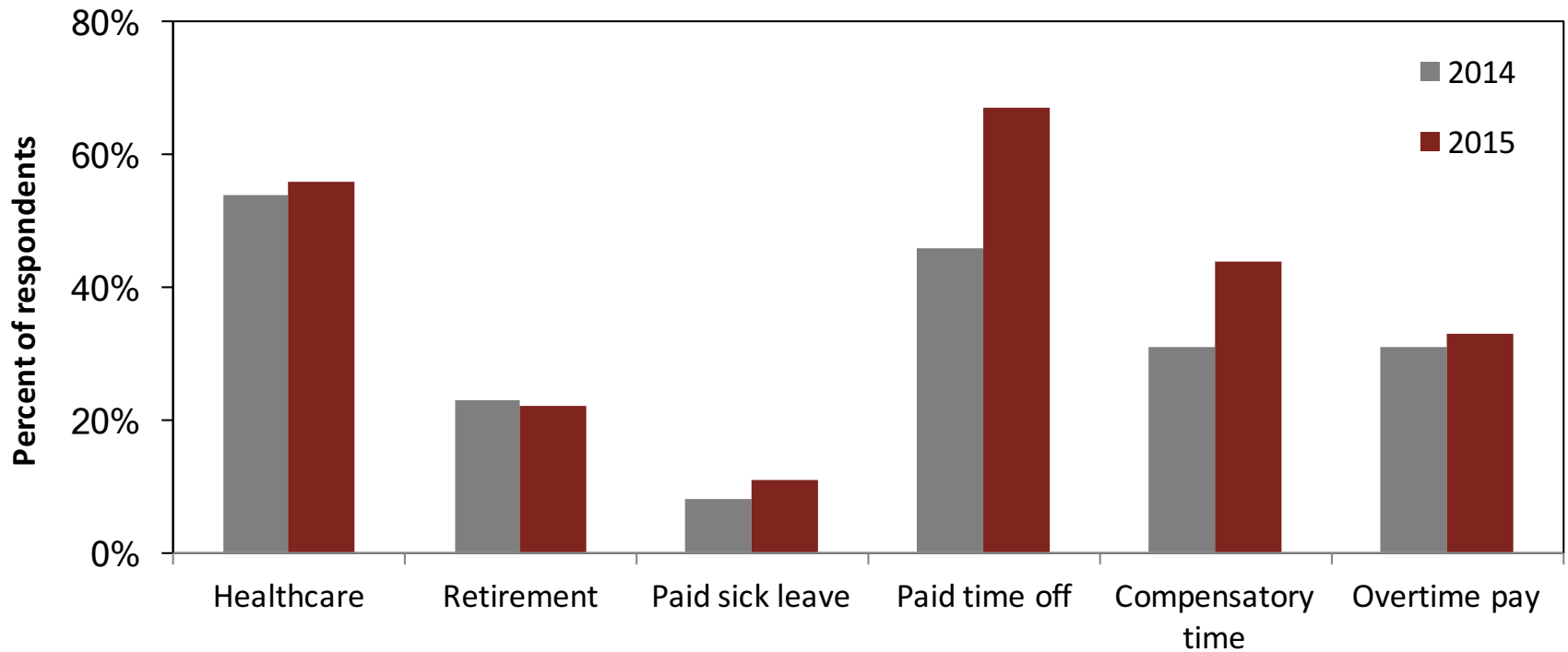


# Employee data

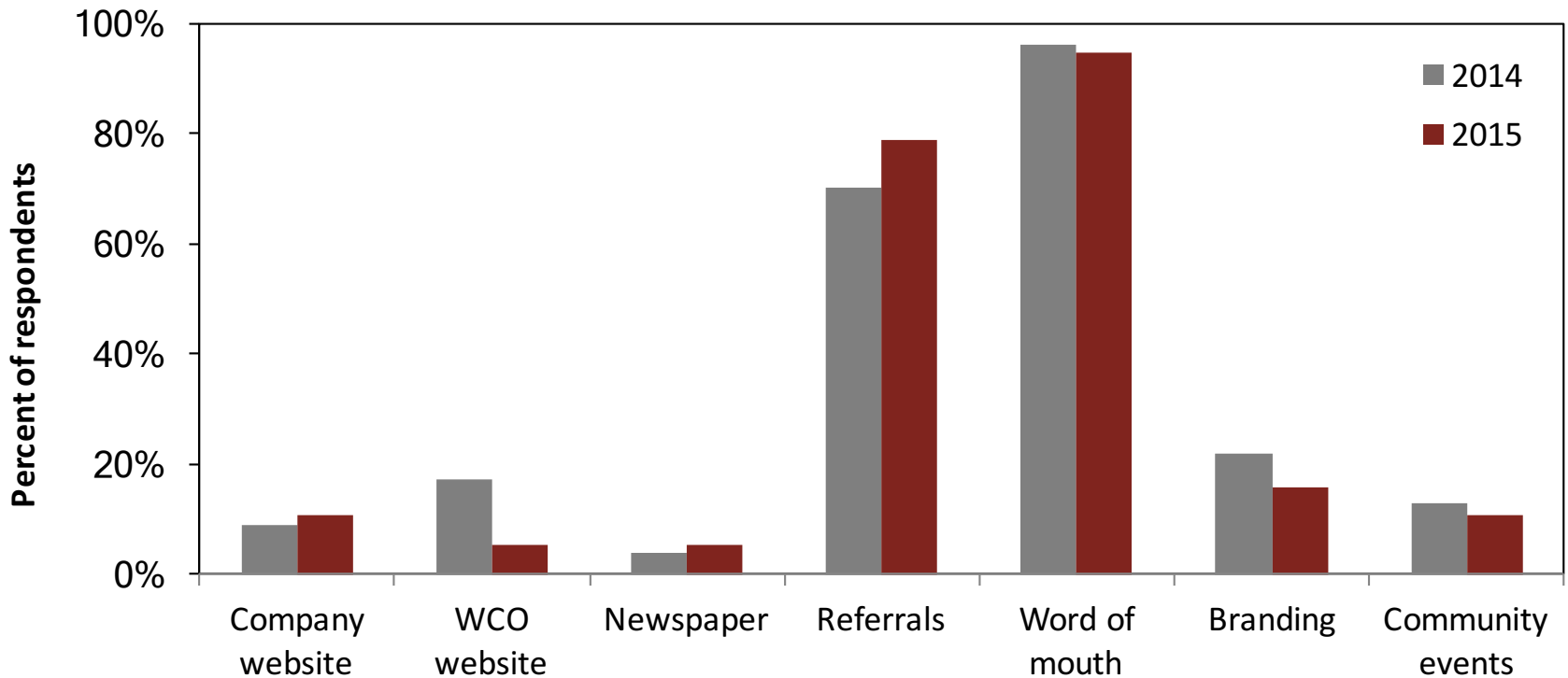
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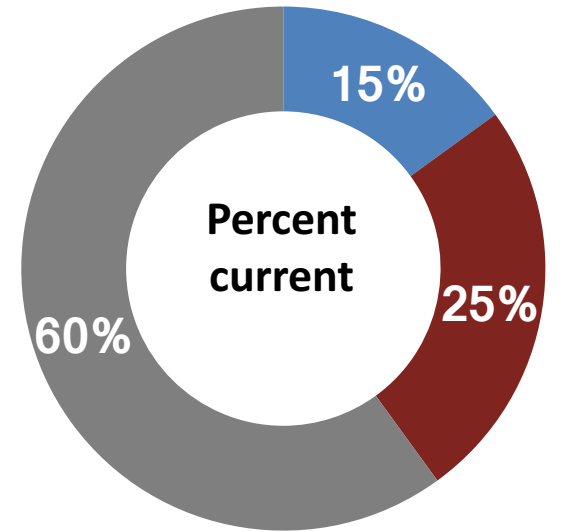
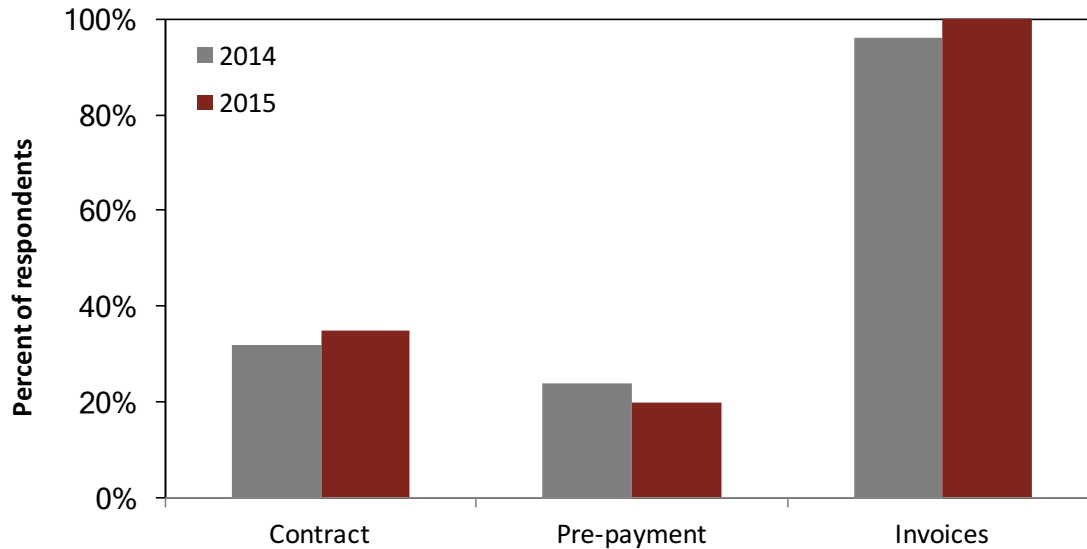
# Employee benefits



# Client recruitment

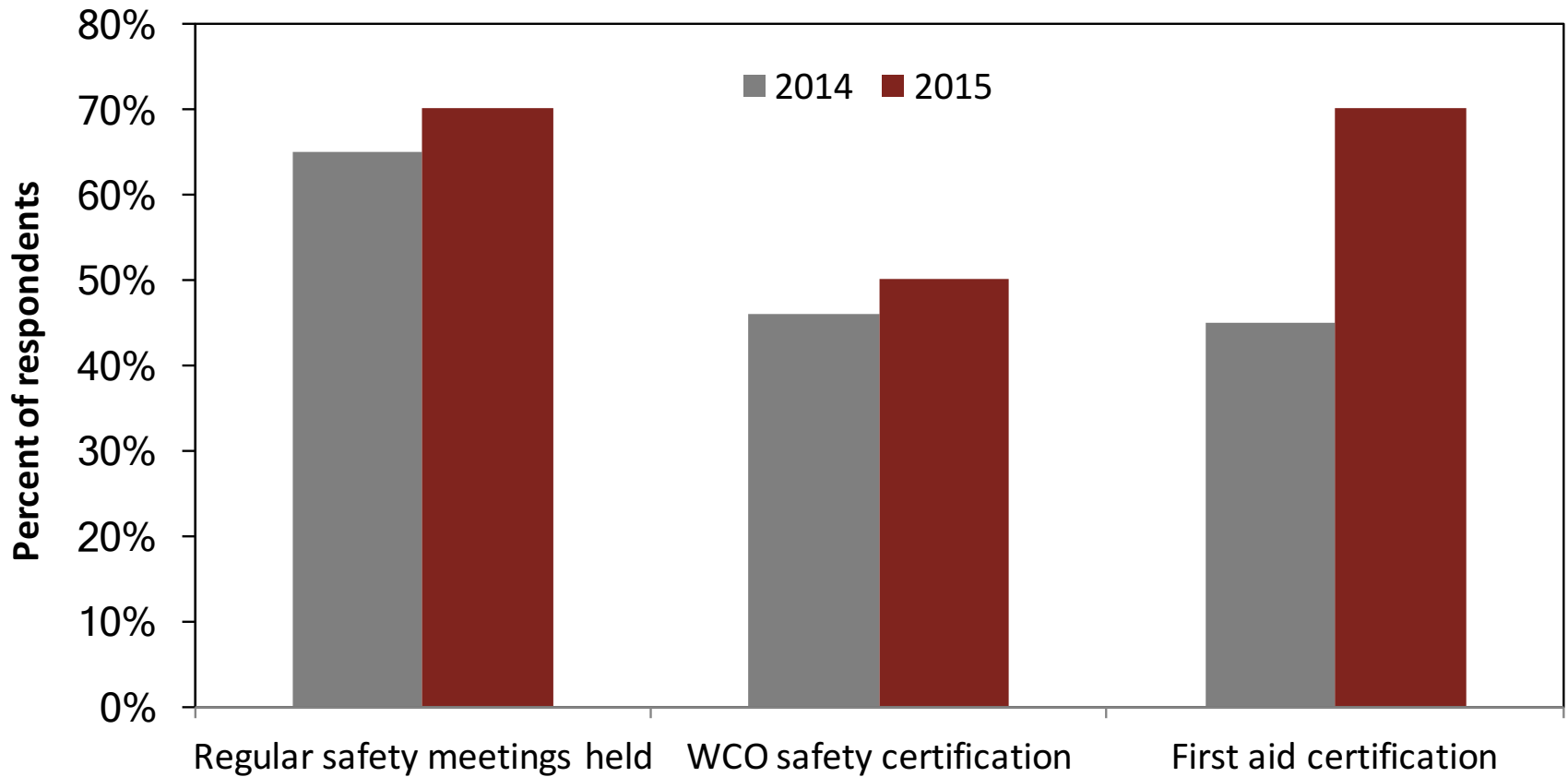


# Account status



■ 0 - 50 ■ 50 - 75 ■ 75 - 100

# Safety



# Summary

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- A. Overall – rates were lower for 2015 compared to 2014
- B. Operator pays fuel – hourly rate did not seem to account for *estimated* fuel cost
- C. Technology – slow adoption of telematics
- D. Mowers – Three size classes – 16, 32, 40+ cutting width: larger mowers charged by the hour resulting in an *estimated* lower cost-per-acre



# Summary

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- E. Mergers – with one exception, 30-ft mergers were absent from 2015 responses
- F. Packing – heavier tractors were able to command a higher hourly rate
- G. Forage harvesters
  - poor correlation between rate and harvester size or productivity
  - good correlation between machine size and reported productivity
- H. Transportation – Rates and capacities for tractors and straight trucks were comparable

# Summary

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- I. Pay and benefits – were flat but more operators offered paid leave
- J. Client recruitment – strategies rely on established networks
- K. Account status – similar to last year
- L. Safety – first aid certification reported at higher rate